



June 2022

Find Your Active Communications Toolkit

This month we are launching ReJuneVenate; a brand-new campaign, which aims to help the people of Essex to create long lasting healthy habits in 30 days, through trying new activities and being more aware of how we treat our bodies.

Through Find Your Active, we have realised the importance of keeping our messaging fresh, as well as creating content that is relevant and relatable to our audience, in order to sustain engagement and achieve behaviour change. ReJuneVenate is about people finding their active and setting themselves a personal challenge that suits them.

June marks the mid-point of the year, therefore it is an ideal time for residents to reassess their goals and see how they can improve both their physical and mental wellbeing.

In addition to this new campaign and following on from the excitement of RideLondon, we want to continue talking about cycling! With Bike Week starting on the 6th June, let's highlight the fantastic initiatives, clubs and groups around our county who are helping people find their active on two or three wheels!

So, please find below our May communications toolkit for you to share across your platforms, with a sneak peek as to what's to come in June!

Key messages

- Regular physical activity and exercise can have immediate and long-term impact for your physical and mental benefits
- We want to help enable you to find the right tools and create long lasting healthy habits through wellbeing your way
- Walking and cycling is a great community initiative, bringing residents together informally and as part of organised groups

Sample website / newsletter copy

Reset, recharge, Re-June-Venate. Get moving and boost your mental wellbeing in 30 days.

Active Essex is launching a brand-new campaign, which aims to help the people of Essex to create long lasting healthy habits in 30 days, through trying new activities and being more aware of how we treat our bodies.

June marks the midway point of the year and gives us time to reflect and realign. No matter your activity level or what your goals may be, Active Essex have plenty of tips and resources, tailored to inspire and support you on your journey to positive physical and mental wellbeing. It's just about finding what's right for you!

Perhaps cycling has piqued your interest, following celebrations for RideLondon-Essex and with bike week in June, it's a great time for you to find a community cycling group or a new local route. Whatever your activity might be, visit the Find Your Active activity finder, to see what's going on near you.

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

- Has cycling has piqued your interest following @RideLondon? Why not find a community cycling group or a new local route? Whatever your activity might be, visit the @ActiveEssex #FindYourActive activity finder, to see what's going on: www.activeessex.org/find-your-active
- Reset, recharge, Re-June-Venate. Get moving and boost your mental wellbeing in 30 days. June marks the midway point of the year and gives us time to reflect and realign your goals. Find out more: www.activeessex.org/find-your-active/rejunevenate #ReJuneVenate @activeessex
- This June, @activeessex are launching #ReJuneVenate. Boost your mental wellbeing in 30 days, using positive movement to create long lasting healthy habits in whatever way you choose. Access resources and find out more here: www.activeessex.org/find-your-active/rejunevenate
- #FindYourActive this June by reconnecting with wildlife and green spaces to find the activity you love. Whether that be a game of rounders, a cycle along the seafront or try out one of the outdoor gyms. Visit @ActiveEssex: www.activeessex.org/find-your-active

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, in addition to those attached in the email.

Next month's focus – In July we're changing things up! #FindYourActive turns 1! Help us celebrate by taking a look back at all the people and groups who have found their active over the past year. And you've helped to do this too, so send in your stories for us to share!

For any queries please contact:

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