

From Friday  
18 December

A stylized sun with yellow rays and two yellow clouds, one on the left and one on the right, framing the text.

jiu=mp  
OUTDOORS

CAMPAIGN PACK



## The campaign

JU:MP will launch its winter campaign 'JU:MP Outdoors' on **Friday 18 December** to promote positive experiences of families playing outdoors, whatever the weather. The campaign has been specially co-created with local families and features a range of outdoor visuals, including bus shelters and telephone kiosks, posters and flyers. The visuals feature children and their parents in places around Bradford, where families can play for free, showing that now more than ever **#OutdoorPlayMatters**.

Over 50 local businesses and organisations in Bradford are also supporting JU:MP Outdoors, displaying posters and flyers in their windows and noticeboards, to help support families to be active during winter. Businesses and organisations across the LDP include local pharmacies, GP surgeries, supermarkets, takeaways, charity shops, and post offices.

## How can you help?

**From Friday 18 December**, we need your help, as our true campaigners and local influencers, to support us in spreading our key message over winter that **#OutdoorPlayMatters**.

In conjunction with a local press piece (that is embargoed until Friday 18 December), we need you to galvanize the troops and help us to drive the campaign digitally to support our families to move and play outdoors!

In this pack you will find the below supporting materials ready for you to cut and paste! These are also available to download as word documents from [www.activebradford.com/jump-outdoors-campaign/](http://www.activebradford.com/jump-outdoors-campaign/)

- Social media content (text and images)
- Website news copy (both long and short versions) Images are available upon request from [emma@wearemagpie.com](mailto:emma@wearemagpie.com)
- Text messaging copy (x three versions) for other community advocates, family/friends/peers and whats app groups

## From Friday 18 December let's come together to ...

- Join the conversation and raise awareness on social media using **#OutdoorPlayMatters**
- Post on our websites to help our families find tips and advice by driving them to the campaign landing page at [www.joinusmoveplay.org/outdoors](http://www.joinusmoveplay.org/outdoors)
- Text any other community advocates we know who can help us to spread the word!

## Website news piece (long version)

The JU:MP programme, funded by Sport England, works with families, communities, schools and organisations, to test and learn how we can build healthier and more active communities, whilst making improvements to the local environment.

JU:MP Outdoors has been specially co-created with local families and features a range of outdoor visuals. The visuals feature children and their parents in places around Bradford, where families can play for free, showing that now more than ever **#OutdoorPlayMatters**.

Hina and Asif, parents of three-year-old Eemaan were delighted to take part in the campaign, Hina said: "We absolutely love being outdoors and playing with Eemaan, whether that's in the park, in the garden or on the street. She gets so much pleasure playing out in the fresh air and she definitely sleeps better afterwards which is great for everybody!"

Asif agreed: "I think it's really important right now for people to feel connected to one another - it's a strange time. The visuals are a lovely reminder that when you're outdoors seeing other children and their families together playing, laughing and chatting, you forget about the virus for a short time, things seem almost normal again.

"Connecting with nature and experiencing the benefits of play and physical activity lift your mood and seeing others doing the same reminds us of our natural connection to one another in the wider world. I don't think that ever changes, which to be honest, brings me a lot of comfort no matter what is thrown at us."

Ruhi, mum to Suhaan (11), Salman (10), Mahnoor (8) and Manha (4), regularly spends time outdoors with her children: "We love just grabbing the football and taking it to the park for a kick about. The kids are all different ages, so we always make sure we take something for everyone, a bit like a play box really."

Over 50 local businesses in Bradford are also supporting the campaign, displaying posters and flyers in their windows and noticeboards, to help support families to be active during winter. Businesses include local pharmacies, GP surgeries, supermarkets, takeaways, charity shops, and post offices. Families can join the movement for top tips from other parents, ideas of where to play and updates of local activities happening in their area.

Businesses can help support the campaign by getting in touch directly with JU:MP's Campaign Manager, Emma Wragg at [emma@wearemagpie.com](mailto:emma@wearemagpie.com) or tel 0113 318 3051. Join JU:MP Outdoors at <https://joinusmoveplay.org/outdoors/> and join the conversation on social media because **#OutdoorPlayMatters**.

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## Website news piece (short version)

JU:MP (Join Us: Move. Play) have launched a winter campaign 'JU:MP Outdoors' to promote positive experiences of families playing outdoors, whatever the weather.

JU:MP Outdoors has been specially co-created with local families and features a range of outdoor visuals. The visuals feature children and their parents in places around Bradford, where families can play for free, showing that now more than ever #OutdoorPlayMatters.

Hina and Asif, parents of three-year-old Eemaan were delighted to take part in the campaign, Hina said: "We absolutely love being outdoors and playing with Eemaan, whether that's in the park, in the garden or on the street. She gets so much pleasure playing out in the fresh air and she definitely sleeps better afterwards which is great for everybody!"

Asif agreed: "I think it's really important right now for people to feel connected to one another - it's a strange time. The visuals are a lovely reminder that when you're outdoors seeing other children and their families together playing, laughing and chatting, you forget about the virus for a short time, things seem almost normal again.

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Families can join the movement for top tips from other parents, ideas of where to play and updates of local activities happening in their area. Businesses can help support the campaign by getting in touch directly with JU:MP's Campaign Manager, Emma Wragg at emma@wearemagpie.com or tel 0113 318 3051.

Join JU:MP Outdoors at <https://joinusmoveplay.org/outdoors/> and join the conversation on social media because #OutdoorPlayMatters.

## Text messages (for family/friends/peers and whats app groups)

1. Today JU:MP (Join Us: Move. Play) has launched [www.joinusmoveplay.org/outdoors](http://www.joinusmoveplay.org/outdoors) where children and families can find tips for outdoor play whatever the weather!
2. Visit [www.joinusmoveplay.org/outdoors](http://www.joinusmoveplay.org/outdoors) for free tips on outdoor play!
3. Grab a football, your raincoat and snacks! For more free tips on outdoor play visit [www.joinusmoveplay.org/outdoors](http://www.joinusmoveplay.org/outdoors)

## Social media content (suitable for Twitter, Facebook and Instagram.)

Sample post	Link	Alt text (for images)	Social media graphic
Children who play outdoors move more and sleep better! #Thisistheplace where we swing and play games because #OutdoorPlayMatters	<a href="http://www.joinusmoveplay.org/outdoors">www.joinusmoveplay.org/outdoors</a>	Little girl and her mum playing on the swing in a Bradford Park	 A green social media graphic featuring a white umbrella icon, the text "#OutdoorPlayMatters", and "Whatever the weather, playing outdoors is great for children." with the JU:MP logo. To the right is a photo of a young girl on a swing with her mother.
Our top three tips are [INSERT TEXT] What are yours? #Thisistheplace where we jump, kick and play because #OutdoorPlayMatters	<a href="http://www.joinusmoveplay.org/outdoors">www.joinusmoveplay.org/outdoors</a>	Mum chasing little girl and having fun in Bradford	 A blue social media graphic with a white cloud icon, the text "#OutdoorPlayMatters", and "Parent Michelle's top tips! 1. Bring along toys like a ball & frisbee 2. Invite friends & family to play together 3. Bring a pet along!" with the JU:MP logo. To the right is a photo of a girl running with her mother.
Children who play outdoors move more and sleep better! #Thisistheplace where we dance, laugh and play because #OutdoorPlayMatters	<a href="http://www.joinusmoveplay.org/outdoors">www.joinusmoveplay.org/outdoors</a>	Mum giving her little girl a piggyback ride at the Big Swing in Bradford	 An orange social media graphic with a white maple leaf icon, the text "#OutdoorPlayMatters", and "Whatever the weather, playing outdoors is great for children." with the JU:MP logo. To the right is a photo of a girl on her mother's piggyback.
Our top three tips are [INSERT TEXT] What are yours? #Thisistheplace where we jump, kick and play because #OutdoorPlayMatters	<a href="http://www.joinusmoveplay.org/outdoors">www.joinusmoveplay.org/outdoors</a>	Mum playing catch with her little girl after school	 A blue social media graphic with a white cloud icon, the text "#OutdoorPlayMatters", and "Whatever the weather, playing outdoors is great for children." with the JU:MP logo. To the right is a photo of a girl playing catch with her mother.
Children who play outdoors move more and sleep better! #Thisistheplace where we dance, laugh and play because #OutdoorPlayMatters	<a href="http://www.joinusmoveplay.org/outdoors">www.joinusmoveplay.org/outdoors</a>	Dad giving his little girl a piggyback ride at a local park in Bradford	 A purple social media graphic with a white moon and stars icon, the text "#OutdoorPlayMatters", and "Whatever the weather, playing outdoors is great for children." with the JU:MP logo. To the right is a photo of a girl on her father's piggyback.

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**Contact**

Emma Wragg  
Campaign Manager  
Email: [emma@wearemagpie.com](mailto:emma@wearemagpie.com)  
Tel: 07793003174