**Check list for boroughs of how to take part in the Great Weight Debate**

This checklist highlights how the engagement and communications resources can be used to encourage residents to get involved in the Great Weight Debate.

|  |  |
| --- | --- |
| **Activity** | **Completed** |
| Support the launch of the *Great Weight Debate – a London conversation on childhood obesity* by:   * issuing media release to your local media on the same day (template media release provided) * Promoting the GWD and the GWD survey via your twitter accounts (suggested tweets provided) * Put a GWD news story and a link to the survey on your website (template news story and website banner provided) |  |
| Write to your local Healthwatch and ask them to share the Great Weight Debate survey through their channels to encourage more residents to get talking about childhood obesity. See if they want to get involved in another way – for example hosting a GWD talk?   * Template letter to Healthwatch provided |  |
| Raise awareness of the childhood obesity epidemic during the GWD (between September and November) by tweeting out the GWD infographics   * Infographics provided |  |
| Identify existing council and borough meetings/events where you can talk to local people about childhood obesity   * Use the template powerpoint slides we have provided * Use the template ‘conversation starters’ we have provided |  |
| Send out an email to your stakeholders, for example schools, local healthwatch, about the GWD with a link to the survey   * Template email provided |  |
| Send out an email to all council staff about the GWD with a link to the survey   * Template email provided |  |
| Include a news story about the GWD and a link to the survey in your resident’s newsletters/emails   * Template news story provided * Template GWD image provided |  |
| Let schools know about the GWD and survey via your usual channels. Include a link where they can get more detail about how to hold a GWD themselves:   * Template email provided |  |
| Hold your own Great Weight Debate for people in your borough   * Use our ‘how to hold a GWD guide’ and event slides |  |
| Hold your own Great Weight Debate hackathon to encourage people in your borough to come up with innovative new ideas for tackling childhood obesity   * Use our ‘how to hold a hackathon guide’ and hackathon slides |  |
| Consider how you can use your volunteers and CVS groups to spread the message electronically and in person   * Share the obesity statistics and key messages with them and the link to the survey |  |
| Encourage your councillors and Mayor to get involved in the GWD   * Share the obesity statistics and key messages document with them and ask them to talk to people about childhood obesity and encourage them to complete the survey |  |
| Speak to your local faith groups in hard to reach communities to get them involved in the GWD – for example speaking at one of their community events |  |