



March 2022

Find Your Active Communications Toolkit

People are at the heart of what we do and why we do it. The kindness, generosity, and influence of individuals, have helped bring communities together and ultimately, been assets to the success of the Find Your Active campaign.

This month, we want to share and shout about some of the fantastic people we have in our county, from ambassadors and community connectors to doctors and teachers, who are all championing the benefits of physical activity and helping others to find the activity that's right for them.

Please find attached our March communications toolkit for you to share across your platforms. Also find a sneak peek of what's to come in April!

Don't forget, the Find Your Active: Workplace Edition is holding a Big Team Challenge throughout March and we're inviting you to take part. All the details and information on how to sign up, can be found here: <https://www.activeessex.org/find-your-active/big-team-challenge/>

Key messages

- The power of people
- The role we all play in helping to inspire and promote physical activity
- How bringing people together can create an environment where they feel supported and part of something

Sample website / newsletter copy

The kindness, generosity, and influence of individuals, help bring communities together. You could be a parent role modelling healthy habits; a doctor prescribing physical activity to someone recently diagnosed with Type 2 Diabetes, or a local instructor holding yoga sessions in their village hall. People are at the heart of what we do and why we do it.

Whatever you're doing, without knowing it, you are making an impact. The Active Essex Find Your Active campaign are sharing and shouting about some of the fantastic people we have in our county,

who are all championing the benefits of physical activity and helping others to find the activity that's right for them.

As well as this, you can 'Find Your Active with Me'; a group of individuals who are supporting local residents in kick starting their journey to moving more. Sometimes getting started or knowing where to start, can be daunting, but having a friendly face to talk to, attend an activity session together, or point you in the right direction, can really help!

If you'd like to reach out to your local Find Your Active community connector, click here:

<https://www.activeessex.org/find-your-active/with-me/>

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

- Did you know that @ActiveEssex's #FindYourActive Workplace Edition is holding a #BigTeamChallenge this March? Get your team together to virtually walk around Japan, just by accumulating 8,000 steps a day, with the chance to win prizes! Sign up here: <https://bit.ly/FYAWorkplace>
- Knowing where to start can be daunting when it comes to physical activity. A #FindYourActive connector can help with providing a friendly face to talk to or by attending a session together. Find support here: <https://www.activeessex.org/find-your-active/with-me/>
- The @ActiveEssex #FindYourActive campaign showcases fantastic people in our county, who are championing the benefits of physical activity and helping others find the activity that's right for them. Meet them here: <https://www.activeessex.org/find-your-active/ambassador-stories/>

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 March.

Next month's focus – Throughout April, the Find Your Active team will be highlighting some of the incredible work that's happening in our local communities. If you've got an amazing story, do let us know!

For any queries please contact:

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