

JOIN US:  
MOVE.PLAY.

# Join Us: Move; Play campaigns



# JU:MP Campaigns workstream

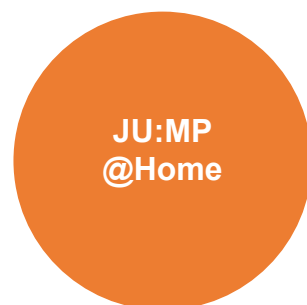


This workstream linked into **children, young people** and their **family members** through a whole systems approach in Bradford.

Since October 2019, through five campaigns, co-created with Bradford families, JU:MP reached, supported and inspired families to move and play.



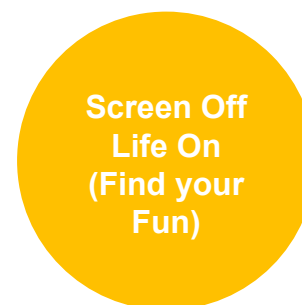
In schools and the community across the year



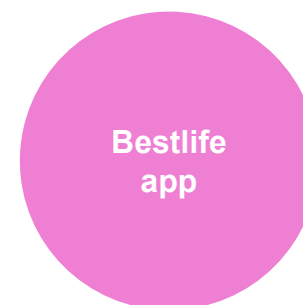
In their homes during lockdown and indoors at winter



On their streets leaving lockdown and embracing winter



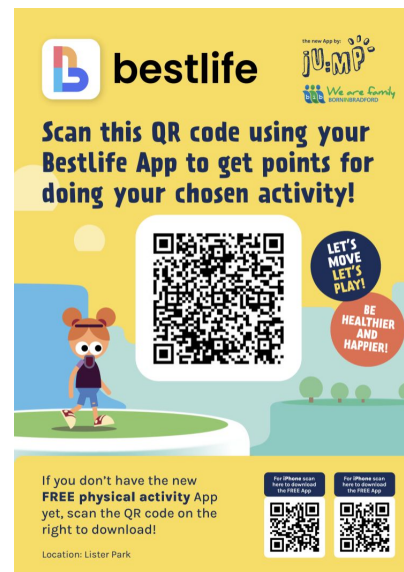
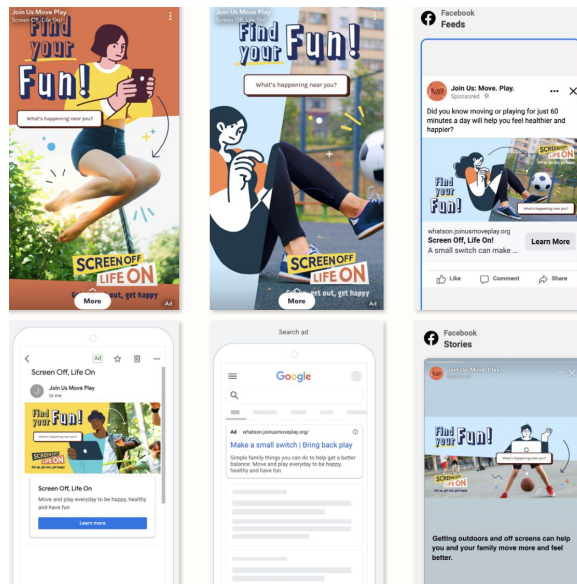
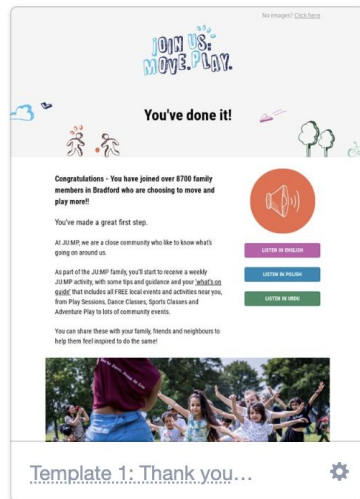
As a family away from their phones and technology



In schools and the community across the year

# JU:MP Campaigns

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## JU:MP Campaigns - whole system approach



JU:MP Campaign was the 'glue' that linked up the 'whole system' through intervention themes and guiding principles, that underpin the whole JU:MP programme.

The whole systems approach meant working with **families, communities, schools** and **organisations**, and making improvements to the **environment**.

# JU:MP Campaigns - Success



**47,288 yearly visits**  
and 11,500 users (2.6K  
return users and 8.9K new  
users) to the website



**10,706 family  
members**  
receive monthly news  
from the JU:MP team



**74,613 facebook  
impressions**  
via 4 week Screen Off Life  
On campaign



**200+ JU:MP stars**  
recruited in schools



**36% visited**  
by organic search (a free  
listing in Google Search that  
appears because it's relevant  
to someone's search terms)



**103,669 Google ads  
(including YouTube)**  
via 4 week Screen Off Life On  
campaign





# What's next for JU:MP Campaigns in the next phase



## JU:MP Campaigns - Next steps

In the previous phase, JU:MP Campaigns were delivered at a neighbourhood level via schools, faith settings, community groups etc.

There will be a 2 fold strategy in the next phase of JU:MP.

1. **Neighbourhood approach** - specifically targeting children and families aged 5-12 years in 3 new neighbourhoods with high levels of socioeconomic disadvantage
2. **Universal Offer** - to support all children aged 5-12 based in the Bradford District

How will we achieve this?

We have less budget which needs to further across the Bradford District. Therefore the Universal Offer will become an integral part of the JU:MP Campaigns workstream. The whole system approach will also continue to be important.

Implementation of an annual **campaign cycle**, plus maintenance of a **consistent message** and making full use of the **communications network**. Finally, continuing with **Test and Learn** process.

# JU:MP Campaign - Annual campaign cycle

