

Living Well 20 Minute Movement

#20MinMove

WHAT COULD
YOU DO?

JOIN THE
20
MINUTE
MOVEMENT!

LIVING
WELL

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Introduction

- Campaign co-produced with communities to increase levels of physical activity across all ages
- 57% of adults (2021) and 63% of 8-9yr old children do not meet CMO recommended PA guidelines

Project Goals

- Support people to increase their **capability**, **opportunity** and **motivation** to achieve 20 minutes of movement per day (*3 bouts per day for children)
- Reduce loneliness and isolation through building community

Product Description

Whole population approach with 3 themes:

- Workplaces (April)
- Children & young people (May)
- Older adults (July)
- Walk to School Week & weekend 'celebration'
- Electronic and hard copy themed resources provided. Short films created using local 'Heroes'
- #20MinMove social media presence

Sub campaign:
Open data project to get physical activities added to the online, Bradford specific search finder.



Findings

- 80 workplaces signed up (>20,000 adults) and 33 primary schools
- New 55+ activity sessions in libraries
- New walking buses
- New cycle racks
- New parent and family sessions in schools

Evaluation

Campaign evaluation underway

Contact

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Conclusion

By understanding the current challenges and needs of local people and using a variety of communication methods, and systematic co-production approach, Living Well has delivered a relevant, timely and accessible campaign.

Promoting the 20 Minute Movement messages across the Bradford district has achieved the aim and objectives of supporting people across the Bradford district to increase their capability, opportunity and motivation to become more active by doing 20 minutes of movement per day.

It also helped to provide a standardised platform, and recognised name, for all future work that happens when promoting physical activity.

