

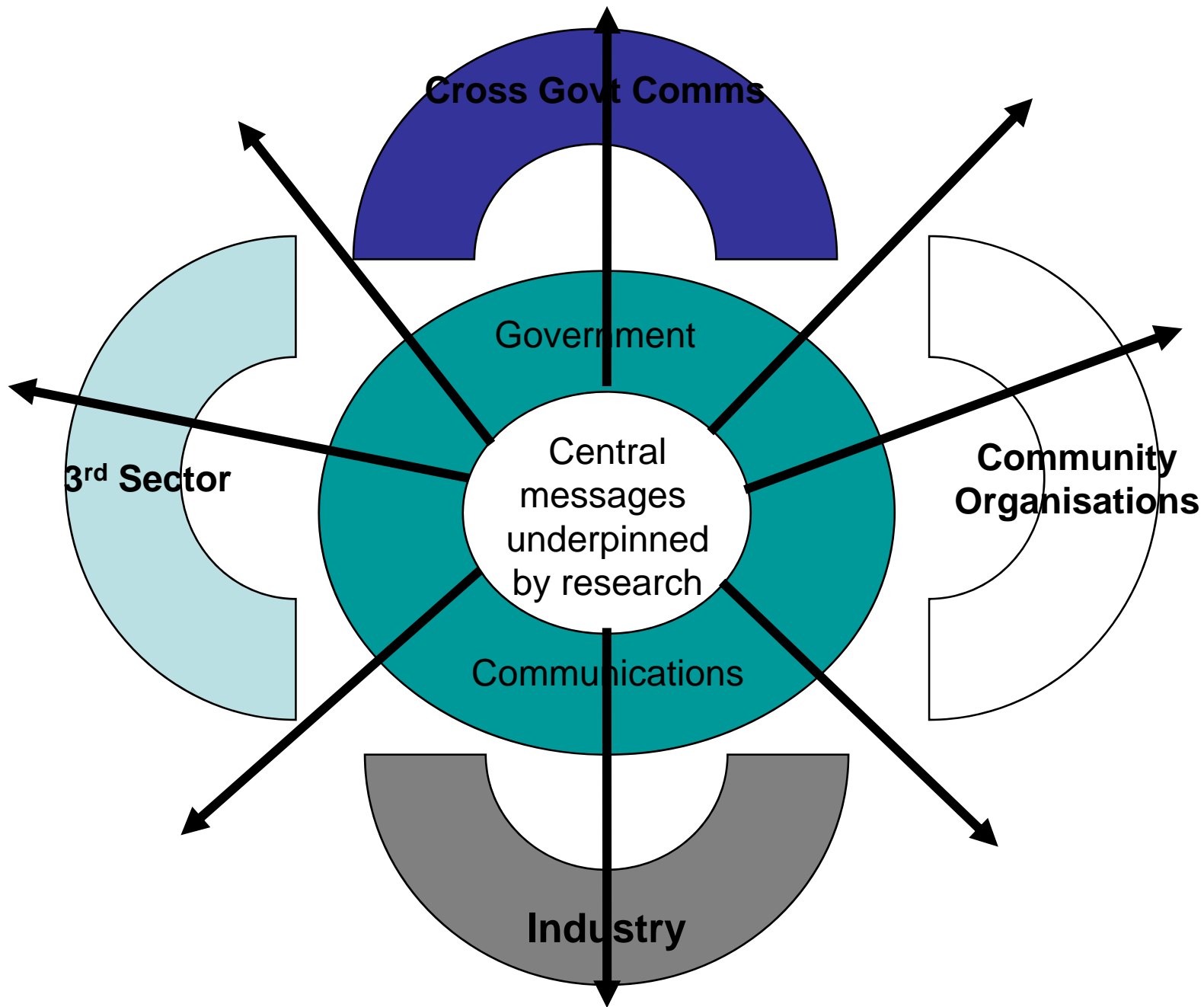
Oxford Health Alliance Summit

Presentation on behalf of



Jonathan Horrell, Kraft Foods UK&I

The vision



Making it work:

Key Elements

- Trust & genuine partnership
- Clear participation criteria & agreed ways of working
- Sustainability – a long term view
- Monitoring & reporting

Critical Success Factors

- **Credibility** – messaging and required behaviours determined by DH
- **Critical Mass** – a great number of participants from all four sectors
- **Consumer connection** – campaign messaging that resonates with consumers
- **Consistency** – the same messages from all sides, delivered over and over again



DH
£75M
campaign

Other Govt
Departments

3rd Sector
partners

Community
organisations



Change4Life Movement

Sub brand
support

Breakfast4life: Kellogg; PepsiCo
Play4Life: PepsiCo
Swim4Life: Kellogg
Bike4Life: Asda*

Further companies
➔ with activities in
planning

Central
brand
support

Tesco; Co-op*; NCS* – in store
Unilever – Flora London Marathon
ITV – Feel Good Factor

Further companies
➔ with activities in
planning

Additional
sub brand

FIA – More Active4Life

➔ Further concepts in
development

£200M
by
2012

* Not currently formal b4L members