

## Message Schedule – NHS SOT Text4Change Exercise

Message Schedule Frequency/Day/Time	Message Content	Character Number (inc. spaces)
Once, Day 0, Triggered by patient sign up	Hi, I'm Florence your NHS self care service. I need to confirm you want to join in. Get started by replying "YES". Don't reply if you didn't ask to join in.	Not Applicable Standard Message
Once, Day 0, Triggered by patient Opting in with "YES"	Hi, it's Florence. Thanks for joining. I'm here to help you manage your own health better. At times I'll send advice for you to act on. To help you I may also share information with your healthcare team.	Not Applicable Standard Message
Diary reading, once only - Monday between day 3-9 @ 20:00	Phew, you made it through the first day. Were you more active than normal? For yes, text EXE1 ; For 'slightly more', text EXE2 ; for 'not really' text EXE3	156
Reminder, 1 hour later if no reply	Hi. You haven't said if you were more active than normal. For yes, text EXE1 ; For 'slightly more', text EXE2 ; for 'not really', text EXE3	139
"EXE1" or "EXE2"	That's great, well done you! You're off to a flying start.	59
"EXE3"	Don't worry, there's always tomorrow, Tuesday is the new Monday!	64
Diary reading, once only - Sunday between day 9-15 @ 18:00	First week in, how are you getting on? Are you on track to meet your goal? If it's going great text GO 1 If it's sort of OK text GO 2; Not on track? Text GO 3	160
Reminder, 1 hour later if no reply	Hi. You haven't said if you're on track to meet your goal. Please text GO 1 if you're on track, GO 2 if sort of OK, or GO 3 if not on track.	140
"GO 1"	That's great news - keep it up!	31
"GO 2"	That's great! Keep trying and you'll get there.	47
"GO 3"	These things happen, is your goal too ambitious? Try making a smaller goal that you think you can achieve.	106
Weight reading, once only - Sunday between day 16-22 @ 10 :00	Ok so it's time for your first weigh in - how did you get on? Text WT 1 if you lost weight. Text WT 2 for no change. Text WT 3 if you gained weight.	148
Reminder, 1 hour later if no reply	Hi. You haven't said how you got on with your weigh-in. Text WT 1 for weight loss, text WT 2 for no change, or text WT 3 for weight gain.	139
"WT 1"	Brilliant news! Try to aim for no more than 1 - 2lbs a week	59
"WT 2"	That's ok, not all loss is in weight.	37
"WT 3"	Keep going, these things can take time.	39

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Diary reading, once only - Friday between day 21-27 @ 17:00	Remember that goal you set - how's it going? Text GO 1 for great, Text GO 2 - getting there or Text GO 3 - I'm going to try again next week!	141
Reminder, 1 hour later if no reply	Hi! You haven't said how you are getting on with your goal. If it's going well, text GO 1. If you're getting there, text GO 2. If you're struggling, text GO 3.	159
"GO 1" or "GO 2"	Fantastic news , keep it up. You're on your way!	48
"GO 3"	Don't worry,try keeping a food or exercise diary: it can really help.	69
Diary reading, once only - Friday between day 23-29 @ 20:00	Time to set a new healthy goal for the week ahead. Text G 1 when you've set your new goal. Thanks, Flo	102
Reminder, 1.5 hours later if no reply	Hi! You haven't said that you've set a new goal. Please text G 1 when you've decided what it is. Thanks, Flo.	109
"G 1"	Thanks for letting me know. Good luck, Flo.	43
Weight reading, once only - Sunday between day 30-36 @ 10 :00	It's time to hit the scales again - how did you get on? If you lost weight, text WT 1 . If there was no change, text WT 2 . If you gained weight, text WT 3	157
Reminder, 1.5 hours later if no reply	Hi! You haven't said how your weigh-in went. Please text WT1 if you lost weight, WT 2 if there was no change, or WT 3 if you put on weight.	139
"WT 1"	Fantastic work, You're doing really well. Flo.	46
"WT 2"	That's ok - keep going, Flo	27
"WT 3"	Whoops! Not to worry. Lets start afresh on Monday. Take care, Flo.	67
Diary reading, once only - Friday between day 35-41 @ 19:00	Hi. Did you manage to achieve the goal you agreed at the start? If you did, text GO 1, if 'sort of' text GO 2 and if 'no, I'll try again next week' text GO 3.	158
Reminder, 1 hour later if no reply	Hi. You haven't said if you achieved your goal. If you did, text GO 1, if you partly achieved it, text GO 2 If you didn't manage it, text GO 3. Thanks, Flo.	156
"GO 1"	Fantastic news - keep it up!	28
"GO 2"	That's great, keep trying and you will get there	48

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"GO 3"	These things happen, is your goal too ambitious? Try making a smaller goal that you can achieve	95
Diary reading, once only - Sunday between day 37-43 @ 19:00	Time to set a new healthy goal for the week ahead. Text G 1 when you've set your goal. Thanks, Flo	98
"G 1"	Thanks for letting me know. Good luck, Flo.	43
Weight reading, once only - Sunday between day 44-50 @ 10 :00	It's time to hit the scales again - I can't wait to see how you're getting on. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	158
Reminder, 1 hour later if no reply	You haven't said how you're getting on with your weight. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	135
"WT 1"	Fantastic news, try to aim for no more than 1 - 2lbs loss a week	65
"WT 2"	That's ok, not all loss is in weight.	37
"WT 3"	Keep trying, these things can take time.	40
Weight guideline, once only - Sunday between day 44-50 @ 10:15	As we are halfway through please can you let me know your actual weight in ST or KG. eg text: ST 10.2 or KG 91	111
Reminder, 1 hour later if no reply	You haven't said what your weight is. Please text ST or KG, followed by your weight in stones and pounds or in kilogrammes.eg ST15.4 or KG 98.5 Thanks, Flo.	156
Confirmation message	Thanks for that, it's just so I can keep track of your progress. Flo.	69
Diary reading, once only - Friday between day 49-55 @ 11:00	Remember that goal you set, how's it going? Great? Text GO 1. Getting there? Text GO 2. 'I'm going to try again next week' - Text GO 3	135
Reminder, 1 hour later if no reply	Hi. You haven't said how it's going with the goal you set. Great? Text GO 1. Getting there? Text GO 2. 'I'm going to try again next week' - Text GO 3	149
"GO 1"	Brilliant! Keep it up!	22
"GO 2"	That's great! Keep going and you will get there.	48
"GO 3"	These things can happen, is your goal too ambitious? Try making a smaller goal that you can achieve	99

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Diary reading, once only - Sunday between day 51-57 @ 19:00	Time to set a new healthy goal for the week. When you've set it, please text G 1. Thanks, Flo.	95
Reminder, 1 hour later if no reply	You haven't said if you've set a new goal. When you have, please text G1 . Thanks, Flo.	87
"G 1"	Thanks for letting me know - good luck, Flo.	44
Weight reading, once only - Sunday between day 58-64 @ 10 :00	It's time to hit the scales again - I can't wait to see how you're getting on. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	157
Reminder, 1 hour later if no reply	You haven't said how you're getting on with your weight. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	136
"WT 1"	Brilliant news, Aim for no more than 1 - 2lbs loss a week.	58
"WT 2"	That's ok - not all loss is in weight.	38
"WT 3"	Keep going these things can take time.	38
Diary reading, once only - Sunday between day 65-71 @ 19:00	Remember that goal you set - how's it going? Great? Text GO1. Getting there? Text GO 2 ; 'I'm going to try again next week' Text GO 3.	134
Reminder, 1 hour later if no reply	Hi. You haven't said how it's going with your goal. If you're doing well, text GO 1, if you're getting there, text GO 2; 'trying again next week' - text GO 3.	158
"GO 1" or "GO 2"	Great news. Keep it up, Flo.	28
"GO 3"	These things happen, is your goal too ambitious? Try making a smaller goal that you can achieve.	96
Weight reading, once only - Sunday between day 72-78 @ 10 :00	It's time to hit the scales again - I can't wait to see how you're getting on. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	157
Reminder, 1 hour later if no reply	You haven't said how you're getting on with your weight. For weight loss text WT1 ; for no change text WT 2 ; for weight gain text WT 3	135
"WT 1"	Brilliant news, you're doing well.	34
"WT 2"	That's ok - not all loss is in weight.	38
"WT 3"	Keep going these things can take time.	38

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Diary reading, once only - Sunday between day 79-85 @ 10:00	Last week of this programme - remember the goal you set - how did you get on? Great? Text GO1; Getting there? Text GO2 ; "I'll try again next week" Text GO 3	157
Reminder, 1 hour later if no reply	Please say how you got on with the goal you set. Great? Text GO1; Getting there? Text GO2 ; "I'll try again next week" Text GO 3	128
"GO 1"	Brilliant. Keep it up!	22
"GO 2"	That's great! Keep going and you will get there.	48
"GO 3"	These things can happen, is your goal too ambitious? Try making a smaller goal that you can achieve.	100
Weight reading, once only - Friday between day 84-90 @ 08:00	Well we made it - time for the final weigh in! How did you do in the last two weeks? Lost weight -text WT1; no change- text WT2; put on weight - text WT3.	154
Reminder, 1 hour later if no reply	You haven't said how you did at the final weigh in! Lost weight -text WT1; no change- text WT2; put on weight - text WT3.	122
"WT 1"	Fantastic news, well done!	26
"WT 2"	That's ok, at least you have not gained.	40
"WT 3"	These things happen, don't let it put you off the great work you've done so far.	80
Final weigh in, once only - Friday between day 84-90 @ 08:15	As we're at the end, please can you let me know what your final weight is. Text ST then your weight in st and lbs, eg ST15.8 or Text KG then your weight in kg	158
Reminder, 1 hour later if no reply	Please say what your final weight is in ST or KG Text ST then your weight in st and lbs, or Text KG then your weight in kg, eg. ST 19.8	136
Confirmation message	Thanks so much for sending this through and for taking part in this programme. Take care, Flo.	94

Plus these support messages at these times:

**Once only, day 0 @ 17:00** Congratulations on signing up to Text4Change and taking the steps towards a healthier you. I'm Flo and I'll support you by sending regular text messages

**Once only, day 0 @ 17:10** You have chosen a goal of exercise so that's what we're going to focus on for the first two weeks, before we build in healthy eating

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**Once only, day 0 @ 17:15** We all seem to start anything new on a Monday don't we? So we're going to do the same. Meanwhile, get yourself ready by visiting [www.stoke.gov.uk/text4change](http://www.stoke.gov.uk/text4change)

**Once only, day 0 @ 17:20** Take a selfie! Why not put your before photo on the fridge and see the changes over the next 12 weeks? Don't forget to smile!

**Once only, Saturday between day 1-7 @ 10:00** Hi, Flo here, going shopping today? Why not have a practice at being more active and park the car further away from the shops?

**Once only, Sunday between day 2-8 @ 19:00** Hi, Flo here, be prepared - plan your exercise and activity for the next 7 days. Use the activity diary at: [www.stoke.gov.uk/text4change](http://www.stoke.gov.uk/text4change)

**Once only, Monday between day 3-9 @ 08:00** Good morning - it's the start of a healthier you! I'll be here to offer support and tips over the next 12 weeks, so you won't be alone. Good luck!

**Once only, Tuesday between day 4-10 @ 12:00** Add an extra 5-10 mins of activity into your day today, maybe a brisk walk at lunchtime or after dinner. You'll hardly notice the time and will feel much better

**Once only, Wednesday between day 5-11 @ 12:00** Be prepared and make sure you have some healthy snacks and a drink at hand; you may feel hungry after exercising.

**Once only, Thursday between day 6-12 @ 17:00** It can be tough finding enough free minutes in the day to be active. Keep trying - you'll do it. Flo

**Once only, Friday between day 7-13 @ 08:00** Your challenge today is to walk up and down as many stairs as you can. Do it at home, out shopping or at work. Take the washing upstairs one item at a time.

**Once only, Saturday between day 8 - 14 @ 11:00** Hi, Flo here, are you going shopping today? Don't forget to stock up on healthier food ready for Monday. Top tip - never shop when you're hungry.

**Once only, Sunday between day 9-15 @ 11:00** Catching up with a friend or the family? Why not walk and talk? That way everyone will feel the benefit. Have a great day!

**Once only, Monday between day 10-16 @ 08:00** Good morning! Aim to do at least 10 mins more exercise today - why don't you try getting off the bus a stop earlier or parking a bit further away?

**Once only, Tuesday between day 11-17 @ 08:00** Drink like a fish today. Water, water, water! Aim for 6 - 8 glasses a day. It'll help to keep hunger at bay.

**Once only, Wednesday between day 12-18 @ 12:00** If you can, try to avoid skipping meals and aim to have 3 healthy meals a day - you need energy so you can exercise.

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**Once only, Thursday between day 13-19 @ 11:00** Hi, Flo here, are you having a tough week? If so, just remember your goal and why you signed up - you'll get there.

**Once only, Friday between day 14-20 @ 18:00** Going out tonight? Hit the dance floor - moving to music can be a great motivator and fun too! Flo.

**Once only, Saturday between day 15-21 @ 10:00** Hi, remember to buy in the right food ready for next week's healthy meals. Have a great weekend.

**Once only, Sunday between day 16-22 @ 18:00** Hi, what days are you planning to exercise this week? Having a plan will really help you to stick with it.

**Once only, Monday between day 17-23 @ 13:00** Stay clear of those afternoon snacks - try some fruit instead if you can. Flo

**Once only, Tuesday between day 18-24 @ 14:00** Feeling hungry in-between meals? Try having a glass of water first, instead of a snack - thirst is often mistaken for hunger

**Once only, Wednesday between day 19-25 @ 07:30** Hi! Get the day off to a great start by filling up on a healthy breakfast. Remember wholegrain cereals such as porridge will keep you feeling fuller for longer.

**Once only, Thursday between day 20-26 @ 17:00** Want to try and trick your mind? From now on use a smaller plate and fill up on extra veg or salad.

**Once only, Friday between day 21-27 @ 11:00** Sorry to spoil the myth but yes, calories do count on a Friday! If you're having a take-away tonight try and opt for a healthier meal if you can.

**Once only, Saturday between day 22-28 @ 11:00** Going shopping? Don't forget to take a list and stock up on the healthier food. Top tip - never shop when you are hungry.

**Once only, Sunday between day 23-29 @ 10:00** Hi, fancy a Sunday morning fry-up but think you aren't allowed? Cooked breakfasts can still be healthy- just grill instead of fry.

**Once only, Monday between day 24-30 @ 11:00** Monday morning blues? Cakes and biscuits at work can be a real threat to any diet. Why not make your own healthier versions to stop you being tempted?

**Once only, Tuesday between day 25-31 @ 10:00** Watch out for hidden sugars today - there are up to 10 teaspoons of sugar in the average fizzy drink. Swap to the sugar-free versions, instead of missing out.

**Once only, Wednesday between day 26-32 @ 17:00** Hi, Flo here, don't forget meal times aren't a race - take your time when eating. It takes 20 mins for your stomach to know it's full.



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**Once only, Thursday between day 27-33 @ 20:00** Are you flagging a bit - it's hard isn't it? But think how great it's going to feel when you reach your goal. Flo.

**Once only, Friday between day 28-34 @ 19:00** Friday night glass of wine? Did you know this has as many calories as chocolate? Make a choice, just try not to have both. Enjoy, Flo

**Once only, Saturday between day 29-35 @ 11:00** Bargains beware!! Don't be tempted to overbuy on high calorie food just because it's on offer - you'll overeat and overspend.

**Once only, Sunday between day 30-36 @ 11:30** Hi, get the week off to a good start in terms of exercise and go for a walk, cycle or jog with family and friends today.

**Once only, Monday between day 31-37 @ 07:30** It's Monday morning - try something fruity to cheer you up. Add a piece of fruit (dried or fresh) to your breakfast today.

**Once only, Tuesday between day 32-38 @ 14:00** Don't let that tempting doughnut or cake ruin all your hard work from last week - have a treat if you need one but opt for something with fewer calories!

**Once only, Wednesday between day 33-39 @ 08:00** Are your clothes beginning to feel a bit looser? You may be losing inches instead of pounds, so don't be disappointed if your weight hasn't changed.

**Once only, Thursday between day 34-40 @ 14:00** Time for a coffee break? Wean yourself off the added sugar (and watch out for the hidden ones when you buy coffee out)

**Once only, Friday between day 35-41 @ 14:00** Eating in or out tonight? Choose healthier options if you can and watch the side orders! Have a great night.

**Once only, Saturday between day 36-42 @ 11:00** Stock your fridge with chopped fruit and or vegetable sticks, so when you fancy a nibble reach for them instead of the biscuit barrel.

**Once only, Sunday between day 37-43 @ 14:30** Full to bursting point? Going for a walk after eating a meal is a great way to aid digestion and increase your activity levels.

**Once only, Monday between day 38-44 @ 16:00** Time flies when you're having fun - did you know we're halfway through Text4Change already? Hope you're enjoying feeling healthier.

**Once only, Tuesday between day 39-45 @ 17:00** You're sweet enough! Resist the urge for puddings or why not share one instead, to halve the calories?

**Once only, Wednesday between day 40-46 @ 08:00** What are you up to today? Try and build in a bit more exercise into your everyday activities. It can help you to feel great.

**Once only, Thursday between day 41-47 @ 19:00** Have fun! Exercise with a friend and you will both feel the benefit. Why not try an organised class this week?



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**Once only, Friday between day 42-48 @ 10:00** Top tip - beer and lager contain the same calories as a doughnut. Try to eat healthier during the day to balance it out, or at least choose one over the other!

**Once only, Saturday between day 43-49 @ 16:00** Meal for two from the supermarket tonight? Try to pick the healthier choices such as boiled rice instead of fried - and watch those side orders again!

**Once only, Sunday between day 44-50 @ 13:00** Give your weekly exercise a jump start by building some into your day today - a family walk at the park, cycle ride or just a kick about in the garden all helps

**Once only, Monday between day 45-51 @ 08:00** Lets step up the challenge this week - how about getting off the bus two stops earlier, or parking even further away to aim for 20 mins extra activity?

**Once only, Tuesday between day 46-52 @ 16:00** Veg out for dinner and not on the sofa! Try filling your plate with lots of vegetables or salad to fill yourself up.

**Once only, Wednesday between day 47-53 @ 10:00** Eating for two without realising? Check the packaging to be certain of portion sizes, especially on ready meals if you use them.

**Once only, Thursday between day 48-54 @ 14:00** You're doing great, stick with it. Each week is another week of gaining healthier habits and hopefully a new you.

**Once only, Friday between day 49-55 @ 16:00** Eating out? Don't miss out, have a starter portion instead of a main or share a dessert with a friend

**Once only, Saturday between day 50-56 @ 16:00** Go wild - it's the weekend! Put on a song and boogie on down - moving to music can be a great motivator and fun for everyone.

**Once only, Sunday between day 51-57 @ 10:00** Get yourself outside! Gardening or washing the car are both good calorie burners. Flo

**Once only, Monday between day 52-58 @ 11:00** Watch out for those tempting sandwich meal deals at lunchtime. Choose low fat and sugar free versions where possible.

**Once only, Tuesday between day 53-59 @ 08:00** Supersize vs superskinny! Swap that full-fat milk to semi or skimmed. Take care, Flo

**Once only, Wednesday between day 54-60 @ 16:00** Top tip - today, try cooking your food in a different, healthier way. Grill, steam, dry roast or stir fry (using low fat spray oil)

**Once only, Thursday between day 55-61 @ 11:00** Your challenge today is to try a new healthy food, recipe or activity that you've not tried before. Enjoy!

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**Once only, Friday between day 56-62 @ 13:00** Special occasion coming up? Don't be a party pooper, have something to eat before you go, and just a slither of cake.

**Once only, Saturday between day 57-63 @ 10:00** Off to the supermarket? Try skipping the crisps and biscuits aisle altogether and stock up on the healthier stuff instead.

**Once only, Monday between day 59-65 @ 20:00** Distraction is a great way to avoid those late night calories. Try reading, taking a bath, or playing a game instead of snacking.

**Once only, Tuesday between day 60-66 @ 14:00** Did you know you need to walk for approx 34 mins to burn off a small chocolate bar? Good balance is key!

**Once only, Wednesday between day 61-67 @ 16:00** Cooking for the kids? Don't be tempted to snack on their leftovers - you'd only be wasting calories you could have used for pudding!

**Once only, Thursday between day 62-68 @ 10:00** It's Thin Thursday! If you're going out for a meal tomorrow night, try and have fewer calories today to compensate!

**Once only, Friday between day 63-69 @ 16:00** It's Fat Friday! You can still have your chips, but pop them in the oven instead of heading to the chippy.

**Once only, Saturday between day 64-70 @ 10:00** Top tip, just because it says it's low fat doesn't always make it a healthy choice - check the label and don't get caught out by hidden sugars.

**Once only, Sunday between day 65-71 @ 10:00** Morning! Why not swap the cafe for the park when catching up with friends, to get some extra exercise into your weekend?

**Once only, Monday between day 66-72 @ 20:00** Need a boost? Try something new or step up your favourite activity - remember why you started the programme!

**Once only, Tuesday between day 67-73 @ 14:00** Top tip - remember to keep it lean and mean!! Trim the fat from your meat and check the size of your portions

**Once only, Wednesday between day 68-74 @ 11:00** Hi, your mid-week challenge is to try a new activity or exercise that you've never done before.

**Once only, Thursday between day 69-75 @ 16:00** Keep a check on snacking when you get home from work or a day out - have a drink of water first and then a healthy snack if you still need one.

**Once only, Friday between day 70-76 @ 08:00** Top tip - if you haven't got the spare cash with you, you won't be tempted to treat yourself to something 'naughty' to eat.

**Once only, Saturday between day 71 - 77 @ 16:00** Have a glass of water before you eat

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tonight so that you have a bit less of that take-away! Don't forget to take your time eating it as well.

**Once only, Sunday between day 72-78 @ 11:00** Ooh it's Sunday, time to VEG out! - add extra to your Sunday roast today!

**Once only, Monday between day 73-79 @ 07:30** Don't forget to take your healthy packed lunch with you today before you leave the house!

**Once only, Tuesday between day 74-80 @ 19:00** Tip of the day - if you really fancy something naughty to eat, try brushing your teeth, it will put you off!

**Once only, Wednesday between day 75-81 @ 16:00** Don't be tempted to pick at the ingredients when you're making dinner - you'll end up eating more than you planned!

**Once only, Thursday between day 76-82 @ 19:00** Still feeling hungry? Try having a low-calorie instant soup. You'll feel like you've had more than if you just had a drink

**Once only, Friday between day 77-83 @ 16:00** Friday night treat? Burn off some of the calories by walking to the shop to buy it, rather than ordering it in!

**Once only, Saturday between day 78-84 @ 11:00** Coffee to go? Downsize and go regular rather than large. High street coffees can be loaded with calories

**Once only, Monday between day 80-86 @ 08:00** Wow this is our last Monday together - that went fast! Remember all the tips we have shared and stick with it!

**Once only, Tuesday between day 81-87 @ 20:00** Zzzzz! Try and get a good night's sleep tonight - studies have shown you'll eat less the next day!

**Once only, Wednesday between day 82-88 @ 16:00** Brown is your new favourite colour - well for rice, pasta and bread anyway! Wholemeal or wholegrain foods will keep you fuller for longer.

**Once only, Thursday between day 83-89 @ 08:00** Take another selfie! Put your before and after photos on the fridge, as your inspiration to carry on.

**Once only, Friday between day 84-90 @ 14:00** It was great chatting with you for the last 12 weeks - good luck as you carry on with the tips I've shared with you. All the best, Flo

**Once only, Friday between day 84-90 @ 14:30** Ooh before I go, don't forget you may be contacted by the university to take part in an evaluation. Thanks, and take care. Flo