



September 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. September's focus is all about creating a healthy habit from a young age and highlighting the roles parents and schools should play in ensuring children and young people are physically active.

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

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

- Children and Young people activity opportunities
- Find the activity which suits you
- Even the smallest bit of activity can make the biggest difference

Keep the stories coming!

We're two months into Find Your Active and we've already found the best ways to engage with residents around the campaign, are to share stories of real people finding their active. If you've got a story you'd like us to showcase or know of someone that may inspire others, then please get in touch! But here are the other ways you can get involved:

1. Advise on any relevant upcoming opportunities/events happening locally
2. Advocate within your local communities and let us know if you need any resources
3. Share any initiatives you have implemented, which have helped engage and sparked interest in children and young people.

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

Positive experiences of being active at an early age are much more likely to mean an active adulthood. We are born to be active, but to continue with this lifelong behaviour, we must make sure that experiences are fun, positive, and safe for children and young people. This is where Find Your Active steps in.

Regular physical activity can make a massive difference to the overall wellbeing of our children and young people. Currently over 50% of Essex, Southend and Thurrock's young people are not participating in the recommended amount of physical activity a week. As we build back stronger from the pandemic, now is our chance to ensure our children and young people have the best start to life.

Find Your Active is here to support children and young people, their families, and schools, by ensuring that fun and enjoyable opportunities are available to them. So, visit <https://www.activeessex.org/children-young-people/> to play your part or view our activity finder to see what's going on near you! <https://bit.ly/FYAAActivityFinder>

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/>
- Having fun isn't just for the kids! Why not head out on an adventure walk and create a checklist for the kids to engage with nature. Or if you're staying at home, @ActiveEssex #FindYourActive YouTube channel allows you to try new activities together <https://bit.ly/3x5MGOk>
- Movement can be anything. From rugby and swimming to walking to school, or playing in the park. The benefits will not only make children feel better in themselves but will improve their overall health & wellbeing. See some @ActiveEssex ideas here https://bit.ly/Find_Your_Active
- Schools play an important role in the physical, social and mental wellbeing of children and The Daily Mile is a simple and effective way to introduce activity into the school day. Help young people #FindYourActive with @ActiveEssex <https://bit.ly/3y9tcZz>

For all social media assets and marketing collateral, please visit our Google Drive folder [here](#).

Next month's focus – October will focus on Active Travel and we are on the look out for any inspiring individuals or groups who have found innovative ways to stay active as well as doing their bit for the environment! If you know of anyone who would be happy to tell their story in front of a camera or as a written piece, then please get in touch!

For any queries please contact:

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