



Campaign Report

National Fitness Day

September 20-25, 2021

Executive Summary

The Know Diabetes National Fitness Day campaign was developed to encourage people living with type 2 diabetes in North West London to become more active and discover local fitness opportunities. The campaign was sent to over 14,500 users, across two cohorts: women and men in Harrow; to address existing gender and ethnic inequalities in sport and exercise.

28,796

Total email opens

4,696

Total email clicks

- 42,524 emails were sent across the 3-email campaign, that saw 28,796 email opens and a total of 4,696 email clicks.
- The average unique open rate across the campaign was over 12% higher than the industry average, at 34.1%.
- The average unique click rate also higher than the industry average, at 3.96%.
- Women aged 63-72 were most engaged with the campaign, with a 38.9% average unique open rate across the 3 email sends and a 5.3% average unique click rate.
- Women aged under 39 were the least engaged group, with a 28.7% unique open rate and a 2% average unique rate.
- The click rate for the male cohort was also low at 2.1%. This could be due to this cohort receiving a 7-email campaign for Men's Health week in June which included opportunities to get active.
- 247 users took action to sign up for an exercise on referral programme.
- 65 users completed a questionnaire on barriers to exercise. The top 3 barriers to exercise identified were *being or feeling too tired*, *feeling what they do doesn't matter*, and *a lack of money*.

Background

Statistics show that women, and individuals from Black, Asian and minority ethnic groups are less likely to partake in sport and exercise. For National Fitness Day (22nd September 2021), a campaign was built to encourage users with type 2 diabetes from these groups within North West London to become more active, discover local fitness opportunities and make them feel that sport and exercise is for everyone – regardless of sex, ethnicity, or health condition.

Know Diabetes targeted two different cohorts for this campaign. Cohort 1 targeted women living with type 2 diabetes across North West London (**11,911**). Cohort 2 targeted men with type 2 diabetes in Harrow (**2,747**), one of the most ethnically diverse boroughs in the country.

Acknowledgements

The Know Diabetes team would like to thank all of those who participated in the design, development and review of this campaign. This includes Charlie Churchill (NWL Partners in Diabetes), Carole Michaelides (NWL Partners in Diabetes), Denis Collen (NWL Partners in Diabetes), Ayesha Baker (NHS NWL Communications Team), Chris Norfield (London Sport), Rhiannon Morgan (Better), Louise O'Mahony (Exi App).

All statistics for this report were taken on Monday 20th December 2021.

Campaign feedback

**“I think this it’s
very good to get
people to keep
fit”**

Sylvia, Brent

**“Great content,
thank you!”**
Magdalena,
Westminster

**“Lots of options
and simple
information”**
Denis, Harrow

**“Lots of useful
relevant info”**
Turanem, Brent

Campaign overview

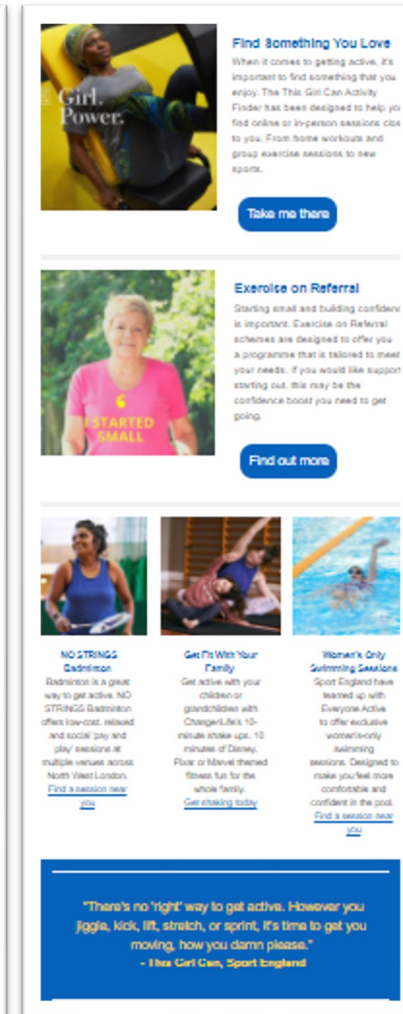
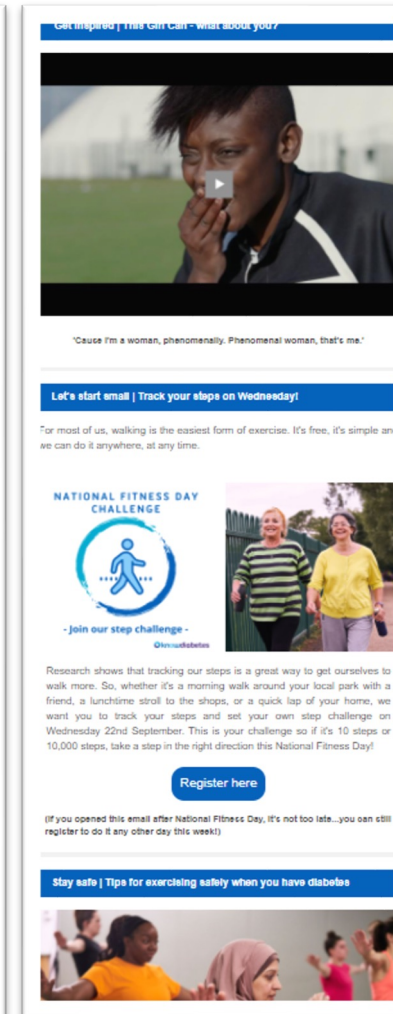
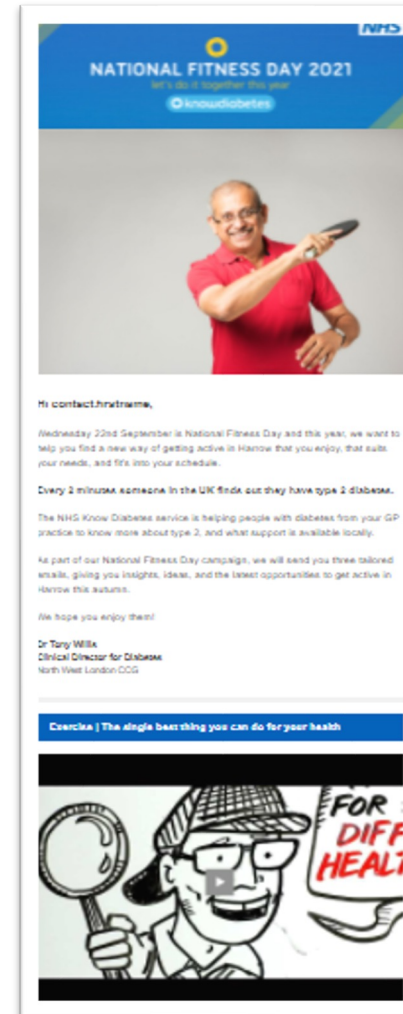
A 3-email campaign was built for each of the two cohorts – women (cohort 1) and men in Harrow (cohort 2).

Over the course of a week, users received 3 emails with: information on the benefits of exercise; videos from Sport England’s hugely successful This Girl Can and We are Undefeatable campaigns; local programmes, classes and opportunities to get active; details of smart phone apps to support a more active lifestyle and a National Fitness Day challenge.

Part of the discovery with this campaign was to find out whether the age of a user has an impact on open rates and/or click rates. Cohort 1 were therefore divided into the following groups (groups sizes given in brackets):

- Women over 72 (2,707)
- Women aged 63-72 (2,875)
- Women aged 55-63 (2,918)
- Women aged 39-55 (2,864)
- Women under 39 (547)

Dynamic content was used for different age groups to make the content more relatable to each user group. This meant that, for example, women aged over 63 were shown video and photo content of women aged over.



Campaign research – This Girl Can

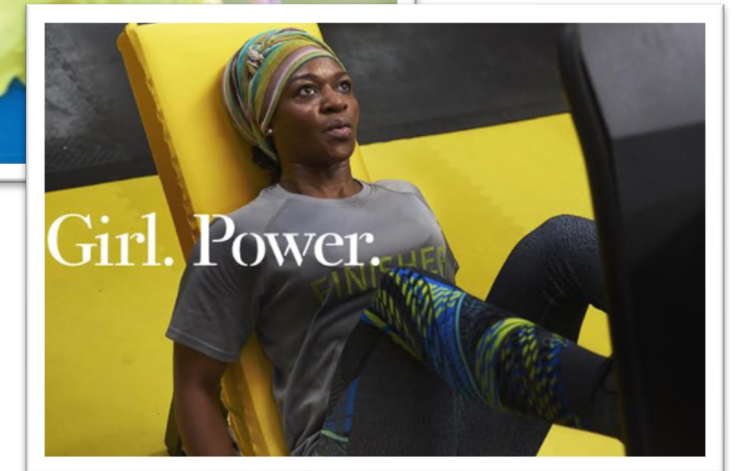
For the women's only campaign (cohort 1), insights were drawn from Sport England's hugely successful This Girl Can campaign that has seen the number of women taking part in sport and/or exercise once a week, increase by 250,000.

Sport England studies found that:

- 4 in 10 women were not active enough to ensure they get the full health benefits.
- The gender gap in sport and exercise was between 1.75 and 2 million.
- 75% of women wanted to do more sport and exercise.
- Stubborn inequalities remain with women from lower socio-economic groups and Black and South Asian communities being less likely to be active.
- Fear of judgement (appearance, ability, prioritising exercise over time with family or work) was the biggest barrier stopping women from exercising.

The This Girl Can campaign has been successful in changing how women feel and think about sport and exercise and changing the opportunities available to them.

Women reported feeling empowered by images, videos and stories of real women from different backgrounds partaking in physical activity; motivated by the variety of activities and opportunities available to them locally, including women's only activities; and supported in finding something that they enjoy, could make the norm, and more easily make part of their weekly routine.



Campaign research – We Are Undefeatable

Insights were also drawn from Sport England’s ‘We Are Undefeatable’ campaign: a national campaign to support and encourage people living with a long-term condition (LTC) to find ways to be active that work for them and their LTC.

Insights from Sport England’s Active Lives Adult survey May 18/19 showed that:

- People living with an LTC are twice as likely to be inactive.
- 69% of people living with an LTC would like to be more active, with 66% saying that being more active would help to manage or improve their condition.
- 24% of people with an LTC feared that physical activity would make their condition worse.
- 44% of people with an LTC would like more help and advice on how to be more active.

Research for the We Are Undefeatable campaign revealed the following barriers:

- 25% of people with an LTC reported being afraid to leave the house as lockdown restrictions eased.
- 36% cited a *lack of energy* as the main barrier to increasing physical activity.
- 28% of people with an LTC reported that the unpredictable nature of their LTC made it hard to commit to a routine.

Similar to the This Girl Can campaign, the inspiring, inclusive and empathetic nature of the We Are Undefeatable campaign was shown to resonate with people with long-term health conditions.



PHIL

Phil has coped with a number of setbacks with the support of his family encouraging him to use home exercise as his motivation for recovery.

[READ MORE](#) [VIEW VIDEO ▶](#)

Campaign design session

An interactive design session was held on 26/07/21 via Microsoft Teams with a variety of stakeholders.

Stakeholders included patient representatives, clinicians, colleagues from the NHS NWL CCG communications team and external stakeholders from London Sport, EXi app and Better Gyms.

Miro was used to review research and insights, brainstorm and map content ideas and begin to design the campaign.

See Miro board on right.

National Fitness Day - 22nd September 2021

NATIONAL FITNESS DAY

Cohort 1: Women (LTC and age to be determined)

KEY INSIGHT
 Empowering women must be central to success. Key insights: Women are worried about being judged for appearance during activities. Women are worried about being judged for appearance during activities. Women are worried about being judged for appearance during activities.

Insights from the We are Undefeatable campaign

Summary of Key Insights

- 1 in 4 people in England live with a LTC, and those in this group are twice as likely to be inactive.
- 80% of people living with a LTC would like to be more active.
- 80% say it would help manage or improve their condition, with improved mood and wellbeing seen as the biggest benefits (50%).
- Nearly 1 in 3 (28%) of people with a LTC feared that physical activity would make their health issues worse and 2 in 5 (40%) would like more help and advice on how to be more active.

Disparities between those with LTC

- 1 in 3 of people with a LTC reported an ability to hear the voice of their health conditions raised and that they would like to hear more about sport and leisure activities and that a positive experience is the biggest benefit (50%).
- 80% cited lack of energy as the main barrier to increasing physical activity. 2 in 3 reported that pain caused by their LTC prevented them from increasing the amount of physical activity they do.
- 20% of people with a long-term health condition reported that the unpredictable nature of their LTC made it hard to commit to a routine.

What solutions can we offer to these barriers?

Barrier	Solutions
Fear that physical activity will make their condition worse	[Grid of solution cards]
Afraid to leave the house as lockdown restrictions ease	[Grid of solution cards]
Lack of energy	[Grid of solution cards]
Pain caused by LTC preventing them from increasing the amount of physical activity they do	[Grid of solution cards]
Unpredictable nature of LTC makes it difficult to commit to a routine	[Grid of solution cards]

How to engage women in sport and exercise

What do we know?	What do we need to do?
Seeing is believing. Making sport the 'norm' for women relies on local women of all ages, sizes and faiths not only becoming active but celebrating it and encouraging others to join in	[Grid of action cards]
Use positivity and encouragement to drive action - stimulating action through fear of consequences will have little traction	[Grid of action cards]
Make it easy for women to act: right time, right place, right welcome, right company, right gear	[Grid of action cards]

INTRODUCTION

DESIGN

GOALS

RESULTS

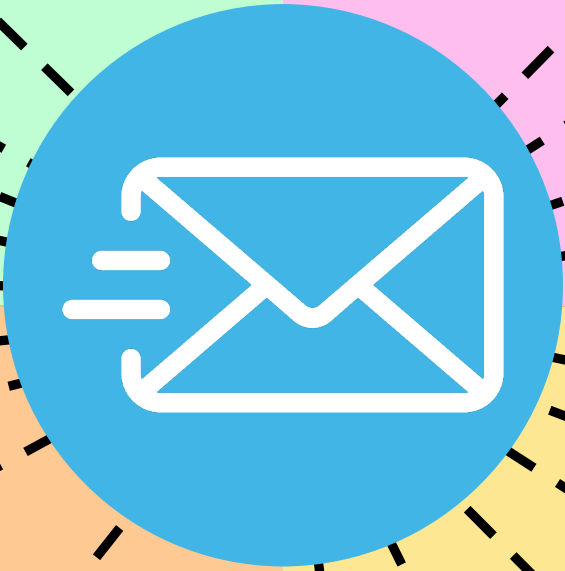
SUMMARY

Stage 4

Stage 1

SEND

CONCEPT



- Analyse performance
- Send email
- Schedule email
- Add suppression list
- Create send list or add to automation

- Draft brief accepted
- Review & approve brief
- Design email layout
- Write body copy
- Write headlines

- Retest
- Update email
- Share for feedback
- Test desktop & mobile versions
- Save text only version

- Create email template
- Add email text
- Source/edit images
- Create call to action buttons
- Add hyperlinks
- Style email
- Write subject & preheader

Stage 3

Stage 2

REVIEW

DEVELOPMENT

Campaign actions

National Fitness Day Challenge

A step day challenge was launched for National Fitness Day, where users were invited to take as many steps as they were able to on 22nd September, and submit their steps to Know Diabetes.

Once the challenge was complete, users were sent another email congratulating them and encouraging them to download the NHS Active 10 App.

Barriers questionnaire

In order to gain insights for future campaigns, cohort 1 were asked complete a barriers questionnaire to help Know Diabetes understand the barriers that women face when taking part in physical activity.

Other actions

- Register for a Know Diabetes account
- Download the EXi App
- Join an Exercise on Referral programme
- View This Girl Can and We are Undefeatable campaign videos
- View Know Diabetes Get Inspired videos

Let's start small | Track your steps on Wednesday!

For most of us, walking is the easiest form of exercise. It's free, it's simple and we can do it anywhere, at any time.

NATIONAL FITNESS DAY
CHALLENGE



- Join our step challenge -

knowdiabetes



Research shows that tracking our steps is a great way to get ourselves to walk more. So, whether it's a morning walk around your local park with a friend, a lunchtime stroll to the shops, or a quick lap of your home, we want you to track your steps and set your own step challenge on Wednesday 22nd September. This is your challenge so if it's 10 steps or 10,000 steps, take a step in the right direction this National Fitness Day!

Register here

Users sent emails
14,638

Emails sent
42,524

Unique open rate
34.13%

Unique click rate
3.96%

Campaign results

Campaign emails were sent to a total of **14,638** people, with a total of **42,524** emails sent across the campaign .

There was a total of **28,796** email opens across the campaign and **4,696** email clicks.

The average unique open rate for the campaign was **34.13%** and the average unique click rate was **3.96%**. The overall campaign click-through rate was **13.1%**.

When compared to the fitness industry average, these results are positive. The open rate is over 12% higher than the industry average, which is currently 21.6%, the click rate is higher than the 2.8% average and the click through rate matches the 13.1% industry average.

Individual email stats

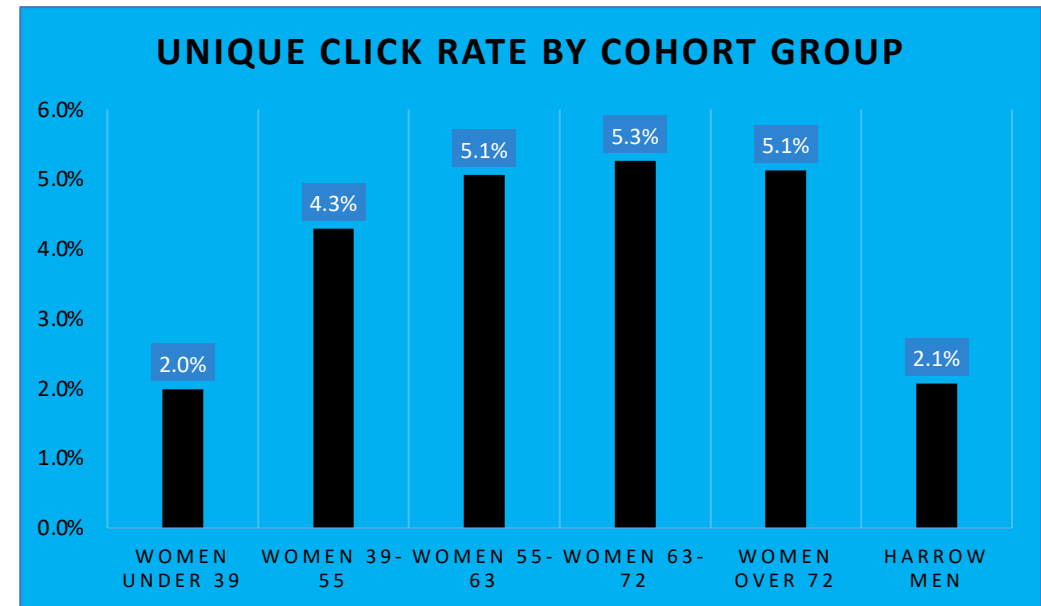
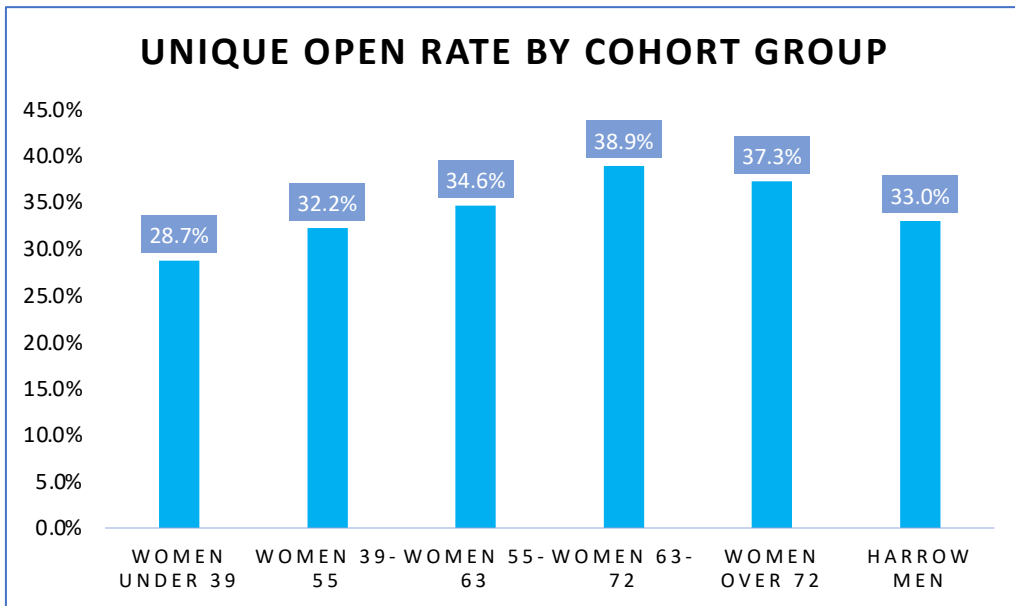
	Women aged over 72			Women aged 63-72			Women aged 55-63			Women aged 39-55			Women under 39			Men in Harrow		
	Email 1	Email 2	Email 3	Email 1	Email 2	Email 3	Email 1	Email 2	Email 3	Email 1	Email 2	Email 3	Email 1	Email 2	Email 3	Email 1	Email 2	Email 3
Email sends	2,707	2,539	2,521	2,875	2,723	2,710	2,918	2,764	2,751	2,864	2,705	2,697	547	520	520	2,727	2,725	2,721
Total opens	2,298	1,624	1,779	2,426	1,942	2,263	2,030	1,630	1,954	1,853	1,359	1,671	278	218	300	1,778	1,652	1,741
Total clicks	350	308	149	281	336	143	357	398	1,007	271	432	150	16	54	36	90	259	59
Unique opens	1,058	859	979	1,173	966	1,098	1,042	877	1,002	978	744	944	162	115	179	917	810	971
Unique clicks	253	98	54	281	126	143	286	101	48	219	102	39	12	9	10	78	65	26
Open rate	39.08%	33.83%	38.83%	40.80%	35.48%	40.52%	35.71%	31.73%	36.42%	34.15%	27.50%	35%	29.62%	22.12%	34.42%	33.63%	29.72%	35.69%
Click rate	9.35%	3.86%	2.14%	9.77%	4.63%	1.37%	9.80%	3.65%	1.74%	7.64%	3.77%	1.45%	2.31%	1.73%	1.92%	2.86%	2.39%	0.96%

Campaign results by cohort group

Part of our discovery with this campaign was to find out whether a user’s age might affect how they engage with the emails, and whether there was any impact on open and click rates.

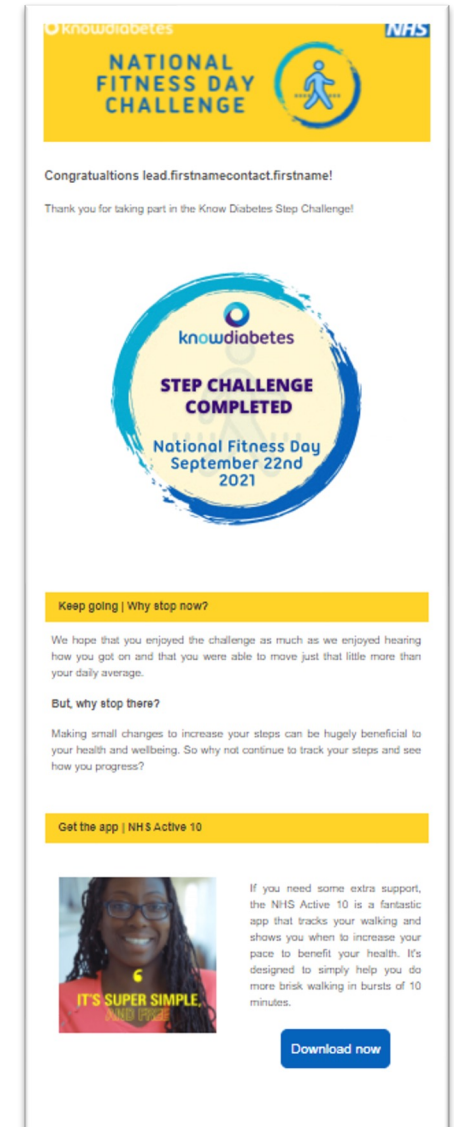
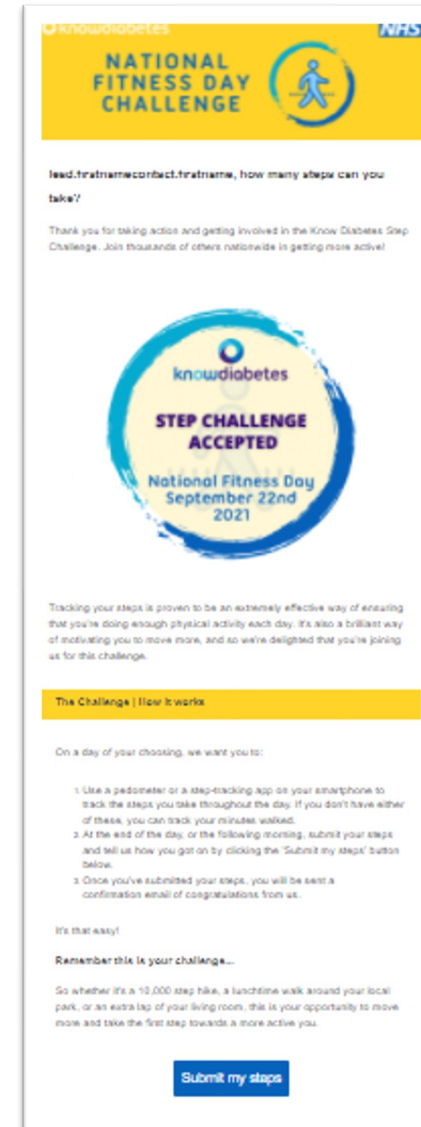
Women aged 63-72 were most engaged with the campaign, with a **38.9%** average unique open rate across the 3 emails and a **5.3%** average unique click rate. The **least engaged** group were **women under 39**, with a **28.7%** unique open rate and a **2%** average unique click rate.

Interestingly, although the open rate for Cohort 2 (Harrow men) was high at **33%** the click rate was low at **2.1%**



National Fitness Day Step Challenge

- **132** users signed up for National Fitness Day Step Challenge.
- **24%** of those who signed up submitted their steps



National Fitness Day Step Challenge user feedback

“Very good, it shows I can do better. I walked with a friend through the field of horses in our borough!”

Pravinaben, walked 9,546 steps in Harrow for the National Fitness Day Step Challenge.

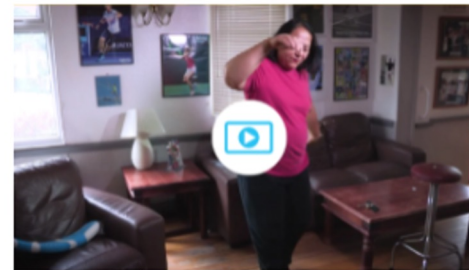
“ It motivated me to walk just that little bit further! ”

Joyce,
walked 11,681 steps for the National Fitness Day Step Challenge.

Campaign action results

- **270** users viewed the Know Diabetes Get Inspired videos
- **220** women viewed the This Girl Can video content
- **135** women took action to download the EXi app (Exercise on Referral programme)
- **127** women clicked the link for free exercise classes with Our Parks
- **122** users clicked the link to register for a Know Diabetes account
- **112** users took action to sign up to a North West London Exercise on Referral programme.

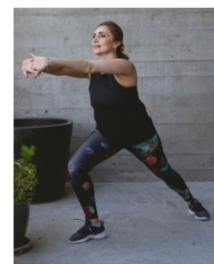
Get inspired | Mindu & Fatima from North West London



'Swimming, dancing, table tennis, and brisk walking has made me very happy'
- Mindu



'I can take my grandchildren to the park and play with them as I have more energy' - Fatima



EXi App

EXi is a brilliant evidence-based app available for FREE to North West London residents. It analyses your health, current fitness level, and resting heart rate and produces a personalised 12-week physical activity plan that is tailored to your needs and fits around your schedule. It comes highly recommended by our team of in-house clinicians.

*Use the code **NWL** when creating your account, this will give you the premium version of the programme.

Get your free plan

with us here.

Get Inspired | This Girl Can - what about you?



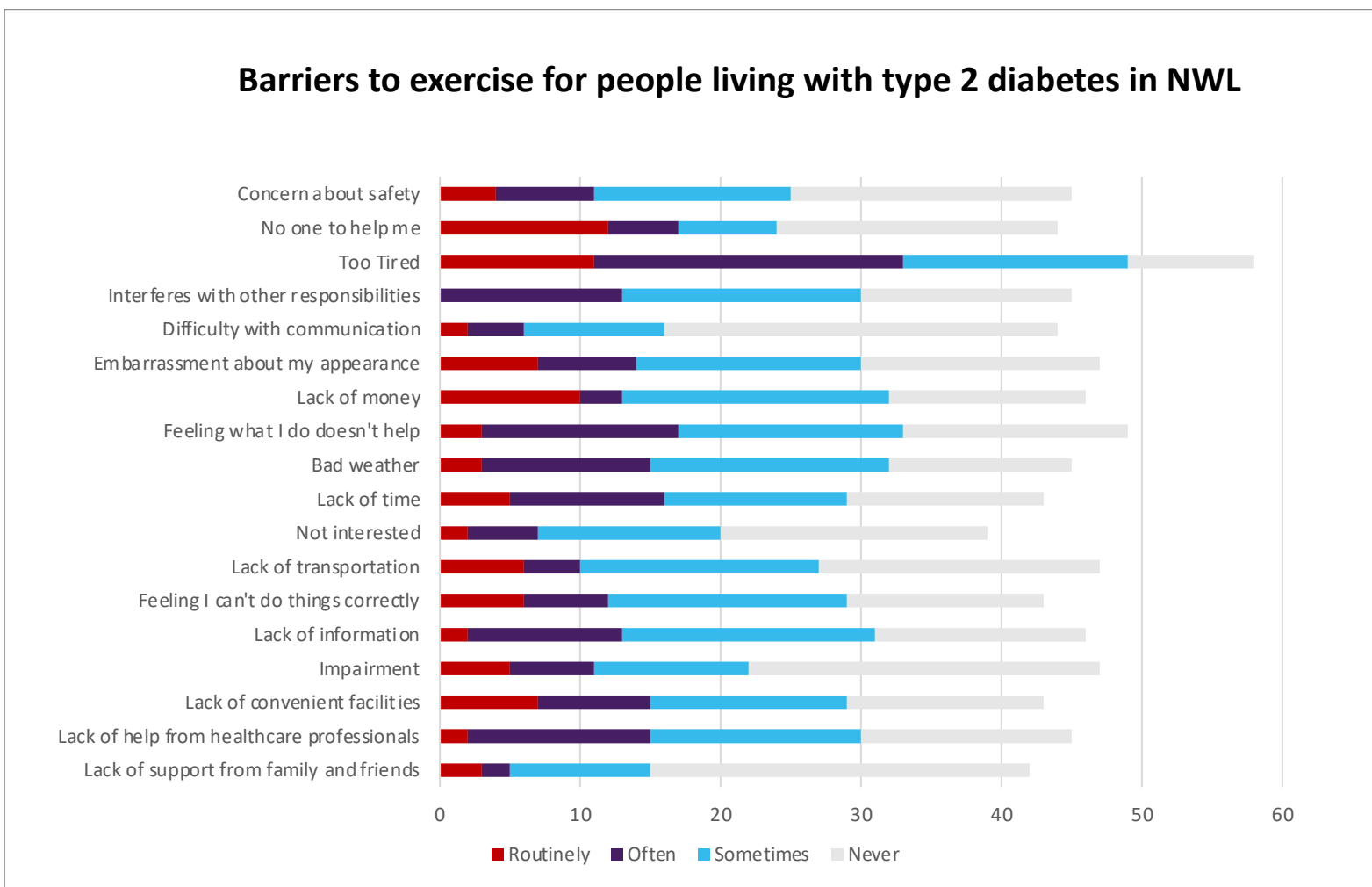
'Cause I'm a woman, phenomenally. Phenomenal woman, that's me.'

Barriers questionnaire

65 people completed the barriers to exercise questionnaire. Results for those who responded to each question are displayed in the graph.

The top barrier to exercise identified was **feeling or being too tired**, with nearly **85%** of those who responded to the question saying that this is either routinely, often, or sometimes the case.

Other common barriers identified were: feeling that what they do doesn't help, lack of help from healthcare professionals, lack of money, lack of information, embarrassment about appearance, interferes with other responsibilities, feeling that they can't do things correctly, bad weather, lack of time, and lack of convenient facilities.



Summary, conclusion & next steps

The Know Diabetes National Fitness Day campaign was designed, built and launched to encourage and support people living with type 2 diabetes in North West London to become more active and discover fitness opportunities available to them locally.

The campaign targeted two cohorts, women across North West London and Men in Harrow (one of the most ethnically diverse boroughs in the country) to address existing inequalities in physical activity, aiming to make these groups feel that sport and exercise is for them – regardless of their sex, ethnicity, or health condition.

Campaign results were positive, with both the overall open rate and overall click rate both above the industry average. Results also showed that users are interested in viewing video content and in accessing free activities near them.

Useful insights were gained through dividing the cohorts into different age groups; we found that users aged between 63-72 were the most engaged group and the youngest cohort (under 39) were the least engaged. The click rate was also low in the men's cohort which may be due to the campaign on Men's Health where users received 7 emails so spaces of campaigning is important

Insights were also gained through the barriers questionnaire; which identified *feeling or being too tired* as the top barrier to exercise amongst users. These insights will support future campaigns related to physical activity.

A review session has now been planned to further understand findings and support preparation for 2022 campaigns, which will be held in collaboration with wider stakeholders.

This report was completed by

Sarah Mumeni, Digital Project Officer, Nithan Chandrakumar, Digital Campaign Manager, John Shanko, Digital Project Officer, and Ian Reddington, Programme Manager Digital Diabetes; from Diabetes Transformation Team in the Local Care Department at North West London CCG.

For further information on the Know Diabetes platform, contact the Know Diabetes team:

- [Contact Us](#)
- [About Us](#)
- [Meet The Team](#)
- www.knowdiabetes.org.uk