



**WHAT COULD
YOU DO?**

20 Minute Movement

Workplace Activation Pack

#20MinMove

mylivingwell.co.uk

Bradford – the Active District:

Bradford - the Active District: creating a place where it's easy for everyone to move and be active every day.

Physical activity is one of the most effective ways of getting and staying healthy. Physical activity improves both mental and physical health, can be done by pretty much anyone and it's never too late to start!

How can a more active workforce benefit your organisation?

Employees who engage in physical activity have reported:

- Greater enjoyment of their work
- Improved concentration and mental alertness
- Improved cooperation and rapport with colleagues

Getting more active can support the two main causes of workplace sickness and absence - mental wellbeing and conditions that affect our joints – backs, knees and hips.

Being more physically active can help people to **manage stress, back pain, weight and various medical conditions** such as heart disease, high blood pressure, stroke and type-2 diabetes and reduce the risk of developing several cancers (including breast and colon cancer).

There's also plenty of evidence that taking part in physical activity can have a profound and positive impact on mental wellbeing.

Being physically active can:

- Improve mood
- Decrease the chance of depression and anxiety
- Lead to a better and more balanced lifestyle

Research has shown that the benefits of improving health in the workplace include:

- Increased motivation of employees and a better working atmosphere, leading to more flexibility and better communication
- A reduction in absenteeism and staff turnover
- Increased quality of work and services, more innovation and creativity, and a rise in productivity
- Improved public image of the company, making it more attractive as an employer



What is the 20 Minute Movement?

Following on from the successful launch of the '20 Minute Movement' campaign in 2021, and the feedback gathered as part of the new physical activity strategy consultation, we are relaunching the 20 Minute Movement across Bradford district.



Recent evidence has cemented the approach to '20 minutes' which shows that "increasing moderate to vigorous physical activity by 20 minutes per day may be a useful non-pharmaceutical intervention to reduce hospital admissions for many common health conditions" (L. Watts E, et al 2023)

1. **The top line take home message from the campaign is that we want to encourage people in workplaces, and everyone that lives, works and plays in the Bradford district, to move their bodies more for at least 20 minutes every day.**

The movement is about making a promise to yourself to do something to be active every day. It's also about getting work colleagues around you to be active too!

2. **The key supporting message focuses on guiding people to a comprehensive, up to date search portal for finding local physical activity opportunities.**

The workplace is an important setting where employees can increase their levels of activity to benefit their health without having to worry about expensive gyms or fancy trainers; it's about the simple things in day to day routine that you can do to be healthier and happy. Whilst promoting the social and emotional health benefits of being active with others.

Together we can create workplaces that encourage, share and support each other as we invest 20 minutes a day in our own physical health and mental wellbeing.



What is the 20 Minute Movement?

The core campaign for 2023 for everyone will launch at the beginning of April, but there will also be three distinct targeted phases;

PHASE 1

Launching in April we'll be providing resources to workplaces as part of our efforts to help get people more active in and on their way to and from work.

PHASE 2

Launching in May we'll be providing resources to schools as part of **#WalkToSchoolWeek** to help children be more active in school.

PHASE 3

Launching in June we'll be focusing on older adults with new provision in leisure centres and tailored resources for care homes and domiciliary care providers.

We have been working with Yorkshire Sport Foundation and alongside the launch of the 20 Minute Movement campaign will be the launch of a new intuitive and 'live' physical activity search portal to make finding local ways to be active with others easier across the Bradford district.

The portal will give clubs, groups, and anyone who provides physical activity opportunities, a better platform to promote their programmes, reach new audiences and help make Bradford an active district.

Yorkshire Moving

Find the activity that suits you

Search location



The portal will be embedded on the Living Well website and various others across the district.

To access the portal please click here

To access the portal on the Living Well website please click here

To learn more and to get involved please visit:

www.mylivingwell.co.uk or email:

clare.smith2@bradford.gov.uk



How can your workplace support this campaign?

We know working practices have changed for many people since the pandemic, these guides are for those people in the workplace, working from home or a mixture of both!



We would love it if you could help us to encourage more employees to move more for 20 minutes every day. This campaign pack is designed to make it really easy for you to support and in it, you will find lots of resources you can share.

Employers could support or promote the following:

- Promote the 17th of April as #Walktoworkday and encouraging employees to walk or cycle all or part of the way to and from work
- Give 'permission' to be active - this will encourage others
- Walking to colleagues' workstations instead of using internal telephones or email
- Take the stairs instead of the lift
- Observe the recommendations for frequency of breaks and using these breaks as opportunities to be active
- Parking of cars at the far end of the car park
- Going for a walk at lunchtime and recommend walking meetings
- Organise a lunchtime activity group e.g. walking
- Organise an inter department challenge e.g. which team can walk between Bradford (West Yorkshire) to Bradford (Devon) by tracking their steps
- Organise a company sports team, e.g. football or netball, to play matches against other local companies or encourage employees to try out Parkrun where walking, jogging or running is all encouraged - and it's all free!
- Post on social media: Facebook, Twitter, Instagram and TikTok. Use [#20MinMove](#) and tag [@MyLivingWell1](#)
- Share a news article (such as this one) on your website and perhaps you have a member of staff happy to share their story of moving more?
- Create and/or promote a blog post
- Add a promotional graphic to your website or newsletter
- Display the posters that will be provided
- Add an email footer to your organisations emails
- Create/adopt 20 x 20 minute activities/challenges, where people can come and experience the 20 Minute Movement for themselves
- Promote the new physical activity search portal
- Embed the new physical activity search widget on to your own website (For free!)



How can your workplace support this campaign?

Employers can also consider reviewing:

- Flexible working arrangements to facilitate physical activity
- Promote or signpost to changing and shower facilities for people walking, jogging or cycling to work
- Review the dress code to allow a relaxed dress code to benefit those cycling/walking to work
- Provide cycle parking facilities
- Check policy and practice that encourages an active workplace

Feel free to implement your own ideas to help get your workforce moving for 20 minutes a day!

Please click [here](#) for hints and tips of how to stay active at home

Here are some ideas and activities that you can do with your colleagues at work to get you all moving more!

Active breaks:

A five minute active break as part of a meeting or workshop can bring lots of benefits. Not only does it increase your physical activity it can:

- Energise the team
- Increase mental alertness
- Improve team morale
- Increase mental wellbeing

Beachball activities:

Here are some simple activities that can be done indoors with an inflatable beach ball or a soft ball. Just make sure anything breakable is cleared away before you start!

Throw and catch:

- Group stand in a circle
- One person who has the ball, says another person's name and throws them the beach ball
- This person then says another person's name and throws them the ball
- Continue the activity for a few minutes

You can also:

- Gradually increase the speed
- Use a small soft ball instead of beach ball
- Add in one or two more balls
- Use it as an activity to introduce partners at a meeting or workshop by including their name and role

Top tip: Make sure it's approached in a fun way with no penalty for dropping the ball!



How can your workplace support this campaign?

Beach volleyball:

- Group stand in a circle
- One person who has the ball pats it across the circle
- Whoever is nearby pats it on
- Group try to keep this going as long as possible

You can also add in headers or do a Keepie Uppy version (keeping it gentle indoors or take it outdoors!)

Once you get started you will see lots of benefits and feel free to:

- Invent active breaks of your own (for ideas visit: Get active - Better Health - NHS (www.nhs.uk))
- Ask your team to suggest activities

These ideas have been devised by JU:MP, the Bradford Local Delivery Pilot, funded by Sport England.

[Click here to find out more about JU:MP](#)



How much physical activity should we do?

NHS guidelines recommend adults aged 19-64 should do at least 150 minutes of moderate intensity activity a week, which we've broken down into manageable amounts of 20 minutes a day.

Moderate intensity activity will raise your heart rate, make you breathe a bit faster and feel warmer. This includes things like brisk walking, riding a bike and dancing.

We also need to reduce the amount of time we spend sitting or not moving, also known as sedentary behaviour. This recommendation is

a key element of the campaign for workplaces.

With 50.8% of respondents to our Living Well survey in 2021 doing less than the recommended amount of exercise every week; we created The 20 Minute Movement to encourage people across Bradford district to move more.

Some activity is better than none and more is even better!



Resources

This campaign pack offers a range of FREE resources that workplaces can use to support the 20 Minute Movement.

The resources on the following pages are available as digital downloads. Some of these resources are also available as printed materials and can be ordered.

Where possible please link all mentions of the campaign to: www.mylivingwell.co.uk and tag us on social media using [@MyLivingWell1](https://twitter.com/MyLivingWell1) and hashtag [#20MinMove](https://twitter.com/20MinMove)

Our website offers useful tips and resources to encourage and inspire people to get more active for 20 minutes a day and includes the new physical activity search portal.

How to download digital resources:

Click the link at the top right hand side of this page to download resources shown on the following pages. If you have any problems downloading the resources please email: communications@mylivingwell.co.uk

How to order printed copies:

Please email: clare.smith2@bradford.gov.uk with your full name and delivery address.

Summary of 20 Minute Movement campaign resources for your workplace:

- 1. 20 MINUTE MOVEMENT CAMPAIGN LOGO**
Great for use across social media and encouraging colleagues to join in and get moving.
- 2. SOCIAL MEDIA HEADER GRAPHICS**
Download a graphic to use as your header on social media to let everyone know you've joined.
- 3. SOCIAL MEDIA MESSAGES AND GRAPHICS**
Suggested text and lot's of images to use on your social media.
- 4. NEWSLETTER AND WEB ARTICLE TEXT & GRAPHICS**
Suggested text for newsletters and web articles with graphics.
- 5. ZOOM/TEAMS BACKGROUND**
Image to use as a background (you may need to flip the image so the text reads correctly).
- 6. WINDOW STICKER**
We'll be providing a window sticker to show your commitment to the campaign.
- 7. PROMOTIONAL ITEMS**
Pens and stickers to help you promote the campaign in your workplace.
- 8. ACTIVITY PLANNER**
Lot's of ideas to help you make a start with room to record your activities.
- 9. EMAIL FOOTERS**
Pre-designed email footer, showing that you as an organisation are supporting the 20 Minute Movement
- 10. POSTERS**
 - General campaign poster
 - Use the stairs poster
 - Walk to work poster
 - Top tips for workplaces poster

Resources

A4 Posters (download only)

Selection of posters to download



Resources

Printed Posters (available to order)

A3 and A4 sizes available



Resources

Newsletter/Website Article Graphics (download only)

Graphics: 600 x 400px. For use in e-bulletins and to illustrate web articles - Suggested copy is included in the download.



Printed Window Sticker (available to order)

Window vinyl 220mm x 220mm



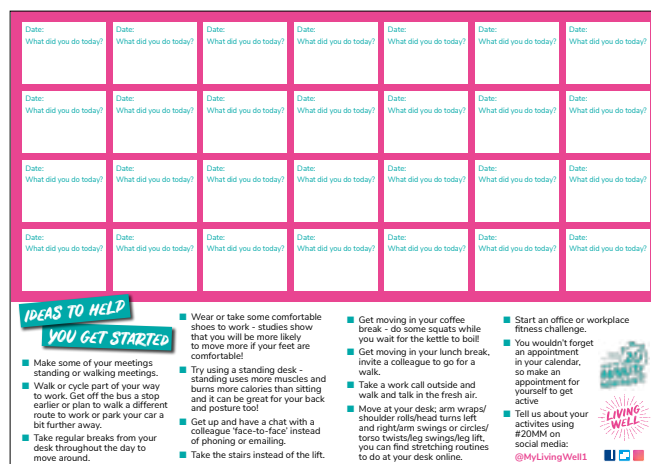
Printed Activity Planner (available to order)

A5 four page leaflet with room to record activities



Printed Paper Badge Stickers (available to order)

Paper stickers on sheets 35mm



Resources

Social Media Graphics: Twitter & Facebook

Graphics to use with suggested social media messages included in the download.
If creating your own messages, please tag @MyLivingwell1 and use #20MinMove



Resources

Social Media Graphics: Instagram

Graphics to use with suggested social media messages included in the download.

If creating your own messages, please tag **@Mylivingwell1** and use **#20MinMove**



Social Media Graphics specifically created for Ramadan

We recognise that the re-launch of the 20 Minute Movement campaign takes place during the holy month of Ramadan. People can still join in and get active during this period as it can help improve their health and wellbeing. Therefore, we have created some social media graphics to encourage people to keep active during Ramadan, please tag **@Mylivingwell1** and use **#20MinMove**



Social Media Graphics to promote Bradford Walk to Work Day

Monday 17 April



Resources

Social Media Header/Cover Photo (download only)

Graphics to use as a header on Facebook and Twitter.



Email Footer (download only)

Graphic to use as a footer in your email signature.



Zoom/Teams Background (download only)

Please note due to the way it displays when loading into Zoom or Teams, you may need to flip the image so that the text reads the right way.



FREE training and development for your staff:

The Living Well Academy offers a tailored package of training and CPD available for all your staff on a range of health and wellbeing topics including;



- **MHFA Mental Health First Aid at Work**
(Short and long versions available)
- **RSPH Level 1** – Health awareness course
- **RSPH Level 2** – Understanding health improvement course



To learn more or to access free training for your staff please email us:
learning@mylivingwell.co.uk

Contact details

We want the people of Bradford District to be as healthy as possible for as long as possible. Taking just 20 minutes a day to be more active, can help improve your physical and mental wellbeing enormously!



Come on... Join the 20 Minute Movement!

Contact information:

For more information about the project please contact:

clare.smith2@bradford.gov.uk

For marketing materials or specific media requests:

communications@mylivingwell.co.uk

Find the activity portal on our website:

www.mylivingwell.co.uk

Please follow us on social media:

(Click the logos)

Facebook: @MyLivingWell1

Twitter: @MyLivingWell1

Instagram: @MyLivingWell1

Further resources:

- Living Streets 'Walking works' challenges for staff. Living Streets can provide support to employers:
[Click here to access Living Streets resources](#)
- Sport England offers tips and tools employers can use to support the health and wellbeing of employees through physical activity:
[Click here to access the Sport England Active Employee toolkit](#)
- For tailored information, hints and tips on disability inclusion and guidance for disabled people in sport and activity:
[Click here for this Activity Alliance resource](#)

Living Well is the Bradford district whole systems approach to healthy weight and wellbeing.

It is a partnership between Bradford Council and the West Yorkshire Health and Care Partnership.

The 'Living Well' brand is used to bring synergy and coordination to activity from across the system that contributes towards creating a district where it is easier to live a healthy and active lifestyle.

Active Bradford is a partnership of organisations committed to making Bradford a healthier and more prosperous place to live and work.

We are driven by our vision of a culture across the district where physical activity is an everyday part of everyone's lives. Each partner develops and delivers a wide range of opportunities to be active; they come together through Active Bradford to collectively support those planning and delivering opportunities, develop new opportunities through strategic plans and programmes, promote opportunities through campaigns and other communications and influence decision makers on the role sport and physical activity can play in broader strategic plans.