



It's just about finding what's right for you!

A behaviour change campaign that highlights all of the different ways and opportunities to get moving around Essex and celebrates the fact that everyone can enjoy the huge benefits of moving more.

PURPOSE OF THE BEHAVIOUR CHANGE CAMPAIGN

It is a fascinating blend of responding to address falling activity levels of -2.3% due to Covid-19, responding to the latest behaviour change ideas, and most importantly, responding to the latest evidence of how vital an active lifestyle is to everyone's physical and mental health in Essex.

FYA is a highly visual and story led behaviour change campaign, with videos and relatable content being integral in helping relay stories from individuals, groups and organisations.

KEY ELEMENTS UTILISED TO ENGAGE WITH RESIDENTS



The activity finder has become a key function of the initiative, helping residents find activities locally.

3,598 activities have been uploaded to the finder



The YouTube channel provides an outlet for residents to explore new opportunities for free, and in the comfort of their own home, with no judgement.

22,125 visits to the Find Your Active YouTube channel



100+ ambassadors recruited to inspire and be a helping hand to residents starting their physical activity journey

STAYING RELEVANT

Since July 2021, Find Your Active has grown into a recognised brand, whereby the team has responded quickly to the many challenges and opportunities presented. These include the impact of the cost-of-living crisis, heightened anxiety levels, and seasonal influences, to ensure residents continually felt supported to get moving, get outside and look after their mental wellbeing.

5,551 unique views of the Find Your Active for free webpage. Supporting the agenda around cost of living

300+ videos showcased on the Find Your Active YouTube channel, helping residents find the activity that's right for them, and try new activities from the comfort of their own home

As children and young people were a key target audience, after further research we found the Find Your Active messaging wasn't quite right for young people, and therefore we developed the campaign and changed the messaging to #MoveWithUs, to ensure we continued to be insight and research led.

IMPACT

1,000,000+ residents reached through Find Your Active messaging

11,000 have become more active due to the Find Your Active Fund

130,000 people reached through multiple channels and assets

62.2% of Essex residents are active, as stated in the Active Lives survey.

This surpasses pre-covid levels by +4%

85,000 unique views of the Find Your Active webpage's over the past year

LEARNINGS AND RECOMMENDATIONS

Social Movement
Embedding across the system, leads to a campaign owned by many

Make it Easy
Provide information on how to get started and where to find support

Co-creation
Work with local community groups, and tap into existing networks. FYA have offered over 300 small grants to groups to start or expand their offer

Key to Evaluation
Evaluation is pivotal in steering messaging and brand going forward

Sharing relatable stories
Use video and storytelling to tell real life stories from individuals, groups and organisations to show 'people like me'

Social Prescribing
Bridged the gap between residents who are socially prescribed physical activity with organisations & projects

Our monitoring of FYA against the COM-B model has shown that through activities where participants have felt confident to participate, the target audiences now believe they have the capability to remain active for the long term, therefore benefiting their physical and mental wellbeing.

This is mostly due to the engaging and informative campaign materials, as well as the continued support of the Community Connectors and ambassadors.

National Social Marketing Centre

