



November 2022

Find Your Active Communications Toolkit

Key messages

- Physical activity is a great way to enhance our well-being. Even a short burst of 10 minutes of brisk walking increases our mental alertness, energy and positive mood.
- Participation in regular physical activity can increase our self-esteem and can reduce stress and anxiety.

Sample website / newsletter copy

Being active releases chemicals in your brain that make you feel good - boosting your self-esteem and helping you concentrate as well as sleep well and feel better. Find Your Active want to celebrate and highlight all the ways you can get moving to boost your mental as well as your physical wellbeing. Not bad for something many of us can do for free!

So, whether it's getting out in the garden, a short walk, a social bike ride, some light stretching, a friendly game of football or a visit to your local leisure centre, the benefits of increasing daily movement will soon show, and have a really positive impact on your health and wellbeing. This month, there is also a focus on the Find Your Active YouTube channel, where there are hundreds of free online workout videos to try in the comfort of your own home. From mindfulness and meditation, to family activities and fun dance routines, there is something for everyone to help boost positive wellbeing.

Taking care of our mental health is so important. Making simple changes to how you live doesn't need to cost a fortune or take up loads of time. It's important to talk to other people and voice your feelings. Head over to the Active Essex website, to find your active: 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

- Being active releases chemicals in your brain that make you feel good - boosting your self-esteem, helping you concentrate and feel better. @ActiveEssex #FindYourActive highlights all the ways you can get moving to benefit not only your mental but physical wellbeing as well. Explore more: https://bit.ly/Find_Your_Active
- Whether it's getting out in the garden, a short walk, some light stretching or a visit to your local leisure centre, the benefits of increasing daily movement will soon show. #FindYourActive helps show how you can have a positive impact on your health and wellbeing. Explore more: https://bit.ly/Find_Your_Active
- Taking care of our mental health is so important. Making simple changes to how you live doesn't need to cost a fortune or take up loads of time. It's important to talk to other people and voice your feelings. Head over to the @ActiveEssex website, to #FindYourActive: https://bit.ly/Find_Your_Active
- As winter approaches, it is still important to get outside, where you can. Whether that be for a walk with a friend or neighbour, or a cycle ride with the family, they're a great way to get you moving and you may even #FindYourActive! Visit @ActiveEssex for more ideas: https://bit.ly/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.

For any queries please contact:

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