

Keep Essex Kids Active

Greater Essex needs to work together to champion the importance of physical activity for the mental health and wellbeing of our youngest residents.

The Keep Essex Kids Active campaign, set out by Active Essex, outlines the part everyone can play in providing opportunities for children and young people across our county to participate in physical activity. The campaign offers resources, tips and guidance for parents, guardians and teachers to use whilst at home or at school.

Over 50% of children under the age of 16 in Greater Essex do not currently meet the Chief Medical Officer's recommended 60 minutes of physical activity a day. By participating in movement, it can build confidence, social skills, develop coordination, improve concentration and learning, and ultimately make young people feel better.

There are simple ways to implement physical activity into everyday life, even under the current lockdown restrictions. The pandemic has been difficult for our children and young people, as they are unable to see their friends, play in the playground and participate in PE lessons. However, with the free Active Essex's resources, tips and guidance, families can participate in fun-themed workouts on the Keep Essex Active YouTube channel, follow activity sheets for PE at home, or introduce a walk, run or skip into their daily routine during usual commuting time.

Why not join ForwardMotion in disrupting the monotony by introducing a #FakeCommute to start the day or to unwind after a busy one? Or perhaps take part in The Daily Mile 'Mount Mile' challenge to increase step count, step outside and step away from the screen. It is possible to achieve the recommended 60 minutes of daily movement, by introducing bitesize activities, which require no equipment and incur no cost.

Cllr Ray Gooding, Cabinet Member for Education said; "The health and mental wellbeing of our youngest residents is more prevalent now than ever before. 1 in 6 children and young people have a diagnosable mental health condition and this has been heightened during the pandemic. The work of Active Essex and partners helps to ensure that opportunities are available for young people to participate in physical activity, as the benefits of doing so will positively impact their development."

Dawn Emberson, Active Essex Lead for Children and Young People said; "We have noticed a steep decline in the number of young people participating in physical activity over the last year, and recognise the difficulty in implementing PE lessons online and for parents to juggle working from home and home-schooling. Therefore, Active Essex have compiled a list of easy and enjoyable resources to enable children to get active from the comfort of their living room or within a school hall. It's so important we work together and strive to Keep Essex Kids Active."

Stay tuned for the half-term takeover on the Keep Essex Active channel, which will feature workouts for children and their families, wellbeing sessions and cooking videos to join in with. For all the other great resources from Active Essex, visit their webpage [here](#).

[ENDS]



**Mount
Mile
Challenge**

We need your help to climb to the top of the tallest mountain!



The graphic features a stylized mountain range in shades of blue and grey. In the bottom left corner, there is a blue silhouette of a person running. In the top right corner, there is a circular logo for 'Daily Mile' with a sun and a tree. The text 'Mount Mile Challenge' is written in a bold, purple font, and the tagline 'We need your help to climb to the top of the tallest mountain!' is written in a smaller, green font below it.