



HEALTHY HEARTS LANCASHIRE

Campaign impact and learnings report
May 2026

Healthy
Hearts



FOREWORD



“This report provides a comprehensive account of the campaign’s impact so far.”

Cardiovascular disease remains one of the leading causes of premature mortality in Lancashire, contributing to avoidable ill health that impacts families, workplaces and communities across our region. As outlined in the NHS 10 year health plan, preventing cardiovascular events and supporting people to live longer, healthier lives requires more than clinical intervention alone. It demands a whole-system approach—one that brings together local partners, empowers individuals, and makes healthy choices easier in the places where people live their daily lives.

The Healthy Hearts Lancashire campaign embodies this ambition. By grounding prevention in the real stories of local residents living with or at risk of heart conditions, the campaign has shown how powerful lived experience can be in shifting attitudes, strengthening motivation, and building trust. Its focus on relatable narratives, supportive messaging and achievable everyday activity strongly aligns with the 10 Year Health Plan’s commitments to prevention and addressing health inequalities at neighbourhood level.

This report provides a comprehensive account of the campaign’s impact so far. It demonstrates how cross-sector collaboration—between Lancashire County Council, Lancashire & South Cumbria ICB, Together an Active Future, We Are Undefeatable, Sport England, voluntary partners, leisure providers, and community groups—can create conditions for meaningful behaviour change. Importantly, it highlights that residents recognised themselves in the campaign: their communities, their barriers and, most significantly, their potential.

The learning captured here will be vital as our system continues to embed proactive prevention at scale. It offers clear evidence that locally-led, community-rooted approaches resonate with those we most need to reach; that partnership working amplifies impact; and that prevention becomes more powerful when it feels possible.

My thanks go to everyone who contributed to this work—partners, practitioners, and especially the storytellers who shared their personal journeys so openly. Their voices are helping shape a healthier future for Lancashire, strengthening our shared ambition to prevent avoidable cardiovascular disease and improve quality of life for thousands of local people.

Together, we can continue to build on this momentum and ensure that cardiovascular prevention remains a visible, coordinated and community-driven priority across our system.

Peter Gregory

Assistant Medical Director (Primary Care)
Lancashire & South Cumbria Integrated Care Board

FOREWORD



“What stands out most clearly in this report is the value of local delivery done well.”

The Healthy Hearts Lancashire campaign represents an important moment in how we approach prevention across Lancashire – not simply as a time-limited communications campaign, but as a test of how place-based, community-rooted approaches can strengthen our local system and support healthier lives.

This work was deliberately shaped by insight into where cardiovascular risk and inactivity intersect most strongly with inequality and avoidable escalation of demand for already stretched health and social care system. By focusing on places with higher needs to benefit from targeted prevention efforts, and by working through trusted community, leisure and voluntary sector partners, the campaign sought to meet people where they are, in their neighbourhoods, routines and everyday spaces rather than expecting individuals to navigate complex systems on their own.

What stands out most clearly in this report is the value of local delivery done well. The campaign shows how lived experience, when supported by strong coordination and shared purpose, can cut through more effectively than traditional health messaging. It also demonstrates how councils, integrated care systems and community partners can align roles without blurring responsibilities – each contributing distinct strengths to a shared prevention agenda.

Equally important is the learning captured here. This report is honest about the practical realities of system working i.e. governance, capacity, digital constraints and the challenge of sustaining momentum. These insights are as valuable as the headline outcomes. They will inform how we design future prevention programmes, how we commission activity, and how we support partners to move from short-term initiatives towards more sustainable, ‘always-on’ approaches.

I would like to thank Together an Active Future for their coordination and leadership, Lancashire and South Cumbria NHS Integrated Care Board, the many partners who amplified and shaped the campaign locally, and the team at Lancashire County Council, whose intelligence, insight and commitment were central to supporting this work. Above all, I am grateful to the Lancashire residents who shared their stories so openly. Their contributions remind us that prevention is most powerful when it feels possible, relatable and grounded in real lives.

I hope this report is useful not only as an evaluation of Healthy Hearts Lancashire, but as a practical resource for colleagues across local government, health and the voluntary sector who are committed to reducing inequalities and embedding prevention at scale.

Dr Sakthi Karunanithi

Director of Public Health, Wellbeing and Communities
Lancashire County Council

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STRATEGIC OVERVIEW

INTRODUCTION

In September 2025, the “Healthy Hearts” campaign was delivered across Lancashire, coordinated by Together an Active Future (TaAF). Enabled by Sport England’s investment, the campaign sought both to motivate people living with heart conditions to be more active and to strengthen the local system’s capacity to support this agenda. It provides an example of how the ‘We Are Undefeatable’ national strategy can be translated into meaningful local action through coordinated engagement between partners such as a Sport England Place- Based Partner, Active Partnership, the County Council, the Integrated Care Board, physical activity providers and a wider network of community organisations. It also demonstrates how the execution of local campaigns can foster the conditions of change across a whole system – from leadership alignment and collaboration to community-led action.

This report reviews impact to date, drawing on evidence from stakeholder interviews, a residents’ survey, media performance analysis and insights from campaign storytellers to build a rounded picture of delivery, engagement and emerging outcomes. Taken together, these findings offer practical and transferable lessons for public health initiatives where effective local system working is essential to achieving meaningful reach and supporting behaviour change.



EXECUTIVE SUMMARY

The Healthy Hearts Lancashire campaign represents a significant strategic effort to address premature cardiovascular disease (CVD) across nine high-priority districts.

Coordinated by Together an Active Future (TaAF) in partnership with Lancashire County Council and Lancashire & South Cumbria Integrated Care Board (ICB), the project utilised authentic local storytelling to engage residents aged 40+ living with or at risk of developing a heart condition. By featuring diverse residents in a range of settings, the campaign moved away from clinical messaging toward a hopeful, relatable narrative.

Campaign delivery was intentionally adaptive, with teams optimising content in real time and capitalising on media opportunities and health awareness moments such as World Heart Day, to extend visibility and relevance.

The multi-channel activation achieved exceptional reach, with 60% of surveyed residents recalling the campaign - significantly higher than national benchmarks. Digital channels served as the 'workhorse' for action, **driving over 22,000 website clicks**, while offline channels including billboards and direct mail provided a trusted, tangible presence that built community visibility.

Impact data indicates strong behavioural resonance: most residents agreed the campaign showed that people with heart conditions can be active, and **half of those exposed took positive steps such as increasing physical activity or restarting exercise**.

Beyond public reach, the project strengthened the local system. It **deepened collaboration between the ICB and local government** and highlighted the value of lived-experience storytelling for future health initiatives. Partners described feeling proud of their involvement, and organisations such as **Blackpool FC Community Trust noted that it generated ideas for new referral pathways and strengthened community pride**. The campaign helped foster several of the conditions associated with place-based system change - including leadership alignment, community-led action through local partners and storytellers, and increased partner capability to sustain heart-health messaging.

To ensure sustainability, a 'buffet of resources' with media consent remains available to partners until June 2029, and further opportunities to deepen impact have already been identified.



THE FOUNDATIONS OF PLACE-BASED SYSTEM CHANGE

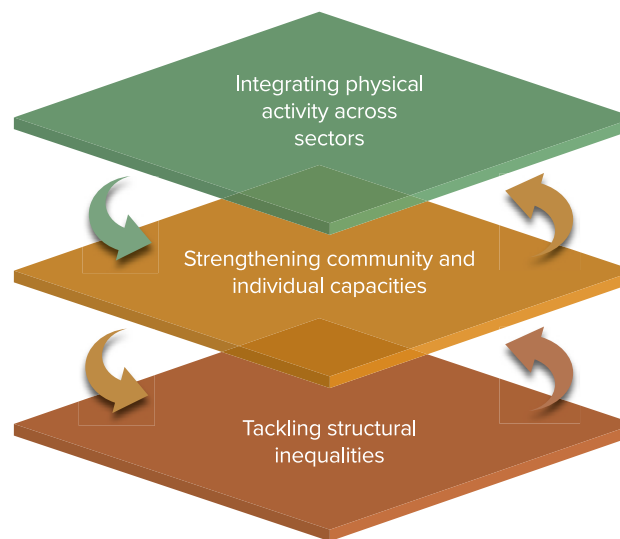
The National Evaluation & Learning Partnership (NELP) offers the national framework for understanding how local systems can reduce inequalities in physical activity.

It describes the three layers of action shown here: integrating physical activity across sectors, strengthening community and individual capacities, and tackling structural inequalities - that explain where system-level change typically takes place.

Beneath these layers sit NELP's nine conditions for change, which highlight the leadership, relationships, cultures and practical enablers that help places make progress – these are addressed overleaf.

Taken together, the layers and conditions provide a structured way to understand how Healthy Hearts contributed to building a more supportive, equitable and joined-up local system.

NELP Conceptual Framework showing interconnected areas where action to address inequalities often takes place



How Healthy Hearts relates to each layer

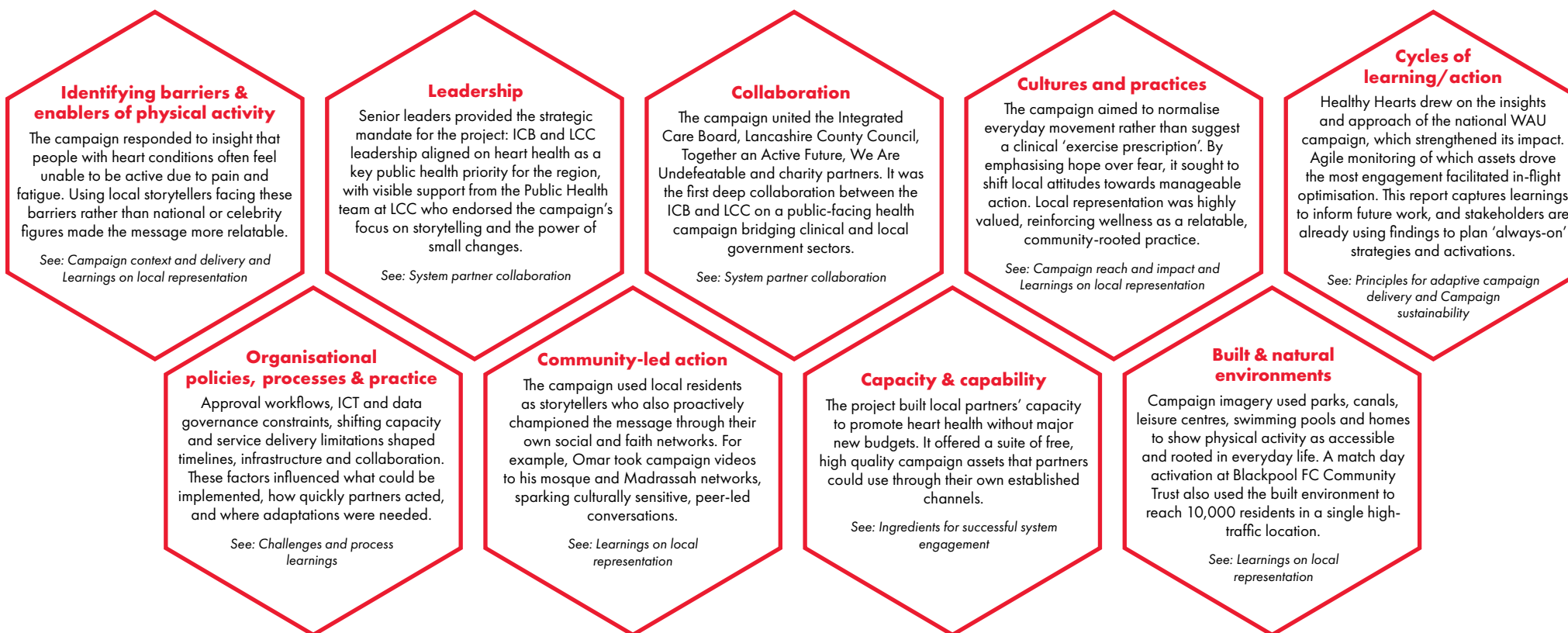
Healthy Hearts drew together councils, the ICB, leisure providers, community partners and charities, creating shared priorities and coordinated delivery that made physical activity a cross-sector responsibility.

Lived experience storytellers and accessible assets helped build community ownership, enabling residents and partners to champion heart-health after the campaign ended.

The campaign focused on high-inequality districts, used culturally relevant storytellers and blended digital with offline routes to reach residents facing deprivation and digital barriers.

THE CONDITIONS FOR CHANGE AT PLACE

The Healthy Hearts campaign spoke to several conditions for place-based systemic approaches to reducing physical activity inequalities. A summary is provided here, with fuller detail throughout the report.

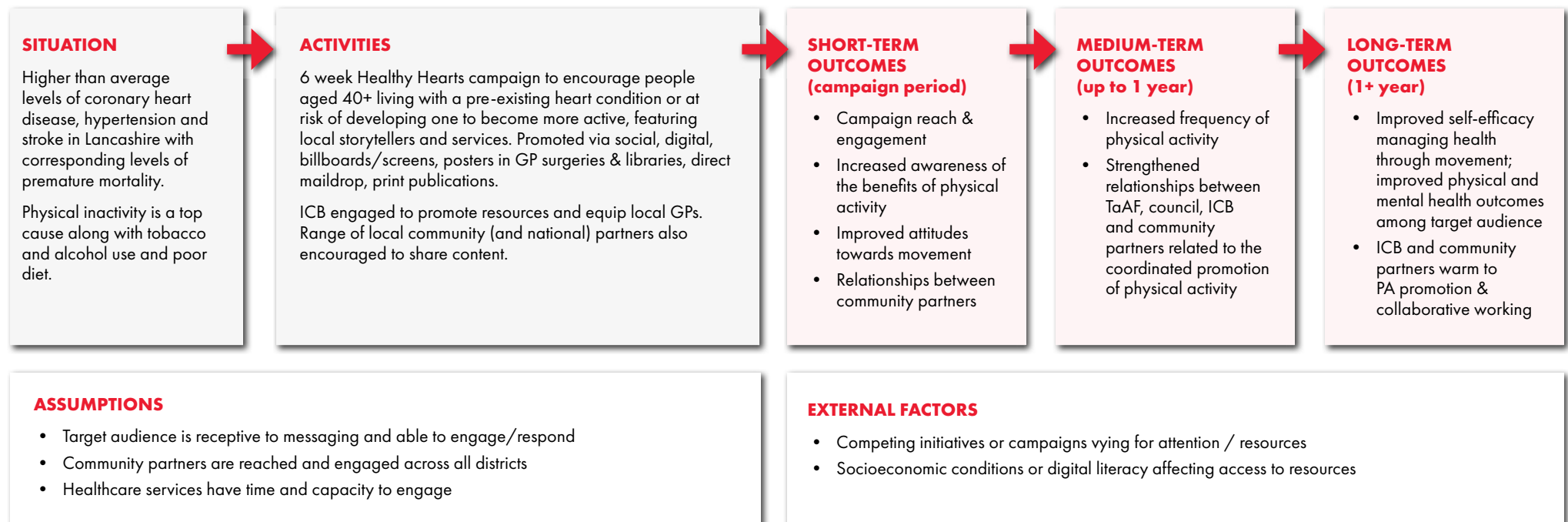


LOGIC MODEL INFORMING THE EVALUATION

The campaign's logic model underpins the evaluation. In view of the timing of this report, it focuses mostly on short-term outcomes directly linked to delivery - reach and engagement, awareness of activity benefits, early shifts in attitudes, and relationships across local partners. A mixed-method approach, combining survey data with digital metrics, interviews and focus groups, provides a rounded picture of early impact.

Note on residents' survey: The survey was incentivised with a £150 Amazon voucher and received 171 responses, of which 140 were attributable to paid advertising.

CAMPAIGN LOGIC MODEL





CAMPAIGN CONTEXT AND DELIVERY

THE CHALLENGE: TACKLING PREMATURE CARDIOVASCULAR DISEASE IN LANCASHIRE

The Healthy Hearts campaign targeted nine districts within Lancashire where the rate of premature mortality from CVD is significantly higher than the English average, and where physical inactivity risk factors are also notably high¹.

The target audience:

- People aged 40+ living with or at risk of a heart condition
- Focus on inactive individuals and communities most impacted by health inequalities (e.g., those from deprived wards, minority ethnic groups)



The nine Healthy Hearts campaign districts:

Blackburn with Darwen, Blackpool, Burnley, Hyndburn, Lancaster, Pendle, Preston, Rossendale and West Lancashire.

¹Source: Lancashire County Council and British Heart Foundation

THE STRATEGIC RESPONSE: THE POWER OF AUTHENTIC LOCAL STORYTELLING

To inspire action, the campaign moved beyond generic health messaging and centred the campaign on the lived experiences of Lancashire residents with heart conditions. Grounded in the approach and insights used by the national We Are Undefeatable campaign, Healthy Hearts sought to depict relatable people overcoming the most commonly reported barriers to being active, such as pain and fatigue¹.

Campaign objectives:

RESIDENTS

- Inspire inactive people at risk of, or living with, heart conditions to be more active to improve their overall health and wellbeing.
- Reach communities most affected by health inequalities, including deprived areas, minority ethnic groups, older adults, and people living with multiple health conditions.

LOCAL SYSTEM

- Engage local organisations, signpost to their services and provide them with assets to support continued heart-health promotion.
- Share learning and insights to inform local policy and practice.



“I’ve been there and when I was in ‘that place’, I was frightened, there was nothing for me to look at, to show that an active life was still possible.”

Darren, campaign storyteller

¹Source: [We Are Undefeatable lived experience interactive dashboard](#)

THE FACES OF THE CAMPAIGN

Real-life storytellers were central to the campaign, reflecting the approach of the national We Are Undefeatable campaign.

Each storyteller, living in one of the focus districts, shared how they stay active in local settings despite their health challenges. A short, memorable rhyme for each storyteller helped reinforce their message and make their story more engaging. To maximise adaptability, core campaign images avoided identifiable local backdrops, however, a supplementary set featuring recognisable landmarks was provided for partners to use in their own activations.

KEN



"No looking back,
I'm right on track."

ASIYA



"Swim and stride,
feeling good inside."

JOHN



"Before I roam,
it starts at home."

OMAR



"A morning stroll,
to soothe the soul."

JULIE



"Walking by the sea,
feeling more like me."

JANET



"Find your pace,
in a familiar place."

NICK



"Moving more,
means giving more."

ANGELA



"Water is where
I start to repair."

DARREN



"From goal to goal,
regaining control."

CRAIG



"Back on two wheels,
loving how it feels."

MULTI-CHANNEL ACTIVATION TO REACH OUR COMMUNITY

The campaign ran for six weeks from September 2025, using a deliberate mix of digital channels for efficient reach combined with offline channels to ensure people less comfortable online could still access the campaign.

Digital targeting reached lower income residents aged 40–70, while direct mail used third-party data to identify households more likely to experience digital dips and health inequalities.



DIGITAL

Social media (paid and organic), digital media



OUT OF HOME

Roadside billboards, digital screens in Tesco & pharmacies



IN COMMUNITY

Posters in GP surgeries and libraries; Lancs & South Cumbria Integrated Care Board e-newsletter to GPs



DIRECT TO HOME

Direct maildrop to approximately 4000 homes in each district.

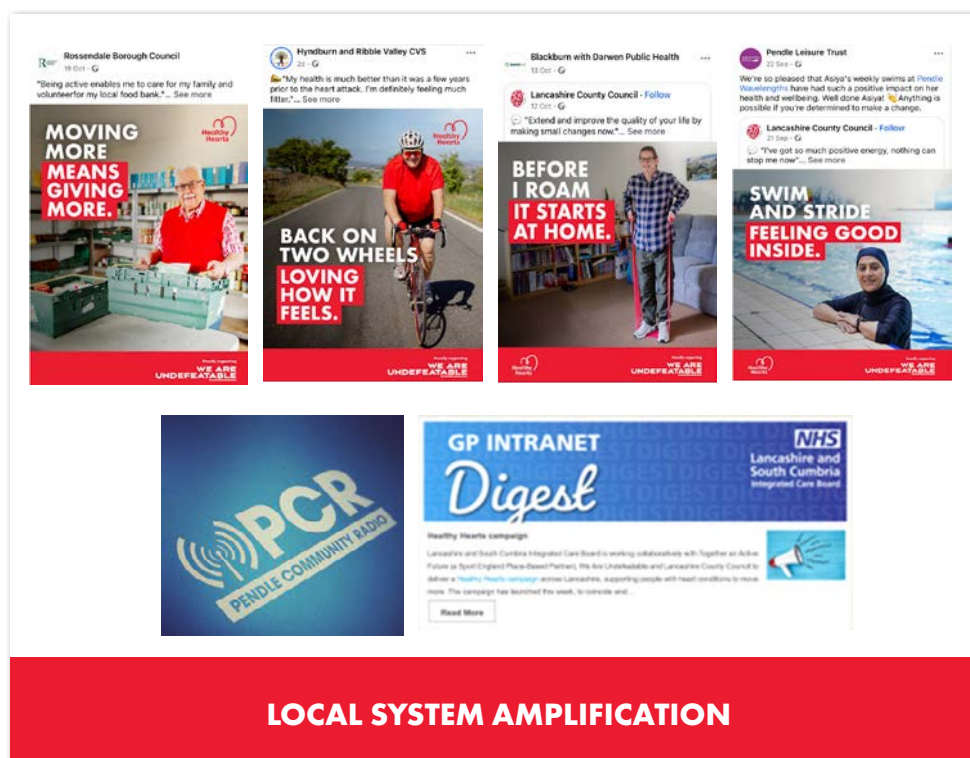


MEDIA AND PARTNERS

Print publications (One Voice, Northern and Colne Life magazines), Lancashire County Council press release.

PARTNERS DELIVERED STRONG AMPLIFICATION

Beyond owned media channels, campaign messaging was intentionally amplified through local and national partners. Social media posts were shared by district councils, and local leisure partners. Pictured are examples from across the Lancashire system alongside national health and campaign bodies.



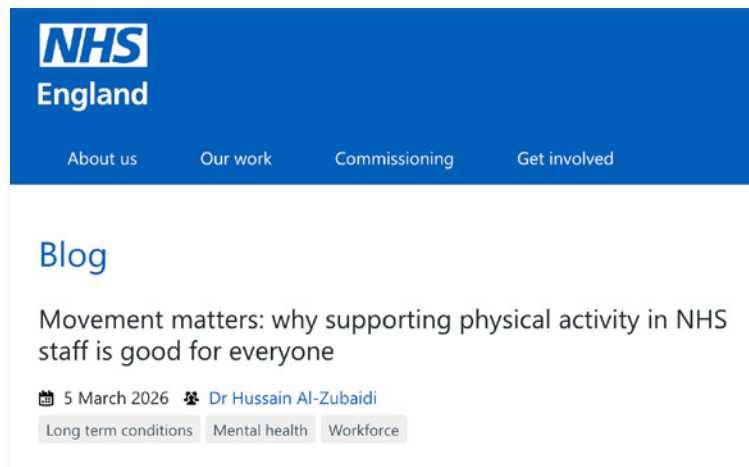
Including councils, community and voluntary sector organisations, public health teams, leisure trusts and local radio



Including NHS, World Heart Day, Food Active (Health Equalities Group), British Association for Cardiovascular Prevention & Rehabilitation, British Heart Foundation and We Are Undeatable national campaign

PARTNER AMPLIFICATION EXAMPLE: NHS ENGLAND

In February 2026, NHS England featured Julie's story and the We Are Undeatable mobile app in its national Four Ways Forward blog. This marks a moment of national recognition for Healthy Hearts and demonstrates how local lived-experience storytelling is influencing wider NHS narrative on physical activity and workforce wellbeing.



“By weaving these realistic, low-key adjustments into daily routines – and by creating a culture that values and enables movement – we can build a healthier, more resilient NHS workforce. Julie's story is a great example of an NHS staff member who has improved her health and wellbeing.”

LEVERAGING RECOGNISED HEALTH AWARENESS MOMENTS

The Healthy Hearts campaign was strategically timed to align with **Know Your Numbers! Week** (8th – 14th September) and **World Heart Day** (29th September). It integrated and amplified their complementary messages in digital media and direct mail, supporting the visibility of Healthy Hearts and coherence with broader health narratives.

Know Your Numbers! Week

is the UK's annual blood pressure awareness and testing campaign, run by Blood Pressure UK. The aim is to encourage adults - especially those aged 40+ and those at higher cardiovascular risk - to check their blood pressure.



World Heart Day is a global awareness day created by the World Heart Federation to improve understanding of cardiovascular disease through education, campaigns and community events.



Benefits of aligning Healthy Hearts with health awareness moments:



Heightened public readiness & sense of urgency



Amplified visibility
as observed in spikes in impressions



Credibility & coherence with CVD prevention themes

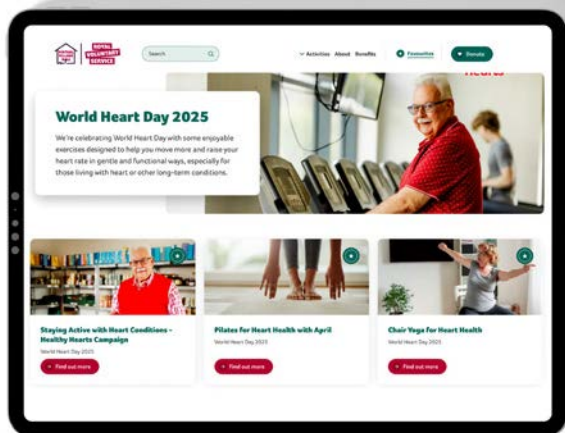


Additional opportunities for public engagement
See next page

WORLD HEART DAY: MULTI-PARTNER VIRTUAL ACTIVATION

To mark World Heart Day, the Healthy Hearts campaign delivered a dedicated day of activity for people living with heart conditions as part of Royal Voluntary Service's Virtual Village Hall series. As a national We Are Undeatable campaign partner, Royal Voluntary Service worked closely with the national WAU team and Together an Active Future to bring the activation to life. This initiative would not have been possible without the national team's support and involvement.

With a prominent focus on lived experience storytelling, this activation connected the campaign to a national awareness moment while pooling the expertise, shared goals and resources of key partners to create accessible, relevant content for the target audience.



Click image
to access
web page

World Heart Day Virtual Village Hall

Part of Royal Voluntary Service's Virtual Village Hall series, the Healthy Hearts activation brought together gentle exercise sessions and lived experience discussion to help people living with heart conditions stay active and learn about heart health.



Click image
to access
video

Q&A session with storytellers

As part of the day, campaign storytellers Nick and John shared their lived experiences of heart attack, angina and recovery, offering practical tips on cardiac rehab, physical activity and heart health.

PRINCIPLES FOR ADAPTIVE CAMPAIGN DELIVERY

Adaptive execution was a key feature of the Healthy Hearts campaign, with teams responding quickly to insight, opportunity and system constraints. The following principles summarise the behaviours that enabled flexible, data-driven and context-sensitive delivery across partners and channels.

AGILE CONTENT OPTIMISATION

Asset selection was optimised based on early performance data, to focus on the stories and formats that resonated most strongly.

OPPORTUNISTIC CONTENT CREATION

Relevant, spontaneous opportunities – such as storyteller Omar volunteering to generate video content – were always capitalised on, extending trusted-messenger reach.

MAXIMISING LOCAL MEDIA OPPORTUNITIES

The campaign took advantage of exceptional local media opportunities as they emerged, such as council-owned bus shelters and digital screens in Blackburn with Darwen and the use of print publications to extend reach and help bridge the digital divide.

INFRASTRUCTURE FLEXIBILITY

In complex system working, routine technical and policy constraints can affect delivery. In this campaign, the team needed to launch a mirror website outside of Lancashire County Council's digital infrastructure (i.e., duplicate site replicating content and structure) to enable tracking (which council policy did not allow).

LEAN BUDGETS NEED MORE PLANNING

A key learning was that leaner budgets benefit from longer planning time to maintain delivery quality and partner engagement.

Less budget → More time
Less time → More budget





OUR STORY OF LEARNING





A man with glasses and a blue and white plaid shirt is standing in a living room, smiling while using a red resistance band. He is holding the band with both hands at waist level, and the band is stretched down to his feet. The room features a light-colored wall, a wooden bookshelf filled with books, a grey sofa, and several potted plants. A red banner with white text is overlaid on the left side of the image.

1. SYSTEM PARTNER COLLABORATION

KEY PARTNERS AND ROLES

Healthy Hearts was built on a foundation of multi-agency collaboration, involving high-level strategic bodies, national charities, and local community organisations. Engagement was driven by a shared priority to reduce Cardiovascular Disease (CVD) inequalities across the county.

Delivering a campaign of this scale required coordination capacity from Together an Active Future (TaAF), whose role in convening partners, managing delivery and maintaining momentum represented an important form of human resource alongside financial investment. The campaign was coordinated by TaAF with support from the national We Are Undefeatable campaign team, working in partnership with the organisations on the right.

CAMPAIGN ENABLERS



CORE DELIVERY PARTNERS

The council's public health team provided initial support and direction and identified priority districts, while the comms team provided access to county-wide social media channels and hosted campaign pages on the council website.

The ICB acted as system convenor, aligning the campaign with its strategic priorities and disseminating assets through clinical networks and its GP Daily Digest.

SUPPORTING PARTNERS

Individual councils amplified the campaign through their channels. Blackburn with Darwen was a 'standout' partner that maximised its use of its owned media channels, including digital screens and bus shelters, to promote the campaign.

Provided research and statistics used to justify the campaign's targeting and rationale. BHF also amplified specific stories, such as Omar's, to their national social media audience.



Local
community
and leisure
partners

- Blackpool FC Community Trust as well as leisure trusts in Hyndburn, Rossendale, Pendle and Blackburn with Darwen, identified storytellers and amplified campaign stories.
- Third-sector groups including One Voice supported the campaign to help increase reach and awareness within the communities they serve.

STRENGTHENING THE SYSTEM: LCC INFORMED CAMPAIGN TARGETING AND FACILITATED COUNTY-WIDE COMMS

As a core delivery partner, Lancashire County Council (LCC) played a key role in shaping and amplifying the Healthy Hearts campaign.

Their contribution - both in informing strategic targeting and enabling county-wide communication – sharpened campaign delivery and impact via:

- **Strategic alignment:** LCC's public health data enabled a targeted focus on districts with the highest CVD risk.
- **Visible public health leadership:** Backing from public health leaders in LCC, Blackpool and Blackburn with Darwen – whose PH Director chairs the Cumbria and Lancashire PH Leadership Collaborative Group – reinforced confidence among partners and health care professionals.
- **Trust and legitimacy:** LCC's website and social channels gave the campaign immediate credibility with residents.
- **A new collaboration model:** This was the first major public health campaign jointly delivered by LCC and the ICB.
- **Local connections:** LCC's networks helped spread awareness of the campaign across the county.

"Hosting some of those pages on our website... was much more suitable for people recognising where it was coming from in terms of, you know, a known name within the local area"

LCC Communications Lead



STRENGTHENING THE SYSTEM: BRIDGING THE GAP BETWEEN CLINICAL SYSTEMS AND LOCAL GOVERNMENT

The involvement of the Lancashire & South Cumbria Integrated Care Board (ICB) was described by stakeholders as a one-of-a-kind collaboration that strengthened the local health system.

The ICB's position as system convenor helped amplify the campaign across clinical networks, such as via the GP Daily Digest. Benefits for the ICB itself included:

- **Capacity and financial efficiency:** the ICB saw the campaign as a timely opportunity to meet its cardiovascular priorities without additional budget pressure. The high-quality, ready-to-run campaign assets made joining a straightforward decision.
- **Cultural shift towards lived experience storytelling:** The campaign showed the ICB the potential power of lived-experience stories, prompting them to consider this approach for other complex issues.

"This was probably the first time we'd worked in depth with colleagues from LCC.

I like the approach which is case study based... lived experience. That model is very powerful. It's helped us see the importance."

Head of Comms and Engagement at Lancashire & South Cumbria ICB



STRENGTHENING THE SYSTEM: NEW IDEAS AND CONNECTIONS AT BLACKPOOL FC COMMUNITY TRUST

Partnering with trusted local institutions like the Blackpool FC Community Trust was essential for identifying authentic storytellers (like Darren, pictured) and anchoring the campaign within the community. But there were also benefits for the Trust itself, including:

- **New conversations** with Heartbeat and Active Blackpool; both organisations provide physical activity sessions for adults living with heart conditions.
- **Ideas** for how the Trust may be able to more actively support heart health in future, for example, provide specific cardiac activity sessions. The Trust also facilitated a match day activation with live blood pressure checks.
- **A sense of pride** in celebrating local residents, with imagery of sessions taking place in public parks and community venues further reinforcing the Trust's role within the community.

"It did make us sort of start to think and reach out about other sorts of programmes looking at heart health. It has opened up conversations with experts."

Active through Football Manager at Blackpool FC Community Trust



INGREDIENTS FOR SUCCESSFUL SYSTEM ENGAGEMENT

Derived from stakeholder interviews, the factors below reflect the practical ingredients that supported system engagement in the Healthy Hearts campaign. They are not a definitive formula, but working insights drawn from our own experience of collaborating across a complex local system. While these approaches unlocked genuine momentum, we also encountered obstacles and limitations, which are explored later in this report.

TRUST AND PROFESSIONALISM

Long-standing relationships between lead staff at TaAF and strategic partners such as the ICB were critical.

Partners noted the “rigour and professionalism” of the management team meant the project was in “safe hands”.

A “NO COST” OFFER FOR PARTNERS

The offer of a high-quality campaign delivered without requiring a direct budget contribution was described as an opportunity the ICB “would be mad not to join”.

THE “BUFFET” OF ASSETS

Partners valued the high-quality imagery and lived-experience stories provided to them.

Having a “buffet” of ready-to-use resources made it easy for time-poor staff to disseminate messages across their own channels.

LIVED EXPERIENCE AS A HOOK

The use of real-life local resident acted as a powerful connector.

Stakeholders found these stories “authentic and hopeful,” which made them more shareable than traditional clinical or ‘preachy’ health messages.

COLLABORATIVE SOCIAL MEDIA MECHANICS

The use of collaborative posts on Instagram (tagging partners like Preston City Council and many others) allowed for instant amplification and shared reach across different organisational audiences.

UTILISING EXISTING PIPELINES

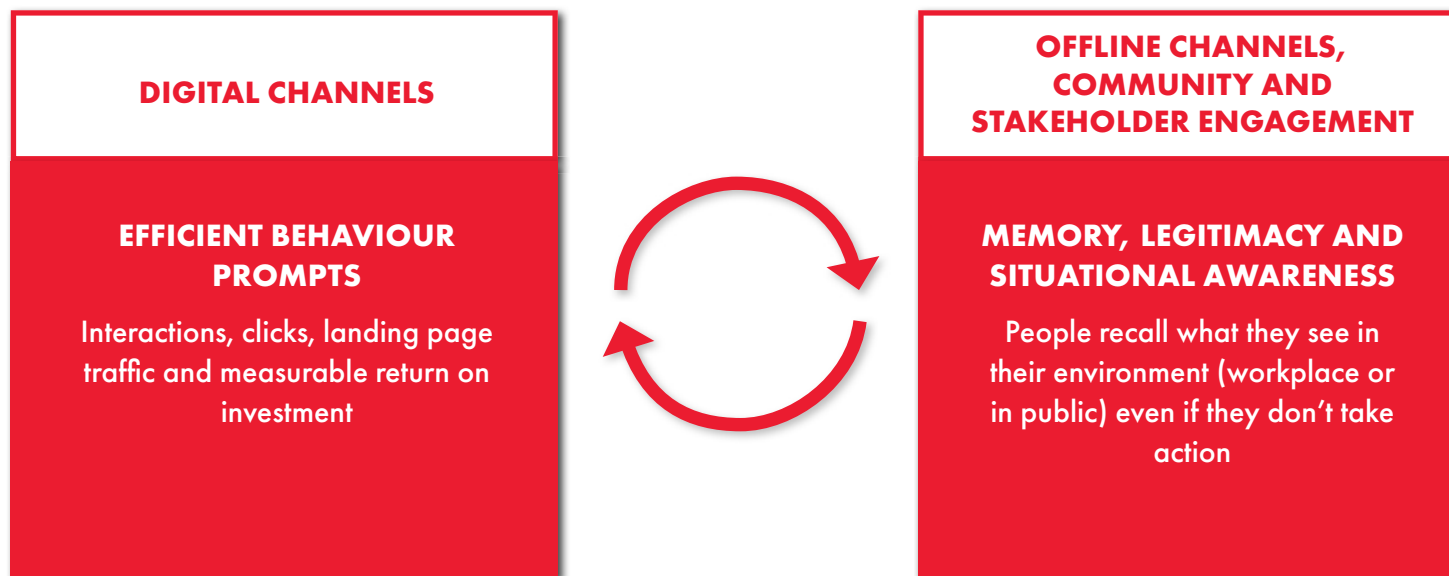
Rather than search for storytellers from scratch, the campaign tapped into cardiac rehab and leisure services to find participants, ensuring stories were authentic and grounded in the local context and service provision.

2. CAMPAIGN REACH AND IMPACT



DIFFERENT CHANNELS PLAYED DIFFERENT ROLES

The campaign worked as an connected system - digital media drove measurable actions and conversions, while offline channels such as direct mail and stakeholder/ community engagement built awareness and trust by keeping the campaign visible in everyday environments. Together, these touchpoints reinforced recognition and increased the likelihood of engagement with digital content. This section presents the key data points that support this conclusion.



DIGITAL WAS THE WORKHORSE FOR ACTION

The Healthy Hearts campaign achieved significant reach through digital channels and efficiency was assessed based on cost per interaction.

Key insights were:

- Paid social and news channels were the most efficient channels for generating digital interaction, while Out of Home (OOH) advertising was least efficient in this respect.
- “High energy, low yield” activities: Organic social media, OOH, and direct mail required significant staff time and budget while yielding little digital engagement. However, these channels are thought to have played an important role in building visibility and presence among both stakeholders and residents, as reflected overleaf.
- Alignment with national health awareness days resulted in significant increases in campaign visibility, for example impressions around World Health Day reached 2.4 million in a single week - the highest weekly total.

¹Landing page traffic measure using server logs rather than Google analytics to cover all traffic

IN NUMBERS: PAID DIGITAL CHANNELS



364,000

People reached

> 2,000,000

Impressions



125,000

Interactions

(likes, shares, clicks, and video views > 10 seconds)

Top stories by interactions: Janet (21,082),

Darren (16,029), Omar (11,492)



23,000

Clicks to website driven by paid digital sources

(96% overall traffic¹)

**at least 2x
interactions**

vs. other high performing health promotion campaigns*

*Comparators include various local public health campaigns in England. Source: CAN Digital

OFFLINE CHANNELS HELPED BUILD RECOGNITION AND VISIBILITY, CONTRIBUTING TO AN OVERALL REACH OF 3 IN 5 RESIDENTS

The survey shows a more balanced pattern of recall across channels than the digital performance metrics, indicating that key offline channels succeeded in being noticed even if they did not drive clicks. Recall levels surpassed national benchmarks.

Although direct mail had a higher cost per digital interaction and lower public recall, stakeholder and storyteller feedback highlighted that it offered a more tangible, trusted and lasting touchpoint that digital channels could not replicate.

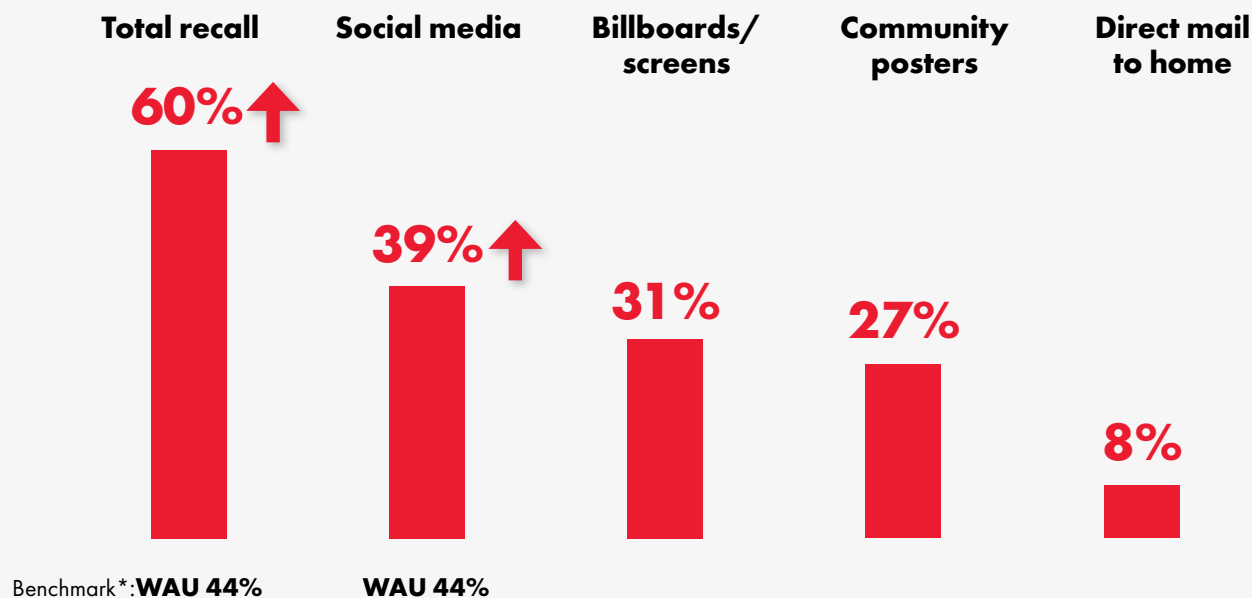
"I've had staff, you know, speak about [the direct mail]... I've had participants speak about it."

Staff member at Blackpool FC Community Trust

"Two people received the direct mail... and now have them on their work desk."

Conversation with Janet, campaign storyteller

RECALL OF HEALTHY HEARTS CAMPAIGN BY CHANNEL



Source: Residents' survey, n=171 of which n=122 living with a long-term health condition (LTHC). Results do not differ significantly among those with a LTHC therefore total results are displayed.

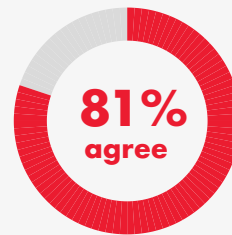
*Benchmark: national We Are Undefeatable campaign tracking, n=2000, Autumn 2025. Significantly higher than benchmark at 95%.

THE MESSAGE WAS UNDERSTOOD AND OVER HALF FELT INSPIRED

The campaign message was clearly understood, with strong recognition of both the reassurance that people with heart conditions can be active and the positive framing around enjoying more of life through activity. Overall, residents demonstrated a solid grasp of the core themes.

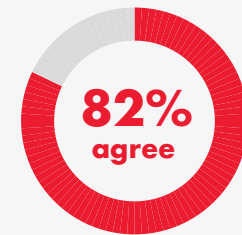
The campaign also motivated people. Compared with national WAU benchmarks, the proportion who felt inspired to visit the campaign website was higher, with the difference statistically significant at the 95% confidence level. Agreement with the broader statement "Inspires me to be active" was also directionally higher.

"Shows people with heart/ other conditions can be active"



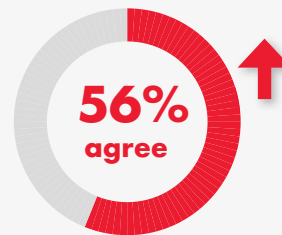
WAU: 79%

"Shows being active helps you enjoy more of life"



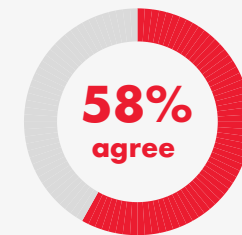
WAU: 75%

"Encourages me to visit campaign website"



WAU: 45%

"Inspires me to be active"



WAU: 52%

Source: Residents' survey, n=171. Benchmark: national We Are Undeatable campaign tracking, n=2000, Autumn '25. Significantly higher than national WAU benchmark at 95%.

HALF TOOK ACTION FOLLOWING CAMPAIGN EXPOSURE

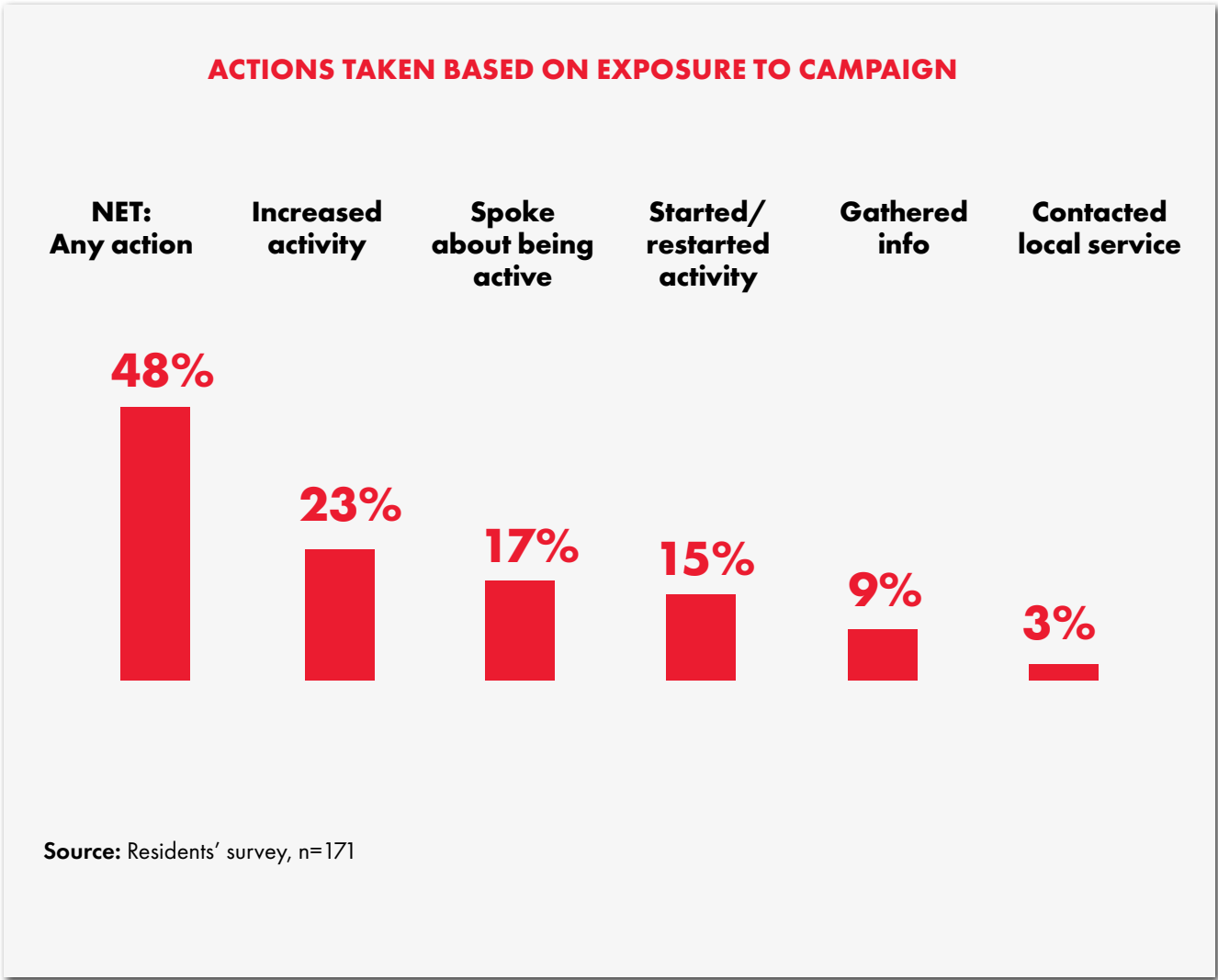
The campaign drove strong engagement, with around half of residents taking positive steps following exposure such as becoming more active, talking about activity with others, restarting routines or seeking information.

“Started using my bicycle. I have a total new left knee but am recovering well and determined to get back to full fitness.”

Residents’ survey

“I increased my activity levels further. My grandson is a physical trainer. He shows me exercises to do in water.”

Residents’ survey



A man with short grey hair, wearing a bright red t-shirt and olive green cargo pants, stands on a green artificial turf field. He is smiling and holding a yellow and blue soccer ball against his chest with his right arm. His left hand rests on the white metal frame of a soccer goal. The goal's white net is visible behind him, and the background is a blurred green field.

3. LEARNINGS ON LOCAL REPRESENTATION

HYPER-LOCAL APPROACH RESONATED WITH THE COMMUNITY

Residents who recognised that the campaign featured Lancashire people and places commented that it made the campaign feel more relevant and meaningful.

Relatability scores were strong and aligned with the national We Are Undefeatable benchmark, though they did not exceed it. This may reflect that not all viewers realised the individuals in the ads did feature local residents, limiting the potential impact of local representation.

This insight highlights an opportunity for future initiatives: making local representation more visible and immediately recognisable could strengthen emotional connection and boost engagement.

Intentional use of familiar faces and places—clearly rooted in the community—can enhance authenticity and resonance.

“Random people in distant places don’t mean as much as your own community.”

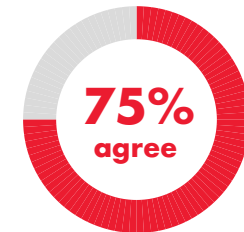
Residents’ survey

“It makes it feel more relevant to me and my family and friends.”

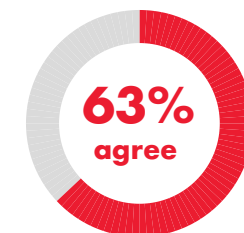
Verbatim comments from residents’ survey



“Important to have local representation of people and places in Lancashire”



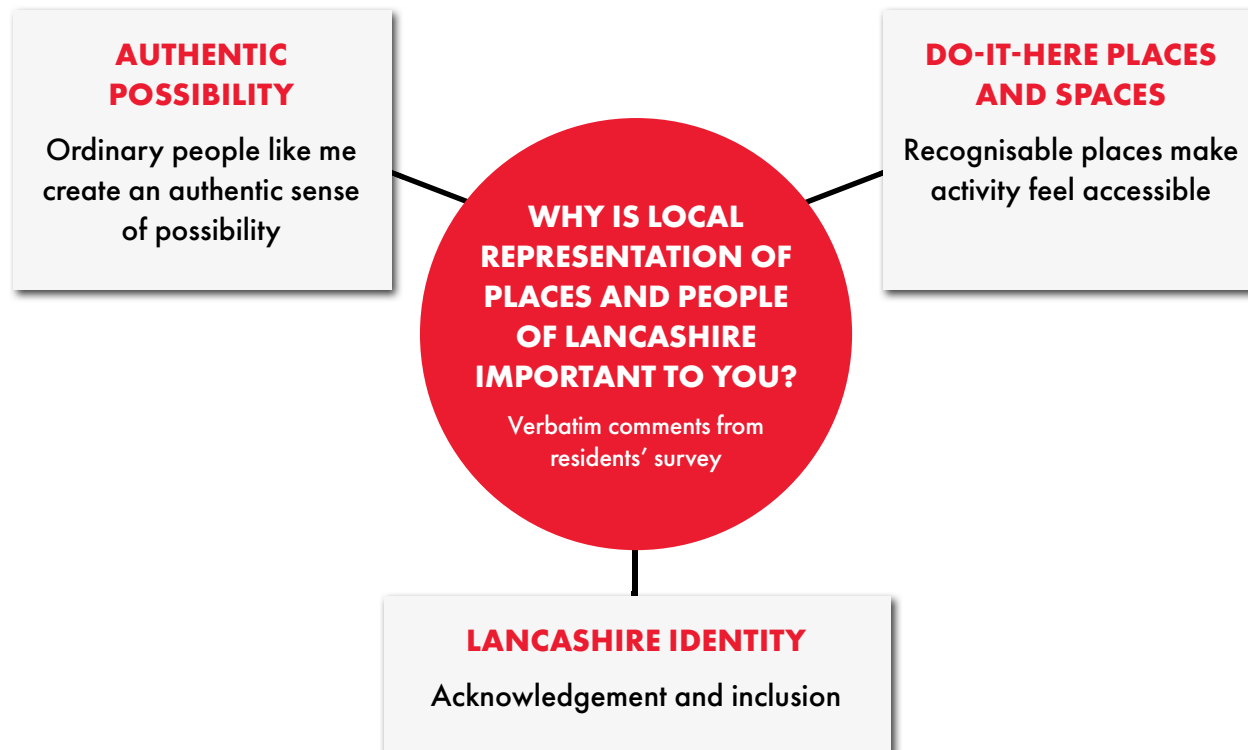
“I can relate to the people in the ads”



WAU: 64%

WHY LOCAL REPRESENTATION MATTERS

Analysis of participants' comments indicated that featuring local people and settings could enhance relevance, trust, and motivation, making it easier for residents to visualise where activities could take place. It also responded to some residents' concerns about under-representation, reinforcing a sense of visibility and inclusion.



"Encourages people to explore their options if other local people are doing the same."

"Shows what is relevant and what can be done in your local community."

"I'm Lancashire born and bred and can relate to the local communities."

"Makes you feel involved and cared about."

LOCAL FOCUS ALSO HELPED PARTNERS GET BEHIND THE CAMPAIGN

The local focus also enthused partners and helped them get behind the campaign as it provided 'richer' assets that resonated with their specific audiences.

In interviews, stakeholders consistently identified this as a primary driver of engagement, illustrated in the following quotes and interview summary extracts.



"The use of the local case studies was brilliant... in the background was pictures of places that people know. It's literally like, 'oh, that's the park up the road from me'... it really benefited the project."

Comms Lead

"What I like about the campaign are the people... they're not celebs... they're just like people I know, people I see, so it feels very, very normal... it feels very believable."

Head of Comms and Engagement

"Campaign storyteller Darren was identified as a 'perfect example' to provide a role model for the community, noting that local recognition - such as a footballer calling Darren a 'legend' - boosted the storyteller's confidence and the campaign's local profile."

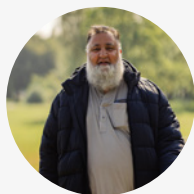
Active through Football Manager

Emphasised that "seeing someone that you know locally is really important" and noted that his presence on bus shelters in his community "kickstarted a conversation" that men in his community previously had not had. "

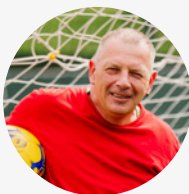
Omar - Campaign storyteller

ORGANIC RIPPLES AND GRASSROOTS ADVOCACY

Beyond the core media plan and amplification via partners, the campaign's local storytellers naturally championed messages within their own social, faith and work networks, kickstarting culturally-sensitive and peer-led conversations about health. Some examples are shown below.



Omar created and shared short videos via WhatsApp, encouraging his community to walk to/from mosque and be active with their family in their local park after attending madrassah.



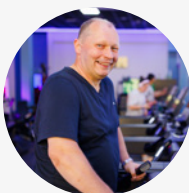
Darren personally displayed campaign posters in his community and used his visibility to discuss the importance of heart health with neighbours. As a result of being a role model, Darren also felt motivated to cut back on smoking



Nick spoke with ex-pupils who recognised him from the ads, using the opportunity to discuss preventing ill-health. His involvement also raised the profile of the local food bank where he volunteers.



Janet encouraged friends and members of the Windrush initiative to share campaign posts. She also motivated her partner to resume daily walks and engaged her family and friends in health conversations to break community taboos around seeking medical help.



Ken used his visibility to reaffirm campaign messages with people at his gym and community exercise sessions. He also shared his journey on a radio show and saw his story shared on his workplace's intranet by the HR director to inspire colleagues.



John shared the campaign within his church group, which led to a proposal to establish a peer support group for residents living with heart conditions.

REACH
traveline 0871 200 22 33

S4 6

SWIM AND STRIDE FEELING GOOD INSIDE.



After being diagnosed with high blood pressure and high cholesterol, Asiya began walking and swimming - and it's made a world of difference.



Read
Asiya's
story

For little ways to move more with heart conditions in Lancashire visit lancashire.gov.uk/healthy-hearts

Proudly supporting
WE ARE UNDEFEATABLE

4. CAMPAIGN SUSTAINABILITY



EXTENDING THE LIFE AND LEGACY OF HEALTHY HEARTS

While the initial eight-week digital burst achieved significant reach, long-term sustainability relies on moving from 'high energy' manual delivery to a system-wide 'always-on' model. The campaign was intentionally designed with mechanisms to promote its longevity beyond the initial funding period.



Long-term asset rights

Media consent for local storytellers has been secured until June 2029, allowing partners to re-use these high-quality visuals and narratives for four years without additional production costs.



The 'buffet' model

The creation of a "buffet of resources" – a suite of free, ready-to-use assets - allows any local organisation to champion the messages within their own channels at their own pace.



Methodological blueprint

The Integrated Care Board viewed the campaign as a successful pilot for lived-experience storytelling and are now considering applying this model to other complex system issues.



Storyteller advocacy

Some storytellers have expressed a willingness to continue as volunteers, indicating that the people featured in the campaign could act as long-term community ambassadors.



Strategic planning

Formal legacy discussions have been initiated with public health leaders to ensure the campaign remains a priority in the context of local government reorganisation and competing pressures.

OPPORTUNITIES TO DEEPEN IMPACT

Stakeholders and evaluation data identify several untapped or emerging opportunities to deepen the campaign's impact in the future. Together an Active Future and the We Are Undefeatable national team intend to explore the most promising opportunities.



Workforce engagement

Opportunities to use campaign assets internally within the NHS and Council workforce to normalise movement among staff, many of whom are also residents in the target demographic.



Match Day activations

A match day activation at Blackpool FC took place on 14.02.2026 (see overleaf) providing a valuable opportunity to reach target-age males with messaging on stadium screens and in-situ blood-pressure checks, engaging around 10,000 people in a single day.



Clinical and physical integration

Storytellers suggested placing posters and storytelling assets in hospital spaces, GP surgeries, and within heart failure manuals to provide hopeful examples at the point of diagnosis.



Community and faith ripples

Storyteller Omar's success in the 'Preston United' and Active Madrassah networks suggests the campaign could be further localised into faith spaces, using WhatsApp groups and mosque-based walking clubs to drive action.



Broader outcome signals

Future campaign efforts could complement click-based metrics with additional measures of influence, such as simple pledge/intention-setting mechanisms or partner-reported signals, such as increases in enquiries.



Influence on other campaigns

A number of conversations have been initiated in relation to the integration of lived experience storytelling in other public health campaigns.

RIPPLE EFFECT IN ACTION: HEALTHY HEARTS STADIUM EVENT

AN UNEXPECTED WIN

Healthy Hearts has continued to spark new collaborations, leading to a match day activation at Blackpool Football Club. Enabled by ongoing coordination from TaAF, the event was a collaboration between Blackpool FC, Blackpool FC Community Trust, Move Together Blackpool (a Sport England Place Partner) Active Blackpool (Blackpool Council's leisure service) and the ICB, showing how partnership working continued to generate fresh opportunities beyond the initial campaign period.

HOW THE DAY UNFOLDED

The ICB's mobile health unit ('Harri' van) offered free blood-pressure checks outside the stadium, promoted in advance via a focused three-week digital campaign.

Volunteers handed out pocket-sized leaflets featuring Darren's story and a QR code linking fans to local support services, including blood-pressure drop-ins and Active Blackpool's referral programme. With around 10,000 fans, this activation demonstrated ongoing community impact.



A man in a dark blue t-shirt and light-colored shorts is running on a black Life Fitness treadmill. He is smiling and looking towards the camera. The gym has a modern aesthetic with vibrant blue and red lighting. In the background, other gym equipment and a person are visible. A red banner with white text is overlaid on the lower left of the image.

5. CHALLENGES AND PROCESS LEARNINGS

CHALLENGES AND PROCESS LEARNINGS (1/3)

Systems working is inherently complex because it requires multiple organisations - each with their own priorities, structures, and constraints - to align around shared goals and timelines. Below we offer up reflections based on our experiences, to help other local places anticipate and mitigate challenges that may arise.

1

NAVIGATING LEAD TIMES WITHIN COMPLEX GOVERNANCE

The project encountered longer-than-expected timelines due to the approval processes across large organisations. These steps, which are an inherent part of system governance, meant that launch dates shifted as information moved through several teams.

Learning: Future system-wide initiatives may benefit from building in extended lead times to accommodate governance requirements. Sharing a schedule of activity early on can help partners plan their internal workflows more comfortably.



2

WORKING THROUGH TECHNICAL AND POLICY CONSTRAINTS

Certain policy requirements meant that full digital tracking and linking to external sites on council websites was not possible. This meant creating a mirror campaign site to support effective evaluation.

Learning: Conducting early technical scoping across partner platforms can help identify potential limitations in advance, ensuring that shared infrastructure supports evaluation aims while respecting each organisation's policies.



CHALLENGES AND PROCESS LEARNINGS (2/3)

Systems working is inherently complex because it requires multiple organisations - each with their own priorities, structures, and constraints - to align around shared goals and timelines. Below we offer up reflections based on our experiences, to help other local places anticipate and mitigate challenges that may arise.

3 ADAPTING TO CHANGE AND COMPETING PRESSURES

Some partners were navigating wider organisational pressures, including restructures, local government changes, and other health priorities. These circumstances naturally influenced the capacity and headspace available to support the campaign

Learning: Longer campaign periods enable greater flexibility and can help accommodate the natural rhythms and pressures experienced by partner organisations, supporting continued engagement without adding strain.



4 SUPPORTING CLARITY OF ROLES AND SHARED OWNERSHIP

At times, shifts in partner involvement across stages created uncertainty around roles, which for some made the process feel more directed than collaborative.

Learning: Establishing clear expectations from the outset can help all stakeholders feel fully included, supporting shared ownership and smoother delivery.



5 ALIGNING CAMPAIGN ACTIVITY WITH SERVICE CAPACITY

Not all activity sessions, particularly those delivered by leisure centres, had the capacity to expand provision.

Learning: Closer collaboration with leisure providers from the outset - including mapping service capacity - would help identify appropriate, under-subscribed activities. By recruiting storytellers who attend these sessions, campaigns can focus on promoting opportunities that are actively welcoming new participants, enhancing both resident experience and partner impact.



CHALLENGES AND PROCESS LEARNINGS (3/3)

Systems working is inherently complex because it requires multiple organisations - each with their own priorities, structures, and constraints - to align around shared goals and timelines. Below we offer up reflections based on our experiences, to help other local places anticipate and mitigate challenges that may arise.

6 INTEGRATING BROADER OUTCOME MEASURES

While digital performance was strong, measuring real-world influence such as changes in motivation or small lifestyle shifts is more complex, making it harder to demonstrate longer-term system impact at this stage.

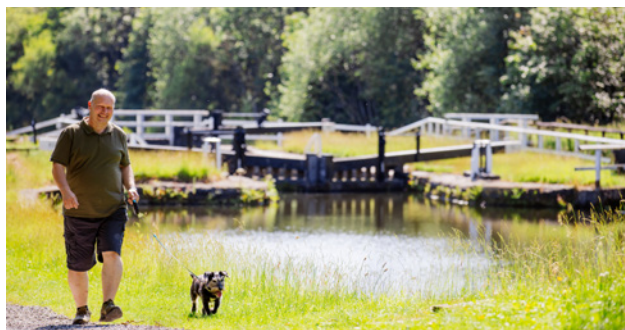
Learning: Introducing light-touch outcome indicators, such as voluntary pledges, intention-setting mechanism, or leisure partner-reported signals, can help capture a richer picture of impact without requiring hard behavioural tracking. We will also ensure that longer-term outcomes are monitored through tools such as public health data, leisure service usage and Active Lives – however, these are lagging indicators.



7 TAILORING ENGAGEMENT TO DIFFERENT PARTNER STRENGTHS

National charity partners contributed valuable research and guidance but had limited scope for local delivery. Local charities, meanwhile, often needed to work to their own programme priorities and branding needs, which limited their engagement in some ways.

Learning: Adapting campaign approaches to suit each partner's priorities can help strengthen alignment - whether by supporting national research aims or highlighting how campaign activity complements local programmes and referral pathways. It may also be important to invest significant time in relationship building as a pre-cursor to action.



8 GEOGRAPHIC SCOPE REQUIRES CAREFUL CONSIDERATION

Covering nine districts created challenges, as the campaign had to reflect a wide range of places with distinct identities and needs. Relying mainly on the County Council limited direct engagement with district teams, making it harder to build strong local involvement and representation.

Learning: Future campaigns should consider how geographic scale affects local relevance and partnership building. A broad footprint may require clearer plans for district-level engagement and place-specific content. In some cases, narrowing geographic scope could support deeper collaboration and stronger ownership.





SUMMARY OF TOP TRANSFERABLE LEARNING

TOP TRANSFERABLE LEARNINGS (I)

STORYTELLING AND LOCAL REPRESENTATION

1

Prioritise lived experience

Genuine stories from local 'people like me' offer a real sense of possibility. They may motivate people more effectively and be more likely to be shared than traditional or instructive health messages. Local storytellers can also naturally spark peer-led conversations beyond planned channels, strengthening reach and trust.



2

Make use of existing recruitment routes

Working through established referral and leisure networks to identify storytellers helps ensure the stories remain rooted in real local recovery journeys and reflect the services people actually encounter.



TOP TRANSFERABLE LEARNINGS (II)

TOOLS, ASSETS AND ENABLERS OF SPREAD

3

Adopt a 'buffet' approach to resources

Offering a range of free, ready-to-use materials makes it straightforward for busy colleagues in partner organisations to promote key health messages through their own channels.



4

Secure long-term permissions for assets

Obtaining long-term media consent from local storytellers means high-quality content can be reused for several years, avoiding the need for repeated production.



TOP TRANSFERABLE LEARNINGS (II)

TOOLS, ASSETS AND ENABLERS OF SPREAD

5

Use health awareness moments as strategic multipliers

Aligning delivery with health awareness moments can amplify visibility, create coherence with wider prevention messages and open up new engagement opportunities.



6

Build adaptive capacity into delivery teams

Agile optimisation, opportunistic leveraging of media opportunities and flexible infrastructure help campaigns remain responsive to real-time insight and local system constraints.



TOP TRANSFERABLE LEARNINGS (III)

STRATEGIC PLANNING AND SYSTEM INFRASTRUCTURE

7

Dedicated coordination capacity

Delivering a system-wide campaign at this scale requires dedicated coordination capacity. TaAF contributed substantial time, relationship-building and delivery oversight to support partners and keep momentum across place, as well as being supported by the national WAU team.



8

Collaborate with multi-agency convenors

Bodies such as the ICB can act as vital connectors, distributing content through established clinical networks and helping to bridge clinical systems with local communities.



TOP TRANSFERABLE LEARNINGS (III)

STRATEGIC PLANNING AND SYSTEM INFRASTRUCTURE

9

Allow for extended governance lead-times

System-wide initiatives need to recognise the complex approval processes within large authorities. Sharing timelines early enables partners to plan their internal workflows more effectively.



10

Undertake early technical scoping

Picking up ICT or policy constraints - at the scoping stage - helps ensure that shared infrastructure is set up to support evaluation from day one.



11

Match service capacity with marketing activity

Campaigns should only promote local opportunities that have the operational breathing space to manage increased demand.







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