# **We Are Undefeatable - Case Study Form**

We want to understand how different types of organisations and places are utilising and embedding the campaign to support their work encouraging people with long-term health conditions to be active. Therefore, we’d like to hear how your organisation is activating the campaign, and how this supports your priorities. Please complete the below form and email to weareundefeatable@ageuk.org.uk

Help us bring the case study to life by attaching or sharing any relevant imagery, videos, assets, links, comms examples etc. that relate to your campaign activation(s), and please check you have consent to share these with us.

| **Tell us a little about your organisation** |
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| **Why is the campaign important to you and the work your organisation does?** *(You may want to consider how many people with LTCs your organisation / local area comes into contact with and where this aligns to your strategic priorities)* |
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| **How have you activated or promoted the campaign and which partners have you worked with to help you do this?** *(If there are multiple stages and partners involved, please explain the activation(s) in detail, how partners where involved, and include any relevant links to this work if possible)* |
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| **What difference has the campaign and associated activation made to your organisation/place/associated partners and networks?** (This could be supporting local events, forming local steering groups, creating local stories, supporting the workforce, co-designing Nationally or at place, embedding within comms etc.) |
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| **What impact has your work had on people living with LTCs, if known? Have you involved people with lived experience in your activations, and if so, how?** (This could include anecdotal feedback from individuals, focus groups, survey results and wider ripple effect impacts following your activations for example building new relationships) |
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| **What are your ambitions to continue activating the campaign going forwards?** **Has there been a lasting legacy of this work?**(It'd be great to hear immediate plans but also your 'dream' situation in five years’ time) |
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| **What advice would you give to others looking to activate or promote the campaign?** (Was there anything you found difficult that you would do differently knowing what you know now? Did you have any successes or learnings that you'd like to share with others?) |
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