

# **5 WAYS TO WELLBEING**

**REPORT ON RESEARCH INTO BEST PRACTICE IN  
SUCCESSFULLY MARKETING THE 5 WAYS TO  
WELLBEING TO THE GENERAL PUBLIC AND SPECIFIC  
TARGET GROUPS**



**PREPARED FOR NHS BRISTOL PUBLIC HEALTH  
BY**



# OUTLINE BRIEF FOR RESEARCH

Bristol NHS Public Health Department commissioned The Happy City Initiative to undertake some research between September 2011 and April 2012, to fulfill the following brief:

*Produce a selection of new and flexible communication tools to promote the 5 ways to wellbeing to a broad audience. Results must make the '5 ways' accessible and memorable*

*Market Test the design, copy and 'brand' tools in focus groups (with the general public, carers, single parents and men as the 4 specified groups to be studied). Testing should explore how the messages and tools work and which are most successful (with segmented analysis of demographic responses)*

*Produce a clear and achievable social marketing plan to put the most successful tools into use across the city.*

This Report outlines the findings of that research and the recommendations that flow from it.

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# EXECUTIVE SUMMARY

5 Ways to Wellbeing messaging has the following challenge at its heart.

- It is giving people something they haven't asked for
- It is telling people things they already know
- It is asking them to do stuff they already do.

This report turns that challenge into an opportunity and recommends changing the public information process into a public conversation. The public become the educators of each other and the authority merely the publicists.

## The Research Process:

- Research into responses to the five ways to wellbeing from studies across the UK provided clear evidence of four main barriers to uptake.
- Informed by the research, creative brainstorming sessions were held, from which designers were briefed to produce three variants on leaflet designs for testing.
- The designs were tested in a 6 week process with four focus groups specified by NHS Bristol public Health services, facilitated by an independent and highly experienced expert in community engagement. Informal research was also undertaken to broaden the reach of the findings.
- These results were then taken to a further brainstorming of social marketing experts, who helped generate a rounded plan for rolling out the 5 ways to Wellbeing message to the general public

## The Findings:

- Understanding, acceptance, agency and implementation were all increased significantly by real-life examples, images and activities. The abstract idea of the 5 ways in general and the theory behind each of the 5 ways specifically, held very little interest for most people. They felt they were either obvious or irrelevant. Examples shared by people they could relate to, suddenly make the purpose, benefits and opportunities the 5 ways presented become clear, achievable and attractive.
- The 5 ways to wellbeing have a strong capacity to be viewed as 'preaching', particularly if seen as coming from 'authority' figures who many feel don't have a role in individual 'happiness'. The messages are however, important affirmations of what people are already doing and a powerful stimulus to focus more on these areas of life WHEN they are seen to come from peers.
- An emphasis on the simplicity of the ideas, yet the substantial positive effects of doing more of them is key to take up. If this is seen as something that

requires lots of time/money/effort to do, it is rejected. 'Easy wins', that other people I can relate to will vouch for, are much more likely to 'stick'

- Acceptance and interest are harder to gain than understanding or knowledge. People need to see the relevance of actively thinking and acting on the 5 ways first. This was only achieved through images and examples that resonated. Once people have the 'aha' moment of recognition of the benefits for them, then the process of remembering the specifics of the 5 ways can begin.

## The Broad Recommendations:

- Keep it SIMPLE, PLAYFUL, PARTICIPATIVE, aim to SURPRISE, INTRIGUE, ENGAGE, INQUIRE
- Ask, don't tell
- Use real people, real activities, real quotes and real ideas
- Sharing is key
- Use all the tricks of modern life to 'go viral'
- Start with broad messaging, then focus on segments

## The Conclusions

The study concludes with two alternative (but not mutually exclusive) social marketing approaches:

**Option A** - a conventional print campaign, backed by social media and delivered mainly through trusted channels of support to reach target groups. A single unified 'brand' is the primary tool for increasing understanding and take up of the 5 ways.

**Option B** - a shotgun innovative campaigning approach that builds on the basic communication line. The method subverts mainstream concepts familiar from big brand advertising, to thread a central idea through different mediums, messages, images and viral campaigns, adapted to specific audiences.

*"A key strength of 5 ways success is to give just enough information for people to take action and no more."* *Nic Marks, co-creator of 5 Ways to Wellbeing*

# METHODOLOGY, DEMOGRAPHICS AND SCOPE OF RESEARCH

## PHASE 1 - Existing Research

Preliminary work was done, collating information about current activity and research on messaging and take up of the 5 Ways to Wellbeing. The summary report produced was provided as context for all those involved in this project. (See full report in Appendix 1)

## PHASE 2 - Materials Creation

Four brainstorming and creative workshops were held with a range of marketing, design, copywriting and branding experts from across the city (see contributors sections for details). A brief was created and ideas explored. Three different design teams produced the final printed materials, and all sought to ensure the branding, messages, and ideas were flexible enough to be used within the many different communication mediums explored in the workshops.

These designs were produced in leaflet format, as this was seen as the easiest format for the focus groups to interact with, take away, share and use, in order that the research could uncover levels of impact and take up of the messages and the 'stickiness' of the different approaches.

A small selection of other community-based stakeholders were involved in this phase to ensure the ideas were realistic as well as innovative.

## PHASE 3 - Testing

The process design and delivery of all focus groups sessions and information analysis was conducted by Kate Smith, an independent research expert, in collaboration with the Happy City Evaluation team.

Four focus groups were gathered in partnership with:

- Bristol City Council (general Public group),
- The Carers' Association (Carers' group),
- Phoenix Group (single mothers)
- Two independent inner city men's groups (Men's groups).

Each group met twice with 4-6 weeks between meetings. In the 1<sup>st</sup> session the tools were introduced, initial feedback sought, then more information given on the 5 ways, their roots and their application. Participants were then invited to take any materials with them and see how useful they are in their daily lives.

The same groups were re-convened 4-6 weeks later, and feedback sought about how memorable the messages and ideas had been, the ease of application in their lives, the usefulness of the ideas in reality, and other aspects of impact. This detailed qualitative data was recorded and analysed. Each session was tailored to

the needs of each group. A full and detailed report of the make-up, process and findings of the focus groups is available in Appendix 2.

#### LIMITATIONS OF TESTING:

1. It was recognized from the outset that within the limits of the budget and timescales, the focus groups would not cover all key demographics, nor be a large enough sample to be scientifically rigorous. To reduce the impact of this limitation, we also conducted a range of more informal interviews and discussions with people from some of the key demographics missed in the focus groups, including BME communities and young people, as well as with a mixed range of the general public.
2. The nature a focus group setting, meant that analysis of the impact of the materials and the impact of discussions that ensue in a group setting are hard to dissect. These difficulties were largely overcome by the process design of the group sessions, but cannot be discounted entirely.

Both these main limitations have been taken into account in this final report's findings and recommendations.

#### **PHASE 4 - Analysis of results and formation of recommendations**

All the information gathered throughout the testing period (both in the focus groups and in all informal interviews) was collated and analysed.

A final brainstorming session was held with some leading lights in social marketing, brand and communications. This session also involved some of those who had carried out the research, writing and design phases. The results of the research phase were shared and the ideas explored in the initial creative sessions were deepened and expanded on. A range of options were outlined - from low to high cost and from traditional to more cutting-edge communication routes, taking into account all feedback from the study as well as knowledge of the latest thinking in terms of dynamic, infectious and impactful methods of spreading powerful ideas.

This Report offers recommendations for to both low cost and well funded options via both these routes: a more traditional print based route, with tested messaging tools and brand ideas (Option A); and a less traditional, more segmented and interactive method (Option B), that could be used instead of, alongside, or following on from the traditional route.

# SUMMARY FINDINGS FROM PHASE 1: EXISTING RESEARCH INTO 5 WAYS UPTAKE

(Full report in Appendix 1)

The key findings from the current research into wellbeing promotion strategies suggest that there are four broad kinds of barriers to their uptake. These are classified as 'understanding', 'acceptance', 'ability' and 'implementation'. Although these different kinds of barriers are rarely distinguished in the evaluation of wellbeing promotion projects, they are nonetheless all necessary factors in the effective promotion of wellbeing.

## 1. Understanding

*Do people understand the five ways to wellbeing?*

('What even is wellbeing?' 'Why should I care about it?' 'What does "Taking Notice" mean?' "'Connect" with what?')

*Recommendations for overcoming this challenge:*

- Relate wellbeing to other relevant words (health, happiness, quality of life, etc.)
- Keep things simple: more pictures, less words
- Use various and multiple concrete examples of activities or actions that relate to each of the five ways

## 2. Acceptance

*Do people accept that the five ways to wellbeing will improve their wellbeing?*

('My wellbeing is fine, thank you very much!' 'There are more important things I could be doing with my time.' 'I'm not interested in "Learning."')

*Recommendations for overcoming this challenge:*

- Think about the messenger: choose authorities or experts that are liked by the public, and come from diverse demographic and behavioural backgrounds
- Use examples from peers & reference social norms that relate to the target audience
- Highlight what people are missing out by not taking up each of the five ways, rather than what they might gain from taking them up

## 3. Ability

*Do people feel capable of improving their wellbeing using the five ways strategies?*

('I'd love to "Connect" more but I haven't got any time.' 'I'm not very good at "Active" stuff.' 'Even if I do this once or twice, I'll never be able to keep this kind of thing up')



*Recommendations for overcoming this challenge:*

- Focus on increasing people's sense of agency
- In particular, highlight again relevant social norms and what people may be missing out on from not taking up the five ways
- Raise awareness of opportunities for engaging in five ways activities or actions

#### **4. Implementation**

*Do people know how to effectively implement the five ways into their everyday lives?*

(‘How much, and for how long, do I need to do the five ways to improve my wellbeing?’ ‘Do I have to do them in all aspects of my life?’ ‘What can I give up in order to make time to “Connect” more?’)

*Recommendations for overcoming this challenge:*

- Provide a wide range of concrete examples of activities or actions that relate to each of the five ways
- Allow for people to share feedback from participating in five ways activities or actions [don't understand]
- Encourage people to share their experiences with the five ways with relevant others

# SUMMARY FINDINGS FROM PHASE 2: CREATION OF SAMPLE MATERIALS

(Copies of materials produced are in Appendix 2)

## THE CHALLENGE

- Take the fairly 'public sector' language and make it simple, accessible and engaging
- Find a way to make all 5 ways understandable and memorable
- Create a 'brand' for the 5 ways that is transferable - so works with the initial 'leaflet' or printed material, and can be expanded and adapted for web, hoarding, poster, stickers, apps etc
- This brand or group of icons/triggers need to be recognizable for each of the 5 ways individually as well as in a group of 5 ie the imagery could be used for standalone posters on learning or connecting etc.
- To overcome the 4 barriers to take up (understanding, acceptance, agency and implementation).
- Help people to see that the 5 ways are a) simple b) effective c) not something new d) potentially life changing (if noticed, celebrated and expanded in day to day living).

## THE KEY IDEAS TAKEN FORWARD TO TESTING:

1. **The WoW Factor** - the Ways of Wellbeing - Factors 1 to 5 - How to boost your WoW factor - "Wow it's so easy", "Wow I'm already doing lots of Factor 2 and 3 but could easily up my factor 4 by doing x and y"
2. **CLANG mnemonic** - "Life - how's it clanging?" Connect, Learn, Active, Notice, Give. Using a mnemonic to help people remember the 5 ways was thought important, as few people (even those using the 5 ways regularly) found the 5 words easy to recall. Although it was universally agreed that CLANG was not ideal, throughout the creative phase, it was the only thing that helped everyone remember the 5 ways words themselves. A better one was not found, except by changing the original words.
3. **5 'button' icons for each of the 5 ways.** These could be used to illustrate the brand, but also be highly flexible ways of 'signposting' all sorts of other activities around the city and in communities Eg leisure centre or community centre calendars and info leaflets could mark activities with 5 ways icons (a bit like healthy food labeling around the 5-a-day)
4. **Happiness Playlists** - what's on your 'favourites' list? An interactive space or planner (on the leaflet and online) to write what you already do, what you could do more of, how you could tweak what you do to include more of the 5 ways etc. A way to track your current action, spot gaps where you could boost your wellbeing and ways to plan to do more.

## THE RESULTS

(See Appendix 3 for copies of all 3 leaflets)

### 1. **WoW LEAFLET** -

- **THE IDEA:** Combine the ideas behind the WoW factor theme, the 5 'button icons' and a method for charting what you already do and what else you might do and it's effect on your wellbeing (chart and stickers). It also mentioned a WoW factor website to share ideas.
- **THE STYLE:** Bold, colourful, tri-fold leaflet, with a two-fold score chart inside and also a sticker leaflet.

### 2. **THE CLANG PLANNER**

- **THE IDEA:** Combining the Clang mnemonic with 5 'button icons' and a large scale wall-planner to chart 5 ways activity at home or at work.
- **THE STYLE:** A large (A3) bi-fold leaflet, with a more hand-drawn illustrated feel, more neutral colour palette and a DIY planner.

### 3. **THE LITTLE BOOK OF...**

- **THE IDEA:** A booklet full of images, quotes and examples to explain each of the 5 ways (using the CLANG mnemonic), in a light touch way. Something to keep in your pocket or wallet to remind you throughout the day.
- **THE STYLE:** A pocket sized (A7) booklet, using examples and photography throughout. Bright colours and a very short list-style interactive final page

## OTHER IDEAS EXPLORED

- **Photographic montages.** Each of the 5 ways (words or icons) illustrated with dozens of tiny images, photos of ordinary people doing different everyday activities that boost wellbeing across the 5 ways.
- **5-a-day for Happiness** along the lines of the 5-a-day fruit and vegetables, but 5-a-day for the mind. Focused on building mental capital to boost wellbeing/immunity to mental ill-health.
- **Happiness sign language** -hand signals, Eg. holding hands (connect) - pointing hand (notice) - throwing hand or 'walking fingers' (active) - outstretched hand (give) and hand with pencil/paintbrush etc (learn)
- **Way-markers** -signposts directing people to wellbeing activity
- **Top Trumps** - pack of cards each having the relevant 5-ways icon in the corners and a simple 'do-it-today' idea or activity that would boost your happiness - collect the set, collect at shop counters, have them texted or twittered each day etc

# SUMMARY FINDINGS FROM PHASE 3: TESTING MATERIALS

(Full report from Focus Groups is available in Appendix 2, and write up of informal interviews available on request)

## OVERALL:

The abstract idea of the 5 ways in general and the theory behind each of the 5 ways specifically, held very little interest for most people. They felt they were either obvious or irrelevant. Examples shared by people they could relate to, suddenly make the purpose, benefits and opportunities the 5 ways presented become clear, achievable and attractive.

The overall evidence from the focus groups and other interviews suggests (as expected) that leaflets alone will have limited impact in promoting the 5 ways to increase well-being. Indeed it was agreed by some, that *"the majority of people are anti-leaflet"*, and leaflets were often associated with *"time wasting"* when in a doctors' surgery etc. Those consulted (both in focus groups and informal interviews) agreed however, for those without knowledge and lack of access to information there is evidence that such leaflets could provide a **"heads up"** around ways to increase well-being and what the 5 ways mean through simple examples. Also, leaflets have the capacity to introduce the ideas behind the 5 ways and **signpost** people to other resources - both high-tech (e.g. web-based, social media) and low-tech (phone numbers, people-based interventions, further paper-based information). One interviewee said *"this has made me aware that these things I have done have contributed to my own happiness. It is helpful to identify."*

## SPECIFICS - WHAT WORKS:

- Examples - everyday, simple to do, recognize self in them, work for all ages/genders/ backgrounds
- Photos - of real looking people doing real sorts of things - capturing the 'mood' of each of the 5 ways. The image of the child's 5 painted fingers was particularly valued.
- Quotes - to motivate others
- Bright colours (but not NHS blue)
- It not seeming to be a 'government' initiative.
- Really clear explanation of what each of the 5 ways are - Short 'straplines' for each of the 5 ways e.g. Connect - People need People, etc combined with the brevity of explanation in both 'Clang' leaflets.
- Short but authoritative explanation of why the 5 ways help

- Small size - in pocket, different, fun, easy reference
- Some localization would help - feels like it's about us, here, accessible
- WoW heading was liked - if it's clear that it stands for 'Ways of Wellbeing', so it's relevance is obvious (not clear in WoW leaflet)
- Overall the size, layout, feel and balance of the Clang booklet were popular with the vast majority of respondents.

## **SPECIFICS - WHAT DIDN'T WORK**

- Lots of text
- Dull colours or dark colours (as hard to read writing on top)
- 'Scary' symbols
- 'Perfect' looking people
- Unattainable examples or ones with cost implications
- Large format (A3)
- Charts to fill in that look like kids star charts
- NHS sounding like they're preaching people about their own lives/happiness
- CLANG - too many negative associations for all but the younger focus group members (although it did help remember the 5 ways)
- Trying to reach all people in the same way
- A lack of links to other information - where and how to be able to do more of the 5 ways near you

## **WHERE & HOW?**

The focus groups and interviewees were asked where and how information and materials like this should be available. All usual physical outlets were suggested - GPs, libraries, schools, shops, cafes community centres, hairdressers etc.

Some said they needed to be given as part of another intervention (eg. Doctors appointment, school meeting, or through a group or information sharing session), others felt it shouldn't come from an 'authority' (Eg NHS, government or Council)

There was clear differentiation between what was thought to help 'the general public' and what might reach 'target groups'. Some felt the target should be those with current mental health difficulties, others recognized it was attempting to get awareness of mental 'health' (as opposed to illness) in the public domain and so the target would be broad.

A variety of other mediums were suggested for 5 ways messaging:

- Facebook, Twitter etc (incl. an app like Sidekick's 'Buddy')
- Through 'professionals' with specific groups (social workers, carer groups etc)
- Local Radio phone ins
- Workshops and discussion/support groups

# SUMMARY FINDINGS FROM PHASE 4: SOCIAL MARKETING INPUT

The Social Marketing & Communication Brainstorming Session took the findings from the research stage and come up with a broad plan to take the messages to scale. The following are the 10 key principles & recommended approaches from that meeting:

1. **The guiding principles** for successful social marketing the 5 ways to wellbeing are: keep it SIMPLE, PLAYFUL, PARTICIPATIVE, aim to SURPRISE, INTRIGUE, ENGAGE, INQUIRE
2. **We're giving people something they haven't asked for** - and don't even consciously know they want/need. And **We're telling people things they already know** and asking them to do stuff they already do. This is a strength - ('pat on the back' appreciation, and the benefits gained from just noticing and valuing them) - but it can also be a weakness (what's the point). - So we need to show that the 5 ways benefits grow when you notice them AND that when you think about them more, you'll spot the gaps, which are simple & easy opportunities to grow your happiness/wellbeing
3. **Ask, don't tell.** Because of 2) the message needs to highlight not 'educate'. We're encouraging people to recognize what they do, to share and contribute their wisdom on this and to notice what else would add to what they already have. Engagement and participation are key here or it will seem like 'telling'.
4. **What, why, how in that order.** What: the provocation - something that grabs their attention in a world crammed with information and messages. Why: the justification, backed by science, and it's free and easy. How: Practical suggestions making it easy to act. Remembering the exact 5 words ISN'T the 1<sup>st</sup> and most important thing initially -gaining peoples' attention and interest is paramount, and precise recall can then build over time.
5. **Tagging daily life.** In many ways we are encouraging people to 'TAG' their normal activities - we're grouping what happens into themes so people can recognize them, share them and do more of them - emphasizing that it's NOT a chore (this is a benefit over many other public information campaigns - you're not being asked to do organic shopping, join a gym etc).
6. **Build on what's there.** We should aim to integrate the message and the medium into daily life as much as possible - build on existing habits, use existing channels - bus journeys, phones supermarkets etc. What do people already do and where do they already get their messages? How do people live and work and find their happiness.

7. **Share-ability' is key** - For it to go to scale - all ideas need to include an element of 'share'. This will allow it to become viral. Eg. a Swap Shop style notion of exchange about WHAT DO YOU DO in these 5 areas? It may be worth considering the use of ambassadors (trusted people in each group and community), to act as local catalysts for this process. Sharing empowers the public to tell us whilst reminding themselves these activities are important in the process.
8. **Going viral.** Alongside traditional communication channels, big brands also develop viral activities that get publicity, media attention, build curiosity. So if different 'quirky' campaign options for each of the 5 ways would multiply effectiveness as the themes build on each other. This interest will generate curiosity, which will open the door for learning, understanding and take up to grow.
9. **Deliberate fragmentation** is positive - let a campaign be adaptive, iterative, learning and expanding as it goes. The audience for 5 ways is very, very diverse. To try to reach all with 1 message and in few mediums will dilute it to a point at which it becomes meaningless to most people. Segmentation makes it more relevant, localized and purposeful to different demographics and provides a logic to each approach. It also allows a campaign to stay fresh and interesting for longer, and will build momentum as different strands cross-over and develop the ideas. Not having an answer is a strength which allows a range of key partnerships to be developed.
10. **Start broad, then narrow.** If the aspiration is for widespread adoption of the 5 ways, the campaign work should aim to build momentum with the general public before homing in on the harder to reach audiences. Efforts to persuade reluctant (target) markets first won't connect with the general public, and will make widespread adoption more difficult later. We need to celebrate rather than sell, building on the easiest wins first, which prepares the way for targeted material to fall on more fertile ground.

[The detailed recommended plans that came from this phase, follow in the next section.]

## RECOMMENDATIONS:

The result of the research, design, testing and planning stages of this work have resulted in two recommended options for social marketing of the 5 ways to wellbeing amongst the general public and to specific target groups.

- **Option A** outlines a conventional print style campaign, backed up by social media and harnessing trusted existing channels to reach target groups. It outlines the recommended route for using a single, unified 'brand' to spread understanding and take up of the 5 ways.
- **Option B** outlines a range of innovative campaigning ideas to build on the basic communication line. This method harnesses many of the tricks of the trade of marketing and advertising but subverts them to get the levels of take up enjoyed by big brands. In this model you don't need the 'branding' to be uniform - it's the idea that threads through the campaign; the medium, messages and images can adapt to different audiences, places, times, spaces etc.

Options A and B are not mutually exclusive. They perform different functions, and aspects of each can be combined, either in series or in parallel. Option B in particular, offers the flexibility to 'pick and choose' some campaigning tools that could be used as part of Option A or as stand-alone activities.



# OPTION A:

## WHAT:

Themed around the WoW Factors and 'what do you do?', with an emphasis on the twin tools of photographs and examples, the campaign should center on what real people do in their real lives that exemplify the 5 ways to wellbeing. Accessibility and benefits are illustrated through thousands of simple & easy opportunities to grow your happiness/wellbeing.

The campaign should be interactive from the start, encouraging people to recognize what they do, contribute their thoughts and notice what else would add to what they already have. This sense of sharing brings the best of localism whilst connecting to the universal nature of the 5 ways. It avoids 'preaching' about health by asking rather than telling, at the same time, informing and inspiring people through the sharing of activities that benefit wellbeing most.

The campaign should combine printed materials (leaflets, posters, adverts) with social media, to build interest and awareness and allow people to engage in and contribute to the campaign themselves. The tone and methods allow easy and valuable adaptation for target groups, as the examples, images and quotes can be as tailored as required. This theme of sharing is perfectly suited to workshops, discussion groups, and tailored sessions in which vulnerable groups can share what works for them.

## HOW:

- **The 'Leaflet'** - taking the best of the Clang Booklet produced, with some tweaks to the detail as outlined here we recommend:
  - **THEME:** "The Little Book of WoW" (with the 5 Ways of Wellbeing clearly marked on the hand image) or the "Little Book of Happiness". (NB not wellbeing as people didn't connect with this word enough to pick up the material in the 1<sup>st</sup> place)
  - **FORMAT:** Small (A7) booklet OR business card sized fold out leaflet (like mini maps that open up to A4)
  - **COLOUR:** Bright, light colours (though not the blue cover that was overly associated with NHS)
  - **WORDING:** Keep it simple and short. Less is more.
    - Use the front cover to intrigue (and get people to pick it up)
    - Say something short about the why, citing a scientific fact (Eg research has found that there are 5 areas of life that give us the biggest boost to our wellbeing).

- Make it clear you don't need to find time or money to do any of them and doing just little more of these Ways of Wellbeing will increase your daily WoW factor.
  - For each of the 5 ways, use a short strapline (Eg People need people; Give a little, get a lot; Active body, healthy mind; Love learning, love life; Notice the small stuff)
  - With a short explanation ( as in the Clang Booklet)
  - And then wholly rely on examples in the form of quotes and images:
  - EXAMPLES: Accessible and easy. Short and sharp. Varied demographically. 'Thank a friend', 'Walk to the shops', 'Try a new recipe',
  - IMAGES: Use all ages, backgrounds, looks. Avoid people who look too 'perfect'. The images should clearly show the activity and should link to the examples and/or quotes. Ideally take images of the people supplying the examples/quotes doing the activity described.
  - QUOTES/STORIES: See the Clang booklet for ideas, but being really careful that no part of them excludes - so the backyard safari quote was very popular, but miss out the reference to the Wildlife Trust. Get REAL examples and use them from the start -crediting people if possible
  - FOCUS: Sharing what works, what's achievable, what's real and what helps. This is what X does, what do YOU do.... This theme can build, as more people share, there are more examples and quotes to use and more opportunities to share in other mediums (see below)
  - COVER - the child's painted hand image (from the back of the tested Clang Booklet) was a very popular image. A similar style shot could be used on the front cover, with a direct link to the 5 of the 5 ways. The title of Little Book of WoW (or Happiness) should be used to grab peoples' attention and intrigue enough to pick it up and open up to the information inside (see Point 4 on Page 13)
- **Posters/Adshells**
    - Building on the themes above - create posters (different sizes for different outlets) for each of the 5 ways - made from montages of many images with the relevant word across them (or use the images as 'pixel' type parts of the word itself)
    - Plus other posters using singular images with examples/quotes and 'What do YOU do?' with links to where to upload their images/examples and to find out more.
    - The posters can be tailored to the setting - eg. Learn themed in Libraries & Museums and schools, Active themed in sports halls or public stairwells, Notice themed on the street or buses, Connect themed in local neighbourhoods & community Centres etc. This builds on the 'well done

you're doing it' aspect of the campaign and encourages/signposts those who aren't.

- **Always** advertise where people can upload their example or image so the public's images become the campaign itself

- **Adverts**

- Use the poster images (above) as adverts in local press, neighbourhood newsletters & community information sources. Use every opportunity to ask people to interact - what do YOU do - in a mass peer to peer learning process

- **Website & Social Media**

- A website should be created where people can explore the ideas, examples and the images more and upload their own successes in doing more of the 5 ways.
- The website must also be a place to get (and share) links to the many different opportunities and 5 ways activities in their community - tagged appropriately for each of the 5 (courses, walking groups, allotments, choirs, community centres, street parties, volunteering opportunities etc.)
- Facebook, Twitter and Flickr sites should all be utilized to make sure the above information and opportunities are available in the format different groups are already using.
- An automated system could be included (twitter, email or Facebook) to send 5 ways daily 'actions' to subscribers - something very simple - thank a stranger, notice the tops of buildings, take the long route, call someone you haven't seen recently etc. Again these would in time, be generated by the public themselves.

- **Traditional Media**

- Local Radio (all levels) and Local Print media can be involved in the 'What do you do' theme via phone-ins and columns. Invite people who have used the 5 ways to talk about the benefits and ask the audience/readers to call in/email with their examples of Wow factor. Regular columns/shows can share the best of each week's ideas and explore local opportunities around a 5 ways theme. Competitions could feature with support from partners for Wow Factor Champions.

- **Targeted Workshops/Sessions/Groups**

- The same tools and ideas can be honed down to reach those groups least likely to access public opportunities to engage, and perhaps most likely to benefit from 5 ways work. Leaflets, posters and online forums, can be tailored to the examples, stories and images to any specific group or locality.

These can then be used as a 'take-home' given by trusted advocates (GPs, social workers, community groups, teachers etc) or as an invitation to a workshop, discussion group or event. All such sessions could be used to introduce and explore the 5 ways together and come up with individual and group ideas and plans for how to expand 5 ways activity in the circumstances of the particular demographic group.



## OPTION B:

### WHAT:

The theme of FREE HAPPINESS to be used in a wide-ranging, adaptive and creative campaign. Its segmented approach to different audiences makes it more meaningful, localized and purposeful to different demographics and provides a logic to each approach. It also allows the 'campaign' to stay fresh and interesting for longer, and will build momentum as different 'strands' cross-over and develop the ideas.

This Option takes the principles adopted by leading big consumer brands, which often play to the idea that their products bring happiness, and subverts those techniques to empower people to find happiness themselves, for free. Alongside the more traditional communication channels, big brands also develop viral activities that get publicity, media attention, build curiosity etc. So Option B offers different 'quirky' campaign options for each of the 5 ways so that the interest will generate curiosity which will open the door for more traditional learning, understanding and take up to grow.

The idea of "Free Happiness" plays to a wide range of (often subconscious) attractors for people of all backgrounds:

- Everyone likes something for Free and everyone likes Happiness, so 'Free Happiness' is a win-win attractor for all
- It has associations with Freedom -
  - how can you free YOURSELF to be happier?
  - how can we 'free' the idea of happiness from where it's trapped?
- The activities are free to do
- It challenges ideas of 'value' and 'cost' - these things are free from cost but high in value - compared to a lot of things advertised which are high cost, low value
- You're free to take the ideas
- You're free to share your ideas
- You can freely do and share ideas (and happiness!) outside of the parameters of the campaign
- Improving your wellbeing boosts resilience and frees us from aspects of mental health problems.

There are lots of 'advertising' playing with words opportunities

- Try one get one free
- 5 4 Free (5 ways to wellbeing for free)
- Free-be (happy, well, active etc)

## HOW:

- Start the process with a succession of 'Free Happiness' messages - via simple flyers, and really harnessing social media. An intriguing 'placard' based campaign, that isn't, at first obviously directive to anywhere (ref. the Orange pre-launch teaser campaign highlighting the colour without reference to phones). Get people speculating about 'Free Happiness' on the street and online. Use outlets that already exist - mobile phones, bus stops, summer festivals.
- Follow this with 'quirky' campaign options for each of the 5 ways, these should intrigue and engage more than inform, for example:
  - Hand out 'special' paper 3D-style glasses with the promise that they lead to Free Happiness -- get people to try them on and see what they 'notice' before revealing a fact & activity related to the theme, emphasizing the fact that you clearly don't need anything 'extra' to start noticing more of the world and getting the benefits.
  - Hand out thank you cards (or thank you currency) for 'GIVE' by repeating a staged event designed to elicit a helpful response (eg. Dropping something that scatters)
  - Give away un-inflated balloons with a fact about being ACTIVE - which has information about this one of the 5 ways on it when they 'actively' inflate it
  - Create 'top trumps' style fact cards as collectable items which rate local features by 5 ways measures for LEARN.
  - Friendship bracelets with messages on them about the value of CONNECTing
- These action will reach both those they directly touch, plus many more if filmed and uploaded to Youtube
- These individual campaigns don't need to cover the city. They get publicity, media attention, build curiosity and momentum for the overall campaign 'out there', opening the door for learning understanding and take up to grow.
- The more 'information' based aspects can also be more tailored:
  - Free Happiness Voucher books - rip out booklets with 'vouchers' for different free activities within each of the 5 ways - looking like a booklet of Tesco schools vouchers, or discount vouchers, but each with a different idea, example or quote about a 5 ways action.
  - 'Free Happiness' seed packets - to reach 'older' audiences - information inside a seed packet style container about how wellbeing is grown with the 5 ways
  - Headache style packaging for 'the Pain Relief money can't buy', containing youth oriented advice about stress relief through the 5 ways.

- Free 'Spice up your Happiness' sachets with information and examples tailored to minority groups and demographics
- Expand on the idea of tagging daily life. Encourage people to (mentally) 'TAG' their normal activities - grouping what happens into themes so they can recognize them, share them and do more of them - emphasizing that it's NOT a chore. Seeing and recognizing tags affirms good feelings about what people are already doing AND helps them spot and fill gaps easily, simply and FREELY. This is a benefit over many other public information campaigns - you're not being asked to do organic shopping, join a gym etc). Twitter and Facebook hashtags lend themselves very well to such an approach. The catchphrase 'Free Happiness Bag it -Tag it!' could be used to encourage this.
- The opportunities for uploading photos, examples and quotes are all just as key in this Option as in Option A, but in this case the emphasis is about "Where do you get 'Free Happiness?'" - with online and offline options for sharing images. This can generate significant numbers if encouraged to 'go viral' with the support of the various segmented marketing campaigns described above. [Eg. 'extreme-ironing' online shows how a simple idea can gain extraordinary momentum and largely through word of mouth and the level of 'people power' afforded by their entirely participative and audience generated content.]

As for Option A, the whole of this campaign must be based around 'what do you do...pass it on'. It should start with intriguing provocations, then build into segmented information sharing, relevant to different audiences and provided through their favoured mediums.



# CONCLUSIONS

The 5 Ways to Wellbeing are being trialed and used by public bodies, community groups and organizations across the country (and the world). The understanding about how best to message them is growing. We hope this report will add to that body of knowledge and inform policy and practice in this vital area of work.

This report outlines the key principles and guidelines by which any campaign to mainstream these ideas should be created. It recommends specific ways and mediums to communicate the messages and processes by which to take it to the general public, targeted groups and the world at large. It provides a range of low and high cost options and conventional and cutting-edge methodologies.

Many of the ideas shared are equally applicable for use by both the NHS and other local groups interested in wellbeing. Happy City, as a key local provider of information to people in the city about wellbeing, will continue to promote the 5 ways throughout its many projects. We look forward to working with the NHS and all other future partners in ensuring these vital messages become part of everyday discourse and enrich peoples' lives across the city and beyond.



# CONTRIBUTORS & THANKS

Huge thanks go to all those who have helped with this project. Many brought their incredible wealth of knowledge and experience of working with local communities in Bristol, throughout the UK and the world, others have worked with the biggest global brands or governments and public bodies large and small. All used that wisdom generously to help Happy City offer far more than the budget could otherwise allow. We are grateful for that help, support and insight and look forward to working together again to make the 5 ways to wellbeing part of everyday life across the UK.

## Research Phase:

- **Kate Smith (Lead for Focus Group work)** - Nationally and Internationally experienced facilitator, researcher and participatory development expert.
- **Molly O'Doherty (Project support)** - Facilitator, researcher, coordinator
- **Sam Wren-Lewis (Lead on Phase 1 research)** - Leeds University, Wellbeing Measurement phd
- **Happy City Volunteer Team** (conducting guided informal interviews)

## Design:

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## Social Marketing:

- **Matt Golding** - Director of Team Rubber - one of the leading social media and social marketing agency in the UK
- **Al Kennedy** - founder of Open Communications - a pillar in the Bristol communications world
- **Dave Forman** - designer of marketing material for leading global brands, businesses and the charitable sector.
- **Rob Birse** - founder of Esrib and innovative social entrepreneur

## Focus Group gathering:

- **Bristol City Council** - Anna McDermott, Consultation Office, Citizens Panel
- **The Carers Association**, Mary Jones, Carer Support Officer.
- **Phoenix Group**, Donna Sealey, NHS, Lawrence Weston

## Hosting:

- **5 Ways Bungalow**, Lawrence Weston
- **Light Box**, The Happiness Project, The Galleries, Broadmead
- **Ethical Property**, Brunswick Chapel, St Pauls

## **APPENDICES:**

(Attached as separate documents)

1. **Summary of current research on 5 ways**
2. **Detailed Report from Focus Group research**
3. **Copies of 3 printed materials produced**