

BetterPoints Bucks Spring / Summer 2023 Toolkit

Thank you for promoting and supporting BetterPoints Bucks!

After having launched the free app in Buckinghamshire in January 2023, we have seen some great engagement so far. However, we want to continually raise awareness through all available avenues, platforms and opportunities so that the app – which has been commissioned for 2 years – continues to be a success. Thank you for offering to help us.

Our objective is to improve the health and wellbeing of our residents by motivating them to be more active and increasing their awareness and uptake of health and wellbeing sessions.

This will improve their own health and ultimately reduce health inequalities across the county.

To date we have had a good response to the app, both with the number of downloads and the active engagement of users. We are continually adding to the offers and vouchers available, sharing exciting prize draws and offering targeted incentives to motivate residents into making sustainable positive lifestyle changes.

This toolkit provides you with an array of assets and information to help you support BetterPoints Bucks.

Content will be continually updated to reflect the current focus of the initiative including success stories that app users choose to share with us.

If these link in with your organisation and its work, please do share this content on your communications platforms and channels to raise the awareness of BetterPoints Bucks and your support of it.

Please consider BetterPoints Bucks when creating the content for newsletters, articles, social media posts, discussion forums, meeting agendas or staff health & wellbeing projects.

Thank you again for your help and support.

Main website: [BetterPoints Bucks](#)

Subscribe to the BetterPoints update:
[Buckinghamshire Council BetterPoints Subscribers list](#)

Any questions, or for hard copies of materials please contact:
jess.keeley@buckinghamshire.gov.uk

The most recent content for the programme can be found below/in hyperlinks below:

Print ready A4 Poster:

Print ready A5 Flyer:

Digital asset:

Suggested social media posts:

Please be sure to tag in **@BuckinghamshireCouncil** on any social media posts and use **#BetterPointsBucks**

Longer post:

BetterPoints Bucks is an exciting app that rewards you when you make healthy lifestyle changes. You earn points for being active and making other positive changes such as giving up smoking or getting support to lose weight. Points earned can be redeemed with local shops and businesses or donated to a choice of charities.

There are three simple steps to earn the rewards:

1. Download the BetterPoints Bucks app
2. Complete activities such as walking, cycling or wheeling and collect points
3. Spend your vouchers on the high street or donate to charity

Download the app now: <https://bucks.betterpoints.uk>

Shorter post:

BetterPoints Bucks is an exciting app that rewards you for being active and making other positive changes such as giving up smoking or getting support to lose weight. Points earned can be redeemed with local shops & businesses or donated to charity.

<https://bucks.betterpoints.uk>



Suggested newsletter article:

Healthy choices lead to rewards with BetterPoints Bucks app

With 1 in 5 adults in Bucks doing less than 30 minutes physical activity a week, most of us realise that it would be good for our health and wellbeing to be more active. Even small lifestyle changes can bring big health benefits - increased physical activity can reduce our risk from a range of health conditions including type 2 diabetes, heart disease, stroke and even some cancers.

The good news is that making these lifestyle changes has become a lot more fun with the BetterPoints Bucks app.

BetterPoints Bucks rewards you for being active and for making other positive changes, such as giving up smoking or getting support to lose weight by providing you with points. The points can then be redeemed with high street shops and local businesses or donated to a choice of charities and local food banks.

There are three simple steps to earn the rewards:

1. Download the BetterPoints Bucks app
2. Complete activities such as walking, cycling or wheeling and collect points
3. Spend your vouchers on the high street or donate to charity

Download the app now at <https://bucks.betterpoints.uk/>

You can also read the success stories shared by app users on the BetterPoints Bucks web pages: [Buckinghamshire \(betterpoints.uk\)](https://bucks.betterpoints.uk/)