Leicester-Shire & Rutland
Make your Move (CMO)
Campaign Toolkit

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www.llrmakeyourmove.org / #LLRMakeyourMove
How can you make your move?

The greatest benefits to our physical and mental health comes when we go from doing no physical activity at all to doing just a little bit!

We can all move more in our day to day life to see these benefits.

How much physical activity do we all need to do to keep healthy?

There are many ways busy mums and dads, families, young people, office workers and older adults can build physical activity into their lives. Being physically active is easier than you think, especially if you make activity part of your daily routine.

The amount of activity you need to do each week depends on your age...

Under 5’s – Babies, Toddlers and Pre-Schoolers

Active children from birth to 5 years old are healthy, happy, school ready and sleep better. **All children** should be encouraged to be **active throughout the day, every day.**
Children who are not yet walking should be encouraged from birth to do simple activities such as tummy time, enabling them to reach and roll for their favourite toy or acting out some nursery rhymes.

Children capable of walking should be physically active for at least 3 hours each day. This could include playing hide and seek, putting some music on and moving to the beat or more energetic activity like active play in the park, swimming and skipping.

The benefits are clear...

- Develop strong bones, muscles and heart
- Develop good motor skills including balance and coordination
- Supports good social skills - great for making new friends
- Helps to maintain a healthy weight
- Helps to enable a child to sleep well
- Boosts a child’s confidence and emotional skills

Children and Young People

Children and young people should take part in appropriate physical activity every day and should minimise the amount of time spent sitting for long periods of time.

To maintain a basic level of health, children and young people aged 5 to 18 need to do...

- At least 1 hour of physical activity each day. This could be playing tag with friends, walk/cycle/scoot to school, helping with some household chores or sports such as gymnastics or tennis. 30 minutes of their daily target can and should be achieved at school.

AND

- At least 3 days a week of exercises for strength and balance for their muscles and bones, such as skipping, hopping and swinging on playground equipment.

They will feel the benefits of...

- Improved attention levels at school
- Develops coordination
- Strengthens muscles and bones
- Maintains a healthy weight
- Sleep better zzz
- Improved mood and feel good

Adults

To stay healthy or improve health, adults aged 19 to 64 years need to do 2 types of physical activity each week: aerobic exercise and strength exercises...

- 2 1/2 hours each week of moderate activity (that’s when we increase our heart rate and breath a bit harder) such as walking round the block, doing some housework or going for a bike ride.
AND

✓ **Strength and balance exercises on 2 or more days a week** that work all your major muscles such as exercises like push-ups and sit-ups, heavy gardening or yoga.

Feel the benefits of...

- Have better physical health
- Feel happier
- Have more energy
- Feel relaxed and less stressed
- Make new friendships
- Create active memories with family and friends

Older Adults

To stay healthy or to improve health, older adults aged 65 years and over need to do 2 types of physical activity each week: aerobic exercise and strength exercises...

✓ **2 1/2 hours each week of moderate activity** (that’s when we increase our heart rate and breath a bit harder) such as going out for a scenic walk, attending an exercise class or unloading and carrying the shopping.

AND

✓ **Strength and balance exercises on 2 or more days a week** that work all your major muscles such as exercises like sit-ups, heavy gardening or yoga.

The benefits are clear...

- Feel happier
- Have better physical and mental health
- Better balance and reduce the risk of falls
- Makes friendships and reduce isolation
- Improve your sleep zzz...
- Create active memories with family and friends

X Insert name of Organisation X, alongside Leicester-Shire & Rutland Sport and a range of health and wellbeing organisations, are working together to help us all, move a little more.

To make your move, visit [www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) or follow #LLRMakeyourMove

(Back to top)
**Straplines / Additional Content**

- Additional straplines and messaging to use within your comms.
- Utilise the ‘top tips’, ‘benefits’ and ‘activity examples’ on the flyers.

Now’s the perfect time to Make your Move

10 minutes is all you need

It’s easier than you think!

Move more; sit less

Everyone movement counts

Move your way to an active you

Small steps to an active you

Active minutes for you – whatever it is, as long as you’re moving

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**Campaign Assets & Images**

**Email Signatures**

- Generic signature available.
- ‘Campaign Supporter’ email signature also available to include your logo alongside. To request, please email j.maltby@lrsport.org with a high-resolution (all white/transparent background) logo.
- Available to download at [www.lrsport.org/toolsandresourcesmakeyourmove](http://www.lrsport.org/toolsandresourcesmakeyourmove)

**Images & Flyers**

- Available to download at [www.lrsport.org/toolsandresourcesmakeyourmove](http://www.lrsport.org/toolsandresourcesmakeyourmove)
#LLRMakeyourMove

Example posts and tweets provided below for you to use/adapt.

- If using on Instagram, remember to remove the URL.
- Use a relevant image/video to accompany each post/tweet.
- Consider tagging in relevant organisations and the use of emojis.

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[www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) | How can you Make your Move?  
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#LLRMakeyourMove | Main Video |
| How can you Make your Move...  
To move a little more?  
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To move a little more?  
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#LLRMakeyourMove | Main Video |
| The greatest benefits to our physical and mental health comes when we go from doing no physical activity at all to doing just a little bit!  
How can you Make your Move?  
[www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) | The greatest benefits to our #physical and #mentalhealth comes when we go from doing no physical activity at all to doing just a little bit!  
How can you Make your Move?  
[www.llrmakeyourmove.org](http://www.llrmakeyourmove.org)  
#LLRMakeyourMove | Video / Campaign asset / Relevant image |
| Do you know how much physical activity do we all need to do to keep healthy? | The amount of activity you need to do each week depends on your age... | www.llrmakeyourmove.org | Do you know how much #physicalactivity do we all need to do to keep #healthy? | The amount of activity you need to do each week depends on your age... | www.llrmakeyourmove.org
#LLRMakeyourMove | Campaign asset / Relevant image |
Happy, Healthy Tots

Active children from birth to 5 years old are healthy, happy, school ready and sleep better.

It is important to establish high levels of physical activity as early as possible to encourage children to stay active enough to benefit their health and to support continued interest and participation throughout adult life.

All children should be encouraged to be active throughout the day, every day.

✓ **Children who are not yet walking** should be encouraged from birth to do simple activities such as tummy time, enabling them to reach and roll for their favourite toy or acting out some nursery rhymes.

✓ **Children capable of walking** should be physically active for at least 3 hours each day. This could include playing hide and seek, putting some music on and moving to the beat or more energetic activity like active play in the park, swimming and skipping.

Top Tips and ideas to help babies, toddlers and pre-schoolers move a little more include:

- Break it up. Movement can be broken up into bouts of 10 minutes.
- Best place is home. The home is perfect for young children to start being active around routine and comforts.
- Move more. Minimise the amount of time spent sitting, using car seats or strollers.
- Say well done! Giving lots of praise will help boost their confidence.
- Lead by example. Involve yourself in the activity. Young children are great at copying!

10 minutes – Do some tummy time, encourage babies to reach and roll for their favourite toys, act out some nursery rhymes, make a drum using a saucepan and spoon, roll a newspaper and do some mark making, do some parent/baby yoga.

20 minutes – Blow bubbles and encourage children to chase, read a story and act out some of the actions, play hide and seek, put on some music and move to the beat, encourage children to tidy away their toys.

30+ minutes – Go to the park, explore the woods using sensory play, build a den, go swimming, enjoy time on a balance bike/scooter, play some exploring games e.g. target throw, chase, throw and catch.

Every movement counts and by ensuring Under 5s are physically active, the more health benefits they get, including:

- Develop strong bones, muscles and heart
- Develop good motor skills including balance and coordination
- Supports good social skills - great for making new friends
- Helps to maintain a healthy weight
Make your Move Campaign: Campaign Toolkit

- Helps to enable a child to sleep well
- Boosts a child’s confidence and emotional skills

X Insert name of Organisation X, alongside Leicester-Shire & Rutland Sport and a range of health and wellbeing organisations, are working together to help us all, move a little more.

For more information, tips and ideas visit [www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) or follow #LLRMakeyourMove
Social Media Examples – Under 5s

- **#LLRMakeyourMove**
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<td>Active children from birth to 5 years old are healthy, happy, school ready and sleep better. How can you help them to move a little more? <a href="http://www.llrmakeyourmove.org">www.llrmakeyourmove.org</a></td>
<td>Active children from birth to 5 years old are healthy, happy, school ready and sleep better. How can you help them to move a little more? <a href="http://www.llrmakeyourmove.org">www.llrmakeyourmove.org</a> #LLRMakeyourMove #Babies #Toddlers #Preschoolers</td>
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<td>Did you know? Childhood exercise increases the odds of being a healthy and active adult. How can you help them to move a little more? <a href="http://www.llrmakeyourmove.org">www.llrmakeyourmove.org</a></td>
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### Make your Move Campaign: Campaign Toolkit

<table>
<thead>
<tr>
<th>Every movement counts for under 5s</th>
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<th>3 hours each day image asset/back page of flyer and under 5 image.</th>
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<tbody>
<tr>
<td>☑ Best place is home. It’s the perfect place for young children to start being active</td>
<td>☑ Best place is home</td>
<td>Consider using more of the ‘Top Tips’ as content.</td>
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<tr>
<td>☑ Move more. Minimise the amount of time spent sitting, using car seats or strollers</td>
<td>☑ Move more</td>
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<td>☑ Lead by example. Involve yourself in the activity. Young children are great at copying!</td>
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<tr>
<td>10 minutes: Do some tummy time, try parent/baby yoga...</td>
<td>10 mins: Try tummy time or parent/baby yoga...</td>
<td>Under 5 image or ‘crop’ time features from the flyer.</td>
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<tr>
<td>☑ 20 minutes: Play hide and seek, read a story and act out the actions...</td>
<td>☑ 20 mins: Play hide &amp; seek, read a story &amp; act out the actions...</td>
<td>Consider using more examples of activities as content.</td>
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<td>☑ 30+ minutes: Go to the park, explore the woods using sensory play...</td>
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<td>How can you help them to move a little more? 🌸</td>
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<td>#LLRMakeyourMove #Babies #Toddlers #Preschoolers</td>
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### Tips for Under 5s

- **10 minutes:** Try tummy time or parent/baby yoga...
- **20 mins:** Play hide & seek, read a story & act out the actions...
- **30+ mins:** Go to the park, explore the woods using sensory play...

How can you help them to move a little more? 🌸

www.llrmakeyourmove.org

#LLRMakeyourMove

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# Leicester-Shire & Rutland Sport

Physical Activity & Wellbeing
<table>
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<tr>
<th>Help your little one to... 📦</th>
<th>Help your little one to... 📦</th>
<th>Under 5 image or ‘crop’ benefit features from the flyer. Consider using the other benefits as content.</th>
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</table>
| Develop strong bones, muscles and heart | Develop strong bones, muscles and heart | **www.llrmakeyourmove.org**
#LLRMakeyourMove #Babies #Toddlers #Preschoolers |
| Boost a child’s confidence and emotional skills | Boost a child’s confidence and emotional skills | **www.llrmakeyourmove.org**
#LLRMakeyourMove #Babies #Toddlers #Preschoolers |
| Develop good motor skills including balance and coordination | Develop good motor skills including balance and coordination | |
Active Child – Movement is Life

Children and young people should take part in appropriate physical activity every day and should minimise the amount of time spent sitting for long periods of time.

To maintain a basic level of health, children and young people aged 5 to 18 need to do...

- **At least 1 hour of physical activity each day.** This could be playing tag with friends, walk/cycle/scoot to school, helping with some household chores or sports such as gymnastics or tennis. 30 minutes of their daily target can and should be achieved at school.

Research suggests that children and young people who are active are more likely to have better academic performance and confidence at school.

**AND**

- **At least 3 days a week of exercises for strength and balance** for their muscles and bones, such as skipping, hopping and swinging on playground equipment.

**Top Tips and ideas** to help children and young people move a little more:

- Break it up. Daily activities can be made up of 10 minute sessions.
- Reduce screen time. Instead of watching TV/tablet, encourage your child to find fun activities to do on their own or with friends.
- Let them help choose. Children are more likely to participate in something if they’re involved in picking it too.
- Lead by example. If parents are physically active, their children are likely to be active too.

**10 minutes** – Play a game with friends; hide and seek, tag, hopscotch, skipping, put some music on and have an indoor disco...

**20 minutes** – Walk/cycle/scoot to school, build a den outside, help with some household chores, make an obstacle course and have races, download and use an activity app...

**30+ minutes** – Go to the park with friends or family, go for a bike ride or swimming, use an outdoor gym, join a junior parkrun, play a game with siblings...

By ensuring children and young people are physically active, the more health **benefits** they get, including:

- Improved attention levels at school
- Develops coordination
Make your Move Campaign: Campaign Toolkit

- Strengthens muscles and bones
- Maintains a healthy weight
- Sleep better zzz
- Improved mood and feel good

**X Insert name of Organisation X**, alongside Leicester-Shire & Rutland Sport and a range of health and wellbeing organisations, are working together to help us all, move a little more.

For more information, tips and ideas visit [www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) or follow #LLRMakeyourMove
# LLRMakeyourMove

Example posts and tweets provided below for you to use/adapt.
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<td><strong>Did you know? Research suggests that children and young people who are</strong></td>
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<td><strong>active are more likely to have better academic performance and confidence at school.</strong></td>
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<td>Improve attention levels at schools</td>
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[www.llrmakeyourmove.org](http://www.llrmakeyourmove.org)

[www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) #LLRMakeyourMove #Children #YoungPeople
Move your way to an active you

Being active is really good for your body, mind and health – and there are lots of easy ways you and your family can get moving towards an active lifestyle.

To stay healthy or improve health, adults aged 19 to 64 years need to do 2 types of physical activity each week: aerobic exercise and strength exercises...

- **2 1/2 hours each week of moderate activity** (that's when we increase our heart rate and breath a bit harder) such as walking round the block, doing some housework or going for a bike ride.

OR...

- **1 1/4 hours each week of vigorous activity** (breathing hard and fast) like running, riding a bike fast or on hills or football.

(or a mix of both moderate and vigorous activity each week)

**AND**

- **Strength and balance exercises on 2 or more days a week** that work all your major muscles such as exercises like push-ups and sit-ups, heavy gardening or yoga.

**Top Tips** to help you move a little more:

- **Start small.** Something is better than nothing! Start with 10 minutes and build up gradually.
- **Move More. Sit Less.** Break up long periods of sitting by simply moving! Stand up and stretch your legs.
- **Mix it up.** Explore and try different activities! This will work your body and mind in lots of ways.
- **Treat yourself.** Set small activity goals and treat yourself when you achieve them. This will keep motivation levels up!

**10 minutes** – Play a game in the garden with your children, walk round the block, do some gentle desk exercises, walk up the stairs, carry and unload shopping...

**20 minutes** – Do some housework, walk/cycle to work or school, have a walking meeting at work, do some yoga...

**30+ minutes** – Visit a playground or park with family, go for a bike ride, gardening, attend an exercise class/gym, wash the car, walk the dog...

The greatest benefits to our physical and mental health comes from when we go from doing no physical activity at all to doing just a little bit, including:

- Have better physical health
Make your Move Campaign: Campaign Toolkit

- Feel happier
- Have more energy
- Feel relaxed and less stressed
- Make new friendships
- Create active memories with family and friends

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For more information, tips and ideas visit [www.llrmakeyourmove.org](http://www.llrmakeyourmove.org) or follow #LLRMakeyourMove
Social Media Examples – Adults

- #LLRMakeyourMove
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<td>☑ Treat yourself. Set small activity goals &amp; treat yourself when you achieve them</td>
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<tr>
<td><a href="http://www.llrmakeyourmove.org">www.llrmakeyourmove.org</a></td>
<td><a href="http://www.llrmakeyourmove.org">www.llrmakeyourmove.org</a></td>
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<tr>
<td>☑ 10 minutes: Play a game in the garden with your children, walk round the block...</td>
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<tr>
<td>☑ 20 minutes: Do some housework or yoga...</td>
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<tr>
<td>☑ 30+ minutes: Go for a bike ride, walk the dog...</td>
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<tr>
<td>How can you Make your Move?</td>
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<td>Move your way to...</td>
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<td>Adult image or ‘crop’ benefit features from the flyer. Consider using the other benefits as content.</td>
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<td>Feeling happier</td>
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</tr>
<tr>
<td>Creating active memories with family and friends</td>
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</tr>
<tr>
<td>Feeling relaxed and less stressed</td>
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</tbody>
</table>

www.llrmakeyourmove.org

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#LLRMakeyourMove
Older Adults
Copy/News Content

Small steps to an active you

Physical activity and exercise can help you stay healthy, energetic and independent as you get older. To stay healthy or to improve health, older adults aged 65 years and over need to do 2 types of physical activity each week: aerobic exercise and strength exercises...

- **2 1/2 hours each week of moderate activity** (that’s when we increase our heart rate and breath a bit harder) such as going out for a scenic walk, attending an exercise class or unloading and carrying the shopping.

**OR...**

- **1 1/4 hours each week of vigorous activity** (breathing hard and fast) like aerobics, singles tennis or swimming fast.

(or a mix of both moderate and vigorous activity every week)

**AND**

- **Strength and balance exercises on 2 or more days a week** that work all your major muscles such as exercises like sit-ups, heavy gardening or yoga.

Top Tips to help you move a little more in later life:

- **Start slowly.** Something is better than nothing! Start with 10 minutes and build up gradually.
- **Find a buddy.** Doing activity with family or friends is much more fun. Local services can also help to connect you.
- **Move More. Sit Less.** Break up long periods of sitting by simply moving! Stand up and stretch your legs.
- **Mix it up.** There’s activity everywhere....at your local village hall, parish or in your community. Join a dance class, a walk for health or play active games with your grandchildren.

10 minutes – Play a game in the garden with children, walk round the block, do some gentle stretching exercises, walk up the stairs, carry and unload the shopping, do some tai chi to relax...

20 minutes – Do some housework, weed or mow the garden, do some yoga/pilates, walk the grandchildren to school, invite friends for a walk before a coffee, play a game of bowls...

30+ minutes – Visit a playground or park with family, gardening, attend an exercise class/gym, wash the car, walk the dog, invite friends out for a scenic walk (and some lunch!), attend a tea dance...

The more physical activity you do, the greater the health benefits, including:
Make your Move Campaign: Campaign Toolkit

- Feeling happier
- Have better physical and mental health
- Better balance and reduce the risk of falls
- Makes friendships and reduce isolation
- Improve your sleep zzz...
- Create active memories with family and friends

X Insert name of Organisation X, alongside Leicester-Shire & Rutland Sport and a range of health and wellbeing organisations, are working together to help us all, move a little more.

For more information, tips and ideas visit www.llrmakeyourmove.org or follow #LLRMakeyourMove
Social Media Examples – Older Adults

- **#LLRMakeyourMove**
- Example posts and tweets provided below for you to use/adapt.
- If using on Instagram, remember to remove the URL.
- Use a relevant image/video to accompany each post/tweet.
- Consider tagging in relevant organisations and the use of emojis (we’ve added some in for you).

<table>
<thead>
<tr>
<th>Facebook Post</th>
<th>Twitter Tweet</th>
<th>Image/Video Suggestion</th>
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</thead>
<tbody>
<tr>
<td>How can you help them to move a little more?</td>
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<td>Older Adults Video</td>
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<td>Help them to move a little more...</td>
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<td>2 ½ hours each week image asset/back page of flyer and older adult image. Consider using more of the ‘Top Tips’ as content.</td>
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<td>☑ Start slowly. Something is better than nothing! Start with 10 minutes and build up gradually</td>
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<td>Older Adult image or ‘crop’ time features from the flyer. Consider using more examples of activities as content.</td>
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<td>☐ 30+ minutes: Attend a local exercise class, invite friends for a scenic walk...</td>
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The more physical activity older adults do, the greater the health benefits, including...

- Better physical and mental health
- Better balance and reduce risk of falls
- Make friends and reduce isolation

www.llrmakeyourmove.org

Older Adult image or ‘crop’ benefit features from the flyer.

Consider using the other benefits as content.