



October 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. October's focus is all about using active modes of transport, such as cycling or walking to school or work, or parking that little bit further away to get in some extra steps.

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

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

- Benefits of active travel, including environmental and physical health
- Find the activity which suits you
- Even the smallest bit of activity can make the biggest difference

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

90% of Essex residents are concerned about traffic congestion, air pollution and road safety. Creating safer, greener, healthier routes is vital to enable residents to use their cars less and cycling and walking can do just that.

Travelling actively for short distance journeys, is easy, affordable and a great way for Essex residents to lead healthier lives. It's the small changes like parking further away or cycling to work that will make big differences to everyone's overall health and wellbeing.

Aside from the health benefits, active travel can also bring people together. Whether that be through a school walking bus or meeting a colleague in a car park out of town, for a leisurely stroll into the office - all the while saving money and easing congestion!

Find Your Active by simply travelling actively! Taking time out of the car, allowing time for reflection, plus getting you outside are simple ways for you to change your lifestyle. But if you need some ideas, then head over to the Active Essex website www.activeessex.org

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

- Now the kids are back at school, are you thinking of ways to keep them active?
@ActiveEssex say a simple and free way to incorporate activity into their routine is through

active travel. Find out more: <https://www.activeessex.org/children-young-people/active-travel/>

- #FindYourActive by travelling actively! What better way to introduce activity into your daily routine, by walking, skipping, running or cycling into work, school or to the local shops. @activeessex pledge to support active travel and active environments, so watch this space!
- 90% of Essex residents are concerned about traffic congestion, air pollution and road safety. Creating safer, greener, healthier routes is vital to enable residents to use their cars less, and cycling and walking can do just that! @activeessex @SGH_Essex
- Rolling, skating, scooting, jogging, wheeling – no matter how you decide to travel, let's make it an active one! @activeessex #FindYourActive can help you out! www.activeessex.org/find-your-active/

For all social media assets and marketing collateral, please visit our Google Drive [here](#) where you will find the Active Travel asset folder.

Next month's focus – November will focus on the relaunch of our Find Your Active YouTube channel and we're on the lookout for instructors to join the online community! If you know of anyone who would be interested, please send over the details to the below email addresses.

For any queries please contact:

Holly.Adams@activeessex.org

Grace.Hilton@activeessex.org