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| ***Better Health and Disney's 10 Minute Shake Up***

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| Better Health and Disney's 10 Minute Shake Up campaign launched on 21 July 2022 and will help get kids active throughout the holidays. Using some of their favourite characters from Disney's Encanto and Frozen, Disney and Pixar's Lightyear and Marvel's The Avengers, they will be inspired to be more active whilst having fun throughout the summer.After the last 2 years we're looking forward to getting back to the things we love, including getting our kids moving, feeling good and having fun. Increasing activity, both at home and in school, has been shown to make kids feel better, help improve their performance at school, and develop important skills. Through playing these games, kids will build skills and grow in confidence, and most importantly, have fun! **In this newsletter you will find information on:*** **Take-home pack**
* **Posters**
* **Digital and social resources**
* **Local partner activity guide**
* **Communications toolkit**
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| **[Take-home packs](http://links.e.phepartnerships.co.uk/els/v2/-LprMRgPP_hP/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** [Take-home packs](http://links.e.phepartnerships.co.uk/els/v2/yApZMK9rrzh4/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank) are available to order in a range of quantities directly from the Campaign Resource Centre. Each pack contains 12 Disney inspired games that require minimal equipment and planning and can be played in a range of settings.  |

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| **[Posters](http://links.e.phepartnerships.co.uk/els/v2/VXy6BxGkkKh0/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** You can now order a range of posters including A4 and A3 poster and an empty belly poster to help promote local events. |

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| **[Digital and social resources](http://links.e.phepartnerships.co.uk/els/v2/DzLWF_D~~ZHz/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** A range of web banners and digital screens are now available on the Campaign Resource Centre for download. A [social media toolkit](http://links.e.phepartnerships.co.uk/els/v2/G8qxBa9jjxJ4/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank) with ready to use images and copy is now also available.  |

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| **[Local Partner Activity Guide](http://links.e.phepartnerships.co.uk/els/v2/Pw97Hr4jjKs6/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** An activity guide is available with all the information you need to run a 10 Minute Shake Up event, Within the activity guide is a selection of 12 different activity cards featuring some of kids favourite characters. The games are easy to use, require minimal equipment and can be played in a range of settings, including outdoors, with small and large groups of children. |

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| **[Webinar](http://links.e.phepartnerships.co.uk/els/v2/~N7YBW_PPAH0/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** A pre-recorded webinar is also available on the [Campaign Resource Centre](http://links.e.phepartnerships.co.uk/els/v2/9zrZFRWvv6he/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank) with all the information you need to know about the campaign. |

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| **[Communications toolkit](http://links.e.phepartnerships.co.uk/els/v2/X67zBwzqqbS9/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank)** A full [communications toolkit](http://links.e.phepartnerships.co.uk/els/v2/6LP6M_mAAjHG/VkpHekxiT2VVclJlUFUwcXBnQ2tFOEthc2pCaUFKVy9GVlgzckFPODlUODhCUjNJQkZkR01WaTFYbDFGN3IrSE5OWFB3VW9zN2t0S1VPVzRjeWtkbUNNSUVRZlhBVUdNTTFMakNJOGFqb289S0/%22%20%5Ct%20%22_blank) including campaign overview, key messages and long and short copy is available for use in local publications.  |

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