

**WHAT COULD
YOU DO?**

20 Minute Movement

School Activation Pack

#20MinMove

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!

What are the benefits of a more active school?

Research has shown that the benefits of improving physical activity in schools can improve the physical and emotional health of students and staff, but it can also improve the wider school environment and educational outcomes:

1. For cognition and learning

- High levels of sedentary behaviour (sitting and or not moving) has been linked to poorer academic outcomes
- Physically active children consistently outperform inactive and unfit peers

2. For behaviour and social development

- High levels of sedentary time is associated with poor behaviour and poor pro-social behaviour (The opposite of anti-social behaviour)
- Increasing levels of physical activity can improve the personal and social development of children

3. For sleep

- Poor sleep can lead to anxiety, stress and reduced coping mechanisms
- High amounts of sedentary time are associated with reduced sleep duration
- Physical activity can improve sleep quality immediately

4. For mental health (emotional wellbeing)

- A 60 minute daily increase in sedentary behaviour at age 12 has been shown to lead to higher depression scores at age 18
- Regular physical activity has a positive impact on anxiety, depression and self-esteem in children

For more information please email: clare.smith2@bradford.gov.uk

Please click [here](#) to receive FREE resources and to sign your school up to the 20 Minute Movement



How much physical activity should we do?

NHS guidelines recommend children between the age of 5 and 18 do two types of physical activity each week:

- Aerobic exercise. Things like; cycling, swimming, dancing, skipping, walking to school.
- Exercises to strengthen their muscles and bones including gymnastics, jumping, resistance exercises etc

Children and young people aged 5 to 18 should:

- Aim for an average of at least 60 minutes of moderate or vigorous intensity physical activity a day across the week, which we've split up into manageable bouts of 20 minutes.
- Take part in a variety of types and intensities of physical activity across the week to develop movement skills, muscles and bones.
- Reduce the time spent sitting or lying down and break up long periods of not moving with some activity. Aim to spread activity throughout the day with manageable 20 minute blocks.

For activity guidelines for under 5's and for adults please [click here](#)



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 re-launching the 20 Minute Movement across Bradford district from April to June 2023

1. The top line take home message from the campaign is that we want to encourage children and young people, to move their bodies more. The target is for at least **60 minutes every day**, which can be done in manageable bouts of just 20 minutes #20MinMove.

Reach your 60 minutes a day with 3 lots of #20MinMove

2. The key supporting message focuses on guiding people to a comprehensive, up to date search portal for finding local physical activity opportunities. The portal is embedded on the Living Well website and can also be found [here](#)

The movement is about making a promise to yourself to do something to be active every day. It's also about getting teachers, school staff, friends and family around you to be active too!

Together we can create schools that encourage, share and support each other to be more active to improve our own physical health and mental wellbeing.



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 adults more active in, and on their way to and from work, across the month. Your school can still sign up to this so we can provide further tailored materials and resources for adult employees in the school.

Visit: online1.snapsurveys.com/mh38q6 to sign up or go to mylivingwell.co.uk/resources/toolkits to download the toolkit.

PHASE 2

Launching in May we'll be providing resources to schools as part of **#WalkToSchoolWeek** (15th May) to help get children more active in, and on their way to and from 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.

How can your school support this campaign?

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 new portal is embedded on the Living Well website and various others across the district.

To learn more, or to find out how to embed the search portal onto your school website please email:

clare.smith2@bradford.gov.uk

Yorkshire Moving

Find the activity that suits you

Search location



How to get involved:

1. Promote **#WalkToSchoolWeek 15th – 19th May** and take advantage of the raffle prizes that we're providing through the campaign (posters available - please see resources section).
2. Promote the **weekend of free and fun family activities** which will be taking place across the Bradford district on the **13th and 14th of May** (posters and leaflets available - please see resources section).
3. Give 'permission' to be active – this will encourage others.
4. Encourage more standing in the classrooms to help break sedentary time (posters available - please see resources section). For example:
 - When taking the register, could pupils stand up and carefully throw a soft toy to each other when their name is called? Or could they do star jumps during the register?
 - When asking questions
 - When reading/observing a demonstration
 - When marking work/passing around work
 - When speaking/presenting
5. Encourage active breaks during and between lessons (posters available - please see resources section)
6. Organise a 20 minute lunchtime activity group for pupils e.g. walking

How can your school support this campaign?

7. Share the campaign on your school social media platforms with using **#20MinMove** and tag **@MyLivingWell1**
8. Share a news article on your website – an article and colourful graphics are available from the resources section. Perhaps you have a member of staff or a pupil that would be happy to share their story of moving more? We would love to hear about them!

Please email your news stories to clare.smith2@bradford.gov.uk

9. Display the various posters that will be provided in hard and electronic versions (please see resources section).
10. Add an email footer to your organisations emails (available to download from the resources section)
11. Promote the new physical activity search portal for people to find local physical activity opportunities

livingwellbradford.activityfinder.net

12. Embed the new physical activity search widget on to your own website (For free!)

Please email clare.smith2@bradford.gov.uk to find out how

13. Review the dress code to allow e.g. trainers to be worn to encourage more activity throughout the day and for those cycling/walking/scooting to school
14. Provide well signposted and safe cycle and scooter parking facilities
15. Help share the campaign with your parents and carers networks to help encourage physical activity at home. (Newsletter content and images are available in the resources section)

Feel free to implement your own ideas to help get your school moving more!

Can this campaign help you embed these ideas in the long term?

We've love to see any positive outcomes and feedback associated with the ideas, and whether you're going to be doing these things more permanently, such as reviewing your dress code, encouraging active travel, or standing more often in the classroom.



This campaign pack offers a range of FREE resources that schools can use to support the campaign.

Where possible please link to www.mylivingwell.co.uk

Our website contains useful tips and resources to encourage and inspire everyone to get more active and includes the new physical activity search portal.

Summary of 20 Minute Movement campaign resources for your school:

- 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. JOIN THE MOVEMENT STICKER**
A window sticker to show your commitment to the campaign.
- 4. PROMOTIONAL ITEMS**
We'll be providing pens and stickers to help you promote the campaign in your school and to your pupils.
- 5. EMAIL FOOTERS**
You can download a pre-designed email footer, showing that you as an organisation are supporting the 20 Minute Movement campaign.
- 6. POSTERS**
Various posters in hard and electronic form for you to use at your school.
For primary schools we'll also be providing access to the 'Living Streets' Walk to School packs for KS1 and KS2 if ordered before 18th April 2023.
To order please [click here](#) or email: clare.smith2@bradford.gov.uk
- 7. SOCIAL MEDIA**
Example posts with graphics for you to use on social media. Please tag any pictures or videos of you being active with **#20MinMove** and tag us: **@MyLivingWell1** so we can share them too!
- 8. WEBSITE ADVERTS**
We have two graphics you can use to create a web advert. You can add these to your website or newsletters to link back to the campaign website www.mylivingwell.co.uk
- 9. ZOOM/TEAMS BACKGROUND**
If you hold Zoom/Teams meetings, then we have a super snazzy new background to help remind and encourage people to Join the 20 Minute Movement with Living Well! Download and add this image to your video conferencing package to use next time you hold a meeting.
- 10. WHAT DID YOU SEE A-Z**
A 26 day A-Z downloadable resource to encourage walking/cycling/scooting to school.
- 11. NEWSLETTERS**
Content and graphics for you to include in your newsletters to school staff and to parents and carers to help embed the campaign at home.

Resources

FREE training and development for your school staff:

Through our 'Living Well Academy' we are able to offer you a tailored package of training and CPD to your school 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 about our free training click [here](#). Or email: learning@mylivingwell.co.uk

Living Well Schools website

We also provide a huge range of support tools, services and resources through the dedicated 'Living Well Schools' website: mylivingwell.co.uk/schools

This site aims to transform the health and wellbeing of pupils to achieve better educational outcomes and live happier, healthier more fulfilling lives.

Living Well Schools is designed to help staff improve the health and wellbeing of pupils in their care. It's a place to access relevant guidance, resources, services and training to help make this possible. This promotes a whole-school, tailored, cross-cutting approach to tackle complex health issues in the school-setting.

Living Well website – find out more and submit your stories

We would love for you to sign up to our Living Well newsletter where we will be sharing regular updates, tips, ideas and news. You can do that when you visit our website.

We'd like to hear about what your school is doing to encourage people to move more every day, so we can share that and promote your school too. Email your news to clare.smith2@bradford.gov.uk

We will also be sharing ideas and photos on social media and we would love you to join in and tell us what you are doing for your 20 minutes. You just might inspire someone else! Please make sure to tag us [@MyLivingWell1](#) and use [#20MinMove](#)

Join Us Move Play

The JU:MP website is packed full of inspiration and ideas for activities to do with children indoors and outdoors whatever the weather. Playing outside is good for everyone. Outside we can care, share, learn, dream and succeed. If you're looking for some outdoor activity ideas for your #20MinMove please visit the JU:MP outdoors activities page where you'll find a wide range of 20 minute + activities from Beat The Street to Capture The Flag: www.joinusmoveplay.org/jump-outdoors

If the weather takes a turn then our JU:MP at Home page is where you'll find lots of indoor activity ideas. Families can adapt the games for children of different ages and abilities too and the team hope playing them will create some great memories of this time spent at home together. All of our activities are 20 minutes or more!

www.joinusmoveplay.org

How to sign up your school:

Please click [here](#)

How to get digital resources:

Please click the link on the right of this page to access the toolkit

How to order printed copies:

To receive a selection of printed materials, please email:

clare.smith2@bradford.gov.uk with your full name and school delivery address.

Posters

A selection of A4 and A3 posters



Printed
copies
available



Printed
A5 Leaflets
available



Printed
copies
available



Active Travel Posters

A selection of A4 posters to promote #WalkToSchoolWeek



Printed
copies
available



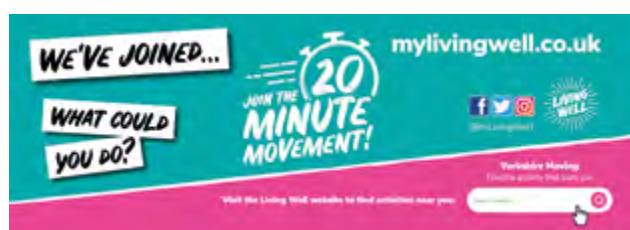
Resources

Newsletter/Website Graphics

Graphics for e-bulletins and web articles. Suggested copy is also included in the download.



Social Media Header/Cover Photo



Zoom/Teams Background



Email Footer



Selection of Social Media Graphics: For Twitter, Facebook & Instagram

Suggested messages included. If creating your own messages, please tag @MyLivingwell1 and use #20MinMove





Printed Window Sticker

(available to order)

Window vinyl 2
20mm x 220mm



Printed Paper Badge Stickers

(available to order)

Paper stickers
on sheets - 35mm

Further resources:

■ 20 Minute Movement - Workplace Activation Pack

Resources, ideas and information to support adults to join the 20 Minute Movement and be more active in the workplace.

[Please click here to download the 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.

www.mylivingwell.co.uk

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.

www.activebradford.com

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:

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:

Facebook: [@MyLivingWell1](#)

Twitter: [@MyLivingWell1](#)

Instagram: [@MyLivingWell1](#)