

Health and wellbeing

2024 Partner and supporter pack





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About the campaign

Dear Partner,

The Active Swaps campaign was launched in 2023 by Wokingham Borough Council to encourage people to embrace active travel options, such as walking and cycling.

We believe that small changes can lead to big improvements in our health and wellbeing. By incorporating more physical activity into our daily lives, we can boost our mood, reduce stress, and enhance our overall quality of life.

Our goal is to inspire the people of Wokingham to choose active travel as a viable and enjoyable option. This partner pack is designed to help you promote the health and wellbeing benefits of active travel and encourage your community to make positive changes.

Inside, you'll find resources and tools to help you promote the health and wellbeing benefits of Active travel and Active Swaps to people across Wokingham.

For further information on Active Travel and Active Swaps, visit:

<https://myjourneywokingham.com/news/tips-for-making-active-swaps/>

Many thanks for your support,

My Journey Wokingham Team

Find out more:
myjourneywokingham.com



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How to use this pack

This pack is designed to make it easy for you to share tips and inspire your community to embrace active travel for better health and wellbeing.

Here's what you'll find inside:

- **Two newsletters:** Add your own details and services to these templates to promote active travel in your community (e.g., walking groups, yoga in the park, bike repair workshops). We've also included four matching graphics to visually enhance your newsletters.
- **Six social media posts:** These posts highlight the health benefits of active travel. Feel free to adapt them to resonate with your specific audience. Six social media graphics are included to grab attention.

All artwork is available for download (PNG format) here: [\[link\]](#).

Make it your own! We encourage you to adapt the provided content to best suit your community.

Spread the word:

- **Tag My Journey Wokingham when sharing your content on social media:**
 - Facebook: <https://www.facebook.com/MJWokingham/>
 - Twitter: @MJWokingham
 - Instagram: @myjourney_wokingham
- **Use these hashtags to help your posts reach a wider audience:**
 - #ActiveTravel
 - #ActiveSwaps
 - #HealthAndWellbeingWokingham



Find out more:
myjourneywokingham.com



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Newsletter content

Newsletter 1: Move your body, boost your wellbeing!

Active travel isn't just about getting around; it's about feeling amazing! Swapping car journeys for walking or cycling can be a game-changer for your health and happiness. Let's explore how:

- **Stress less, feel better:** Did you know regular physical activity like walking or cycling can significantly reduce stress and anxiety? Embrace the fresh air and boost your mood with an active commute!
- **Heart and bone health:** Walking and cycling is great for cardiac health. Get your body moving and feel the difference! Weight bearing exercise is also important for maintaining bone health and density.
- **Find joy:** Active travel helps you discover hidden gems and appreciate your surroundings and find joy in the everyday, which does wonders for your wellbeing.

Feeling inspired? Join the movement!

- **[Suggest a specific Wokingham group or activity]:** This fun activity is a perfect way to boost your health and wellbeing in Wokingham.

Together, let's make Wokingham a vibrant and healthy community!

Find out more:
myjourneywokingham.com



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Newsletter content

Newsletter 2: Health and wellbeing starts with every step!

Active travel isn't just about getting from A to B; it's about investing in your overall health wellbeing!

Here's how incorporating active travel into your routine can benefit you:

- **Boost your budget:** Forget about bus fares or fuel costs! Choose walking or cycling to save money and stay healthy. Every active swap adds up!
- **Sharpen your body and your mind:** Studies show regular physical activity can improve memory, focus, and academic performance (Mahar et al., 2006; Bartholomew and Jowers, 2011).
- **Embrace nature:** Ditch the crowded buses and enjoy the fresh air and scenery. Active Travel is a fantastic way to connect with nature and unwind after a long day.
- **Connect with community:** Active travel is a great way to explore Wokingham with friends or meet new people. Join a cycling group or walking club and turn commutes into fun adventures!
- **Sustainability:** Every active choice you make helps reduce your carbon footprint and build a healthier planet too. Be part of the solution and inspire others to join the movement!

Spread the word and get moving!

- Share your active travel experiences on social media and encourage others to join you.
- Organise group walks or bike rides with your groups or clubs.

Check out <https://myjourneywokingham.com/> for helpful resources, tips, and safe routes to get you started.

Find out more:
myjourneywokingham.com



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Newsletter assets

Newsletter graphics - saved [\[here\]](#).

This newsletter graphic features a blue background with a large, curved orange arrow pointing from the text on the left towards a photograph on the right. The photograph shows a person in a bright yellow cycling jacket and helmet riding a bicycle with a child in a yellow basket on the front. The scene is set on a tree-lined path with fallen leaves. In the top left corner, there is a small UK Government crest logo and the text 'Funded by UK Government'. The main text 'Choose active travel instead of the car.' is written in white, with 'active' and 'the car.' underlined with orange dashed lines. At the bottom, there is a dark blue footer containing the text 'Find out more: myjourneywokingham.com', the 'my journey' logo (with the tagline 'HELPING WOKINGHAM GET AROUND'), and the Wokingham Borough Council crest and name.

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Choose active
travel instead of
the car.

Find out more:
myjourneywokingham.com

my journey HELPING WOKINGHAM GET AROUND

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This newsletter graphic has a solid blue background. In the top left corner, it features a small UK Government crest logo and the text 'Funded by UK Government'. The main text 'Choose active travel for your health and wellbeing' is centered in white, with 'health and wellbeing' underlined with orange dashed lines. The bottom of the graphic has a dark blue footer with the text 'Find out more: myjourneywokingham.com', the 'my journey' logo (with the tagline 'HELPING WOKINGHAM GET AROUND'), and the Wokingham Borough Council crest and name.

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Choose active travel for your
health and wellbeing

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Social media content

1. Social media post

Whether it be a new day, week or month, it's a new chance to feel fantastic! Why not incorporate Active Travel to boost your health and wellbeing?

Swap short car trips for a walk, bike ride, or even a scooter! These are great ways to:

- Increase energy levels to leave you feeling more energised throughout the day. 🌟
- Beat stress, clear your head and improve your mood. 🧠
- Explore Wokingham in different ways! 🗺️

Find out more about Active Swaps and explore routes perfect for Wokingham:

<https://myjourneywokingham.com/>

#ActiveSwaps #WokinghamActiveTravel #HealthAndWellbeingWokingham

2. Social media post

Ditch the car and walk to your next outing in Wokingham!

Active Travel is good for your health *and* your wallet. Plus, you'll be reducing your carbon footprint.

Walking takes just 15-20 minutes per mile on average, making it a perfect way to reach your daily activity goals.

Plan your Active journey with handy route maps at:

<https://www.myjourneywokingham.com/route-maps/>

#ActiveSwaps #WokinghamActiveTravel #HealthAndWellbeingWokingham

Find out more:
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Social media content

3. Social media post

Ready for Active Travel? Join the movement and boost your physical and mental wellbeing with cycling!

Cycling regularly gives you many benefits including:

- increased cardiovascular fitness
- increased muscle strength and flexibility
- improved joint mobility
- decreased stress levels
- improved posture and coordination
- strengthened bones
- decreased body fat levels
- reduced anxiety and depression.

Discover cycling resources on the My Journey Wokingham website:

Happy cycling! 🚴

4. Social media post

Feeling sluggish this Winter? Kickstart your routine with Active Travel for a healthier you!

Here are some ideas:

- Walk or cycle to work, school, gatherings and to run quick errands.
- Cycle to grab lunch with family and friends.
- Explore hidden spots across Wokingham on foot.

Find out more at: <https://myjourneywokingham.com/>

#HealthAndWellbeingWokingham #ActiveSwaps #WokinghamActiveTravel

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Social media content

5. Social media post

Planning a social gathering but focusing on your health and wellbeing at the moment?

Why not encourage friends and family to cycle or walk together!

Replace the busy town centre with a run, a brisk walk outdoors or a bike ride. It's a refreshing way to socialise while boosting your wellbeing at the same time!

#HealthAndWellbeingWokingham #ActiveTravel #ActiveSwaps

6. Social media post

Every small step counts when it comes to working on your health and wellbeing.

Daily changes can add up and make a big difference! So choosing to walk, cycle, or scoot your journeys is a perfect way to do it!

Let's make Wokingham a more active place, one journey at a time!

#ActiveSwaps #WokinghamActiveTravel

Social media assets

Graphics can be downloaded [here](https://myjourneywokingham.com).

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**Swap short
car trips**

**for a boost
of energy.**

Find out more:
myjourneywokingham.com

 

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**Swap the
car**

**for your
daily steps.**

Find out more:
myjourneywokingham.com

 

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**Ready for
Active Travel?**

Try cycling!

Find out more:
myjourneywokingham.com

 

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**Kickstart the
winter season**

**with Active
Travel**

Find out more:
myjourneywokingham.com

 

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**Boost your
wellbeing**

**whilst
socialising!**

Find out more:
myjourneywokingham.com

 

Every step counts!

Find out more:
myjourneywokingham.com

 



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Contact information

Do you want to learn more, or do you have further questions about health and wellbeing and promoting active swaps and active travel? Our dedicated team is here to help, contact them using the information below.

For queries around the My Journey programme please contact:

myjourney@wokingham.gov.uk

For queries about this pack or marketing and promotion please contact:

lizzie@brightsparksagency.com

Find out more:
myjourneywokingham.com



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