

# HEALTHY HEARTS LANCASHIRE CAMPAIGN

## Executive Summary



Healthy Hearts Lancashire was a place-led physical activity campaign delivered across nine Lancashire districts in September 2025. Led by Together an Active Future (TaAF) and inspired by the national We Are Undefeatable campaign, it harnessed lived experience stories to support residents living with or at risk of developing a heart condition to move more. This executive summary accompanies a full impact and learnings report, which we encourage anyone involved in locally-led health and wellbeing initiatives to read.



### PARTNERSHIP WORKING IN PLACE

The campaign was enabled by strong national-local partnership and place-led coordination.

- **TaAF** coordinated delivery, convened partners and sustained momentum.
- **We Are Undefeatable** provided the national lived-experience strategy and insight.
- **Lancashire County Council** supplied public health intelligence, credibility and reach.
- **Lancashire & South Cumbria Integrated Care Board** aligned clinical priorities and amplified via NHS networks.
- **Local councils, leisure, community and voluntary partners** embedded delivery and reach.



### WHAT REALLY WORKED

#### Lived experience and local representation

- Real Lancashire residents and local physical activity options replaced clinical messaging with genuine relatability and possibility.
- Their stories built trust and sparked peer-to-peer conversation in families, communities, faith spaces and workplaces - extending impact beyond paid media.

#### Benefits for the local system

- Partners reported pride, stronger engagement and greater willingness to amplify.
- Lived-experience storytelling generated new ideas, referral pathways and activations, strengthening confidence to work differently across the system.



### THE IMPACT OF HEALTHY HEARTS

#### Exceptional awareness

- 60% resident recall - significantly above national We Are Undefeatable benchmarks.

#### Strong action

- 23,000 website clicks, driven primarily by digital channels.

#### Early behaviour signals

- Around half of exposed residents took a positive step, including increasing activity, restarting routines, talking to others about activity, or seeking information.



### TRANSFERABLE LEARNINGS

for places interested in delivering their own place-led campaigns

Read the full report for more information.

- **Lead with lived experience** rather than clinical instruction to build trust, relevance and motivation.
- **Feature local people and places** to make change feel possible 'here', not abstract or national.
- **Make it easy for partners** through a ready-to-use 'buffet' of high-quality assets.
- **Blend digital efficiency with offline presence** to extend reach and credibility if possible.
- **Allow for governance and system led-times** when planning delivery across multiple organisations.
- **Match promotion to service capacity** so increased demand can be supported sustainably.

For full findings, evidence and practical insight, read the complete Healthy Hearts Lancashire insight and learning report.

### GET IN TOUCH

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