Message Schedule – NHS SOT Text4Change Obesity

Simple .uk.net

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
Weight reading, every 7 days from day 3 @ 08:00	What is your weight in kilogrammes today? Please reply WT, followed by your weight in kg. Thanks, Flo.	102
Reminder, 10 hours later if no reply	Hi, you haven't said what your weight is today. Please text WT, followed by your weight in kg. Thanks, Flo.	107
Confirmation message	Thanks for sending in your weight measurement. Take care, Flo.	62
Exercise reading, every 4 weeks from day 7 @ 17:30	Thanks for sending in your weight measurement. Take care, Flo.	62
Reminder, 1 hour later if no reply	Hi, you haven't said if you are pleased with the amount of exercise you've done in the last 7 days. Please reply EXE1 if you're pleased, or EXE2 if you aren't.	159
"EXE1"	That's great- keep going. Flo.	30
"EXE2"	It's not easy to fit exercise sessions into a busy day, but even 10 minutes are effective. Take care, Flo.	106
Exercise reading, every 4 weeks from day 14 @ 17:30	Are you pleased with the amount of exercise you've done in the last 7 days, text EXE 1 if you are pleased, or EXE 2 if you are not. Thanks, Flo	143
Reminder, 1 hour later if no reply	Hi, you haven't said if you are pleased with the amount of exercise you've done in the last 7 days. Please reply EXE1 if you're pleased, or EXE2 if you aren't	158
"EXE1"	The combination of smaller portions and more exercise will really make a difference. Take care, Flo	99
"EXE2"	Have you tired doing more everyday activities? Maybe walk to the shops or use the stairs more often. Take care, Flo.	116
Exercise reading, every 4 weeks from day 21 @ 17:30	Are you pleased with the amount of exercise you've done in the last 7 days, text EXE 1 if you are pleased, or EXE 2 if you are not. Thanks, Flo	143

Message Schedule – NHS SOT Text4Change Obesity

Simple .uk.net

Reminder, 1 hour later if no reply	Hi, you haven't said if you are pleased with the amount of exercise you've done in the last 7 days. Please reply EXE1 if you're pleased, or EXE2 if you aren't.	159
"EXE1"	Changing the pattern of your life, will help you keep the weight off, once you've lost it. Take care, Flo.	106
"EXE2"	Arranging an exercise session with a friend or family member is a great way to stay motivated. Take care, Flo	109
Exercise reading, every 4 weeks from day 28 @ 17:30	Are you pleased with the amount of exercise you've done in the last 7 days, text EXE 1 if you are pleased, or EXE 2 if you are not. Thanks, Flo	143
Reminder, 1 hour later if no reply	Hi, you haven't said if you are pleased with the amount of exercise you've done in the last 7 days. Please reply EXE1 if you're pleased, or EXE2 if you aren't.	159
"EXE1"	Doing regular exercise will help you feel better in many ways. Take care, Flo	77
"EXE2"	Try making exercise part of regular journeys to work or when visiting friends and family. Take care, Flo.	105
Diary reading, every 3 weeks from day 8 @ 18:00	Are you pleased with how your healthy eating plan has gone over the last 7 days? Please reply EAT 1 if you're pleased, or EAT 2 if you aren't. Thanks, Flo	154
Reminder, 1 hour later if no reply	Hi. You haven't said if you're pleased with how your healthy eating plan has gone over the last 7 days. Please reply EAT 1 if you're pleased, or EAT 2 if not.	159
"EAT 1"	Well done, that's a great achievement. Take care, Flo.	54
"EAT 2"	Tomorrow's another day: try swapping unhealthy snacks for fruit. Take care, Flo.	80
Diary reading, every 3 weeks from day 15 @ 18:00	Are you pleased with how your healthy eating plan has gone over the last 7 days? Please reply EAT 1 if you're pleased, or EAT 2 if you aren't. Thanks, Flo	154
Reminder, 1 hour later if no reply	Hi. You haven't said if you're pleased with how your healthy eating plan has gone over the last 7 days. Please reply EAT 1 if you're pleased, or EAT 2 if not.	159
"EAT 1"	Great: it takes a lot of will power to succeed, and you're winning. Take care, Flo.	83

Message Schedule – NHS SOT Text4Change Obesity

Simple .uk.net

"EAT 2"	These things take time: slightly smaller portions make a big difference over the course of a week. Take care, Flo	113
Diary reading, every 3 weeks from day 22 @ 18:00	Are you pleased with how your healthy eating plan has gone over the last 7 days? Please reply EAT 1 if you're pleased, or EAT 2 if you aren't. Thanks, Flo	154
Reminder, 1 hour later if no reply	Hi. You haven't said if you're pleased with how your healthy eating plan has gone over the last 7 days. Please reply EAT 1 if you're pleased, or EAT 2 if not.	159
"EAT 1"	Excellent: it's not easy, keep going. Take care, Flo.	53
"EAT 2"	Keep positive - be proud that you are working at this challenge.	64
Diary reading, every 4 weeks from day 8 @ 18:30	How confident are you that you will keep to your plan to reduce weight? Reply CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not confident.	159
Reminder, 1 hour later if no reply	Hi. Please say how confident you are that you'll keep to your weight reduction plan. Text CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not	160
"CON 1" or "CON 2"	Good - congratulate yourself for your weight loss progress	58
"CON 3"	Think why you're going to lose weight: to join in activities, live longer, be free of pain.	91
Diary reading, every 4 weeks from day 15 @ 18:30	How confident are you that you will keep to your plan to reduce weight? Reply CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not confident.	159
Reminder, 1 hour later if no reply	Hi. Please say how confident you are that you'll keep to your weight reduction plan. Text CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not	160
"CON 1" or "CON 2"	Great -develop a - plan (eg friend to chat with) to cope with any set-backs.	76
"CON 3"	This is a challenge that you can win.	38
Diary reading, every 4 weeks from day 22 @ 18:30	How confident are you that you will keep to your plan to reduce weight? Reply CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not confident.	159
Reminder, 1 hour later if no reply	Hi. Please say how confident you are that you'll keep to your weight reduction plan. Text CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not	160

"CON 1" or "CON 2"	Fantastic: keeping motivated is really difficult, and you've found what works for you.	86
"CON 3"	Set yourself small targets that you can achieve, and eventually you'll reach your goal.	87
Diary reading, every 4 weeks from day 28 @ 18:30	How confident are you that you will keep to your plan to reduce weight? Reply CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not confident.	159
Reminder, 1 hour later if no reply	Hi. Please say how confident you are that you'll keep to your weight reduction plan. Text CON 1 if you're very confident, CON 2 if quite confident, CON 3 if not	160
"CON 1" or "CON 2"	Excellent: you'll see positive results now, and this will keep you motivated.	80
"CON 3"	Look at what you've achieved so far. If you aren't getting results, eat less, exercise more, to be certain of success	117

Plus these support messages at these times:

Once only, day 1 @ 08:30 Congratulations on signing up to <txt4change> and taking the steps towards a healthier you.

Once only, day 1 @ 09:00 Small changes can make a big difference. A combination of healthier eating and moving more can work really well towards losing/maintaining weight. Flo.

Once only, day 1 @ 09:30 Aim to eat a variety of fruit and vegetables each day, at least 5 portions throughout the day (A portion is the equivalent to a handful). Flo.

Once only, day 1 @ 16:00 It's not always about what we eat but how much we eat. Making portion swaps is one of the easiest things you can do to be healthier. Take care, Flo.

Once only, day 1 @ 16:20 Watch the amount of calories in - alcoholic and non-alcoholic drinks. They can really add up. -Cut down or make swaps to help your waistline and general health

Once only, day 1 @ 16:40 Being active can really help with weight loss and weight maintenance. Take care, Flo.

Once only, day 2 @ 16:20 Choose swaps you can build into everyday life, that way it will become second nature.

Once only, day 2 @ 16:30 Fresh, frozen, tinned and 100% pure fruit juice all count towards your 5 A DAY. These should make up a third of your daily food intake.

Message Schedule – NHS SOT Text4Change Obesity

Once only, day 2 @ 16:40 Portion swap tip: try using smaller plates and filling up on healthier foods like fruit and vegetables. www.nhs.uk/Tools/Documents/WEIGHT-LOSS-PACK/week-1.pdf

Once only, day 2 @ 16:50 The average beer/lager is equivalent to a sugary doughnut and a standard glass of wine to a piece of chocolate. See www.nhs.uk/Change4Life

Once only, day 2 @ 17:00 Aim to exercise at a moderate intensity to make you breathe more heavily than normal, but not so hard you cannot talk and exercise at the same time.

Once only, day 3 @ 16:20 Remember we don't have to stop, just make a simple swap. A safe weight loss guide is between 0.5kg - 1kg per week or 1 - 2lb week.

Once only, day 3 @ 16:30 Starchy foods like bread, rice and potato should be eaten at each mealtime. Wholegrain/wholemeal varieties contain fibre so keep you feeling fuller for longer.

Once only, day 3 @ 16:40 Build up your activity levels slowly, even 10 minute stints can be of benefit to start with gradually working towards 30 minutes on at least 5 days of the week.

Once only, day 4 @ 16:20 Milk and dairy foods like cheese and yoghurt contain calcium and are ok in moderation, aim for lower fat versions as a healthier alternative.

Once only, day 4 @ 16:40 Try building into everyday activities or selecting something you like. Being more active gives you more energy and can be lots of fun. www.nhs.uk/Tools

Once only, day 5 @ 16:20 Meat, fish, eggs, poultry and beans contain protein, eat in moderation aiming for leaner cuts of meat and removing any visible fat.

Once only, day 6 @ 16:20 Foods and drinks high in fat, sugar and salt are fine when eaten sparingly. It can help by swapping to lower fat/sugar varieties where you can.

Once only, day 7 @ 16:20 Aim to eat regular meals and keep a check on snacks and drinks

Every 35 days, from day 8 @ 12:00 Add some fruit to your breakfast - that's one of your 5 A Day portions!

Once only, day 8 @ 16:20 Don't forget to keep hydrated, it is quite common to mistake thirst for hunger - try and build up to 6-8 glasses water/fluid a day.

Every 35 days, from day 9 @ 12:02 Drinking water regularly can help to keep hunger pangs in check

Every 35 days, from day 10 @ 12:03 Be prepared! Keep a healthier snack within reach, like a piece of fruit.

Message Schedule – NHS SOT Text4Change Obesity

Simple .uk.net

Every 35 days, from day 11 @ 12:04 Set yourself up for the day and have breakfast, wholegrain cereals will keep you fuller for longer

Every 35 days, from day 12 @ 12:05 High 5 - have you had your 5 a day!

Every 35 days, from day 13 @ 12:06 Plan your meals ahead, it can save you time and money
Every 35 days, from day 14 @ 12:07 Fill up on fruit and veg, it will help to keep you healthy and keep your energy levels up
Every 35 days, from day 15 @ 12:08 Eating out - don't miss out, have a starter portion instead of a main or share a dessert with a friend

Every 35 days, from day 16 @ 12:09 Check the labels and watch out for the hidden fats and sugars

Every 35 days, from day 17 @ 12:10 Eating regular meals will help to reduce the urge to snack in between meals.

Every 35 days, from day 18 @ 12:11 Serve meals on smaller plates, you'll be surprised that you can still eat less without feeling hungry.

Every 35 days, from day 19 @ 12:12 Check the calorie count of packets of food before buying - you'll be surprised

Every 35 days, from day 20 @ 12:13 Cut down to smaller portions, everything in moderation
Every 35 days, from day 21 @ 12:14 Eat sensibly and try not to skip meals

Every 35 days, from day 22 @ 12:15 Try adding an extra 5 minutes of activity into your day, you'll hardly notice the time and the results will be worth it.

Every 35 days, from day 23 @ 12:16 Try using the stairs instead of the lift or get off the bus a stop earlier this will help towards increasing your activity levels

Every 35 days, from day 24 @ 12:17 Have fun! Exercise with a friend and you will both feel the benefit

Every 35 days, from day 25 @ 12:18 Keep it fresh - go for a walk outdoors for an instant energy boost.

Every 35 days, from day 26 @ 12:19 Step up to a healthier lifestyle by taking the stairs instead of the lift.

Every 35 days, from day 27 @ 12:20 Move to music it can be a great motivator, you will not notice that extra 5 minutes.

Message Schedule – NHS SOT Text4Change Obesity

Simple .uk.net

Every 35 days, from day 28 @ 12:21 Going for a walk after eating a meal is a great way to aid digestion and your activity levels.
Every 35 days, from day 29 @ 12:22 Being active can help you to reduce/maintain your weight, reduce stress and improve your fitness.

Every 35 days, from day 30 @ 12:23 Well done, keep going, small steps can make a big difference.

Every 35 days, from day 31 @ 12:24 Keep a food/activity diary and monitor your success.

Every 35 days, from day 32 @ 12:25 Be creative - try something new! A recipe or activity for more ideas - visit www.nhs.uk/change4life or www.nhs.uk/livewell/Pages/Livewellhub.aspx

Every 35 days, from day 33 @ 12:26 Smaller goals are the building blocks to success - keep going.

Every 35 days, from day 34 @ 12:27 Stick with it, each week is another week of gaining healthier habits

Every 35 days, from day 35 @ 12:28 Hit a plateau? - try something new or step it up, remember why you started the programme!

Every 35 days, from day 36 @ 12:29 Eating well and moving more can help to make you look and feel great.

Every 35 days, from day 37 @ 12:30 Making small lifestyle changes will make a big difference

Every 35 days, from day 38 @ 12:31 How to measure yourself. See: http://www.nhs.uk/Livewell/loseweight/Pages/Stayingmotivated.aspx

Every 35 days, from day 39 @ 12:32 You can do it, invest in yourself

Every 35 days, from day 40 @ 12:33 Measure yourself. Weight loss may disappear in inches as well as on the scales

Every 35 days, from day 41 @ 12:34 Keep it up! Think positively of what you will gain!

Every 35 days, from day 42 @ 12:35 Enjoy feeling healthier now you're more active and have lost weight