

## 'Fit for Office' Social Media guidelines

**Post ideas for X [with MP tagged if possible]:**

Hi [LOCAL MP] - are you taking part @\_ukactive's #FitForOffice physical activity challenge. Here at [XXX] we can help you get started on your physical activity journey with a [OFFER]. Find out more here: [LINK TO RELEASE]

We're helping to get [TAGGED MP] moving with the #FitForOffice challenge from ukactive and Myzone! MPs, Peers and their offices are signing up to be more active and compete in this friendly competition. Find out more here: [LINK TO RELEASE] #FitForOffice

Is your MP 'Fit for Office'? It's a fun challenge with a serious message so ask your MP to pull on their running trainers and get moving in March to recognise the importance of physical activity with ukactive and Myzone. Find out more here: [LINK TO RELEASE] #FitForOffice

Calling all MPs, Peers and their offices! ukactive and Myzone are throwing down the gauntlet and challenging Parliamentarians to join the Fit for Office challenge in March, helping to recognise the value of physical activity for the nation. Find out more here: [LINK TO RELEASE] #FitForOffice

*Graphic*



*ukactive can support with any social media surrounding MP visits to facilities.*

**Template press release for local press – ukactive can support in approaching MPs for comment:**

**[NAME OF MP] to take part in 'Fit for Office' Physical Activity Challenge**

[MP & CONSTITUENCY] will this year celebrate the importance of physical activity and lead by example by joining 'Fit for Office', a challenge that encourages them to be more active.

Organised by ukactive, the UK's trade body for the physical activity sector, and supported by global fitness tracking provider Myzone, the challenge will return to Westminster in March following a successful pilot in 2022.

'Fit for Office' aims to raise awareness among MPs, Peers and their offices about the benefits of physical activity for their own physical, mental and social wellbeing, and its importance to the communities they serve.

Participants will be given a MZ-Switch heart rate monitor that measures their physical activity across the month, with the technology tracking 'effort' levels rather than volume or distance covered – ensuring the challenge can be enjoyed and accessed by all.

They will then accrue Myzone Effort Points (MEPs) that can be collected by exercising within the target heart-rate zones over a given period – the more effort that is put into each workout or activity, the more points that can be earned.

The initiative has been announced as Parliamentarians gear up for a general election, helping MPs, Peers and their offices to stay healthy and positive by ensuring they are meeting the World Health Organisation's recommended guidelines for physical activity (at least 150 minutes of moderate-intensity aerobic physical activity or at least 75 minutes of vigorous-intensity aerobic physical activity a week).

Recent figures show ill health among the working age population is costing the Government £150bn a year which is up 60% in the last six years. [ANY RELEVANT LOCAL DATA]

By taking part in 'Fit for Office', MPs can show support for the physical activity sector, which is helping to prevent 20 chronic conditions including type 2 diabetes, obesity, heart disease, many types of cancer, depression and anxiety, and dementia – generating more than £4.1bn in healthcare savings every year.

The same challenge has been accepted by politicians in Australia and the USA over recent years and arrives back in the UK to test Parliamentarians once again.

[YOUR REPRESENTATIVE] said: "XXX"

**To find out more and to register for the challenge, email Stephen McLoughlin, ukactive's Senior Public Affairs & Policy Manager at: [stephenmcloughlin@ukactive.org.uk](mailto:stephenmcloughlin@ukactive.org.uk)**

**ENDS**