

# #MOVE WITH US

Developing on the Find Your Active campaign, the #MoveWithUs 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.

“IT'S ABOUT FINDING WHAT'S RIGHT FOR YOU”



## CAMPAIGN

The campaign is split into three key areas, in order to influence the change of behaviour among young people:



Creating content to directly inspire young people, through messaging and imagery, to influence behaviour change, through COM-B techniques.



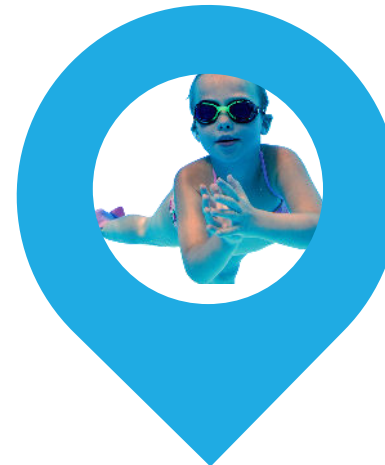
Working on ways schools, parents/carers and local clubs/organisations can support and encourage young people to be active, as well as increasing CPD and training offers for those working with children.



Collaborating with the system to influence policy, and inform direct decisions from what the campaign insight and evaluation tells us.

### COM-B

c capabilities  
o opportunity = behaviour change  
m motivation



## OBJECTIVES

1 Within a year, increase physical activity levels by 1% from this year's children's Active Lives survey

2 Increase levels of positive attitudes. These correspond to, confidence, knowledge, enjoyment, competence and understanding

The association between positive attitudes and activity levels reinforces the importance of supporting all children and young people to have the best possible experience of being active. With 5 attitudes measured against, the lowest two are confidence and competence.

35% of children in Essex state that they have confidence in getting active

21% of children living in Essex say that they are competent in getting active



## INSIGHT LED

Extensive research ensures the behaviour change campaign is built around:



Understanding barriers



Building upon key motivators



Utilising key messaging and relatable imagery



## WHY?

53.4% of Essex children do not participate in the recommended 60 minutes of activity a day, and over a quarter do less than 30 minutes.

# MOVE WITH US PRINCIPLES



## IT'S ABOUT FINDING WHAT'S RIGHT FOR YOU

The Move With Us campaign is underpinned by the findings and learnings of Find Your Active, building upon the behaviour change campaign. Informed by data, research, findings and the COMB-B model, Move With Us has been developed with children, to encourage them to find what's right for them.



## RAISING POSITIVE ATTITUDES AND EXPERIENCES OF PHYSICAL ACTIVITY AND SPORT FOR CHILDREN AND YOUNG PEOPLE

Measurable through the Sport England Active Lives survey, the 5 attitudes to physical activity, as expressed by young people are confidence, competence, knowledge, understanding and enjoyment. Findings show that children that report more positively against these 5 attitudes are almost twice as likely to be physically active, compared to those that don't.



## COLLABORATING WITH CHILDREN AND YOUNG PEOPLE

The importance of harnessing youth voice and ensuring children and young people's voices are heard. We know everyone's relationship with physical activity is personal and can change overtime depending on personal circumstances. The ABCD approach has taught us the importance of working **with** communities, rather than **doing to** them, and this is a similar approach taken by Move With Us.

# WHAT DOES MOVE WITH US MEAN TO YOU?



## LEARN FROM THE RESEARCH

Reflect and take a look at the research collected for the campaign, to tailor, shape and evolve your opportunities to ensure you provide and support young people in the way they need.

What changes can you make to ensure young people feel competent and confident when getting active?

## ADVOCACY

How can you help embed the Move With Us principles as a way of working across your system?

How can you support partners to build upon the research findings and utilise the simple language methods to achieve successful behaviour change?

How can you get more partners to utilise the campaign, activity finder and empty belly posters to advertise their sessions?

## UTILISE THE TOOLKITS

As with Find Your Active, we have a toolkit to help get you started.

How can you build in the campaign message in your newsletters, across your social media and other platforms?

Who else in your area might benefit from using campaign imagery, messaging, platform or the logo?

## SHARE STORIES

We know from Find Your Active that sharing relatable stories inspires and motivates others to get involved, and begin their active journey.

What relationships do you have with groups or clubs in your area, that could share stories or videos to inspire young people?

Who can you share stories with to influence system change?

## AMBASSADORS

Youth voice needs to be continually relayed to ensure the campaign develops with their thoughts and feelings in mind.

Do you know of, or work with young people who would be able to voice their opinions and help with the direction?

#MoveWithUs ambassadors, will help to ensure Essex's physical activity and sport sector can adapt and provide the opportunities that will help them lead an active lifestyle.

## FURTHER READING:

[www.activeessex.org/move-with-us-resources/](http://www.activeessex.org/move-with-us-resources/)



## PHYSICAL LITERACY CONSENSUS:

[www.sportengland.org/news-and-inspiration/physical-literacy-consensus-statement-england-published](http://www.sportengland.org/news-and-inspiration/physical-literacy-consensus-statement-england-published)



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SCAN  
ME

