***What is #PartOfTheMOVEment?***

**#PartOfTheMOVEment** is a campaign designed to bring individuals, employers, educational institutes, community groups, health partners and Local Authorities together to tackle one of the region’s biggest issues - physical ***in***activity. Galvanising the community, emphasising that this is everybody’s problem and that everybody has a part to play is at the core of **#PartOfTheMOVEment**.

Raising awareness through this campaign is based on the need to achieve behaviour change on a large scale through ***whole system improvements***.

So, we set about ensuring that this campaign had simple, evidence based objectives. Objectives that could not be ignored, and really shone a light on the problem.

1. Raise awareness of the scale of the problem – we are the 2nd most active sub-region yet more than 200,000 people are entirely inactive in our sub-region. Why? Create the conditions, environment, and desire to support a whole system approach to social change.
2. Draw attention to the fact that this is unnecessary, and demonstrates huge inequalities in our communities that are unacceptable in 2016

***How has the MOVEment grown?***

From the outset, the campaign has been ***based on behavioural insights***, particularly focusing on sparking a ***herd movement***.

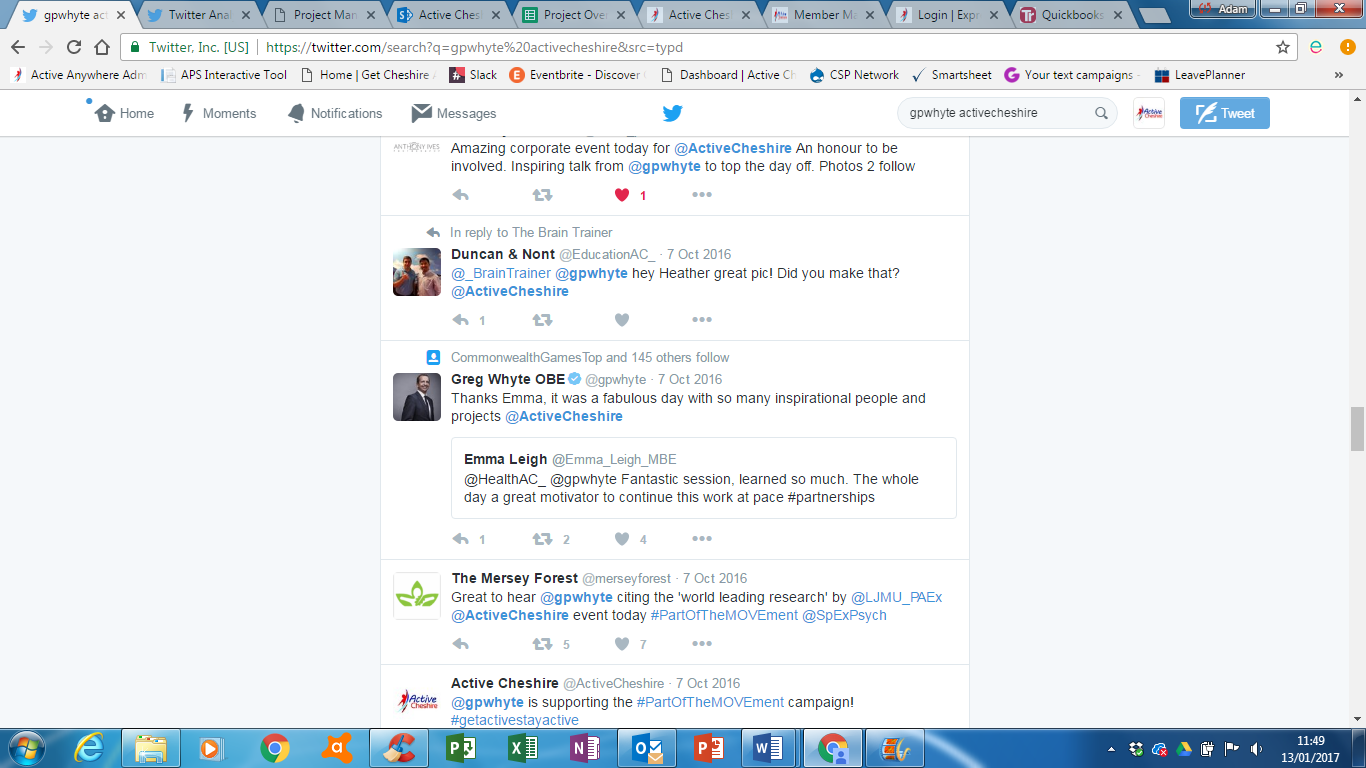
**#PartOfTheMOVEment** is not about instructing, nagging, or eulogising about physical activity, but infiltrating the community from different angles, normalising active lifestyles, and encouraging all elements of the community **(WHOLE SYSTEM)** to understand and share their stories about what can be done – ***little steps*** to achieve big things.

**#PartOfTheMOVEment** launched on the 7th October 2016, to a stakeholder audience of more than 200 local groups and individuals; from MPs (David Rutley MP, Fiona Bruce MP) to local residents, volunteers to police, teachers to policy makers – all parties turned out to lend their support to this necessary campaign. We were even lucky enough to secure the endorsement and influence of celebrity trainer Prf. Greg White and Lord Lieutenant for Cheshire, Mr David Briggs.

From the beginning – this campaign hit the big time across Cheshire and Warrington.

Primarily an online campaign, supported by on the ground promotion and partner events, #PartOfTheMOVEment has seen ***phenomenal reach and engagement achieved***. Interest was piqued at launch (with over 15,000 impressions in one day), and has maintained momentum since.





In addition to online reach and awareness, #PartOfTheMOVEment has successfully ***captured the imaginations*** of more than ***1,500 residents*** that have pledged to make a difference to their own lives through becoming more active. Our selfie frame has made its way out into the community and continues to grow in popularity, with more and more people wanting to get in on the act. . .



***So, what impacts have we seen so far?***

Greater Awareness – we know the issue and the importance, but how many outside the industry do? Since launch, the campaign has taken off and engaged individuals and organisations above and beyond our traditional networks, meaning the message is reaching more relevant audiences and crucially ensuring that more people understand the impact of physical inactivity.

Visible movement – nobody can ignore the issue in Cheshire & Warrington – from Leaders to residents – the message is reaching more people than ever!

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| **Impressions**  36% increase  to  270,926 | **Engagement**  34% increase  to  4,941 | \*compared to same period last year | **Retweets**  56% increase  to  755 | **# Clicks**  600% increase  to  129 |



***What have we learned so far from the MOVEment?***

It is possible to raise awareness of this critical issue to more people across Cheshire and Warrington – and a great opportunity to improve customer engagement. By knowing the problem and bringing it to light, it has brought about a genuine understanding of the scale of the issue and the need for change. Such a crucial subject with a relatively simple solution can no longer be overlooked.

There is genuine commitment to change and a call for a sub-regional Physical Activity Task Force has been answered as leaders across Cheshire and Warrington pledge to step up to tackle physical inactivity.

Individuals across Cheshire and Warrington are taking responsibility and leading by example by adjusting their lifestyles to become **#PartOfTheMOVEment** too. The MOVEment is gaining momentum and revolutionising habits in workplaces, schools and communities in Cheshire and Warrington. We found it only requires a small group within a community to stimulate and kick start something big. By engaging with and influencing local leaders a movement can be successful, however, it is the power within communities to carry the message that can bring about sustainable change.

***What next?***

Build upon and make the most of the momentum, continue to progress and raise awareness under the banner of **#PartOfTheMOVEment** and ultimately reduce inactivity through whole system change. Sustainability is reliant on the momentum and engagement of schools, communities and workplaces – keeping it alive to improve the health and wellbeing of local residents.