

#MOVE WITH US

It's fantastic that you would like to support and endorse the Move With Us campaign.

Over half of the children and young people in Essex, do not participate in the recommended 60 minutes of physical activity a day, and over a quarter do less than 30 minutes a day. The Move With Us campaign, is here to change things. By supporting young people in their endeavours to find an activity that's right for them, and one they enjoy, they will be more likely to continue this changed behaviour.

We would welcome your support in sharing social content around this campaign (pre-written copy has been produced for you to utilise), as well as highlight stories, utilise the campaign messaging and research in your areas of work, and help us to infiltrate policy where it may be needed.

To read the full report on the focus groups, and our research, click the button below.

READ MORE →

We would like to encourage as many partners as possible to upload their session to the Find Your Active activity finder, as a lot of our call to actions will be directed to the finder, for young people to discover what opportunities are available local to them. If you wish to encourage organisations and clubs to upload their details, please head to the activity finder.

READ MORE →

If you have any questions about the marketing and communication resources/toolkits, or would like to be removed from our database, please contact Holly Adams at holly.adams@activeessex.org

 @ActiveEssex

 @FindYourActive

 @FindYourActive



www.activeessex.org 



NEWSLETTER AND WEBSITE COPY

Come and #MoveWithUs!

Explore your local opportunities, be a part of something, and take time to support your mental and physical health. Whether it be cricket or trampolining, running or Zumba, informal or organised activity, we want to help support you in finding 'the one'.

The Move With Us campaign, is here to change things. By supporting young people in their endeavours to find an activity that's right for them, and one they enjoy, you'll be more likely to continue this changed behaviour and lead an active and healthy life!

Discover local opportunities to you through the Find Your Active activity finder, try something new over on their online channel, or discover some support links to help you take the first step.

Dive deeper, here: www.activeessex.org/move-with-us/

SOCIAL MEDIA EXAMPLE COPY

Launch copy

An exciting new campaign comes to #Essex, supporting children and young people to find the activity that's right for them! Highlighting local opportunities, providing resources and encouragement, it's time to #MoveWithUs!

🔍 Dive deeper with @ActiveEssex here: www.activeessex.org/move-with-us/

or

#Skateboarding 🛹, #Football ⚽, #HulaHooping 🌀 or #Walking 🚶, whatever tickles your fancy, come and #MoveWithUs! This new campaign has hit the #Essex streets and we want to support you to discover what's right for you! Dive deeper with @ActiveEssex: www.activeessex.org/move-with-us/

Generic copy directed to young people

No one chooses how you move, except you! And #MoveWithUs is here to help support you in finding that activity that's right for you. @ActiveEssex believe that it's all about finding what you love, and what you enjoy. Your new love might be right around the corner 🏡 www.activeessex.org/move-with-us/

#MoveWithUs isn't about negative stereotype with PE or dreaded competitive exercise. Move With Us is about finding what works for you. Whether that's a regular walk in the park, rounders with friends or organised footy with the girls. #FindYourActive with @ActiveEssex 🏡 www.activeessex.org/move-with-us/

Did you know there are 000's of clubs, groups and sessions taking place across #Essex for you to try? Plus, lots of them have 'come and try' videos to follow along for free on the #FindYourActive #YouTube channel! Come and #MoveWithUs and visit the @ActiveEssex website www.activeessex.org/move-with-us/

Generic copy directed to the Essex Ecosystem

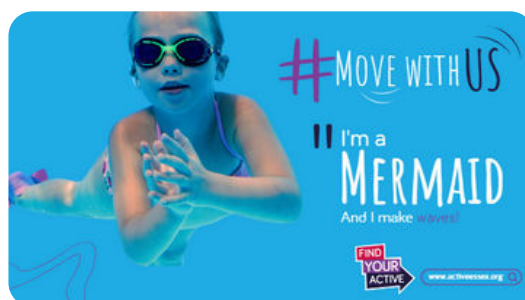
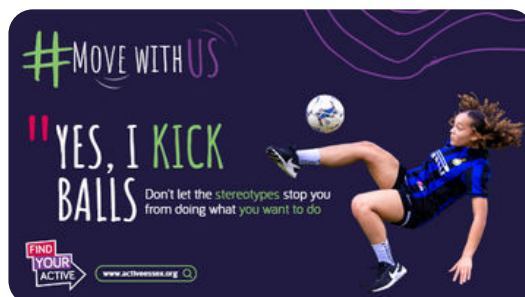
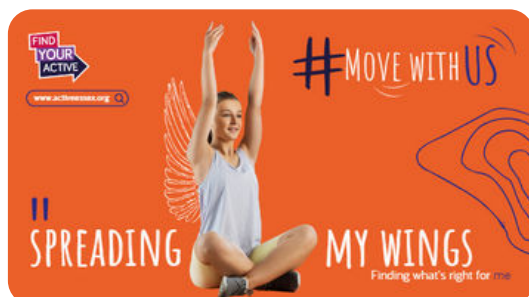
#MoveWithUs believe that it shouldn't be about adults telling young people how to participate in physical activity, and instead we should encourage children and young people to explore opportunities to find the activity that works best for them!

🔍 Dive deeper with @ActiveEssex here: www.activeessex.org/move-with-us/

Did you know, the more young people get outside and get active, the stronger their brain and ability to withhold information? #MoveWithUs, is inspiring, encouraging and motivating young people to find the activity that's right for them. See how you can get involved 🏡 www.activeessex.org/move-with-us/ @ActiveEssex

ASSETS AND RESOURCES

From social assets to posters we have plenty of resources for you to utilise. Choose your copy above and get spreading the word!



Download your resources below.

