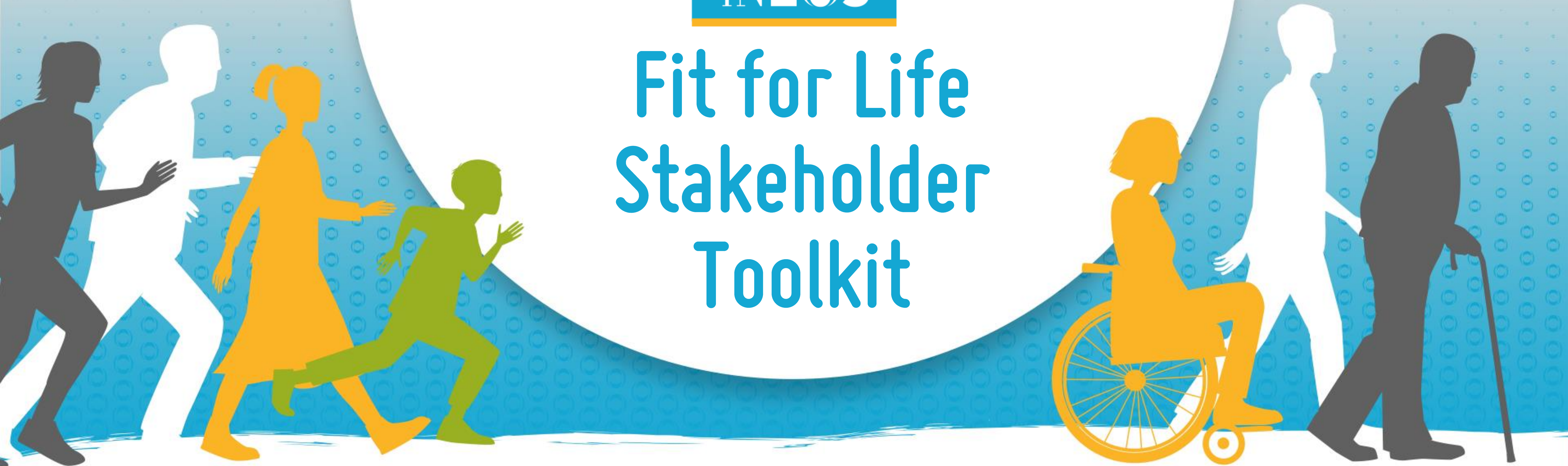




Fit for Life Stakeholder Toolkit



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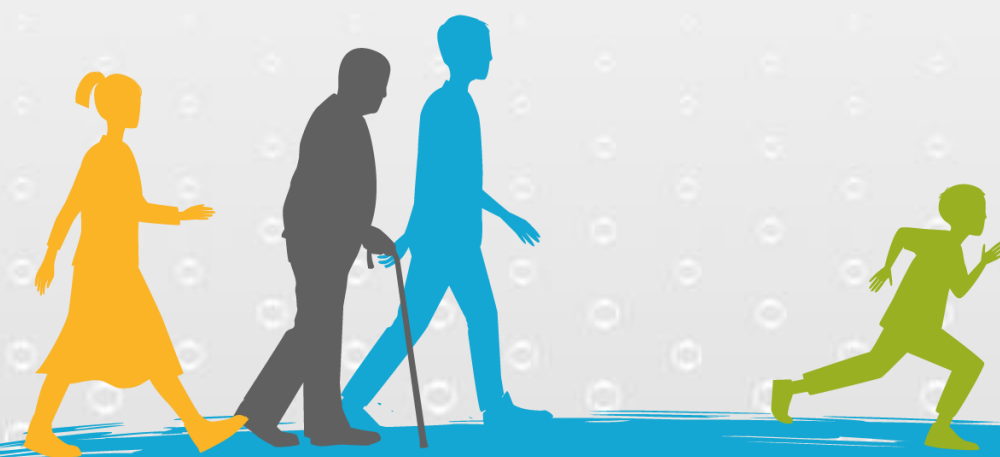
Campaign Overview

The Daily Mile Fit for Life has been inspired by the success of the highly acclaimed children's health and wellbeing initiative which was started by Elaine Wyllie MBE in 2012 whilst headteacher of a Scottish Primary school.

Fit For Life programme has been developed by the Scottish Government's pledge to become the first "Daily Mile Nation" - encouraged people across Scotland to take up The Daily Mile initiative and Greater Manchester's commitment to becoming the first Daily Mile region.



Elaine Wyllie MBE
Founder of The Daily Mile



Toolkits

The Daily Mile Toolkits (developed by Greater Manchester in 2020) have been designed to help **encourage people to run, jog, wheel or walk each day** and provide tips, tools and motivational ideas to help adults and families be more physically active.

Three **bespoke Toolkits** have been created to support people doing a Daily Mile however and wherever suits them, and offers a wide range of resources including activity sheets, step trackers, challenges, promotional templates and much more.

There is something to support everyone to be more active!



Individual
and Family
Toolkit



Groups and
Organisation
Toolkit



Employers and
Workplace
Toolkit



Toolkits



Individual and Family Toolkit

Supports people to take their first step towards a Daily Mile Walk from home, either alone or with others.



Groups and Organisation Toolkit

Designed for local groups, organisations and service providers to support them to build a Daily Mile into their work with local communities.



Employers and Workplace Toolkit

Supports employers to encourage and enable employees to take a short walk each day to help employees connect and enhance their wellbeing.



Key Messages

Building on the success of The Daily Mile in primary schools to a range of settings creates the ability to **impact across generations.**

Running, jogging, wheeling or walking
The Daily Mile **improves** social, physical and mental health.

The Daily Mile Toolkit aims to support people doing Their Daily Mile however and wherever suits them with three tailor-made versions:



Individual and Family Toolkit



Groups and Organisation Toolkit



Employers and Workplace Toolkit



How to Support



SHARE ASSETS

Share campaign assets and our planned activity across your own social channels. Suggested social media posts are provided, see [Social Copy](#) within this deck.

Make sure to use [#FitForLife](#) [#DailyMile](#) when sharing or posting content.



We want to reach many people of all ages, and life stages - from teenage years, through adulthood and later years - to encourage to [Be Fit for Life](#)

Encourage your audience to visit The Daily Mile Fit for Life website

www.thedailymilefitforlife.com

and follow/retweet communications from our channels

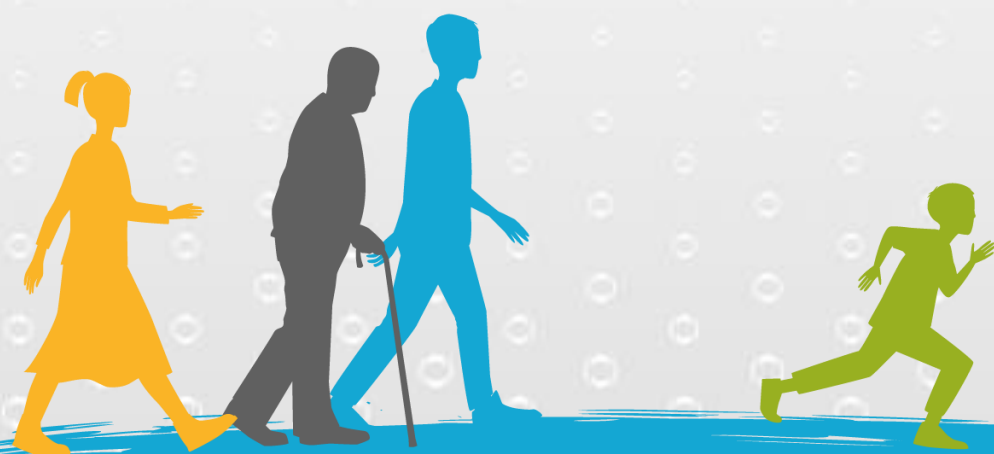


SHARE CONTENT

Share content on social media using [#FitForLife](#) [#DailyMile](#) to highlight the role of each Toolkit in supporting as many people as possible adopting a healthy & active lifestyle and encourage discussions via social media on relevant issues relating to health & wellbeing. Content could include narrative, short films, blogs, vlogs, photos and videos

#FitForLife

You can download all of the campaign assets [awaiting link](#)



Get Involved

Post an image of yourself doing an activity you enjoy using **#FitForLife** with a supporting post highlighting the reasons it benefits your own health and wellbeing to help motivate and inspire others – we've provided a suggested post as an example.

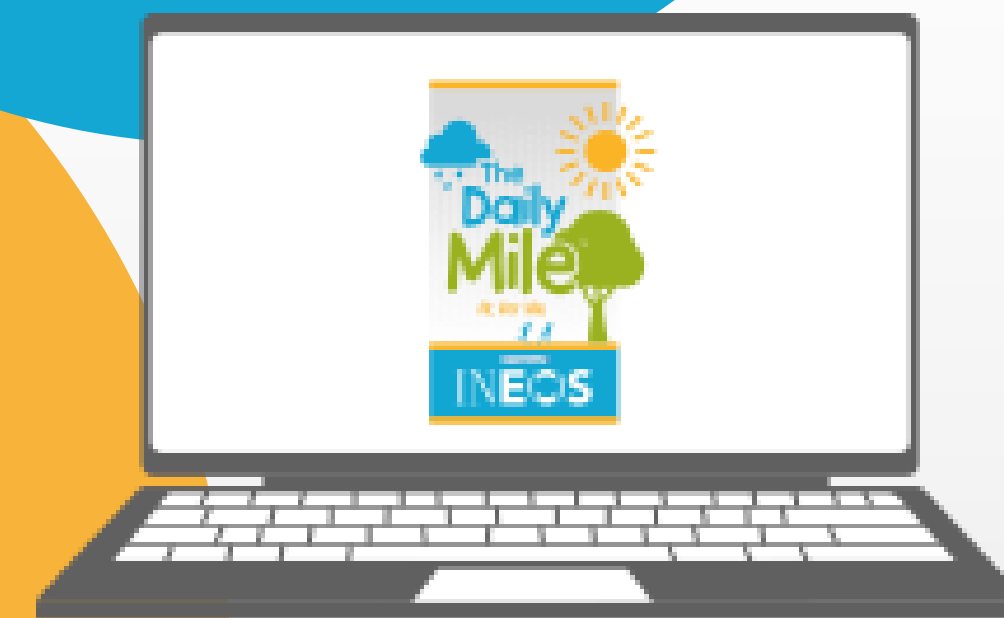


Further Information

Find further information and useful resources by visiting:
www.thedailymilefitforlife.com

Follow us

Follow our Fit for Life Twitter [@thedailymileFFL](https://twitter.com/thedailymileFFL) and share the content we'll be posting throughout the week.



#FitForLife



Social Media

Social statics and copy have been produced for social media, featuring each of the key Toolkits we can adopt to enable us all to live a more active & healthy lifestyle with **The Daily Mile Fit for Life**.

You can download the assets for posting to your own channels or, if preferred, you can re-share **The Daily Mile Fit for Life** campaign posts across Facebook, Twitter and Instagram.



#FitForLife



Social Copy

Check out the #DailyMile toolkit, bursting with inspiration to encourage you and your family to be more active each day!

Click below to discover new ideas & top tips on how to take those first steps towards being #FitForLife @TheDailyMileFFL
<https://www.thedailymilefitforlife.com/the-toolkits/>

Are you looking to encourage your Friends, family or organisation to be more active? The #DailyMile toolkit is packed with information, tips and ideas to help you promote the benefits of daily physical activity to your group!

→ <https://www.thedailymilefitforlife.com/the-toolkits/>
@TheDailyMileFFL

Do you encourage staff to enhance their wellbeing? The #DailyMile toolkit has everything you need to provide a simple, accessible physical activity in your workplace!

Inspire your colleagues to be more active and get #FitForLife →
<https://www.thedailymilefitforlife.com/the-toolkits/>

@_theDailyMile has launched a new #DailyMile toolkit, creating simple opportunities to encourage families, young people & adults to be more active @TheDailyMileFFL

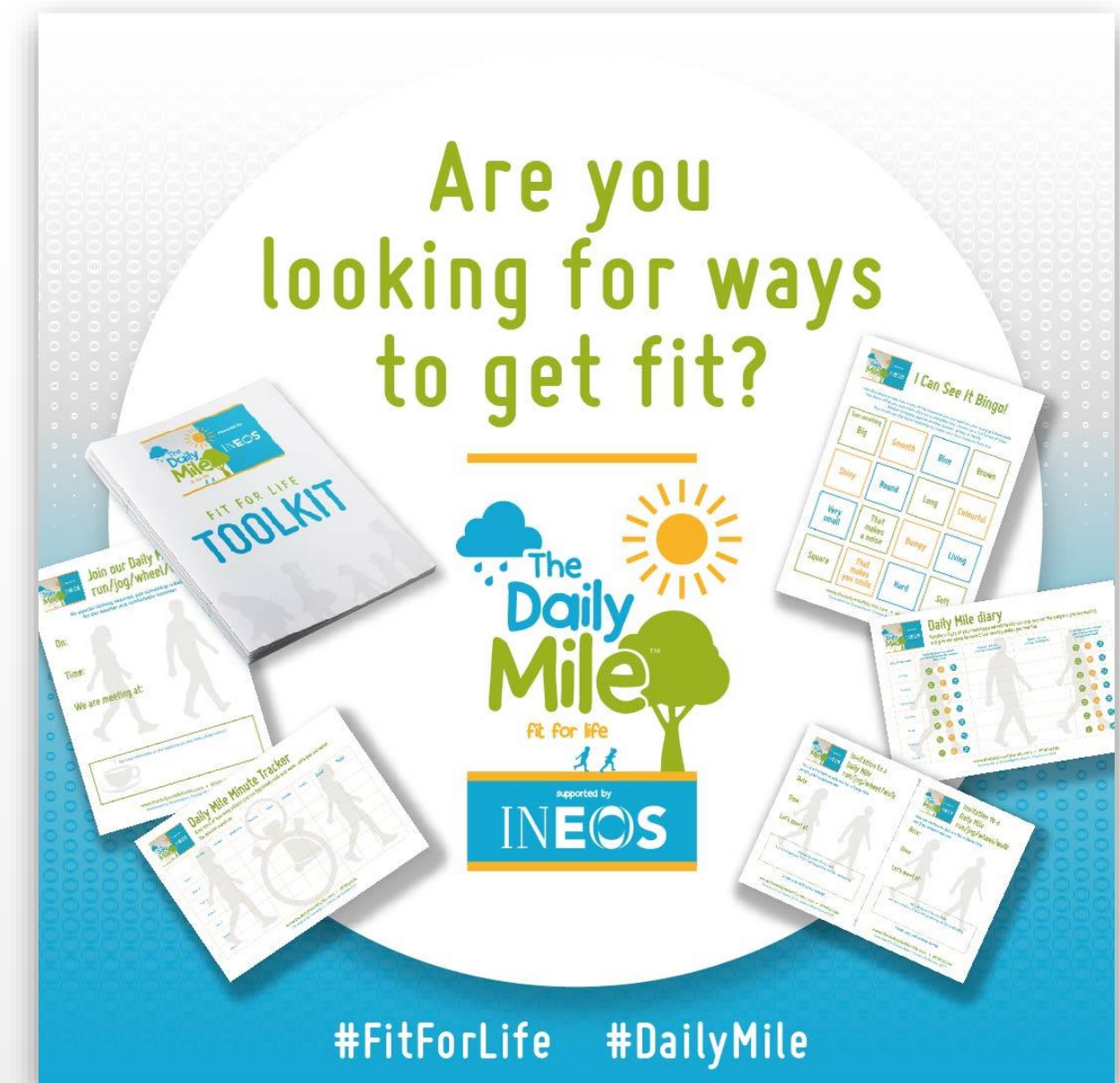
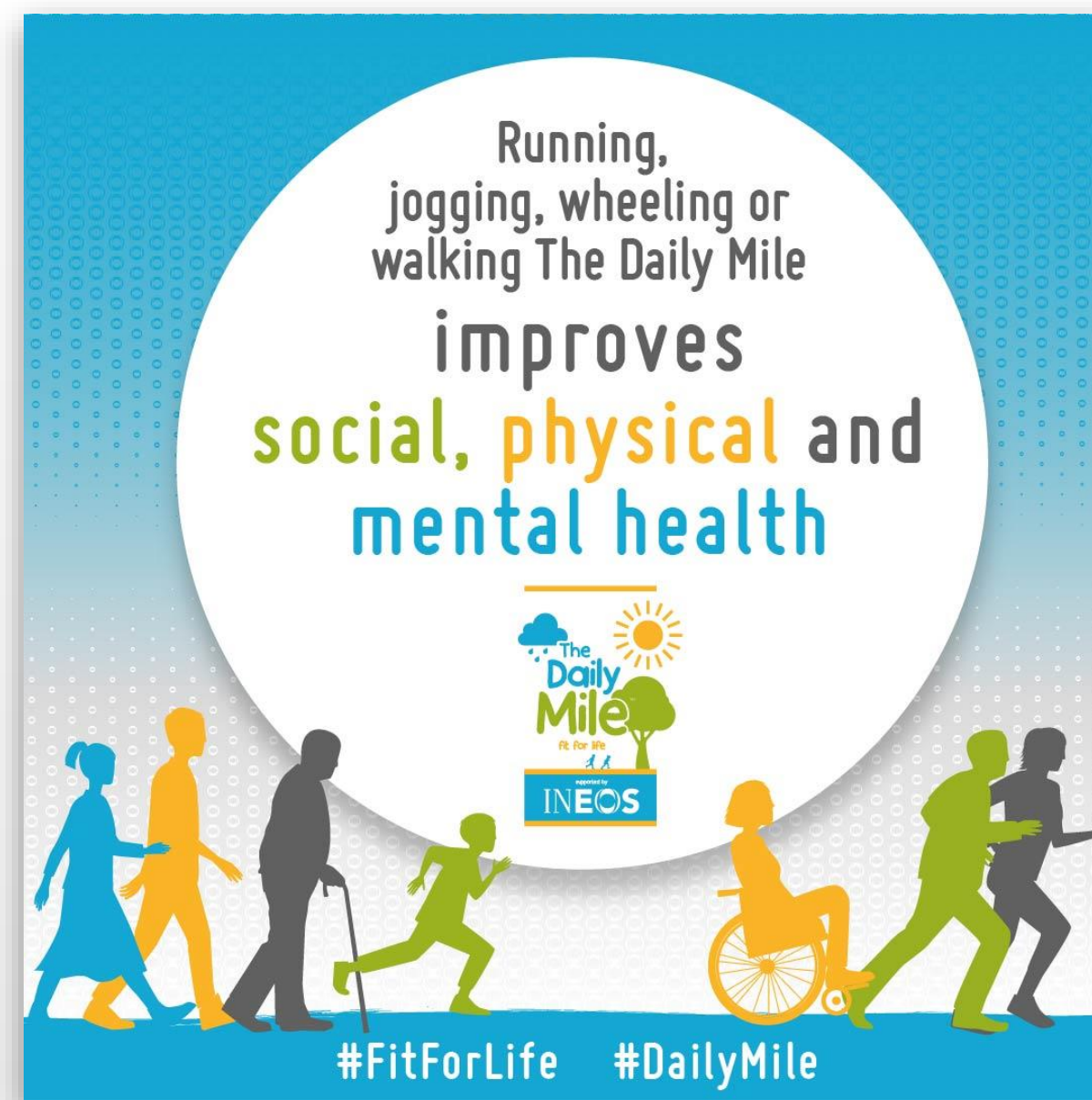
Discover top tips & ideas to help you run, jog, wheel or walk each day and stay #FitForLife
<https://www.thedailymilefitforlife.com/the-toolkits/>



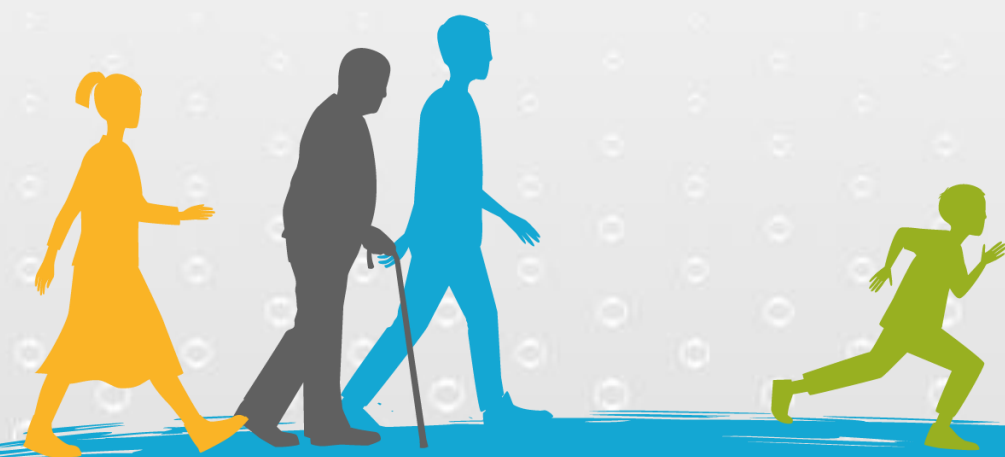
#FitForLife



Social Tiles



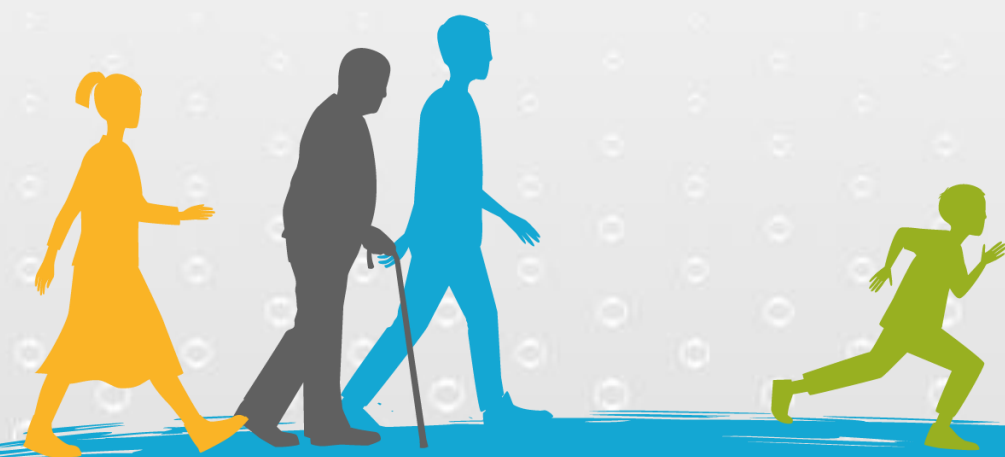
#FitForLife



Social Tiles



#FitForLife



Useful Links



<https://www.gov.scot/policies/physical-activity-sport/getting-scotland-walking/>

<https://www.scotsman.com/news/opinion/columnists/daily-mile-scotlands-leaders-will-politicians-accept-challenge-walk-run-or-cycle-every-day-alastair-dalton-3063091>

<https://podcasts.apple.com/gb/podcast/maree-todd-minister-for-public-health-womens-health/id1592997616?i=1000541955587>

<https://www.pathsforall.org.uk/news-post/families-can-reclaim-the-joy-of-movement-on-the-walk-to-school>

<https://www.transport.gov.scot/media/48631/active-nation-report.pdf>

<https://www.pathsforall.org.uk/walk-at-work-award>

<https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2788473>





For more information please contact

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www.thedailymilefitforlife.com

#FitForLife #DailyMile

The Daily Mile  supported by  INEOS
fit for life