

**WE ARE
UNDEFEATABLE**

in Blackburn with Darwen

A NATIONALLY INSPIRED PLACE-LED CAMPAIGN

A collaborative impact and learnings
report by Blackburn with Darwen
and We Are Undefeatable

June 2025



**BLACKBURN
with
DARWEN**
BOROUGH COUNCIL

Together
an Active
Future
»»»»

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1. INTRODUCTION & EXECUTIVE SUMMARY

**WE ARE
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INTRODUCTION AND PURPOSE

A NATIONALLY INSPIRED, PLACE-LED CAMPAIGN

Led by Blackburn with Darwen council and Together an Active Future (TaAF), We Are Undefeatable (WAU) in Blackburn with Darwen (BwD) is a localised version of the national campaign featuring local storytellers and signposting to local services and physical activity opportunities. It was launched in June 2024 and promoted throughout July, August and September.

Driven to fruition by the passion, collaboration and practical empowerment of stakeholders across several organisations, BwD's campaign is a case study that holds learning for both local and national bodies. One year on from launch, we reflect on the impact and learning that has been generated. Many of the learnings are likely to be transferable to other places and are summarised in the final section of this report.

REPORT PURPOSE

The intention of this report is twofold:

1ST

To outline the Blackburn with Darwen WAU campaign and share an account of its impact to date.

2ND

To distil transferable learning for other places wishing to inspire physical activity among people with long term health conditions, and for national bodies seeking to adopt more place-based approaches.

DELIVERING WAU IN BLACKBURN WITH DARWEN

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hotfoot.



FOREWORDS: BLACKBURN WITH DARWEN LOCAL PERSPECTIVE

“Our local storytellers have been truly inspirational.”

It has been a privilege to be involved in the Blackburn with Darwen We Are Undefeatable campaign and to see it grow from planning to implementation, learning, and continued development. As Chair of the Eat Well Move More Strategy Group, it's been encouraging to see how this campaign has helped shape our approach to tackling health inequalities and supporting people with long-term health conditions. Our local storytellers have been truly inspirational. Through their experiences, we've gained valuable insight into how to better support those who often feel excluded from physical activity. As Chief Executive of Age UK Blackburn with Darwen, I was proud to see older people share their stories and inspire others across the Borough. We see every day the importance of staying active in ageing well—and the consequences when people feel they can't be.

We're fortunate to have a strong tradition of partnership working across the public, voluntary, and community sectors, and this campaign has shown the power of collaboration and the impact of clear, consistent messages tailored to local needs. Our partners have played a key role in driving the campaign forward and have helped create a strong foundation for future efforts. Looking ahead, we aim to work with more local people to share their stories and support other areas of development in our efforts to reduce health inequalities. We also want to strengthen ties with primary care to help more people understand the benefits of physical activity, even while managing health conditions. Reducing inequalities through physical activity remains a key priority for the Eat Well Move More strategy, and we're committed to building on the lessons from this campaign.”



Vicky Shepherd
Chief Executive of Age UK
Blackburn with Darwen and
Chair of The Eat Well Move
More Strategy Group



“We are encouraged by the campaign's reach and impact so far.”

I'm proud to say that the We Are Undefeatable in Blackburn with Darwen campaign has been an outstanding initiative that supports several of our key public health priorities, particularly our objective of increasing physical activity among targeted groups that experience health inequalities.

Nearly 50% of our residents live with a long-term health condition, and we know that these individuals are twice as likely to be inactive compared to those without such conditions. This campaign has provided a valuable opportunity to focus on the lived experiences of people with health conditions, inspiring others to engage in safe and inclusive physical activity across the Borough.

By leveraging public health data, we've been able to strategically target specific geographic areas and demographics that experience a higher prevalence of health conditions in Blackburn with Darwen. This approach has already led to positive results, with increased engagement and participation from residents and key local partners across the system, including our Primary Care Networks, local sport and physical activity providers, and voluntary and community sector organisations.

We are encouraged by the campaign's reach and impact so far, and I look forward to continuing to build its presence, helping to reduce health inequalities for people living with long-term health conditions in Blackburn with Darwen.



Professor Abdul Razaq
Director of Public Health
at Blackburn with Darwen
Council



FOREWORD: WE ARE UNDEFEATABLE NATIONAL PERSPECTIVE

“We’ve gained deeper understanding of what place-led working involves”

The We Are Undefeatable in Blackburn with Darwen (BwD) campaign has been a pivotal initiative that is shaping our approach to place-led activation, far surpassing our expectations of the impact, interest and learning. This campaign has provided invaluable insights into how national initiatives can be adapted for local contexts, whilst also generating additional content, resources and assets that benefit national partners too.

Delivering this campaign enabled the We Are Undefeatable team to step into new territory - actively engaging in local systems and structures. By becoming embedded in local steering groups, collaborating with local stakeholders, and aligning with community health strategies, we gained deeper understanding of what ‘place-led working’ involves in practice. We knew it would be crucial to foster ownership at the community level, in order to ensure the campaign’s long-term sustainability.

Sharing this campaign’s learning and assets has helped us support other organisations and professionals keen to deliver local physical activity and health campaigns across a range of sectors. While the capacity and resource required for this engagement were significant, the learnings will be instrumental for the national team’s future plans at place. This experience has provided us with learnings that can be shared with other organisations and places, and will also guide our future work at place, including localised campaigns, collaborations and systems influencing, ensuring they are both locally-led and nationally supported.

Finally, the BwD campaign serves as proof that WAU can be successfully implemented at a local level. It has inspired people to move more, it’s changing the narrative of physical activity for people living with long term health conditions locally, and it’s been a catalyst and a platform for the local system to leverage to better support residents to be active. We are committed to sharing our insights and assisting others on similar paths, championing a model where national campaigns respond to and are shaped by local needs.



Peter Dutton

Activation Manager

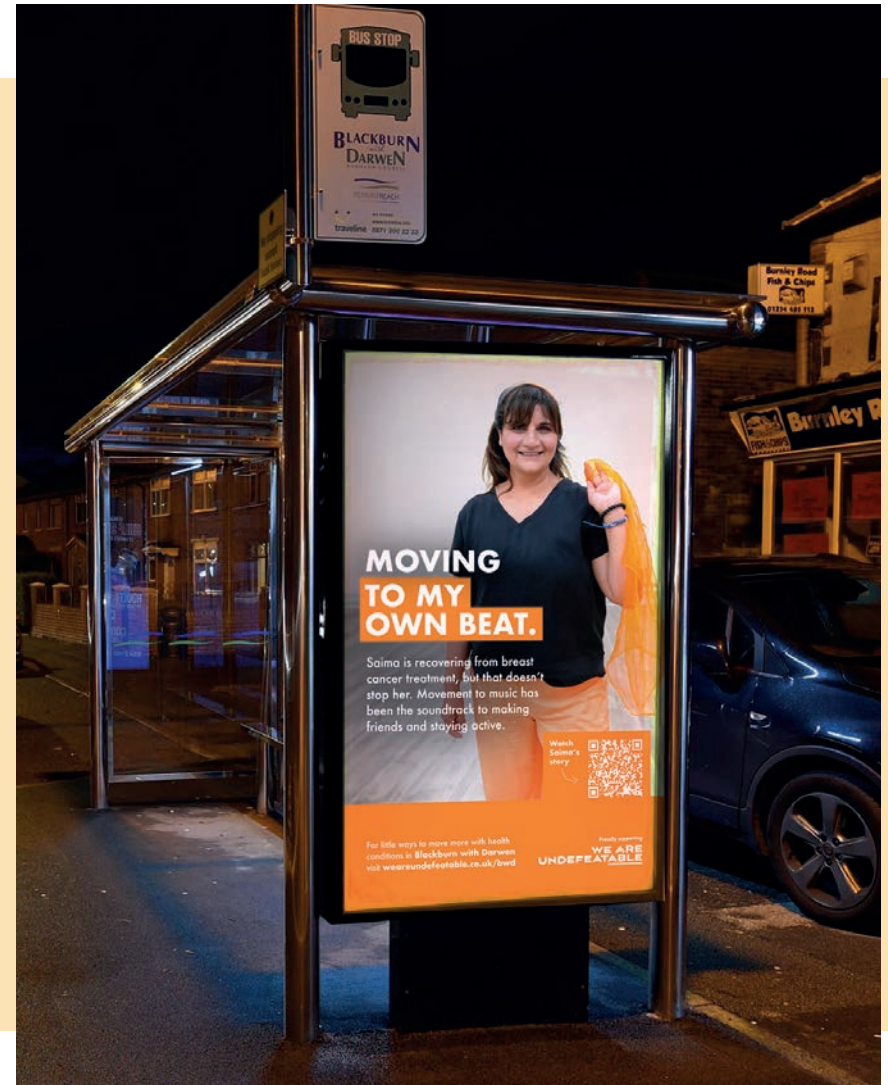
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EXECUTIVE SUMMARY

Blackburn with Darwen is one of the most deprived areas in England with a high proportion of residents living with preventable diseases, and high rates of physical inactivity. In 2024, working with Together an Active Future, Blackburn with Darwen council rolled out a programme of communications and engagement to inspire more physical activity among people living with long term health conditions, built around a localised version of the national We Are Undeatable campaign.

The campaign's impact to date among residents, delivery partners and the local healthcare system has been highly encouraging. Some of the effects are ongoing and there have been structural changes to council priorities that make sustained impact likely. Further, through the We Are Undeatable in Blackburn with Darwen campaign, we've learned valuable lessons which may be useful for other public health communication campaigns and local systems. For example, learnings related to leveraging public health data, collaboration with local storytellers and the empowerment of healthcare professionals, have been critical success factors in Blackburn with Darwen.

While there may be no 'one size fits all' approach for place-led public health campaigns, we hope that by sharing our journey we can contribute to more campaigns which have a lasting impact on public health outcomes.



CREATING THE CONDITIONS FOR CHANGE AT PLACE

Blackburn with Darwen's campaign contributes strong evidence of fostering three of the conditions necessary for place-based approaches to address inequalities in physical activity, as identified by the National Evaluation and Learning Partnership (NELP) in relation to Sport England's Uniting the Movement strategy. This evidence is summarised below, and in more detail throughout this report.

Key condition:

Processes for identifying the barriers and enablers of physical activity

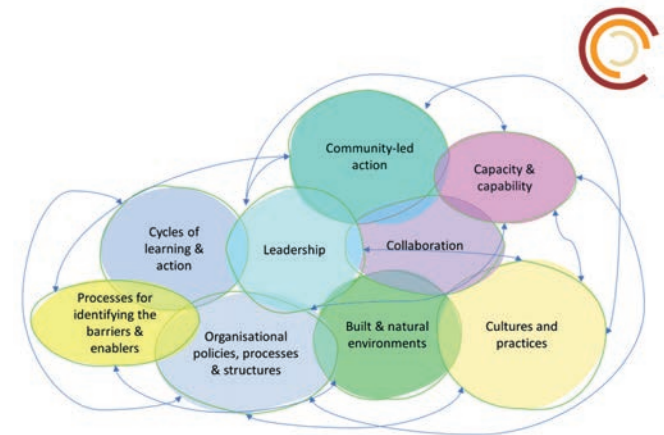
1. Data-driven insights: BwD used local public health data to understand the prevalence of inactivity and different health conditions by area. See localisation principle 2: Data Driven
2. Targeted approach: using this data, the campaign could be tailored to each community. Barriers to physical activity, such lack of accessibility and social stigma, were also addressed through this lens. See localisation principles 1: Local Storytellers and 2: Data Driven
3. Localised storytelling: 16 storytellers recruited through local organisations shared personal experiences of their physical activity despite living with LTHCs. This focus on authentic, relatable experiences made it easier to address barriers and inspire others in similar situations. See localisation principle 1: Local Storytellers
4. Community feedback: a collaborative feedback loop with stakeholders such as GP surgeries and charities helped the team gain more insight into local challenges and how these could be addressed. See localisation principle 3: Stakeholder Engagement

Key condition:

Collaboration & Relationship Building

1. Local and national partnerships: local organisations like Age UK, Blackburn Rovers, and One Voice played crucial roles recruiting storytellers and raising awareness of physical activity opportunities. Nationally, partnerships with Mind, Alzheimer's Society, and the NHS extended campaign reach far beyond BwD. See localisation principle 3: Stakeholder Engagement
2. Healthcare provider engagement: GP practices and Primary Care Networks (PCNs) were involved in delivery. This was key to integrating messaging into healthcare settings, where people with LTHCs seek advice. See localisation principle 4: Empowering healthcare professionals
3. Cross-sector involvement: the campaign also brought together partners from sports organisations, mental health services and public health., ensuring support needs could be addressed more holistically.
4. Community engagement: partnerships with grassroots organisations were instrumental in ensuring campaign messaging resonated with diverse groups. See examples in localisation principles 1: Local Storytellers and 5: Linking inspiration to opportunity
5. Public and media partnerships: the campaign worked closely with media outlets such as Lancashire Telegraph and BBC Radio Lancashire, to amplify the message and reach a wider audience. See earned publicity

SYSTEM CONDITIONS FOR CHANGE



Sources: National Evaluation & Learning Partnership / Sheffield Hallam University <https://evaluatingcomplexity.org/resources/conditions-for-tackling-inequalities-in-physical-activity>
[Conceptual_model_overview_September_2024_1_acef8d592f.pdf](#)



2. WHAT BROUGHT WE ARE UNDEFEATABLE TO BLACKBURN WITH DARWEN

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THE CONTEXT IN BLACKBURN WITH DARWEN

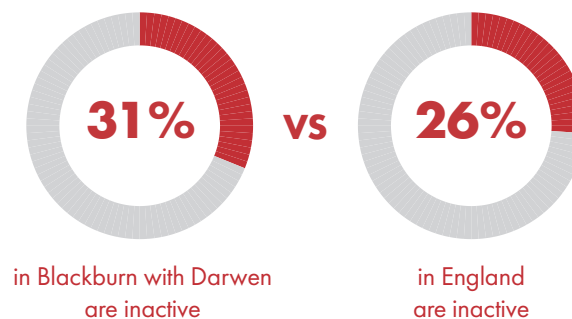
The 2019 Indices of Multiple Deprivation identified Blackburn with Darwen as one of the most deprived areas in England. Over half the borough's residents are estimated to live in areas classified within the most deprived 20%.

The 2021 Census found that the age-standardised proportion of residents living with a long term health condition or illness that limits their day-to-day activities is 20.8%, compared to 17.7% in England. A third of economically inactive people are out of the labour market due to long term illness².

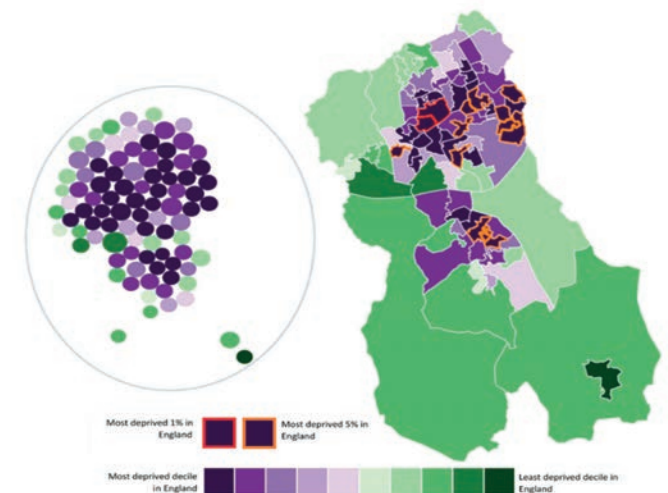
Blackburn with Darwen also has some of the highest levels of physical inactivity in the country, contributing to higher rates of preventable diseases. While there has been a reduction in inactivity levels in recent years, a significant gap remains between the local and national picture¹. Regular physical activity can help prevent or manage many common conditions, keep symptoms under control, prevent additional conditions from developing, and reduce inequalities³.

INACTIVITY IN BWD

Under 30 minutes of physical activity per week¹



DEPRIVED AREAS IN BLACKBURN



¹Sport England Active Lives 2022-2023

²Annual Population Survey 2024. Economically inactive people are not working and not looking for a job

³Health matters: physical activity - prevention and management of long-term conditions

THE FOUNDATIONS FOR CHANGE

THE 'EAT WELL MOVE MORE' STRATEGY (EWMM)

Blackburn with Darwen's EWMM strategy links together a number of workstreams that contribute to healthier outcomes for the BwD population. This strategy was under review at the time BwD council and Together an Active Future were introduced to the national We Are Undefeatable campaign.



STRATEGIC ALIGNMENT, RIGHT TIME AND PLACE

It was identified that We Are Undefeatable could directly support the priority area of Reducing Health Inequalities through its relatable messaging, data and resources designed to support people with long term health conditions to become more active. Additionally, there is a strong link to the Active Environments workstream as WAU showcases local spaces and places to be active; and the Supporting the Workforce workstream which aims to equip local healthcare and other professionals with physical activity resources, both for themselves and the communities they serve.

Since the EWMM strategy sits directly within BwD's Health and Wellbeing Board, WAU had embedded governance and transparency. BwD decided to adopt the WAU campaign but boost relevance through significant localisation, partner engagement and linking to local services. With the support of the national WAU team and a creative agency, a localised version of the campaign was developed.

'EAT WELL MOVE MORE' WORKSTREAMS





3. OUR OBJECTIVES AND LOCALISATION PRINCIPLES

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in Blackburn with Darwen

CAMPAIGN OBJECTIVES AND LOCALISATION PRINCIPLES

OBJECTIVES OF BLACKBURN WITH DARWEN'S WAU CAMPAIGN:

- To reach people who experience widening health inequalities due to their health condition(s); to inspire and encourage them to be physically active to prevent and support the management of long term health conditions.
- To raise awareness and understanding of physical activity in the management of long term health conditions across multiple workforces, such as healthcare professionals, volunteers and those involved in the delivery of physical activity locally.
- To share learnings with other places striving towards similar objectives, and with organisations seeking to work in a more place-based way.



KEY LOCALISATION PRINCIPLES:

- 1 LOCAL STORYTELLERS:**
harnessing the lived experience of BwD residents
- 2 DATA DRIVEN:**
shaping delivery through ward-level public health data
- 3 STAKEHOLDER ENGAGEMENT:**
galvanising local system support
- 4 EMPOWERING HEALTHCARE PROFESSIONALS:**
with practical resources
- 5 LINKING INSPIRATION WITH OPPORTUNITY:**
signposting to local services
- 6 INCLUSIVE COMMS AND MARKETING:**
prioritising accessibility to enhance reach and impact

1 LOCAL STORYTELLERS: harnessing the lived experience of BwD residents

REAL BwD PEOPLE

Blackburn with Darwen is a multicultural borough (60% white British, 36% Asian / Asian British) with a diverse population. By design, all 16 storytellers were local residents and reflected this diversity to help the messaging resonate.

REAL BwD LOCATIONS

Campaign videos and stills showed typical Blackburn with Darwen backdrops, adding a level of localisation and interest for the audience; important in a sea of ad spaces that is often saturated with commercial or national campaigns.

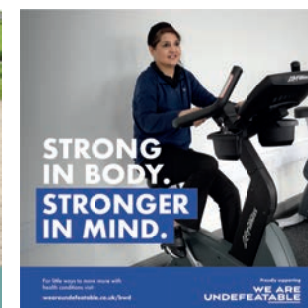


ENGAGING COMMUNITIES THROUGH THE STORYTELLERS

BwD storytellers were more than campaign 'faces'. They also provided insight on engaging specific communities, helped make communications more inclusive, and helped to promote the campaign through their media links and connections to community services and (in some cases) national charities.

ENGAGING PHYSICAL ACTIVITY PROVIDERS THROUGH THE STORYTELLERS

Local activity providers and voluntary sector organisations could propose storytellers who had benefitted from their services – this meant a link was forged to services that could be promoted within the campaign and had an interest in its success.



Example 1: storytellers informed media strategy by providing insight into Asian community preferences for short form video e.g. TikTok & WhatsApp, and cultural considerations for women engaging in activity.



Example 2: two of the storytellers live with visual impairments. Engagement with them raised the importance of inclusive communications material leading to the creation of enhanced audio videos.

2

DATA DRIVEN:

shaping delivery through ward-level public health data

Harnessing public health data enabled BwD to tailor campaign design and delivery in a hyper-local way. Taking time to review demographic profiles and the prevalence of particular health conditions at ward level meant that storytellers could be selected to represent these dynamics and media could become more targeted. This data-driven approach helped to make the campaign more relatable and successful, as it reflected the needs of residents.



A FOUNDATION STONE FOR CAMPAIGN DESIGN...

Public health data identified which long term health conditions represented by the 15 different We Are Undeatable charity partners were a priority in BwD, and their prevalence by ward. Storytellers were selected to mirror these characteristics.



... AND FOR CAMPAIGN DELIVERY

Understanding demographic and health profiles at ward level also drove decisions about which stories and ads to prioritise in different places, e.g. the strategic placement of stories on bus shelters, and social media targeting.

3

STAKEHOLDER ENGAGEMENT: galvanising local system support

To ignite momentum around the local campaign, TaAF and BwD council maintained engagement and representation in a wide range of networks, groups and meetings. This created a collaborative feedback loop whereby insight could be shared and alignment fostered.

CORE OWNERSHIP OF BwD CAMPAIGN



WIDER STAKEHOLDER GROUPS



*Voluntary, community, faith and social enterprises

Stakeholder engagement was prioritised at every stage, helping to ensure the campaign would be well conceived to meet local needs and that it would have broad-based support upon launch.

ENGAGEMENT MECHANISMS AND ENABLERS

PRE CAMPAIGN

- Informing stakeholders early on of campaign plans
- Workshop-style engagement including asking for commitments
- Existing relationships both via TaAF and BwD council staff members with regular attendance at key meetings e.g. with ICB

DURING THE CAMPAIGN

- Launch event
- Campaign pack & companion social media plan to support stakeholders in promoting the local campaign
- Assets were not council branded, enabling many different stakeholders to share them under their own brands

POST CAMPAIGN & ONGOING

- Celebration event
- Curiosity to capture what worked and what didn't
- Stakeholder survey and individual interviews with key partners
- Partners supported to help disseminate a survey to residents

BENEFITS OF ENGAGEMENT

- Further insight on barriers to activity
- Alignment with local priorities/needs
- Stakeholders helped identify storytellers, and local services and activities to signpost
- Stakeholder buy-in

- Stakeholders were inspired to share the message
- Key partners provided additional capacity to respond to media opportunities

- Capturing learnings and ripple effects, including intended and unintended consequences
- Co-developing plans to embed campaign stories and messaging in ongoing/future services and comms

EMPOWERING HEALTHCARE PROFESSIONALS: with practical resources

ENGAGEMENT & KNOWLEDGE TRANSFER THROUGH PRIMARY CARE NETWORK AND LOCAL HOSPITAL TRUST

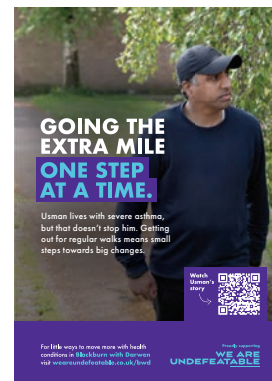
We engaged local healthcare professionals via the PCNs to share insight from the national campaign on how influential their conversations with patients could be on the topic of physical activity, and to make specific asks of them:

- To follow guidance from the [Moving Medicine resource](#) to build conversations about moving more into routine care
- To sign up to [Physical Activity Clinical Champions \(PACC\) training](#)
- To signpost patients to the [campaign website](#) to find inspiration from other people living with LTHCs locally, and local opportunities to be active
- To refer people to the BwD Wellbeing Service, [re:fresh](#) – a ‘one front door’ approach to finding suitable health and wellbeing solutions for local people



RESOURCES FOR HEALTHCARE SETTINGS

We also asked healthcare professionals to deploy campaign assets such as videos and posters in settings such as consultation rooms and waiting areas, and developed a suite of practical resources designed to raise awareness of local activities and services - making it easier for them to signpost opportunities for people to get active. Some resources were hand-delivered to GP surgeries.



GP surgery poster examples



Moving Medicine Resource

5

LINKING INSPIRATION TO OPPORTUNITY: signposting to local services

SHOWCASING PHYSICAL ACTIVITY OF OUR STORYTELLERS

Each of the 16 local WAU storytellers had unique ways in which they chose to get active, despite the ups and downs of their health conditions. This enabled a direct link to be made between their inspirational stories and local opportunities to be active, which could be highlighted to the public in campaign resources. This is a clear advantage of local campaigns whereby accessible, convenient activities can be highlighted.

LINKING TO BwD'S ONE-STOP WELLBEING SUPPORT AND REFERRAL SERVICE

WAU campaign resources and main landing page also pointed to re:fresh, BwD's health and wellbeing service linking local people to physical activity opportunities within the borough, along with additional support services such as health and wellbeing coaching.

Some of the local organisations signposted:



SaS RIGHTS etc



6

INCLUSIVE COMMS & MARKETING: prioritising accessibility to enhance reach and impact

PRIORITISING ACCESSIBILITY TO ENHANCE REACH AND IMPACT

Many campaign materials were made accessible through subtitling, audio-transcription, translation into other languages and BSL, and Read Easy formats – enabling more people to access campaign content while also strengthening relationships with partners such as the RNIB and Deaf Village North West. Some of the ‘ripple effects’ of the collaboration with Deaf Village NW are highlighted subsequently at the end of Section 6: Impact on Partners and Systems.

Some of the inclusive adaptations were informed by the storytellers – for example, engagement with two of the storytellers living with visual impairments made a stronger case for audio enhanced videos.





4. WHAT THE LOCAL CAMPAIGN LOOKED LIKE

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in Blackburn with Darwen

CAMPAIGN OVERVIEW: OWNED MEDIA

Campaign materials were inspired by the national campaign's look and feel, building on its tried and tested formula.



OUT OF HOME ADS

Bus shelters, digital screens in town centres, bus and train stations.



PRINTED PUBLICATIONS

Stories featured in Lancashire Telegraph and One Voice Magazine.



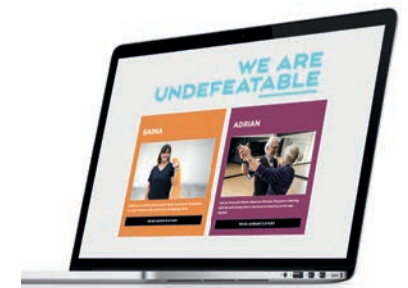
POSTERS

Displayed in GP practices, libraries, family hubs, leisure centres and council offices. Use of QR codes to drive traffic and website redirect for brand consistency.



SOCIAL MEDIA

Paid social campaign on Facebook, Instagram and X on BwD council, re:refresh (local wellbeing service) and leisure centre channels. Partners and supporters were also encouraged to share campaign stories via their channels - the fact that the assets were not council branded further enabled this. Bus shelters, digital screens in town centres, bus and train stations.



DEDICATED PAGE ON BwD WEBSITE

BwD public health website with link to the re:refresh website. Signposting to local physical activity opportunities and national charity partners for condition-specific advice. Campaign asset pack also available here.

OUR LOCAL STORYTELLERS

CHRIS



NINA



SAIMA AFZAL



DILWARA



MICHELLE



BOB



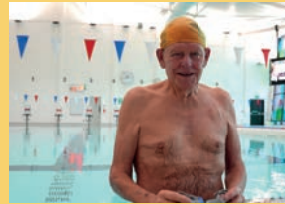
GLYN



JOHN



RALPH



ADRIAN



ZOE



DILYS



SAIMA



PARVEEN



HAZEL



USMAN

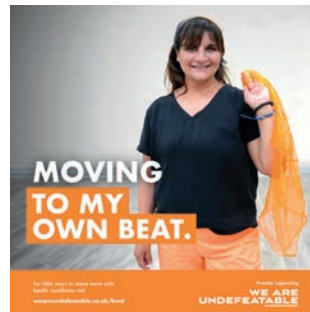


EARNED PUBLICITY THROUGH THE STORYTELLERS

In addition to planned campaign activity, the storytellers generated a wealth of additional exposure for the campaign and for national charities, driven by their unique profiles and connections. A handful of examples are shown below but this is a dynamic aspect of the campaign and further media exposure is anticipated.

ADDITIONAL EXPOSURE

- Pendle Community Radio
- Lancashire Telegraph
- English Football League (EFL)
- Blackburn Rovers FC
- One Voice Magazine
- National conferences e.g. UK Stroke Forum, EFL in the Community events
- National charities including: British Heart Foundation, Mind, Breast Cancer Now, RNIB



SAIMA

- Story shared by Lancashire Telegraph
- Saima spoke on Pendle Community Radio
- Assets shared by Breast Cancer Now



BOB

- Blackburn Rovers Football Club created a video, web page and social content to share Bob's story for World Heart Day
- Bob spoke on Pendle Community Radio
- His story has also been shared by the British Heart Foundation



GLYN

- Story shared on an Instagram collab post by English Football League, Blackburn Rovers, We Are Undeatable and BwD Council to coincide with #WorldAlzheimersDay



SAIMA

- Featured in the Autumn edition of the One Voice magazine, distributed to 14,000 households in Blackburn
- Met with RNIB resulting in social media content being posted to the RNIB North West Facebook group



5. IMPACT ON RESIDENTS

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ASSESSING THE IMPACT ON RESIDENTS IN BwD

The campaign's impact on residents was evaluated quantitatively and qualitatively through mechanisms including a survey, digital media metrics, conversations with residents and storytellers, and interviews with key partners. The following areas of impact are expanded upon in subsequent pages.



REACH

The campaign reached the majority of BwD residents* and achieved a digital reach of 1.4 million people



INSPIRATION

Most of those exposed to the campaign took out a relevant message and felt inspired by the stories



PHYSICAL ACTIVITY

Most of those who recalled the campaign took steps towards being active*



RECAP OF OBJECTIVE

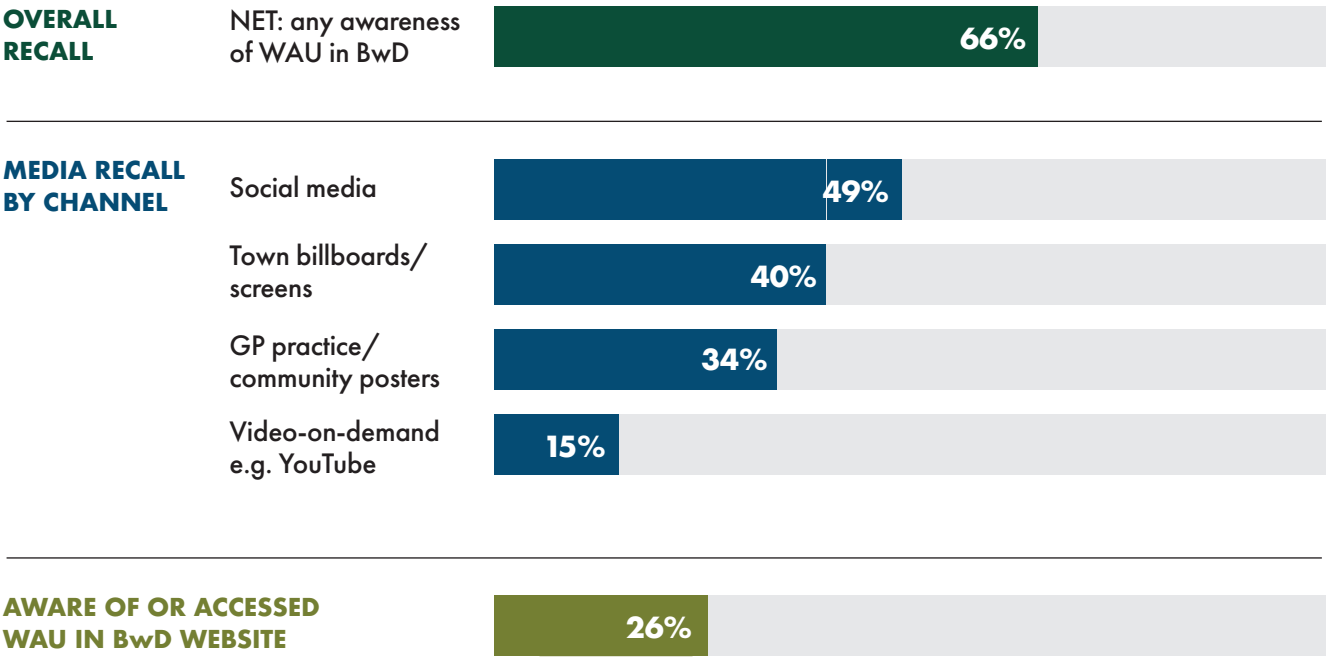
To reach people who experience widening health inequalities due to their health condition(s); to inspire and encourage them to be physically active to prevent and support the management of long term health conditions.

*Based on survey data distributed via BwD council, TaAF and partners; see limitations on next page

INDICATIONS THAT THE CAMPAIGN REACHED MAJORITY OF BwD RESIDENTS

INDICATIONS OF STRONG REACH

In a survey of residents, two thirds were aware of the local WAU campaign in BwD. They were most likely to recall social media and town billboards/screens, however posters in community settings such as GP practices also contributed strongly to campaign cut through. While recall is higher than levels observed in national WAU campaign tracking¹, caution in interpretation is advised due to the small sample and survey distribution method.



Source: Survey of 47 BwD residents of which 38 had LTHCs. Note: the small sample size and the fact the survey was distributed via BwD council/TaAF and partners may result in bias which it is not possible to calibrate.

¹National WAU campaign benchmark: 49% recall in summer 2024

EFFICIENT DIGITAL DELIVERY

STRONG DIGITAL REACH

Media delivery metrics suggest that the data-driven approach to targeting relevant content to each locality resulted in strong engagement and a low cost of advertising. Highlights included:

A paid advertising reach of over

1.4 million



Strong completion rates suggest video content resonated with the audience

Over

1,100

hours of total watch time



Increase in traffic to the BwD Active Living page by

1,921%

across a 5-month period



Ads generated views at low cost, maximising the budget.
Cost per view =

£0.032



33k

YouTube video views



Top 3 most watched videos on YouTube:

Storyteller	Views
Ralph	10,000
Saima Afzal	6,300
Zoe	5,400

Please note: this data is taken from the 5-month campaign period.

MOST TOOK OUT A RELEVANT MESSAGE AND FELT INSPIRED

A COMPELLING MESSAGE

Most of the surveyed residents agreed that the campaign conveyed the core message that ‘people with health conditions can be active’ and that ‘being physically active helps you to enjoy more of life’ - in line with the strong levels observed in national tracking.

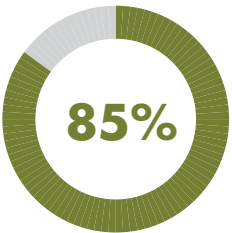
MANY WERE INSPIRED TO VISIT THE WEBSITE AND THINK ABOUT GETTING ACTIVE

Seeing local faces and locations in the ads combined with the motivating messaging, inspired many to want to visit the website where they could learn more about the campaign and find out about local physical activity options. Levels of inspiration compare favourably to national tracking.

“It [the campaign] proves that people with health conditions can still do exercise and this can help their condition improve or not get worse.”

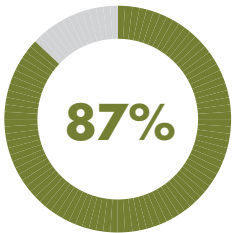
BwD resident via survey

“Shows people with health conditions can be active”



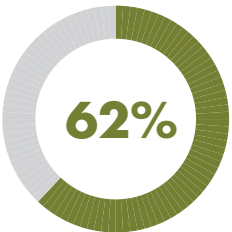
National benchmark: 85%

“Shows being active helps you enjoy more of life”



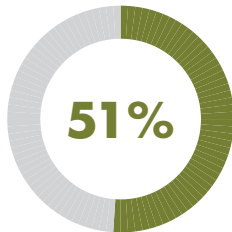
National benchmark: 81%

“Encourages me to visit campaign website”



National benchmark: 45%

“Inspires me to be active”



National benchmark: 53%

Source: Survey of 47 BwD residents of which 38 had LTHCs. National WAU campaign benchmarks from summer 2024 for indicative comparison

Source: Survey of 47 BwD residents of which 38 had LTHCs. National WAU campaign benchmarks from summer 2024 for indicative comparison

45% TOOK STEPS TOWARDS BEING ACTIVE

INDICATIONS OF STRONG CONVERSION TO ACTION

45% residents surveyed – which was the majority of those aware of the campaign - claim to have taken steps towards being active. The most common actions were starting, re-starting or increasing levels of physical activity.

These levels are higher than those observed in national WAU campaign tracking 1, however as stated earlier in this report, caution in interpretation is advised. The indicatively strong findings are supported by qualitative evidence gathered through interviews and a campaign celebration event.



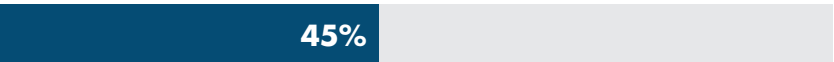
OVERALL RECALL

NET: any awareness of WAU in BwD

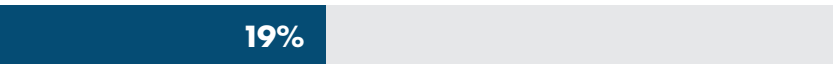


ACTIONS TAKEN

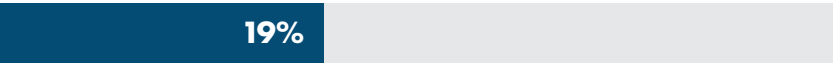
NET: any action



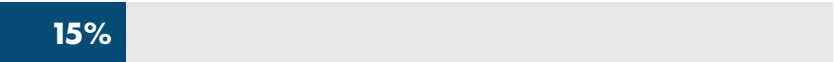
Started or restarted activity



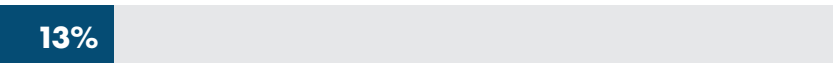
Increased activity



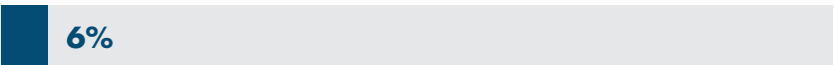
Spoke to someone



Gathered information



Contacted a local service



Source: Survey of 47 BwD residents of which 38 had LTHCs. Note: the small sample size and the fact the survey was distributed via BwD council/TaAF and partners may result in bias which it is not possible to calibrate.

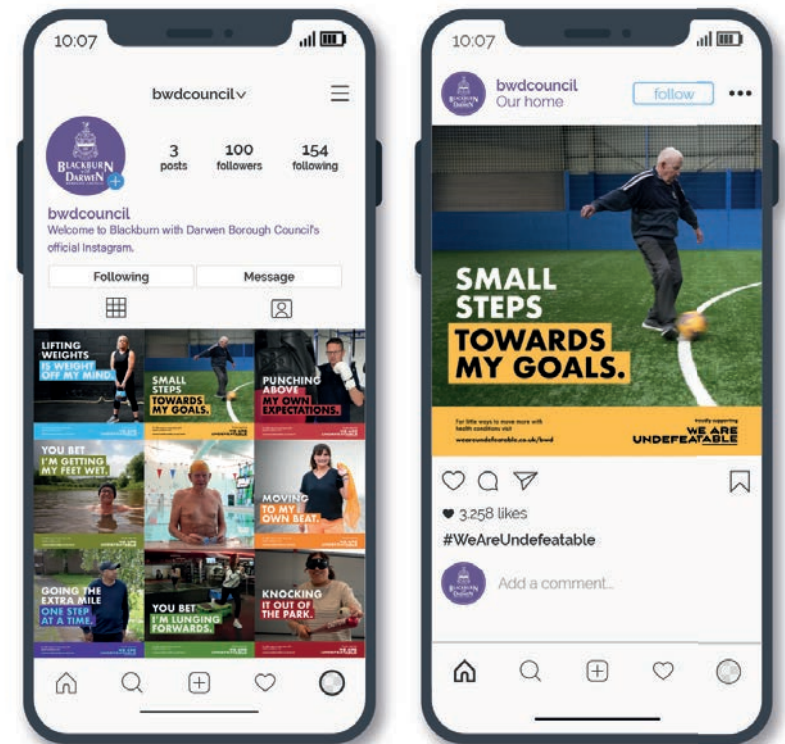
¹National WAU campaign benchmark: 49% recall, 19% took action in summer 2024

UNDERSTANDING FUTURE IMPACT

We believe the impact of the campaign will deepen and grow as a function of its embedding in the council website and wellbeing referral service, the systems work undertaken through partners such as the Primary Care Networks who continue to promote the importance of physical activity, and a calendar of coordinated communications through which campaign resources and stories will continue to be shared. Additionally, the 16 local storytellers have agreed to a four year engagement period and some have expressed interest in taking part in future community events and activities to inspire BwD residents.

We will monitor future impact in the following ways:

- 1 Sport England's Active Lives, tracking activity levels within the borough.
- 2 Public health local population data on long term health conditions.
- 3 Referrals through BwD's health and wellbeing service, re:fresh.
- 4 Regular reviews of how We Are Undefeatable is supporting BwD's 'Eat Well Move More' strategy.
- 5 Ongoing qualitative input from local partners and storytellers reporting back from the community.
- 6 Tracking ongoing utilisation of WAU in BwD communications assets.





6. IMPACT ON PARTNERS AND SYSTEMS

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ASSESSING IMPACT ON PARTNERS AND SYSTEMS

The campaign's impact on partners and systems was explored quantitatively and qualitatively through Ripple Effect Mapping, a stakeholder survey and interviews with key partners. The following partner impacts are expanded upon and illustrated across subsequent pages.

IMPACT BY SECTOR:



OVERALL LOCAL COLLABORATION

Creation of a collaborative network and strong partnerships across the borough



LOCAL GOVERNMENT

Promoting use of public health data in campaigns, linking of relevant council initiatives e.g. mental health



PHYSICAL ACTIVITY SECTOR

Increased demand for local provision, visibility for TaAF on the national stage, engagement of national sports bodies



HEALTHCARE SECTOR

Established working partnership with Primary Care Networks



CHARITY SECTOR

Charity organisations benefiting from the stories in their campaigns locally and/or nationally



RECAP OF OBJECTIVE

To raise awareness and understanding of physical activity in the management of long term health conditions across multiple workforces, such as healthcare professionals, volunteers and those involved in the delivery of physical activity locally.



STRONG PARTNERSHIPS HAVE FORMED ACROSS THE BOROUGH

The stakeholder survey and Ripple Effects Mapping exercise with partners highlighted the strong collaborative network around the local campaign, which was felt to exemplify a place-based whole systems approach.

Many of the insights gained on place-based working have been shared more broadly, for example via webinars hosted by the Local Government Comms Academy, Public Health Comms Hub, WAU and TaAF. Most stakeholders praised the alignment around shared priorities, and felt that the campaign reflected local needs and demographics.

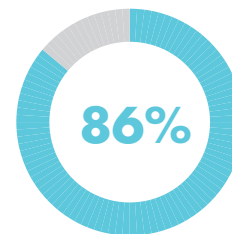
"I would describe it as a catalyst for these types of conversations."

Partner interview

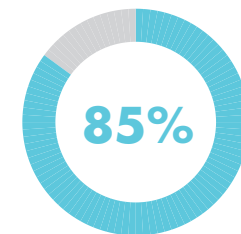
"It provides good messages and role models. People are exposed to advertising, much of which is unhealthy so this is something of a positive counter balance."

Stakeholder comment via survey

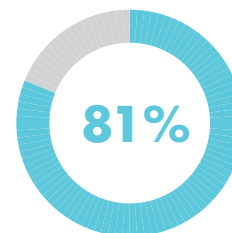
"WAU provides an aligned physical activity message"



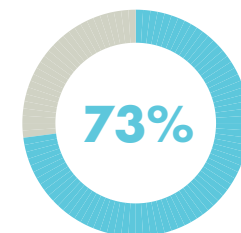
"WAU supports local priorities and initiatives"



"WAU is useful to support local orgs reaching people with LTHCs to be active"



"WAU reflects local needs and demographics"



Source: Stakeholder survey n=22 (9 charity/voluntary sector, 5 local government, 4 community organisations, 4 health and social care) Caution: low base



THERE IS FURTHER APPETITE TO STRENGTHEN COMMUNITY REPRESENTATION WITHIN THE CAMPAIGN

Inspired by the reach and success of the local WAU campaign, stakeholders and partners have suggested opportunities to support an even broader prevention agenda, for example tackling mental health more explicitly, emphasising additional demographics or marginalised groups, and further strengthening links to the local physical activity offer and other services.



What other resources or value could We Are Undefeatable in Blackburn with Darwen provide to help you support more people with long-term health conditions to be more physically active?

Mental health is a big issue and it would be good to have more mental health stories, especially of younger people.

I would like to see **deeper personal stories of people marginalised** or not accessing much and following their journeys.

[More opportunity] to link in with what organisations are already doing like walking sports such as football netball and tennis.

Continue to promote the message and continue to **represent underrepresented groups.**

Include some younger adults to appeal to younger residents.

Source: Stakeholder interviews and survey comments



COLLABORATION WITHIN BwD COUNCIL AND WITH OTHER COUNCILS

A supportive Public Health team within BwD Council was a key factor in the decision to initiate the campaign, and led to the following impacts:

PROMOTION OF THE USE OF PUBLIC HEALTH DATA FOR CAMPAIGNS

Using public health data to shape local campaigns is not necessarily standard practice, but has been highly valuable in the context of WAU in BwD. Other councils have shown a keen interest in understanding the approach taken and these learnings have been widely shared in webinars and other contexts.

"The campaign has brought people together and enabled a shared focus across different agendas and sectors. It has created lots of opportunities."

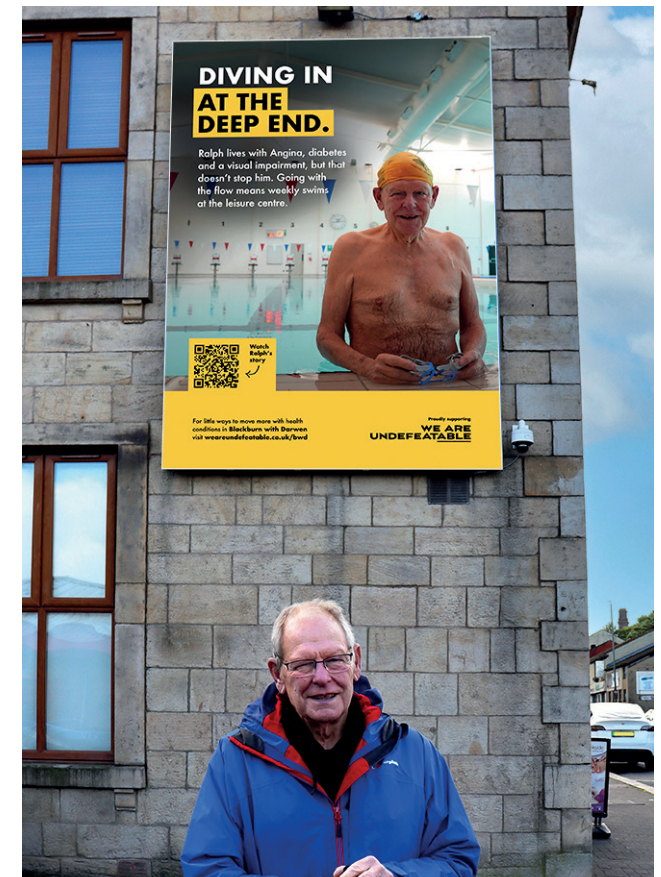
BwD Council staff member

CONNECTING UP TEAMS AND INITIATIVES WITHIN BwD COUNCIL

WAU visibility within the council has fostered connections across council departments including Neighbourhoods and Prevention, Adult Social Care, Environments and Leisure. Due to the comorbidity stories featured within the campaign, it has also reinforced the importance of embedding physical activity into wellbeing support for those living with severe mental illness as well as dementia, anxiety and depression.

"I feel that [Public Health] getting stuck into the data and doing this campaign has made me think 'how can we make this more accessible?'"

BwD Council staff member





LOCAL DELIVERERS HAVE INCREASED THEIR VISIBILITY AND DEMAND

Through their involvement with the campaign, local deliverers were able to showcase their community offer, with some also capturing the attention of regional or national partners to raise their profile further. Qualitative feedback highlighted the benefit of being able to access ready-made assets from the credible national brand, which was an enabler for faster communication and impact.

Example of deliverers increasing local and national visibility through involvement in BwD's WAU campaign:



Local partner Blackburn Rovers Community Trust was invited to share its health & wellbeing initiatives at an English Football League in the Community / WAU event, to inspire other organisations.

"The campaign has been a spring board, I'm grateful and don't want it to end."

Partner interview

FAHIMA IQBAL

Head of Health & Wellbeing, Blackburn Rovers Community Trust

Blackburn Rovers Community Trust is signposted within the local WAU campaign through one of the storytellers, Glyn, who lives with Alzheimer's and takes part in their walking football sessions.

As a result of BRFC supporting the campaign, Fahima reports that the number of walking football participants has increased; some new and others re-engaging since seeing the local campaign. There have also been new enquiries from a care home and an over 50s community group seeking to find out more about the sessions provided by BRFC, which also include a recently established cancer support group.



LOCAL DELIVERERS HAVE INCREASED THEIR VISIBILITY AND DEMAND

Example of deliverers increasing local and national visibility through involvement in BwD's WAU campaign:



Local partner SAS Rights has reported many impacts, which included:

- The founder being invited to deliver a talk at a local school
- New conversations in the Asian community about cycling, swimming and other activities
- The University of Central Lancashire volunteering a Masters student to evaluate its cycling programme, having seen SAS Rights' WAU social media posts
- Stronger links with local mental health organisations resulting in increased support referrals to SAS Rights
- SAS Rights being nominated for a health and wellbeing award within the CVS

SAIMA AFZAL

**Local WAU storyteller
& Founder of SAS Rights
(VCS organisation)**

Saima is a WAU storyteller and the founder of SAS Rights, a Blackburn based charity offering a weekly activity sessions and more. She also likes to get active herself through local movement to music sessions.

Saima reports a significant impact on demand for physical activity as a result of the local campaign and her role within it. The SAS Rights cycling group has grown from strength to strength and now has more ladies wishing to participate than bikes available. Saima also reports an increase in Pakistani women attending movement to music sessions, as well as other local charities increasing the quantity of sessions on offer.



NATIONAL ENGAGEMENT WITH THE PHYSICAL ACTIVITY SECTOR

There have so far been several examples of connections created with national bodies as a direct result of BwD's local campaign. Capitalising on such opportunities has been made easier due to having a dedicated campaign lead within Together an Active Future aided by the supportive engagement from the We Are Undefeatable team, who drove National engagement with partners and stakeholder.

Some examples include:

- TaAF shared the campaign with Sport England and DCMS
- Bob's story leading to a new connections between British Cycling and British Heart Foundation
- Dilwara's story leading to engagement with the Canal and River Trust and #This Girl Can's most recent campaign 'Let's Get Out There'.
- A case study of the BwD campaign featuring on a national We Are Undefeatable webinar, reaching around 100 professionals across the sport, physical activity, charity, healthcare and government sectors

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While this relationship has taken time to build, engagement has been made easier by approaching PCNs with tangible asks and ready-to-use resources to display in relevant settings. Healthcare sector engagement remains an area of ongoing focus. BwD will be monitoring engagement with Physical Activity Clinical Champions (PACC) training and seeking the input of local healthcare professionals to shape future activity.

- The Director of Public Health at BwD Council sharing the local campaign at the NHS Confed Expo (2024), attended by senior decision makers across a range of sectors.
- BwD learnings were shared with the Office for Health Improvement and Disparities North-West Physical Activity Group.

[illegible]

40



THE CAMPAIGN HAS CREATED CONTENT AND CAPACITY FOR CHARITIES

Based on strong shared interest and complementary messaging, ripple effects in the charity sector have been bountiful, and often were unanticipated. A few (of many) examples include:



Bob's story shared on social media by British Heart Foundation



Ralph's story shared in a [blog](#) for Sport England shared for Diabetes Awareness Month



Breast Cancer Now is keen to showcase Saima's story and leverage her insight into the condition's impact in ethnic communities



Campaign storyteller Zoe was introduced to the local organisation [Mind2Muscle](#) and has since joined its board as a trustee



Dilys' story shared in Mind's [physical activity newsletter](#)



"The WAU in BwD campaign fits well with our own strategic messaging and we're keen to promote that people living with dementia can still be physically active and join in."

CEO of Age UK Blackburn with Darwen

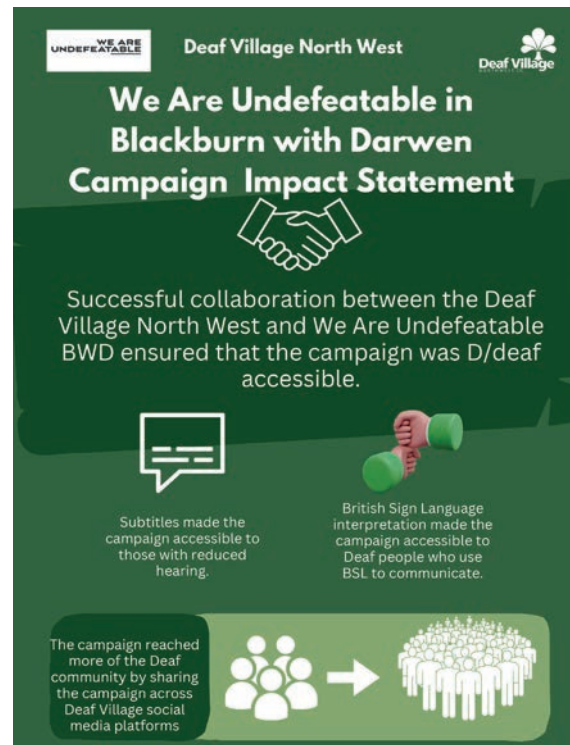
CASE STUDY IN RIPPLE EFFECTS AND SYSTEMS CHANGE: DEAF VILLAGE

Deaf Village North West is a Blackburn-based charity offering specialist D/deaf services, who provided BSL translated campaign videos for the local campaign, ensuring accessibility for the deaf community.

As an additional outcome of this collaboration, Deaf Village NW began offering more physical activity sessions itself, including regular led walks and trips to a local activity hub for cycling sessions.

Further system 'ripple effects' have ensued, facilitated by the BwD campaign lead:

- Deaf Village NW has been introduced to Blackburn Rovers Football Club (another local campaign partner) to advise on how its gym equipment could be made more accessible to deaf people.
- Deaf Village NW and Together an Active Future recorded a podcast on making video content more accessible, using WAU in BwD as a case study, available at: <https://youtu.be/8xtSDtgs24Q?si=ybWqkCIA48ASWNR>



Campaign impact graphic created by Deaf Village





7. IMPACT ON OUR STORYTELLERS

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DEEP COMMITMENT GENERATED AMONG LOCAL STORYTELLERS

As highlighted earlier in this report, local storytelling was a key feature of the campaign and provided important benefits including stronger links to local communities and services, enhanced inclusivity and relatability, and additional media exposure. However, the deep commitment generated among the storytellers is also worthy of note as a campaign impact in its own right. Being involved in the local campaign was uniquely empowering and resulted in a more 'embedded' local movement whereby storytellers were moved to continue influencing others within their communities.

They felt it was a privilege to be a WAU storyteller

The storytellers were immensely proud to be involved with the campaign, and were bought into the mission of inspiring more local people with LTHCs to become physically active. They understood that they had a platform and took pride in the opportunity to personally influence their community.

A privilege to be a storyteller. It helps a small percentage of people become more active. It works!

A voice to influence others.
A voice to motivate myself.
A voice to influence services.

It's been an honour being part of it, Glyn has felt like a local celebrity!

Meant everything to me. It's great to be heard and also make people aware of what my illness is. My kids are so proud to see me around.

They found it a self-affirming experience

Coming together as a group of local ambassadors for WAU, sharing personal stories that are often not part of public discourse, and being in a position to inspire others facing similar challenges, resulted in a sense of self-affirmation.

Loved being inspired by the other storytellers, we can feel alone sometimes, this campaign has showed me that I'm not.

I feel valued as a storyteller and finally feel understood. After years I have finally been able to explain what I do behind the scenes to manage my breast cancer.

Source: comments from local stakeholders captured at the Celebration Event

STORYTELLER REFLECTIONS ON CAMPAIGN IMPACT

The storytellers fully understood the importance of 'changing the narrative' among people with health conditions when it comes to being physically active, and many believed they had inspired others to become active based on the stories they had shared. They generally felt a strong sense of momentum around the campaign and plan to continue their engagement with, and promotion of the campaign in their communities.

Changing the narrative around exercise

The storytellers lived and breathed the notion that physical activity doesn't have to mean 'traditional' or high impact forms of exercise - that any movement can be worthwhile – and they used their personal experiences to bring this to life.

Proud to show how walking is good exercise. I hope we have motivated others!

Really good to meet people who have taken up swimming after seeing my story.

Letting people know that you can do things even if it's a little bit at a time. One little step makes a big difference.

A strong sense of momentum

At a campaign celebration event the storytellers shared a sense that the campaign had been widely noticed throughout Blackburn with Darwen and that it was making a difference.

I think the campaign is amazing, hopefully makes more people want to get out and do more.

The campaign has been a great success in motivating and encouraging people to get active, no matter what they are going through.



8. CHALLENGES AND LESSONS LEARNED

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CHALLENGES AND LESSONS

It is often when things do not go so smoothly, or when questions arise during a process, that important learnings can emerge. Collectively, Blackburn with Darwen council, Together an Active Future and the We Are Undefeatable national team have reflected on and collated these learnings, for the consideration of other places embarking on a similar journey.

1

Complexity of coordinating national and local

As Blackburn with Darwen's local campaign began to achieve national visibility, unanticipated time and resource was required to manage the logistics of additional media channels and partners while striving to maintain a consistent message. Other places may wish to factor this potential consequence into their planning.



2

Importance of dedicated local leadership

Without a passionate key instigator with the time and connections to engage with local partners, it would likely have been difficult to coordinate stakeholders and maintain momentum. This is something any place looking to run a campaign would be advised to consider – ideally, there should be a dedicated local lead who can devote significant time to the work.



CHALLENGES AND LESSONS

3

Time to engage with the healthcare system

Establishing relationships with local Primary Care Networks (PCNs) took time and needed to become an ongoing effort. It was helpful to build engagement into existing meetings rather than setting up new ones, since healthcare professionals tend to be time poor despite being supportive of the agenda.

It was also important to ask PCNs directly what content format would work best to promote the campaign in key settings. For example, videos were less useful in Blackburn with Darwen due to only a limited number of GP practices having screens in waiting rooms. Physical materials such as posters were more appreciated, especially when printed out and hand-delivered ready for immediate use.

4

Beyond buy in: generating ownership among partners

It was essential that all local stakeholders understood and supported the campaign for it to succeed, but Blackburn with Darwen also strove for a sense of ownership among partners, as it was recognised that this would help drive both reach and longevity. This ownership took time to build as partners needed to engage with the campaign in a way that suited their organisational needs.

5

Measuring impact over time

Tracking behavioural and attitudinal shifts over time is critical and places may wish to consider what baseline measurements they can establish before embarking on any campaign activity. Tracking long-term effects, particularly in terms of behavioural shifts among the target population, remains an ongoing endeavour in Blackburn with Darwen; plans for 2025 include further evaluation in relation to the pathways through which people exposed to the campaign may take action.



CHALLENGES AND LESSONS

6

Considerations for video content

Two-minute videos were initially created to be shown in healthcare settings, such as patient waiting areas. As the campaign evolved, video content was reformatted into shorter clips and optimised for social media platforms. In some cases, focusing on bite-sized video formats for social media sharing from the start may prove more efficient.

Researching the availability and suitability of digital screens in the local area early on is advisable as not all large digital screens are optimised for video.

An additional consideration is that, inevitably, some storytellers will be more comfortable and confident sharing their story for a video. It is important to adapt to the storytellers you have, their natural preferences and comfort, and to understand that some may not want to be filmed

7

Campaign delivery on a smaller budget

Blackburn with Darwen benefited from resource and capacity provided by Together an Active Future. To help other areas replicate this success on a limited budget, consider the following suggestions:

- Focus on the most prevalent health conditions within your place rather than trying to represent all of the WAU national charity partners.
- Opt for a photo-led approach, especially when using Out of Home and printed media.
- Identify the specific target audience and their preferred social media platform and create content specifically for that channel.
- If it is not possible to create local assets, consider tailoring the freely available national WAU campaign assets and messaging, available via its [campaign hub](#).



9. WHAT'S NEXT FOR WE ARE UNDEFEATABLE IN BLACKBURN WITH DARWEN?

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in Blackburn with Darwen

WHAT'S NEXT FOR WAU IN BLACKBURN WITH DARWEN?

With ownership of the local campaign transitioning away from Together an Active Future, consideration has been given to the continuing presence and impact of the local campaign in the following ways:

STAKEHOLDER/PARTNER-FACING ACTIVITIES:



PRIORITISATION OF THE PHYSICAL ACTIVITY AGENDA

Wau is now a local priority under the Local Authority Healthy Weight Declaration. This has been signed off by both the Leader and the Chief Exec of the Council with oversight by the Health and Wellbeing Board.

BwD Council has identified funding through the Public Health grant to enable local providers to offer additional physical activity support to those living with LTHCs or who are at greater risk of developing them. This will be added to the existing BwD offer through the Wellbeing Service.



CONTINUED PARTNER COLLABORATION

Following a celebration event in early 2025, a working group continues to meet monthly, comprising of re:refresh, BwD Leisure, Lancashire & South Cumbria ICB & Council comms, and We Are Undefeatable. One of the ongoing focus areas is GP practice and local stakeholder engagement.

The national Wau team has stimulated the creation of fresh campaign stories via a workshop with BwD stakeholders, guiding them on how to create their own assets using Wau national templates.



HEALTHCARE PROFESSIONAL ENGAGEMENT

BwD is working with Sport England to offer the Physical Activity Clinical Champions (PACC) training to healthcare professionals, as well as the wider integrated health workforce.

WHAT'S NEXT FOR WAU IN BLACKBURN WITH DARWEN?



AN ONGOING DRUMBEAT OF COMMS

Capacity for WAU messaging has been secured within the council and ICB's wider comms calendar, coordinated by re:fresh Health and Wellbeing Service.

This approach aims to connect WAU with more local storytellers, events, and aligned priorities.

The national WAU team has provided input on health awareness days and central WAU comms activity, to help ensure that local BwD stories can be promoted at the right time.

RESIDENT-FACING ACTIVITIES:



STORYTELLERS CONTINUE TO ENGAGE AND INSPIRE

Re:refresh Health and Wellbeing Service has taken on ongoing engagement with the 16 existing local storytellers. Many of the storytellers strongly wish to remain involved and will attend community events to continue to inspire others.

BwD is also working with storytellers to develop 'peer networks' to encourage more people to tell their stories and inspire others.



EMBEDDED IN THE COUNCIL'S SERVICE OFFER

WAU campaign stories and links to local provision are embedded in BwD's permanent information offer, including on the council's BeWell public health website and in its Health and Wellbeing referral service, re:refresh.

BwD Council and Re:Fresh are developing a local grant fund, linked to We Are Undefeatable, encouraging local organisations to deliver activities for people living health conditions. This will create targeted physical activity opportunities, linked to the local campaign and EWMM Strategy in 2025.

Additionally, learnings from BwD's campaign are set to be applied Lancashire-wide in a future initiative focusing on people with heart conditions.



10. TOP TRANSFERABLE LEARNINGS FOR PLACE-LED WE ARE UNDEFEATABLE CAMPAIGNS

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TOP TRANSFERABLE LEARNINGS FOR PLACE-LED WE ARE UNDEFEATABLE CAMPAIGNS

While there may be no 'one size fits all' approach for place based WAU campaigns, we hope that some of our learnings will be relevant for other places to consider in the development of their plans.

If you're interested in running a place-led WAU campaign, the national team would love to chat – you can find our contact details on the final page of this report.



1

To a large extent, place-led WAU campaigns or activations can be tailored to the available budget. While BwD had reasonable dedicated funding, much can be achieved by leveraging national campaign assets and expertise

2

It is important to have a passionate, well connected local leader to spearhead the activity and encourage collaboration among stakeholders

3

It can be useful to harness localised public health data to ensure you focus on the most relevant health conditions and demographics and make your campaign more meaningful and relatable

4

To the extent possible, work with local storytellers and delivery partners embedded in the community, who can enable additional impact through their reach, unique insights and connections

5

Leverage national WAU campaign insight and resources and share back what you are doing so that the WAU team can promote your work nationally

6

Consider how you will capture impact from the start, for example via surveys, interviews and workshops, in order to ensure strong participation

7

Identify local partners early on, socialise the concept and plans, and continue to engage and empower them throughout the process

8

Make it easy for healthcare professionals to engage: identify tangible asks of them and deliver printed resources to their settings

9

Optimising the accessibility and inclusivity of campaign materials represents an opportunity for greater reach and impact



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**Together
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Future**
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CONTACTS FOR MORE INFORMATION