



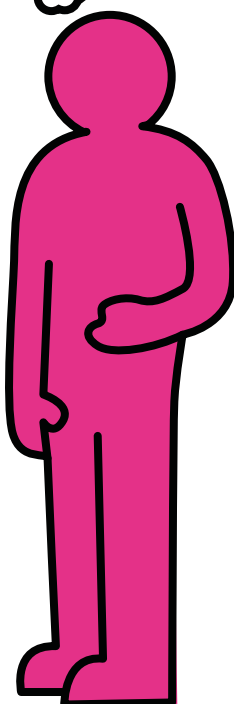
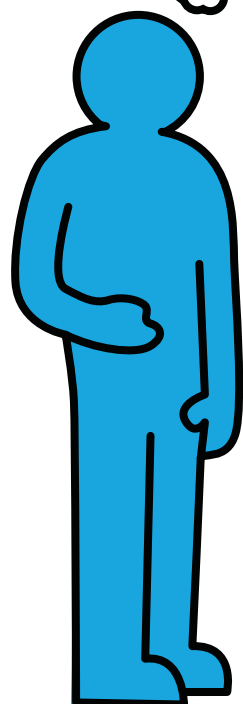
Social Innovation Competition

The Go London innovation competition is an opportunity for Londoners to go online and share what inspires them to get active as well as submit their original and innovative ideas about how to boost participation in physical activity.

Through Go London, the NHS and partners are working to increase physical activity participation among Londoners on the run up to 2012.

We are launching this innovative new online project to stimulate conversations about the best ways to get active and how to overcome some of the barriers. Through the online conversation we aim to raise awareness and interest in physical activity among Londoners, of whom half are currently 'inactive'.

Through the bespoke website, we are also interested in hearing innovative ideas that could make a difference to participation levels in London. The top ideas will compete at a workshop to be hosted at City Hall for the opportunity to be developed and turned into a reality.



Anyone can get involved in the online discussion so we would encourage you and your colleagues, family and friends to participate in the conversations and to take the opportunity to raise issues that you feel would make a difference to getting people active.

Join the conversation on the social innovation network site at -

www.go.london.nhs.uk

For more information please contact the Go London programme manager on wendy.clay@London.nhs.uk

