

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.

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+ \triangleright

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.



3.598 activities have been uploaded to the finder

KEY ELEMENTS UTILISED TO

ENGAGE WITH RESIDENTS

helping residents find activities locally.



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.

The activity finder has become a key function of the initiative,

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

IMPACT

1,000,000+

residents reached through Find Your Active messaging

11.000

to the Find Your Active Fund



130,000 people reached through



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

This surpasses pre-covid levels by +4%



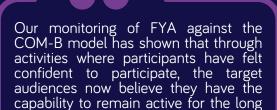
LEARNINGS AND RECOMMENDATIONS



Social Movement

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

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





Make it Easy

Provide information on how to get started and where to find support



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

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



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



