

#MOVE WITH US



INTRODUCTION

September 2024 marks the conclusion of Phase 1 of the #MoveWithUs campaign, turning the page to a new chapter of this young person-led movement. The campaign's origins can be traced to a pivotal discussion at the Essex Children's Partnership board, where Dr William Bird, Active Essex Chair, shared insights that ignited conversations among partners about creating a sense of belonging, safety, and health for children in Essex.

Dr Bird relayed how supporting children to engage in physical activity can support with brain development, resilience and reducing chronic stress. The action from the Children's Partnership Board was to share outcomes of this discussion with Public Health representatives for a view on potential communication campaign in support of these messages.

Before defining the campaign's structure, Active Essex collaborated with Essex County Council's Data and Research team to hold focus groups with young people. These groups aimed to uncover how they viewed physical activity, identified their barriers and motivators, and determined how we could support their journey towards a healthier, happier, and more active lifestyle.

PHASE 1 REPORT

PHYSICAL LITERACY AND #MOVEWITHUS

Physical literacy and positive attitudes is used as a framework to explore the key themes from research with young people.

There is a strong positive association between physical literacy and activity levels; children and young people who express positive feelings around attitude statements linked to these areas, are more likely to be active.

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Physical literacy
is our **relationship**
with **movement**
and **physical**
activity
throughout life



A personal relationship

Having a positive and meaningful association with movement and physical activity.

Movement and physical activity

How we move (physical), connect (social), think (cognitive) and feel (affective) during movement and physical activity plays a crucial role.

Throughout life

Influenced across the lifecourse by individual, social and environmental factors.

Active Fairly active Less active

Years 3-6 (ages 7-11)



58% of children who report four positive attitudes are active, compared to just 31% who report no positive attitudes.

0 positive attitudes



1 positive attitudes



2 positive attitudes



3 positive attitudes



4 positive attitudes



SOURCE: Sport England
Children Active Lives 2022.

Years 7-11 (ages 11-16)



68% of young people who report five positive attitudes are active, compared to just 36% who report no positive attitudes.

0 positive attitudes



1 positive attitudes



2 positive attitudes



3 positive attitudes



4 positive attitudes



5 positive attitudes



This increase in momentum, resulted in a way for Essex to turn the new Physical Literacy Consensus Statement for England into tangible action.

Read Sport England's Commitment

[READ MORE](#)



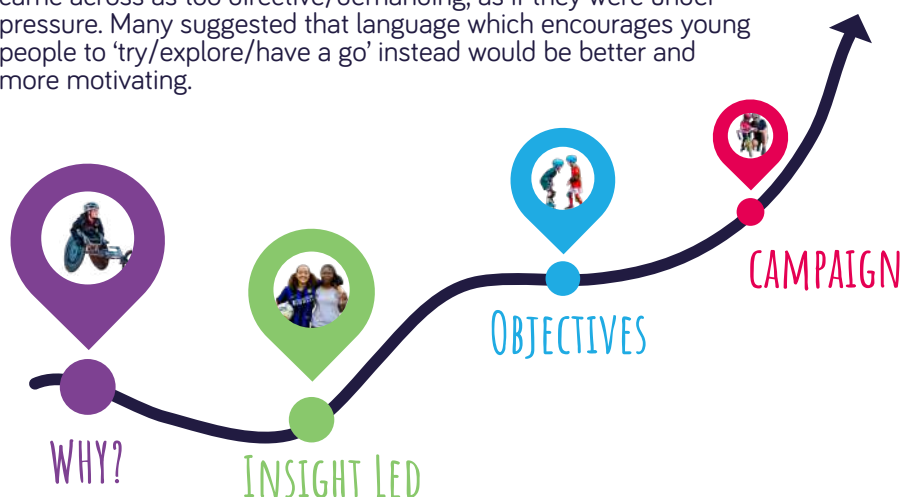
CAMPAIGN EVOLUTION

Initially, we explored integrating our objectives into the Find Your Active campaign. However, feedback from young people indicated that this approach felt directive and disconnected. They expressed they wanted something that felt inclusive and collaborative, rather than being told how to act or feel.

Some young people felt that the 'Find Your Active' messages came across as too directive/demanding, as if they were under pressure. Many suggested that language which encourages young people to 'try/explore/have a go' instead would be better and more motivating.



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This led to the creation of #MoveWithUs, a campaign conceived and co-designed by young people. Understanding the audience became not just a strategy, but the unique selling point of the campaign. Young people's involvement transformed #MoveWithUs into a youth-led movement, driven by their insights and aspirations.

Utilising research, focus groups and youth voice allowed 3 key principles to be designed, which over time became the core details of the campaign to push the messages further.



MOVE WITH US PRINCIPLES

1

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.

2

RAISING POSITIVE ATTITUDES & EXPERIENCES OF PHYSICAL ACTIVITY FOR CHILDREN

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.

3

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.



TURNING THE CAMPAIGN INTO ACTION

Marketing

The focus groups played a pivotal role in shaping the campaign's visual identity and messaging. Youth voices informed the imagery, key messages, and design elements, ensuring the campaign resonated across its diverse audience. Central themes of togetherness, non-judgement, and positivity became the cornerstone of the campaign's identity.

These elements were integrated into a wide range of marketing assets, including social media content, bus ads, school collateral and most importantly the website. The site became a key call to action, offering tailored journeys for schools, organisations/clubs, and young people to engage with the campaign through advocate roles and ambassador programmes.



When the campaign first launched, we used assets like the one above to advertise the campaign though. As the campaign developed, these bright colours and key messages became more effective on posters handed out at events and to schools. Going forward on social media we have used up to date images and photos taken as part of the campaign to help promote it.

We tried a number of outlets to push the campaign messages through. Whilst bus stop and bus ads did perform well with raising awareness of #MoveWithUs, school engagement proved difficult. A #MoveWithUs pack, inclusive of posters, leaflets, coasters and a calendar of events was sent to every school in Essex, but engagement thereafter was slow, and schools didn't seem to want to engage as part of the Advocate initiative. This could have been due to us sending it out in September, at the start of the academic year, or due to the sheer amount of work and pressure teachers are already under.

While marketing amplified #MoveWithUs during Phase 1, it was not the driving force behind the campaign's success. Rather, it was the youth voice that shaped the messaging, ensuring the campaign's long-term impact.



561

people engaged with this social media post advertising the ambassador programme, making it our 3rd best post of Quarter 2.



4,951

views on our Move With Us related pages since the launch of the campaign.

TURNING THE CAMPAIGN INTO ACTION

Youth Voice

Youth involvement was the campaign's most significant differentiator. Through platforms like the Southend Youth Council, School Games Network, and the Multi-School Council, we engaged young people in shaping how the campaign should address physical activity.

The ambassador programme emerged a key initiative, with young people not only co-designing the campaign, but also leading its future direction. This feedback loop allowed young people to express their needs, inform decisions, and play an active role in driving change.



34 ambassadors are currently signed up to the programme.



14 is the average age of those that have signed up.

Meet our Ambassadors



Read our #MoveWithUs ambassador profiles [here](#).



Harry - Aged 12

As a Move With Us Ambassador, Harry is passionate about inspiring others to get active and enjoy sports. Once lacking confidence, sports helped him grow, and now he wants to motivate others to find activities they love, whether competitive or just for fun, and make the most of every opportunity. During his time as an ambassador, Harry has created a YouTube channel, aiming to teach other young people how to take part in obstacle course racing (OCR).

#MoveWithUs Ambassador Get Together

In September we welcomed 11 of our ambassadors to Ninja Warrior in Chelmsford for our first #MoveWithUs Ambassador meet up. During the session, our ambassadors networked, provided us with feedback on the ambassador offer to date and took part in a social media based challenge before getting active and taking on the Ninja Warrior courses.

Feedback from the day included that they wanted to hear more from Active Essex about possible opportunities they can get involved in. As a result of this feedback, we're asking ambassadors to judge the Young Sports Personality category for this years Essex Activity Awards.



The #MoveWithUs 'Move Maker' Award

The 'Move Makers' initiative further amplified youth voices by celebrating young people who were actively engaging in sport and physical activity. This helped inspire their peers and gave valuable insights into the motivators and benefits of getting active.

MOVE MAKER OF THE MONTH

"He is a great teammate, who is always positive and encouraging. He wants to represent his school like all other pupils & he does an amazing job doing it."



#MOVEWITHUS



Meet our Move Makers



Read our #MoveWithUs ambassador profiles [here](#).

TURNING THE CAMPAIGN INTO ACTION

System Influence

Inspired by the Essex Children's Partnership Board and Dr William Bird's presentation, #MoveWithUs became a platform to embed physical literacy into the Essex system. Whilst the Advocate role aimed to drive partner buy-in, it didn't resonate as strongly as expected. We learned that shared ownership is crucial, but internal ownership must come first.

Our first step in gaining this internal ownership, was through upskilling the Active Essex team about the physical literacy consensus and the campaign's key principles. As a result, this has become embedded into and across Active Essex, and influenced the way we talk about children and families being active. The #MoveWithUs Key principles have, in effect, become the business as usual.

The campaign has also aligned with other initiatives, such as Find Your Active and Sport England's priority of providing positive experiences for young people. We have been embedding #MoveWithUs principles in to the School Games Network, with successful implementations like #MoveWithUs festivals and KS1 awards, as well as young people across the county designing the campaign Mascot, Bezzy.

Partnerships across teams within Essex County Council (e.g. Early Years, Data and Insight, Essex Year of Numbers), and external organisations like Get Set, delivering the Path to Paris initiative, have also reinforced the campaign's reach. The Early Years Movement Mark was created to build upon the campaign, and recognise those that adopt the principles. Additionally, the #MoveWithUs Leaders Academy was launched by the Essex Holiday Activity and Food Programme, to develop young people's leadership skills, demonstrating the campaign's adaptability across different settings, and we look forward to seeing schools and other organisations adopt this in the future.



This work has become embedded into and across Active Essex, influencing the way we talk about children and families being active.



What partnerships have utilised the #MoveWithUs Key Principles?

The below organisations/meetings have helped to influence the way in which the Essex ecosystem discuss physical activity when engaging with young people:

- NHS Alliance Partnerships
- Quadrant Children's Partnership Boards
- PE School Sport Conference
- Share-Connect-Collaborate networking event
- Early Years

BUILDING ON PHASE 1



#MoveWithUs has given us the mechanism to design child-led approaches and physical activity for all children and young people, and their families to enjoy. As a result it has supercharged our offer for the sector and the Essex ecosystem we work within, ensuring the principles of the campaign are put into practice and inspire our ways of working.

Lee Monk,
Active Essex Children and Young People Lead

With limited budget and resources, success will depend on the support of the sector to champion the #MoveWithUs principles. Our goal is to ensure that all young people across Essex have access to positive and enriching experiences in physical activity.

We will aim to:

- WE will continue to advocate for change, and ensure the 3 principles of the campaign are the legacy of our work with children and young people across the county.
- Continue to deliver Sport England's goal of providing positive experiences for young people as outlined in the Active Essex Implementation Plan.
- Utilise learnings to influence the broader Essex ecosystem as part of the Place Partnership Expansion and Deepening projects.
- Strengthening the marketing efforts in partnership with Essex Public Health to reach a wider audience and recruit more ambassadors.
- Embed #MoveWithUs and its key principles into Essex County Council's Whole Council Transformation Plan, through the 'Whole School Approaches to Movement' programme in Essex.
- Actively listen to young people and ensure we continue to improve as an organisation that values the lived experiences of young people.

Phase 1 has laid the groundwork for a young person-led movement that resonates with the Essex youth and partners alike. As we look ahead to Phase 2, we are confident that with a collective effort, #MoveWithUs will continue to drive meaningful change in how physical activity is approached, ensuring more positive experiences for young people in Essex.



Key Links



[#MoveWithUs main video](#)



[#MoveWithUs website homepage](#)



[Count with Courtney Challenges, with GB Gymnast, Courtney Tulloch](#)