



Leicestershire Partnership NHS Trust

MEDIA RELEASE

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More awards success for Move it Boom

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) was last night named the winner of the 'website of the year' category at the prestigious UK Public Sector Communications Awards. This builds on its success earlier in the year when it was awarded 'best website' at the Northern Digital Awards.

The [UK Public Sector Communications Awards](#), now in their fifth year, celebrate and reward excellent communication strategies and campaigns, teams and individuals in local and national government, emergency services and not-for-profit bodies from across the UK. This year's ceremony was held on Wednesday 6 September at Montcalm, Marble Arch in London. In selecting the 'website of the year' category, the judges looked for evidence of excellent design and a great user experience, and an ability to connect effectively with the target audience. Move it Boom Rio was praised for the fact that it had been co-designed with children.

LPT appointed Diva Creative, the Yorkshire-based agency behind our Health for Kids, Health for Teens and upcoming Health for Under 5s 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. LPT is planning to build on the success of Move it Boom Rio with a new Move it Boom activity challenge in early 2018.

Sarah Fenwick, a family services manager, school nurse and acting service group manager at LPT 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, said: "The website has proven incredibly popular with children, who we worked with to develop a platform that they really wanted to visit and use."

"Move It Boom Rio's narrative was based on positive messaging around teamwork, with fantastical worlds encouraging exercise as an imaginative, fun and creative way to play."

"We took practical tools, like an activity finder that helped parents discover local sporting facilities, and turned them into an engaging adventure that kept children active all summer."

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