

# GO Active overview

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- Overall consensus that umbrella brand positive particularly to tackle health inequalities.
- Needs clarity on function, clear objectives and measurement
- Must compliment, not replace local branding
- Don't overcomplicate with lots of sub-brands
- Link to behavior change
- Appreciation that endorsement will take resource. Make clear if not endorsing activities.
- Keeping information up to date is key.
- No public consultation has taken place.
- There isn't a 'one size' fits all solution.

