



August 2021

Find Your Active Communications Toolkit

With key monthly focuses planned throughout the year, we will be providing updated copy regularly to keep content fresh. August's focus is all about getting outside, having fun and introducing residents to the Find Your Active campaign.

Please find below newsletter/ website copy and pre-written social media posts for you to share across your platforms, during August. Also find a sneak peek of what's to come in September!

For more information on the Find Your Active campaign, head to our website where there are plenty of pages to explore. Feel free to capture your own copy from these pages as well.

www.activeessex.org/find-your-active

Key messages

- Being active is a personal thing
- Find the activity which suits you
- Even the smallest bit of activity can make the biggest difference

Get involved!

We'd love you to get involved with Find Your Active, and there are many great ways in which you can show your support besides promoting on social media. Last month you may have seen the video of incredible 90-year-old Malcolm from Castlepoint, who keeps active by playing tennis and attending a Zumba class. We need more people like Malcolm to come forward to help drive and inspire residents to join the Find Your Active movement, so please get in touch if you have your own 'Malcolm' story to tell! But here are the other ways you can get involved:

1. We're always on the lookout for new inspiring stories, so if you've got one in mind, either send them our way or use the hashtag #findyouractive and tag us in, so we can see your posts.
2. Advise on any relevant upcoming opportunities/events happening locally

3. Advocate within your local communities and let us know if you need any resources
4. We won't be able to do this behaviour change campaign without the fantastic support from our Find Your Active ambassadors. If you would like to become an ambassador or know someone who would make brilliant addition to the Find Your Active family, sign up [here](#).

Ambassadors

We have amazing Find Your Active Ambassadors across the county, covering a wide range of activities, who are hoping to inspire and encourage others to find their active. They are also on hand to help local communities recognise opportunities available in their local area. To read all about the Find Your Active ambassadors, or to signpost an individual to sign up as an ambassador, visit:

www.activeessex.org/find-your-active-ambassadors/

Ambassadors will also have the opportunity to apply for the Find Your Active Fund to help support these individuals into growing their business or developing their skills.

Find Your Active Fund

The Find Your Active Fund is provided by Active Essex and Essex County Council, and supported by Southend-on-Sea Council and Thurrock Council, to respond to the immediate challenges of engaging people who have become less physically active due to the pandemic. Any organisation from Essex can apply and the money can be used to start up new activities or increasing the numbers attending existing activities.

With the Find Your Active Fund, we're hoping to help support over 200 ambassadors and over 300 organisations across the county to ensure immediate action is taken to reach residents who have become less physically active since the start of the pandemic in March 2020. This fund will help many individuals across the county find the activity that is right for them, helping to create sustainable behaviour change as part of the Find Your Active campaign, proving that the gains from just a small amount of physical activity are enormous.

Please direct groups and organisations to the Find Your Active Fund page on our website to apply: www.activeessex.org/find-your-active/support-for-groups-and-organisations/

Sample website / newsletter copy

The Find Your Active campaign is well underway and it has certainly showcased how physical activity and positive movement can come in many different forms, but the benefits are endless. Find Your Active, powered by Active Essex is about encouraging residents to get active – however they want to.

Being active means something different to all of us, whether it's a play in the park, a spot of gardening, walking football or a game of golf.... the possibilities are endless! Knowing where to start can often be the hardest bit. Exploring what is out there and how to do it safely is tricky too! Find Your Active is here to help, so visit www.activeessex.org/find-your-active

Social media posts

Facebook, Twitter, Instagram and LinkedIn

Hashtag: #findyouractive

Tag: @activeessex on Twitter, Facebook and Linked in, @active_essex on Instagram.

Direct to www.activeessex.org/find-your-active using the bit.ly tracking link:

https://bit.ly/Find_Your_Active

- Getting outside and breathing in the fresh air is not only good for our physical health but our mental wellbeing too. Essex, Southend and Thurrock is so lucky to have many beautiful country parks to help you #FindYourActive, visit the @ActiveEssex website to discover what's on your doorstep: https://bit.ly/Find_Your_Active
- With the summer holidays well underway, now is the perfect time to get involved in some family activities. Whether it's having fun in the park, playing at the beach or exploring what our county has to offer, #FindYourActive highlights the many opportunities available. Find out more https://bit.ly/Find_Your_Active @ActiveEssex
- Covid has caused many of us to become inactive but as we now return to some sort of normality, it's time to get moving and think about your health. @ActiveEssex #FindYourActive is here to showcase the many opportunities available near you! https://bit.ly/Find_Your_Active
- Knowing where to start can often be the hardest bit. Exploring what is out there and how to do it safely is tricky too! #FindYourActive is here to help, so visit https://bit.ly/Find_Your_Active @ActiveEssex
- If you want to help break down some of the common barriers or inspire others to get involved in physical activity, sign up to become an #FindYourActive ambassador here https://bit.ly/Find_Your_Active @ActiveEssex 📌
- It's never too late to get active, improve your diet, and small changes everyday can help you lose weight and feel healthier. #LetsDoThis and with the help of @ActiveEssex and the #FindYourActive campaign we can help get you to #BetterHealth

For all marketing collateral, please visit our Google Drive folder [here](#).

Next month's focus – September will focus on Children and Young People and we are on the look out for any inspiring individuals from our younger generation, or perhaps a family who have found their active together! If you know of anyone who would be happy to tell their story in front of a camera or as a written piece, then please get in touch!

For any queries please contact:

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