

POLICY GROUP ON PHYSICAL ACTIVITY

Communications Toolkit

Policy Yorkshire is looking for help to shape policy in the region.

You may have seen the announcement last week that Yorkshire's think tank has made a call for evidence on how to support people to become more active and access sport across the region, as part of its recovery from the pandemic.

The **Physical Activity Policy Group** is particularly interested in what actions around sport and physical activity are needed to help the region recover from the COVID pandemic and also contribute to the Government's ambition of levelling up the country.

The aim is to use this analysis to provide practical policy ideas to feed into local, regional and national government to inform and encourage policy making that will boost Yorkshire's place in the North, across the UK and worldwide.

If you are able to support the search for answers that can shape the future and spread the word in any way, that would be hugely appreciated.

The deadline for submitting evidence is 5pm on Friday 16 April.

How you can help

1. Signpost people in your organisation to go to the [Policy Yorkshire](https://www.policyyorkshire.org) website to answer the four questions.
2. Share [the link](#) to partners who can help us shape policy
3. Share [the press release](#) on your website
4. Show your support and share the message on social media, including business networks in places like LinkedIn. If possible, use #YorkshireHumberActive
5. Include in newsletters to partners

Suggested social media posts:

Policy Yorkshire Twitter handle: [@PolicyYorkshire](https://twitter.com/PolicyYorkshire)

Do you want to get **#YorkshireHumberActive**? Policy Yorkshire wants to hear what needs to be put in place to get us there. Tell us at policyyorkshire.org.

What works well - and not so well - in Yorkshire and The Humber in supporting and encouraging physical activity? Have your say at policyyorkshire.org **#YorkshireHumberActive**

What opportunities are there to re-shape our physical, social and economic environment to better improve levels of physical activity? Have your say and help shape future plans at policyyorkshire.org **#YorkshireHumberActive**

What are the policies that matter most to support people in Yorkshire and The Humber to be as active as they can be? Now is your chance to have your say at policyyorkshire.org **#YorkshireHumberActive**

Boosting physical activity across our region can play a major part in helping it to recover from the impact of the pandemic through improving public health.

Policy Yorkshire want to hear from you on how we make that happen. Have your say at policyyorkshire.org

People on low incomes and disabled people in particular find it difficult to be active regularly. This is having a serious impact on mental and physical health in Yorkshire and Humber.

Have your say on getting **#YorkshireHumberActive** by going to policyyorkshire.org

Newsletter text

Policy Yorkshire, the think tank for the Yorkshire and Humber region, is calling for evidence on how to support people to become more active and access sport across the region as part of its recovery from the pandemic.

The **Physical Activity Policy Group** is particularly interested in what actions around sport and physical activity are needed to help the region recover from the COVID pandemic and also contribute to the Government's ambition of levelling up the country.

Submissions can be made up to 5pm on Friday 16 April at policyyorkshire.org

Imagery

We have made [a small selection of images available](#) for you to use.