



**January 2022**

### Find Your Active Communications Toolkit

As we're now 6 months in from the launch of Find Your Active, January marks a time for *New Year, New Challenge* and this month's focus is all around workplaces. We're bringing a **Find Your Active: Workplace Edition** initiative for the entirety of 2022, but our calendar of 'trying something new', kicks us off in January.

Now more than ever, especially with the impact of the pandemic, movement and activity is vital for the health of both employees and businesses. We hope some of the resources and challenges throughout January, will help inspire and motivate workplaces to support employee wellbeing. Throughout 2022, we hope to be able to offer employers and their employees the opportunities and resources needed to ensure we create an active and healthy workforce across Essex, Southend and Thurrock.

You will find more detail in the original email from us, showcasing what *Find Your Active: Workplace Edition* is all about. Please do also sign up to the workplace webinar, on 12<sup>th</sup> January, to find out more.

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

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](http://www.activeessex.org/find-your-active)

#### **Key messages**

- Despite the cold weather, it's still important to get outside when we can, if safe to do so
- Physical activity has the ability to bring people together
- The benefits of creating an active and healthy workforce
- No matter the duration of your activity, every small bit of movement should be celebrated.

## Sample website / newsletter copy

Find Your Active has launched their *Workplace Edition* for employees, workplaces and anyone who wants to stay active whilst at work.

Now more than ever, movement and activity is vital for the health of both employees and businesses. Find Your Active are bringing you a *New Year, New Challenge* January calendar, full of resources, challenges and ideas to get active whilst at work. Whether that's taking a wellbeing hour, away from the desk to get some fresh air, joining a 5-minute stretch session on their YouTube channel or attending the workplace webinar to hear about strategies you could put in place with your workforce; there is something for every ability, age and time restraint.

The Find Your Active: Workplace Edition certainly highlights the many small tweaks and editions we can make, whilst at work, to improve productivity and energy levels, benefitting not only the employee, but the employer as well.

To download the January calendar and see what you could get up to, visit:  
[www.activeessex.org/find-your-active/find-your-active-workplace-edition/](http://www.activeessex.org/find-your-active/find-your-active-workplace-edition/)

It is Active Essex's hope that this year-long initiative will help inspire and motivate workplaces to support employee wellbeing, as we deal with the impacts of the pandemic. So, for more great ideas on how to introduce initiatives into your workplace, attend their workplace webinar, by registering your interest here: [www.activeessex.org/active-workplaces-across-essex/](http://www.activeessex.org/active-workplaces-across-essex/)

## 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](http://www.activeessex.org/find-your-active) using the bit.ly tracking link:*

<https://bit.ly/FYAWorkplace>

- It's important to look after your employees wellbeing & @ActiveEssex's #FindYourActive Workplace Edition will give you & your workforce plenty of resources to engage in physical activity whilst at work! Sign up & download the January calendar here:  
<https://bit.ly/FYAWorkplace>
- Have you noticed your activity levels have dropped? #FYAWorkplace want to help get you re-energised and active at work! Does a 5 minute desk stretch or walking meeting take your fancy? Check out the @ActiveEssex January calendar to find more ideas:  
<https://bit.ly/FYAWorkplace>
- Calling all workplaces! Hear about the activity offers and from local organisations and businesses on how they have supported employees wellbeing and created active workplaces. You too could join the cohort! Sign up to the webinar on 12<sup>th</sup> January here:  
[www.activeessex.org/active-workplaces-across-essex/](http://www.activeessex.org/active-workplaces-across-essex/)
- Employers, did you know that having an active workplace and taking time to prioritise your workforce's wellbeing will increase:
  - ✓ productivity
  - ✓ staff retention

- ✓ trust
- ✓ energy levels

For more info on the #FYAWorkplace initiative, click here: <https://bit.ly/FYAWorkplace>

**For all social media assets and marketing collateral, please visit our Google Drive [here](#) where you will find a number of different graphics to use throughout December.**

**Next month's focus** – Throughout February, the Find Your Active team will be spotlighting the importance of physical activity on residents living with a long-term health condition. If you have a story, that showcases this perfectly, please send it in!

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