

# MAKE YOUR MOVE

A series of fun and varied videos to help you get more active,  
brought to you by the health and care charities behind We Are Undefeatable.



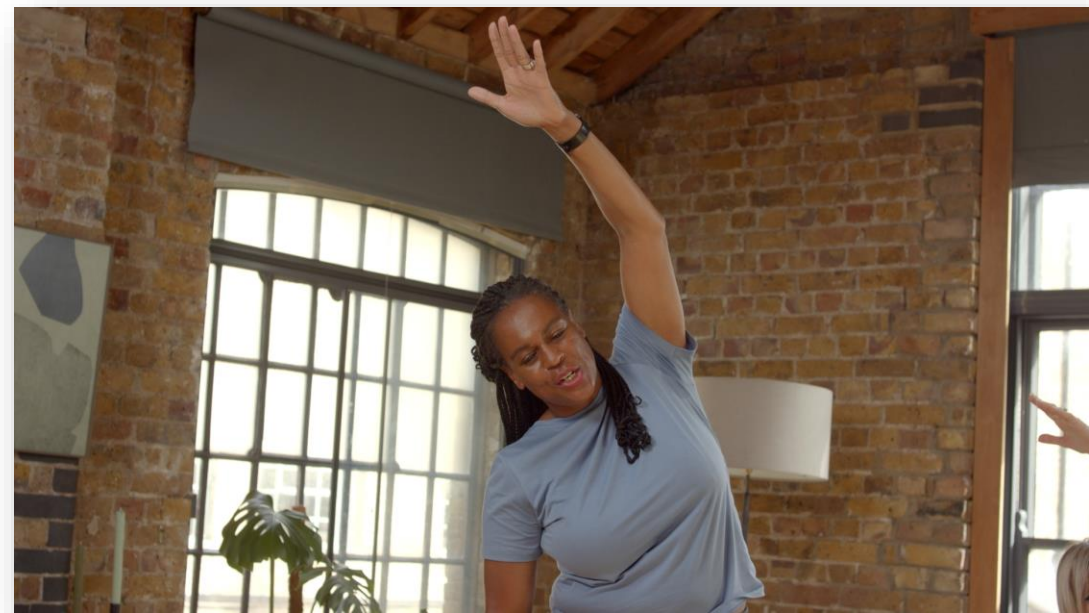
MAKE  
YOUR  
MOVE



Balance with  
**Sandra**



**MAKE  
YOUR  
MOVE**



# Background to *Movement for All*

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MOVE



**10 projects** funded by Sport England



A **community of practice** and engagement with local, regional and national stakeholders



A **programme evaluation** with shared outcomes and measures



Shared **influencing** aims - briefing pack to come soon



Aligned messaging about physical activity –  
We Are Undefeatable – **on TV 22<sup>nd</sup> October**



BREAST  
CANCER  
NOW



Age UK

PARKINSON'S UK

British Red Cross

ROYAL  
VOLUNTARY  
SERVICE

British Heart  
Foundation

VERSUS  
ARTHRITIS

Rethink  
Mental  
Illness

MACMILLAN  
CANCER SUPPORT

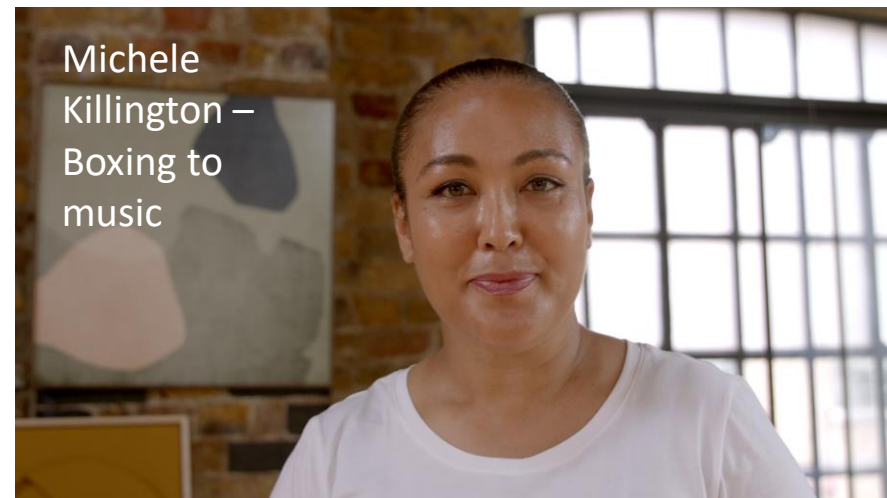


Stroke  
Association



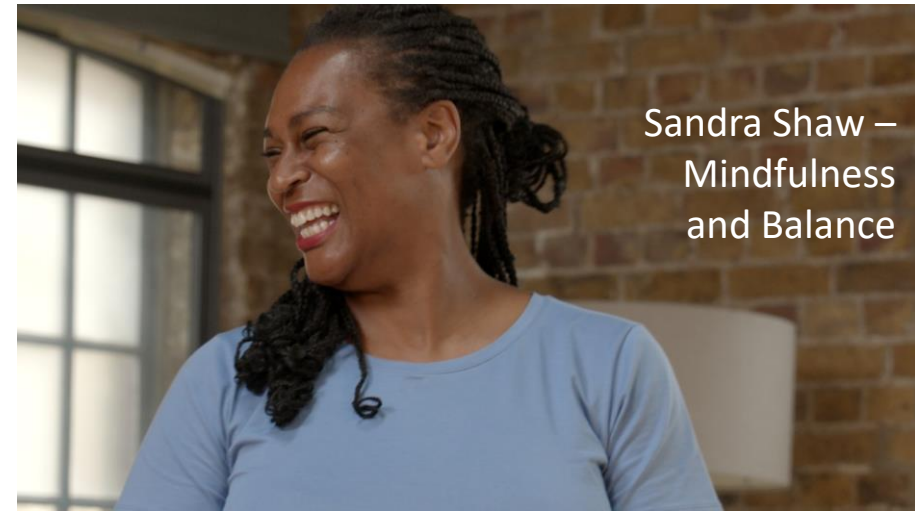
MS Society

DIABETES UK  
KNOW DIABETES. FIGHT DIABETES.



# How we made the videos

- Developed and delivered working closely with physical activity **experts in the charity partnership**
- Based on our insight and **tried and tested by the target audience**
- Experienced instructors **bring variety, fun and motivation**
- Filmed and edited by creative agency **Nice and Serious**



Sandra Shaw –  
Mindfulness  
and Balance

# Testing and research

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“ I think they would be **really helpful** for when I’m **experiencing dips with energy** and fatigue, as I know that they will not push me beyond a reasonable level of activity.

“ I like this video its very calming and leaves a **positive** feeling to it, I also like the music. The exercises are **easy to follow**.

“ For me it was easy even with all the joint damage I’ve got and **it’s a good thing to do** after a lot of injuries and falls.

“ I liked the fact that **various levels of intensity** were shown, so can work towards a higher level but always reminded to **not over exert and go at own pace**.

“ I like that the dance activities are **very inclusive** by showing that they can be completed at **different levels**

“ It seems you have covered everything, including the seating option and in particular **low-impact, to avoid injuries**.

“ I think these exercises are quite suitable. **Not too pressured**. And I can do them sitting down

# How to get involved

## Digital:

- ✓ Share the social media posts and trailers
- ✓ Host the YouTube playlist on your channel
- ✓ Embed and direct people to the YouTube videos

## Communications:

- ✓ Promote in your newsletters and emails



Alex Orton – Strength and Energy

# How to get involved

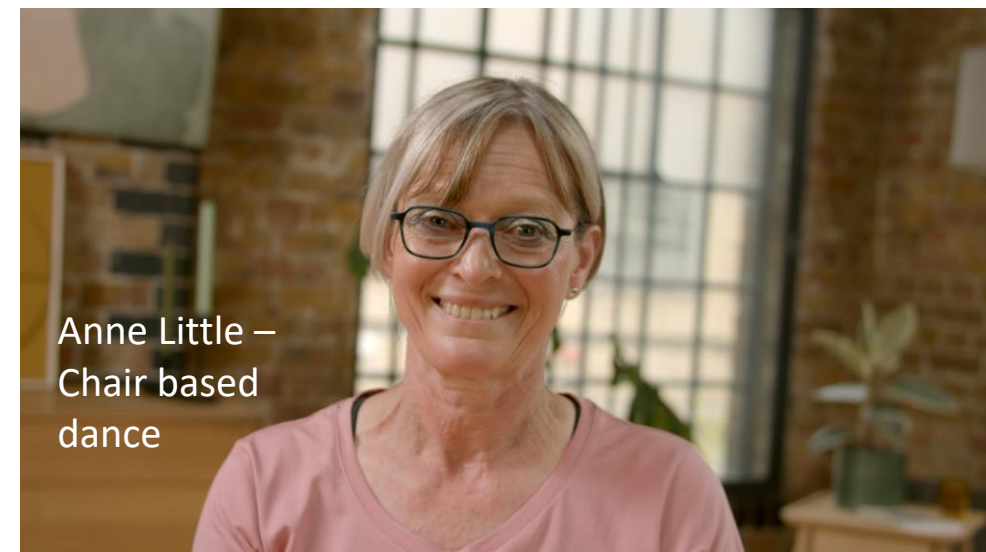
## DVD:

- ✓ Order copies to distribute
- ✓ Any queries to me [gail.curry@ageuk.org.uk](mailto:gail.curry@ageuk.org.uk)

## Timeline:

- Digital assets – available October
- DVDs launch – November

**THANK YOU**



Anne Little –  
Chair based  
dance