

## Healthy Lifestyles Gloucestershire to launch its #PledgeGlos campaign - Thursday, 6<sup>th</sup> July

On Thursday 6<sup>th</sup> July, Gloucestershire's Healthy Lifestyles Service is to launch its new #PledgeGlos campaign. Find out more about the campaign below - including how you can help us to help people in Gloucestershire to adopt a healthier lifestyle.

### What are the aims of the #PledgeGlos campaign?

Pledge Glos aims to encourage people and families across Gloucestershire to improve their health and wellbeing by pledging to make one healthy change to their lifestyle.

The #PledgeGlos campaign will use the straplines: **Small changes can make a big difference to your health** and **small changes – one step at a time**, along with the theme of 'footsteps' to tie in with taking a journey to achieving your 'Best You'.

Pledge Glos will integrate with the Healthy Lifestyles Service and coaches to offer support to:

- Get more active
- Lose weight
- Eat healthily
- Stop smoking
- Drink less alcohol

Additional help is also available through our [online self-help portal](#) 'BestYou Glos' (which also launches on 6<sup>th</sup> July) where individuals can set healthy lifestyle goals and track their progress.

### How can people make their pledge?

People can make their pledge/s **on a dedicated pledge website from 6<sup>th</sup> July onwards**: [www.bestyouglos.org/pledge](http://www.bestyouglos.org/pledge). The website offers a 'pledge finder' tool and other motivational information to encourage people to pledge and keep going on their journey to a healthier lifestyle.

### What happens after an individual has made their pledge?

After pledging, they will receive an email congratulating them on taking the first step towards a healthier lifestyle. They will then be encouraged via reminder emails to stick to their pledge and continue on their journey towards a healthier lifestyle, using [Best You](#) to set further goals, celebrate and track their progress.

### Who is the #PledgeGlos campaign aimed at?

The first phase of the campaign is aimed particularly at families / parents and their children, as we encourage families to get healthier and fitter for the summer.

However, **anybody** who wants to begin a journey to a healthier lifestyle can join in and make a pledge – not just families.

## Launching the campaign across Gloucestershire

The official launch takes place in Gloucester city centre from **9.30am-3.30pm on Thursday, 6<sup>th</sup> July at Gloucester Cross.**

The campaign will then be rolled out at events across Gloucestershire including:

- Friday 7<sup>th</sup> July – Cheltenham, High Street, outside M&S
- Monday 10<sup>th</sup> July – Stroud, King Street
- Thursday 13<sup>th</sup> July – Stow-on-the-Wold, Market Square
- Friday 14<sup>th</sup> July – Lydney, car park outside the medical centre
- Saturday 15<sup>th</sup> July – Stow Cotswold Festival
- Thursday 20<sup>th</sup> July – Cirencester, Market Place
- Saturday 22<sup>nd</sup> July – Gloucester Festival
- Tuesday 25<sup>th</sup> July – Coleford, Clock Tower Roundabout
- Wednesday 2<sup>nd</sup> August – Cheltenham, Pittville Park (for National Play Day)

Keep an eye on our Facebook and Twitter pages for details of more local events, which we will be adding over the coming weeks.

At the events there will be fun games and activities for children, families and members of the public to take part in, stickers and prizes – and not forgetting our special guest at the main launch 'Miss Strawberry'!

Our team of healthy lifestyles coaches will be offering quick mini health checks, information about the service and encouraging people to make a pledge.

We'll be inviting people to share their pledges on Facebook or Twitter using the hashtag #PledgeGlos

We'll also invite people to post 'selfies' of themselves holding a card with their written pledge and to share these on social media to help spread the word to their friends and families - and encourage others to make a pledge too.

## How you can help support the campaign

We want to help and encourage as many people in Gloucestershire as possible to improve their health and wellbeing. For that we need YOUR help too!

### 3 simple steps you can take to help us are:

1. Tell people about the Pledge Glos campaign and direct them to the Pledge website [www.bestyouglos.org/pledge](http://www.bestyouglos.org/pledge) and Best You Glos self-help online portal [www.bestyouglos.org](http://www.bestyouglos.org)
2. Like our Facebook page and share, comment and like posts about the pledge campaign and activities [www.facebook.com/HLSGlos](http://www.facebook.com/HLSGlos)
3. Follow us on Twitter [@HLSGlos](https://twitter.com/HLSGlos) tweet about the campaign and retweet. Don't forget to use the hashtag #PledgeGlos and tag us @HLSGlos !

**Welcome to our new shop!**

HLS Glos now has a walk-in shop in Gloucester city centre where members of the public can drop in (no appointment necessary) for help and information from our healthy lifestyles coaches.

The shop is located at Railway House, Bruton Way, Gloucester GL1 1DG.  
Opening hours Mon-Fri 9.30am-5.00pm

**Further information**

For more information or support please contact our Service Director John Russell at [john.russell@hsglos.org](mailto:john.russell@hsglos.org).

For general enquiries about the service please contact our service administrator Craig Russell at [craig.russell@hsglos.org](mailto:craig.russell@hsglos.org) or call us on **0800 122 3788**.