

Celebrate Every Step

Strategy and Toolkit



Part One

DrEAM - An Introduction

What is DrEAM?



DrEAM (Drop Everything and Move) is North Ayrshire's approach to encouraging people to have fun, while living healthier and more active lives.

In order to create focus on DrEAM we will have a week of activities from Monday 29 October culminating in DrEAM Day 2018 on Friday 2 November.

This follows a similar and successful campaign last year.

Why are you receiving this pack?



We can only do that with the support of the organisations and networks which exist across the area.

We're asking your organisation to commit to being involved in DrEAM in 2018.

To support you we've created a range of resources to make taking part as easy as possible.

"This year we want to make our DrEAM celebration more wide reaching by engaging more people in some fantastic, fun activities across North Ayrshire"

Why not tell us what you're doing!

It really helps us to know what events are taking place.

We are also keen to highlight a range of different events or tasters taking place on Friday 2 November on DrEAM Day 2018.

Please take a few moments to register for your activities planned at any point during week commencing Monday 29 October. If your event is planned for the Friday, you have an option to register your interest in our team attending your event as part of our PR and promotional plans.

Register now by clicking here





Part One

DrEAM - An Introduction

PR & promotional plans Would you like a visit?



We want to shine a light on the amazing work going on across North Ayrshire. To do that we're set to create the most active day in our area's history on DrEAM Day 2018.

On the day (2 November) we have a roadshow taking place across North Ayrshire with visits to all of our six localities.

We'll be bringing some famous faces to different events, capturing live content, and ensuring there's a real buzz across our communities, including on social media, about what is happening and how people can get involved.

What's in this document



This document sets out the strategy for DrEAM, and then provides a toolkit of tips and advice for taking part in DrEAM's week of activity.

You'll find templates for a range of resources all ready to be populated with information which is relevant to promote your activities.

There is a link to some of the key advice support your DrEAM 2018.

If you want your event to be considered for our roadshow then make sure you fill in the relevant part on the form.

Part Two

DrEAM - Our Strategy



How do we encourage people to lead healthier and more active lives?



Celebrates
every step



Recognises
everyone's start & finish line
is different



Encourages
"supportive starter"



Creates
joined up approaches
between partners



Guides
people to the right
opportunities

Where does this fit within North Ayrshire's Active Communities Strategy 2016-2026?

DrEAM is an approach which is designed to support the delivery of North Ayrshire's ten-year ambition to increase physical activity across the area by 10%.

Within the national Active Scotland strategy, DrEAM aims to support a framework which will:

Encourage and enable the inactive to become more active

Encourage and enable the active to stay active throughout life

Develop physical confidence and competence from the earliest age



Part Two

DrEAM - Our Strategy

How do we achieve DrEAM?



We aim to encourage increased activity and awareness through our unique DrEAM approach.

DrEAM is delivered through collaborative partnerships involving a range of stakeholders who work across North Ayrshire. Each bring specific expertise and have audiences they directly engage with. Many of the partners are well placed to work with others to deliver joined-up activity.

Thanks to our Partners



| leisure

sportscotland
the national agency for sport



Ayrshire
College

Part Two

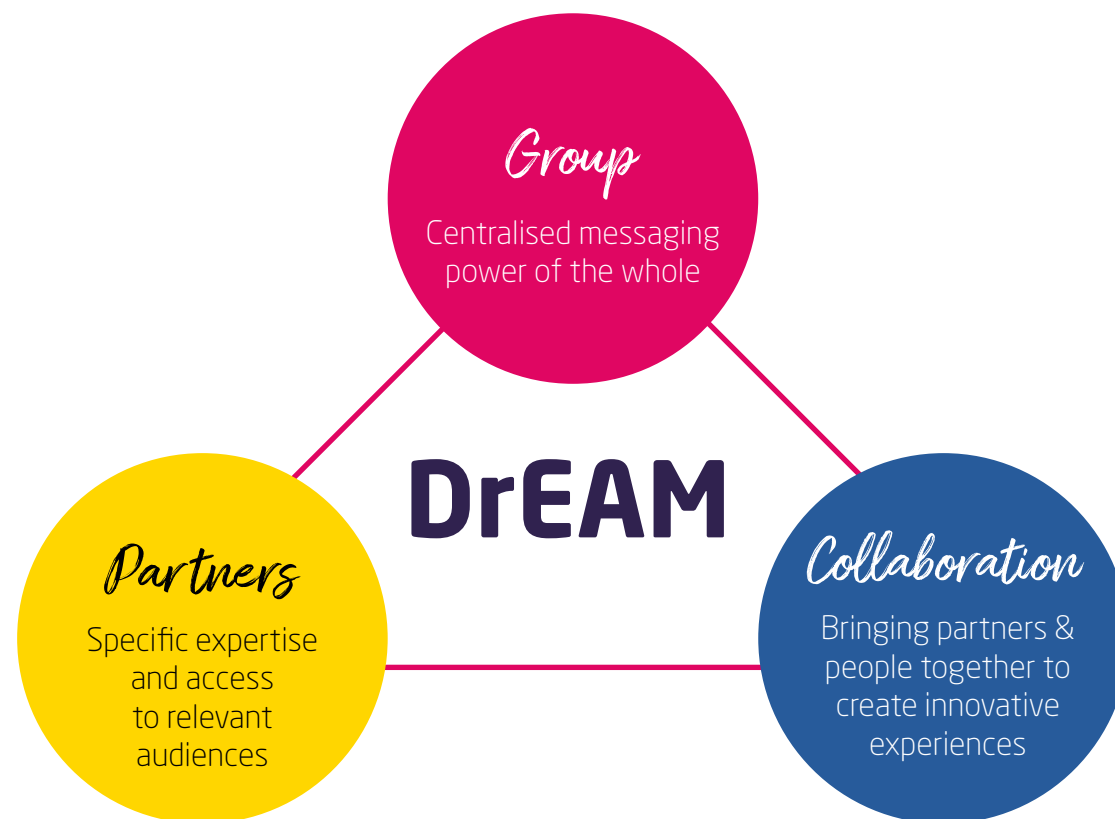
DrEAM - Our Strategy

Three parts to DrEAM



Responsibility for making DrEAM work falls into three groups:

- 1** The centralised DrEAM working Group
- 2** Individual Partners using their expertise to work with people they engage with
- 3** Groups of partners come together as Collaborators to create activity/opportunities which reflect the values of DrEAM



Part Two

DrEAM - Our Strategy

Why have a DrEAM?



DrEAM recognises that there is a significant proportion of people in North Ayrshire (reflected across Scotland) who have life habits which threaten their long-term health.

This includes: limited or no physical activity, as well as other factors such as obesity, smoking, drinking, or the use of recreational or illegal drugs.

These significant long-term risks have a direct impact on health, wellbeing and economic prosperity.

What DrEAM isn't!



DrEAM isn't a project or programme.

DrEAM is designed to be an overarching approach that multiple stakeholders and partners across North Ayrshire are committed to supporting, promoting, and encouraging.

Every step we take should be fun, focusing on people in our communities.



Part Two

DrEAM - Our Strategy

Our DrEAM Model



Our DrEAM model demonstrates five core things that we **"do"**.

Two of our dos are devolved to our key partners who are best placed to engage with each audience.

Finally we will focus on collaborative projects which can sit within the approach. This might include (for example) a campaign which engages young and older people together getting active.



Part Two

DrEAM - Our Strategy



DrEAM MODEL				
WHAT WE DO	HOW WE DELIVER	OUR APPROACH		OUR OUTPUTS
Celebrate every step	DrEAM TOOLKIT FOR PARTNERS	Dynamic, emotive marketing campaigns		Awareness & Action
Recognise everyone's start and finish line is different		PARTNERS WORK	in specific settings	Relevant messages
Encourage "Supportive Starters"			With focused audiences	Trusted responses
Create joined up approaches between partners		COLLABORATIVE PROJECTS		Impact & Awareness
Guide people to the right opportunities		NEW AND EXISTING OPPORTUNITIES		Legacy

Part Three

DrEAM - Your Toolkit



We have developed a range of toolkit materials to help support our partners deliver activity which reflects our approach to make DrEAM a success.

What you will find in the toolkit a series of templates:

- Social media graphic templates
- Poster templates
- Leaflet templates
- Presentation templates (for TV screens)
- 'Why I DrEAM' cards
- Street banners

Get Social



Social Media is a really important way of telling people about DrEAM. We want your organisation to get involved in creating a buzz online.

Why not use our DrEAM cards to capture short films on your smart phone about why you or people you work with **DR**op **E**verything **A**nd **M**ove

Other ideas

There are lots of ways to get involved in DrEAM.

Find out more on our website here



GDPR

If you are making any filmed content with someone else you may wish to explain where the film will be used (anywhere across social or digital media, at any point in the future) and ask them to confirm their permission on camera. This can be trimmed thereafter. Note that this is considered practical advice however if you do have any doubt please consult your organisation's GDPR policy.

Part Three

DrEAM - How to use your toolkit



Social Media Templates

Examples of use can be found in the toolkit folder. For Facebook, Twitter and Instagram. We have two sizes available 1024 x 576 and 1080 x 1080.

All files are saved as transparent PNG files without images, if you are a Adobe Photoshop user, these PNG can be dropped on top of images. Please ensure your file is set at the correct dimensions as stated above.

If you are not a Photoshop user, we recommended using the free software CANVA (www.canva.com), which will allow you to import the template, insert an image behind, and save a final version, ready to be used on social media.

Remember to use the hashtag **#DREAMNA** with any posts.

Poster and Flyer Templates

A transparent layer has been saved, which again can be dropped over an image in Photoshop, or you can do the same process on Microsoft Word. A template has been setup for this in each of the folders.

Available in these folders are A3, A4 and A5 templates.

Powerpoint Slides for Plasma

A Powerpoint slideshow has been created with an example of how the text and headings should appear. Various backgrounds have also been created showcasing the different colours to be used in DrEAM.

Street Banners

Four versions using different brand colours have been designed to promote the events throughout the 29th October to 2nd November.

Cards

Designed at A4 size, to be printed for any promotional use, such as filming and photography.

Prop Boards

Designed at A1 size, to be printed for any promotional use, again such as filming and photography.





*Celebrate
Every Step*

Contact us

Needing more help or want to discuss DrEAM with us?

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