

## Digital Pack for GRO HEALTH

GLL/ Better Health has partnered with NHS Northwest London to promote a health and wellbeing app to families called GRO HEALTH.

With a vision and ambition of addressing childhood obesity in NW London and combating long-term health issues or conditions stemming from an inactive or unhealthy lifestyle. We want to start by programming healthy behaviours from childhood and work with families to achieve a healthy future for generations to come.

To do this, we require a multifaceted approach, considering the unique challenges and needs of this diverse region. Interventions must be culturally sensitive, accessible, and tailored to effectively engage and support families in adopting healthier lifestyles.

We'd be grateful for your support in promoting the app via your WhatsApp contacts, social media accounts, newsletters and website using the content provided in this attached pack.

Find out more on GRO HEALTH at: <https://www.grohealth.com/> Through NHS NW London the app is available FREE to local families for 12 months from sign up. Eligibility for FREE registration is determined by at least one adult over 18 years old and at least one child between 5-18 years old living in the same household.

Registered users will have access to:

- Thousands of healthy recipes and meal plans; starting from £1.50 a meal and tailored specifically to dietary requirements and preferences.
- Workout videos; suitable for the whole family, from easy seated exercises through to more active
- Mindfulness activities
- Sleep advice and much more...

Please contact [jiggy.trivedi-gardner@nhs.net](mailto:jiggy.trivedi-gardner@nhs.net) or [claire.olsen@napc.co.uk](mailto:claire.olsen@napc.co.uk) if you have any questions about the content or for further information.

It would be great if you could let us know if you are able to help us promote it.

### Contents

Email .....	2
Newsletter/Website .....	3
WhatsApp .....	5
OPTION 1 .....	5
OPTION 2 .....	5
Social Media .....	6

## Email

Dear Parent or Guardian,

We hope this email finds you well.

We would like to introduce you to GRO – a new app that's designed to support families' physical, mental health and wellbeing. This app is currently available through NHS Northwest London for households with school aged children (5-18 years old). (Your school name) is working with GLL/Better Health who are partnering with NHS NWL to promote and distribute the offering to eligible households. A household is determined by at least one adult over 18 years old and at least one child between 5-18 years old. Users will be able to use the service for 12 months from the point of registration.

GRO has four sections – mental wellbeing, nutrition, activity, and sleep. Each of these sections includes a variety of evidence-based behavioural change techniques and resources to promote the health of children and their families, such as digital magazine, health tracking, health coaching, yoga, guided meditation, relaxing sleep, bedtime stories and music, personalised workouts and tailored recipes.

Wellbeing education models targeted at children aged 5 to 11 include growth mindset, friendships, mindfulness and meditation and mindful rating. The offer for children aged 12 to 18 includes managing mental and emotional stress, managing relationships, succeeding with exam prep, mindful eating and the importance of sexual wellbeing. Caregivers are provided with access to the resources offering guidance on supporting the wellbeing of their children and young people.

The evidence shows that this app improves mental health outcomes. 31% of those using the app for 12 months reported reduction in anxiety; 23% a reduction in stress; 32% a reduction in depression and 10% increase in life satisfaction. We hope that using the app will support a diverse population with major depressive disorder, anxiety, stress, depression, PCOS and liver disease, as well as reduce childhood obesity, and support those at risk of or with diabetes.

The app is available in 19 different languages, ensuring a variety of communities are able to access support. Meal plans and recipes are tailored to preferences and health conditions and also cultural variety with different budgets in mind starting from £1.50 a meal. Exercise options are tailored to different levels of fitness (including seated exercises). The information including video and audio is suitable for different ages depending on the user and 5 different members of a family can use the same licence on different devices.

Those who meet the above criteria can access the app by completing the short form available on <https://bit.ly/3PK6GSM>

Regards, XXXXXX

## Newsletter/Website

### **Want to make healthier food and exercise choices for you and your family, but not sure where to start?**

(Your school name) working with GLL/Better Health have partnered with NHS Northwest London to offer GRO HEALTH, a unique offering for the whole family or household. It brings together all you need to know about improved health, mental wellbeing, exercise and sleep into one place.

If you live in Hillingdon or NW London and have school aged children between 5-18 years old in your household, you and your family are eligible to enrol in a 12-month health and wellbeing app called GRO HEALTH for FREE. The app is available in x19 different languages and you'll have access to:

- Thousands of healthy recipes and meal plans; starting from £1.50 a meal and tailored specifically to your dietary requirements and preferences.
- Workout videos; suitable for the whole family, from easy seated exercises through to more active.
- Mindfulness activities to suit your needs and
- Sleep advice and stories to help you get a peaceful nights sleep.

### **What are the benefits of using the programme?**

Those who have used the Gro Health app have reported:

- Better nutritional health: users report a 23% reduction in daily calorie consumption at 6 months<sup>1</sup>, and average weight loss of 4.5% at 12 months.<sup>2</sup>
- Improved mental health: 31% of those using the app for 12 months reported reduction in anxiety; 23% a reduction in stress; 32% a reduction in depression and 10% increase in life satisfaction.<sup>3</sup>
- Improved physical activity: After 6 months, users reported a 20% increase in daily steps taken.<sup>4</sup>
- Improved sleep quality: After 6 months, users reported a 26% increase in time spent asleep.<sup>5</sup>

### **Criteria**

In order to qualify for this FREE 12-month application, you must have at least ONE 5-18-year-old in your household living in NW London.

### **How to start using GRO HEALTH**

- Scan the QR code or click the link: <https://bit.ly/3PK6GSM> and then complete the form on the GRO HEALTH landing page.
- Once completed, you will be taken to a page that says "Thanks, you're in!"
- You and your family or household can then start using the GRO HEALTH app immediately, using the voucher code provided. (A copy of these instructions will also be emailed to you.)
- GRO HEALTH is downloadable via Android and iOS but your device must support Android 13+ or iOS 15+ to work.

- Once you have set up your account you can add multiple smart devices to the account allowing multiple users within the family/household unit.
- You can also expect a call from a GRO HEALTH professional within 3-5 working days to support you and your family with on-boarding onto the platform and getting started.
- No payment details are required to qualify and use this app.

### **How to access GRO HEALTH**

GRO HEALTH is easily available via a smartphone, tablet, or computer.



## WhatsApp

Share these options through class reps onto parent WhatsApp groups:

### OPTION 1

#### **Free health and wellbeing app for families living in North West London**

- Are you looking for a quick and easy budget friendly lifestyle to support the whole family?
- Do you have any children aged 5-18 living in your household?

NHS NW London are offering GRO HEALTH licenses to families for FREE for 12 months from sign up.

Families who sign up receive tailored health education, 2,000+ healthy recipes and activities for the whole family. The app has been described as “a personal trainer in your pocket”, saving you hundreds in personal trainer fees!

Join up today and take control of the change you want to see: <https://bit.ly/3VLO1JZ>

### OPTION 2

#### **Health and Wellbeing app, Free for families living in North West London**

NHS NWL are offering a completely FREE resource to use at your convenience. Register today and find the best path to a healthier and happier family from eating the right food to the perfect exercise and sleep routine with GRO HEALTH.

Do you have one child or more aged 5-18 living within the same home?  
You will receive:

- 12 months' free access from sign up.
- Available in 19 different languages.
- Meal plans and recipes tailored to your health and dietary preferences
- Cultural variety with recipes
- Different budgets starting from £1.50 a meal.
- Exercise options tailored to different levels of fitness (including seated exercises)
- Video and audio content suitable for different ages depending on the user
- Use the same licence on multiple devices.
- And much more...

Join up today and take control of the change you want to see: <https://bit.ly/3VLO1JZ>

## Social Media

THEME	COPY
<p>Long Term Health</p>	<p>Give your family's overall health a boost with GRO, a brand new digital health improvement programme for NW London families 🚀 Click the link <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a> for 12 months FREE access! 👍❤️</p>
<p>Long Term Health</p>	<p>Kickstart your health with Gro, a brand new free digital health improvement service! Gro is an NHS trusted app that supports you to improve health using a science-backed approach 📊🧑🏻‍⚖️❤️ <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a></p>
<p>Main Features of the app</p>	<p>🚀 Gro Health is your new FREE digital health programme 🥑 Get access to tailored nutrition education, nutritionist-developed meal plans and recipes to suit your tastes, physical activity classes for all levels, including guided meditations and more! <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a></p>
<p>Main Features of the app</p>	<p>Kickstart your family's health with GRO, a brand new digital health programme! Sign up today for 12 months FREE access to:</p> <ul style="list-style-type: none"> <li>🥑 Nutritionist-approved 2000+ tried and tested recipes</li> <li>🧑🏻‍⚖️ Guided meditations to support mental health</li> <li>😴 Bedtime stories and meditations</li> <li>🏃 On-demand workouts</li> <li>✓ and more!</li> </ul> <p><a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a></p>

<p align="center"><b>Family</b></p>	<p> <b>Kickstart your family's health journey with Gro Health ❤️</b>  <b>Prioritise health and wellbeing on a budget 🇸🇰</b>  <b>with expert support</b>  <b>Get 12 months FREE access and see what your family could achieve 🚀</b>  <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a> </p>
<p align="center"><b>Family</b></p>	<p> <b>"I feel less sleepy in the afternoons, I've got more energy and it's easier to concentrate on school better"</b>   <b>See what you could achieve with Gro Health - your new digital programme designed to support healthy eating, mental health, sleep and physical activity for all the family 🥑🧘🧠🏃</b>  <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a> </p>
<p align="center"><b>Cost of Living</b></p>	<p> <b>Get FREE access to cost-effective healthy lifestyle tools to support your family's health and wellbeing.</b>   <b>Take control of the change you want to see.</b>  <b>Register today for 12 months FREE NHS-certified support 👍❤️</b>  <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a> </p>
<p align="center"><b>Cost of Living</b></p>	<p> <b>Prioritise your family's health and wellbeing on a budget 🇸🇰</b>   <b>Get 12 months FREE access and kickstart your family's health journey 👍🚀</b>  <a href="https://bit.ly/3VLO1JZ">https://bit.ly/3VLO1JZ</a> </p>