



Leicestershire Partnership NHS Trust

MEDIA RELEASE

27 January 2017
FYPC_03_17

Move it Boom scoops ‘best website’ at the Northern Digital Awards

Leicestershire Partnership NHS Trust (LPT) is delighted that ‘Move it Boom Rio’, our summer physical activity website aimed at primary school children and hosted on the Health for Kids platform (www.healthforkids.co.uk) has been named as the winner of the ‘best website’ category at the prestigious Northern Digital Awards.

The Northern Digital Awards recognise outstanding digital marketing campaigns and talent in the north of England. This year’s ceremony was held on Thursday 26 January at the New Dock Hall in Leeds. In selecting the winner for the ‘best website’ category, the judges looked for fantastic design, a great user experience and evidence that the site has helped the organisation it serves. Move it Boom Rio fought off fierce competition from the likes of the Great Ormond Street Hospital and Greater London Authority websites, receiving praise for the fact that it had been co-designed with children.



LPT appointed Diva Creative, the Yorkshire-based agency behind our Health for Kids and Health for Teens websites, to create the Move it Boom Rio site.

The Move it Boom Rio campaign, which launched during the summer of 2016, sought to increase physical activity

amongst primary school aged children across Leicester, Leicestershire and Rutland.

Its eye-catching ‘cartoon-style’ characters and engaging online game (inspired by the Rio Olympics) encouraged children both to be more physically active and also to try new ways of being active beyond traditional sports, for example by having fun in local parks.



218 primary schools took part in the Move it Boom Rio challenge, using the website to log a phenomenal 47,053 activities between June and October 2016, with digital badges rewarding children for their achievements throughout. Analysis of these activities showed high levels of participation across many different types of physical activity, a key objective for the campaign. The website also incorporated a schools leader board to introduce an element of competition and encourage schools to keep promoting children’s physical activity. Child-friendly information and advice about the importance of staying fit and healthy was central to the online Move it Boom Rio content, and by hosting it on the Health for Kids website, children were also able to find out more about other aspects of their physical and emotional health and wellbeing.

Sarah Fenwick, LPT’s school nursing lead, said: “We are always looking for new and creative ways to use technology to help us engage with children and young people in relation to their health and wellbeing, offering them tailored advice and support. The Move it Boom Rio website is a great example of this, and I’m delighted that it has received this recognition.”

Steven Key, creative lead at Diva Creative, added: “We had fantastic feedback about the website from children and from schools, and we’re really excited to be working with Leicestershire Partnership NHS Trust again to develop this year’s Move it Boom campaign.”

ENDS



NOTES TO EDITORS

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: www.leicspart.nhs.uk. Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives,

equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See www.raisinghealth.org.uk

- **For further information contact:** Rosie Huckle, Communications Manager for Families, Young People and Children's Services, Leicestershire Partnership NHS Trust, Tel: 0116 295 0802, Email: rosie.huckle@leicspart.nhs.uk
- A video showing how the Move it Boom Rio website worked can be viewed here: <https://vimeo.com/190116398/4434f76e1e> and you can watch the campaign trailer here: <https://www.youtube.com/watch?v=LYOEdWd30q8>.
- The Move it Boom Rio campaign was developed in association with the Leicester Riders basketball team, Leicestershire County Cricket Club, Loughborough Sport, Leicester-shire and Rutland Sport, Healthy Schools Leicestershire, and Premier League Champions Leicester City, each of which offered prizes to those completing the site's adventure game.
- For an information pack about Health for Kids (www.healthforkids.co.uk) and Health for Teens (www.healthforteens.co.uk), contact Shinal Pancholi, Leicestershire Partnership Trust's Digital Engagement Lead: shinal.pancholi@leicspart.nhs.uk
- Find out more about the Northern Digital Awards at www.northerndigitalawards.com