

What it means to be a Move More Ambassador

Guidelines developed by the Move More Ambassador network

WHAT'S IT ALL ABOUT?

Becoming a Move More Ambassador means encouraging the people around us to stay well by being physically active. This could be our colleagues, the people we support, our family, our friends or our community.

We want to give everyone the opportunity to improve their health and wellbeing through physical activity.

It's important to remember is that moving more means different things to different people, and you don't have to be super-sporty to be involved! A big part of being an Ambassador is communication and empowerment.



Move More is Sheffield's physical activity plan which aims to transform Sheffield into the most active city in the UK by 2020. You can find out more about Move More by visiting the website movemoresheffield.com

YOU MIGHT BE WONDERING...

- ?** **Who can be an Ambassador?**
Anyone! A Move More Ambassador can be anyone who cares about making it easy and enjoyable for the people of Sheffield to get active.
- ?** **How can I get involved?**
The best way to get involved is by joining our mailing list which will keep you up to date on when our next meeting will be as well as keeping you in the loop about what other Ambassadors are doing across the city. Just email sccphysicalactivityandsport@sheffield.gov.uk
- ?** **What are the network meetings about?**
Our network meetings are a chance to come together to share great ideas, find solutions to challenges and think about opportunities to work together with other Ambassadors in your local area.
- ?** **Is there a time commitment?**
No - on the next page you'll find some of the key actions and achievements we'll all be working towards, but it's totally up to you how and when you're involved. In many cases, being a Move More Ambassador won't take up much time but will make a big impact.

June is
#MoveMoreMonth

The Ambassador Charter

The Move More Ambassador network has produced some key commitments and objectives that we can all work towards, and examples of how we might achieve them on a day-to-day basis.

Branding and Social Media

Using the Move More brand as often as we can will create a wave of public awareness. It makes being active something familiar and easily recognisable. There's no need to ask for permission to use the branding tools, simply download & go!

- Find all the branding tools you'll need by visiting toolkit.movemore.co
- Add @MoveMoreSheff Ambassador to your Twitter handle
- Tweet @Movemoresheff with updates about your work as an Ambassador or activities in your local area. Remember to use #movemore in anything you post.
- Add the Move More logo to any posters for activities you're involved in arranging
- Upload activities to the Move More Activity Finder movemoresheffield.com/finder
- Add the Move More logo to your email signature and website

As Ambassadors we will...

- ★ Motivate, inspire and encourage the people around us to move more.
- ★ Demystify physical activity and bust any scary myths about being more active.
- ★ Lead by example. Take the stairs, walk to work, join a club, even set up a club! Whatever feels right for us.
- ★ Recognise that Move More means different things to different people. We will celebrate every victory, even if it feels like a small one at the time.
- ★ Look for simple ways to incorporate physical activity into everyday life.
 - ★ Try our best to attend 2 Ambassador meetings each year.
- ★ Use Move More branding wherever we can; including posters, social media, websites and email.
- ★ Share information and ideas about physical activity with the Ambassador network, as well as using the network for advice and joint problem-solving.
 - ★ Recruit 3 more Ambassadors to join the team.
- ★ Share inspiring stories about about the benefits of moving more with your own networks through blogs, posts, emails and newsletters.
 - ★ Look for opportunities to collaborate with other Ambassadors.