



Health inequalities on the move: Community-engaged behaviour change for active childhoods

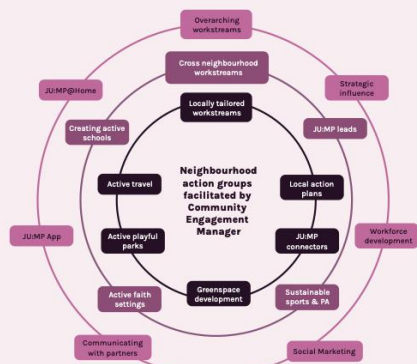


The challenge

Bradford has one of the youngest populations in Europe, yet **8 in 10 children aged 5-11 do not meet recommended daily activity levels** (60 minutes of moderate to vigorous physical activity or 'MVPA'), with activity levels dropping further during weekends, school holidays, and winter months and **38% leaving school overweight or obese** (Born in Bradford, 2018). Black and Minority Ethnic children and girls are less active. Further barriers include cultural and social norms, safety concerns, misperceptions about weather, lack of social influence, and limited community-led solutions.

Aim and audience

Aim: To design a **long-term behaviour change strategy** with social marketing interventions through a **systems approach** to address complex barriers to movement and healthy weight, consequently **increasing engagement in physical activity** programmes among children, young people, and families in North Bradford.



Systems Approach Guiding The Theory of Change

Co-creating behaviour change

The 'JU:MP' (Join Us: Move, Play) name and brand was co-created with the target audience alongside a **strategic plan, integrating behavioural insight and lived experiences for cultural relevance**. Guided by the Transtheoretical Model of Change¹, human-centred design and social marketing principles, it **amplified marginalised voices, built trust, and remained agile** through challenges like COVID-19. Four interventions, designed by Magpie and delivered across the whole system, helped overcome behavioural barriers.



Join the movement

Focused on raising awareness and gaining innovators and early adopters. This phase included establishing JU:MP Schools, promoting Fun Days, a dedicated website, a newsletter, and role modelling – laying the foundation for wider engagement and participation.



JU:MP Outdoors

Encouraged outdoor play in all weather by using street branding, seasonal nudges, myth-busting, online resources, and role-modelling to inspire year-round outdoor activity.

JU:MP at home

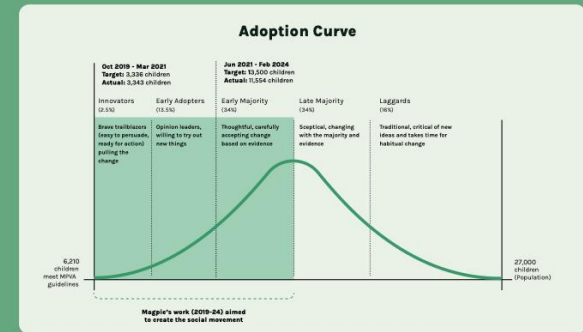
Kept families active through an activity calendar and a dedicated website to improve implementation intentions, at-home challenges to gamify participation, user-generated videos for social proof, newsletters, social and online nudges, and role-modelling to inspire movement.



Screen Off, Life On

Encouraged time away from screens through online and offline interventions, including screen time journals, a family guide, an activity swapper, a tiny guide, a dedicated web page and a TikTok 'swap' campaign to promote active alternatives.

Establishing a social movement



To establish a social movement, Magpie worked towards population targets by applying the 'Innovation adoption lifecycle'² curve. From 2019-2024, **social marketing interventions successfully engaged innovators, early adopters, and the early majority**, achieving 11,544 sign-ups. Just slightly behind the 13,500 projected sign-ups, this strategy proved highly successful despite the challenges of COVID-19. Following the adoption curve and setting of targets played a crucial role in establishing momentum.

Impact

11,554

22,002

£2.42m

£0.29m

Boosted children's physical activity by an average of 70+ mins per week

children joined the JU:MP movement (Born in Bradford MVPA findings are due for release in April 25).

family members in Bradford are choosing to move and play more as a result of the JU:MP pilot (based on local household data)

potential annual savings for the UK. Assuming engagement with JU:MP reduces their risk of physical inactivity-related diseases.

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JU:MP's social marketing

Campaigns link with all communication channels and interventions.

Mission

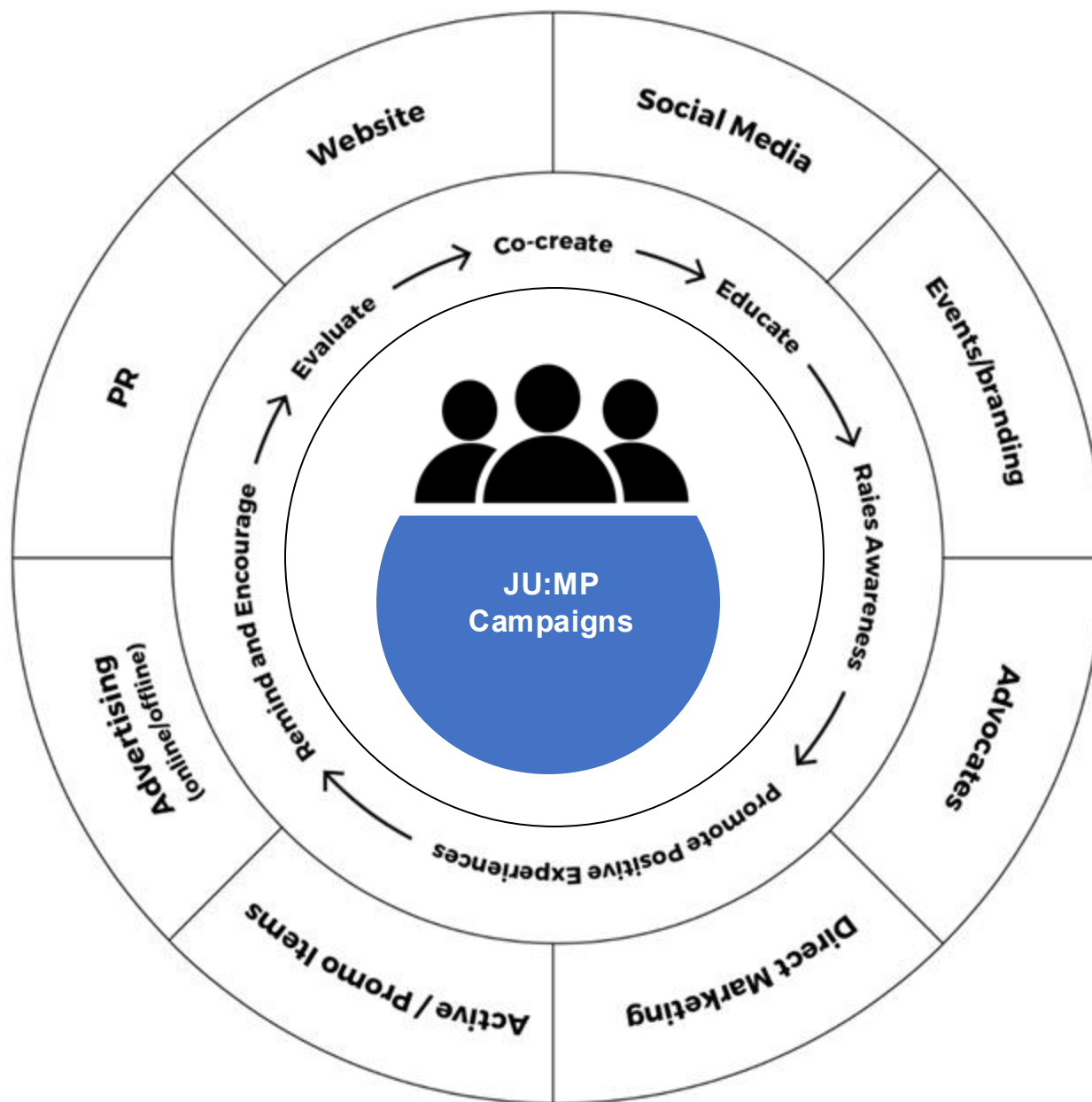
To bring together families, communities and organisations in our area of North Bradford, to create a healthier, happier and more active place to grow up in.

Vision

A happy and healthy North Bradford where children and families choose to move and play every day!

Core values

Inspire, energise and support our children, families and communities to be active.



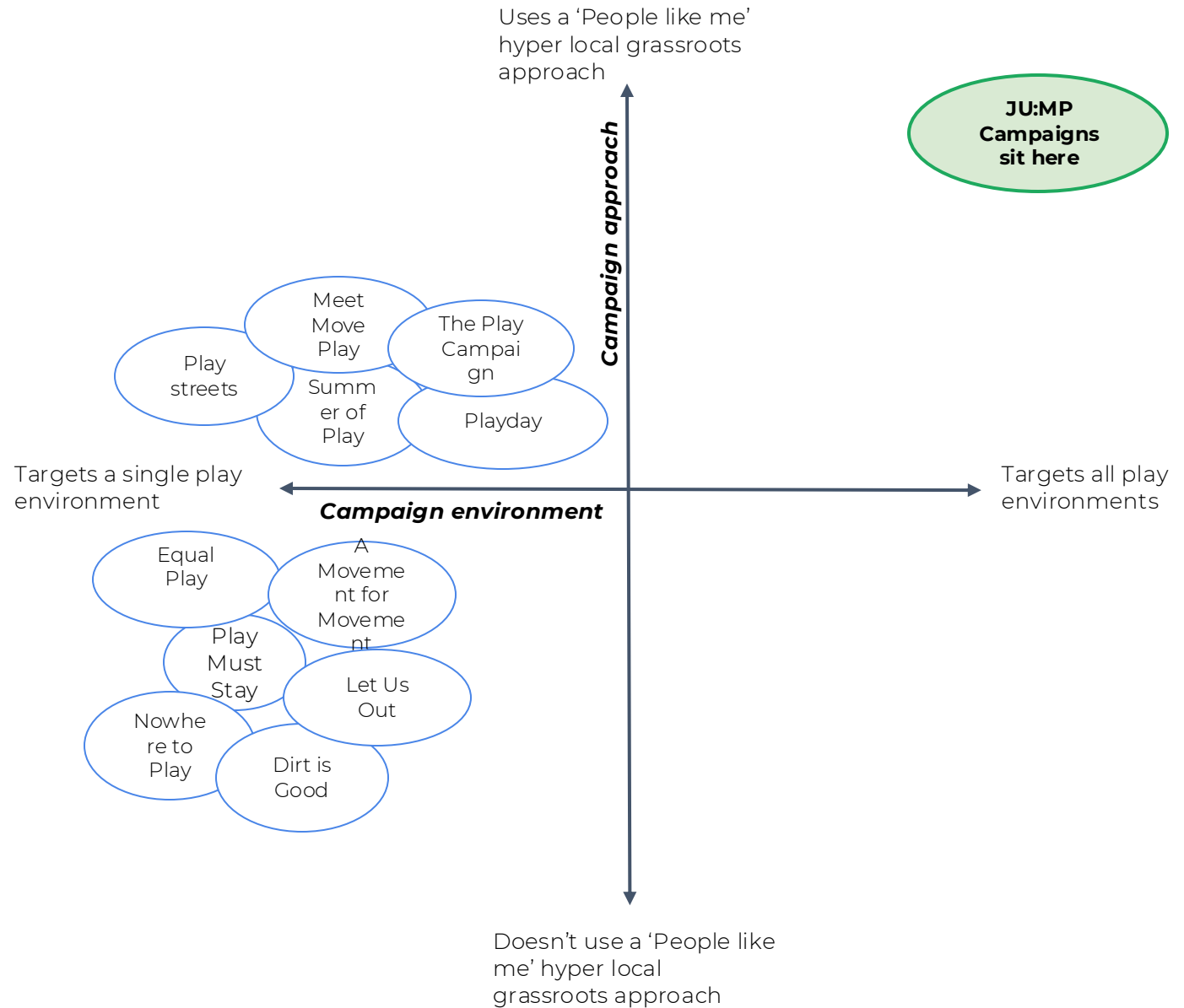
JU:MP's positioning and offer differs from other 'movement and play campaigns

	Is hyper local and targeted <i>(audience is targeted to a specific age range)</i>	Is free for the target audience <i>(has free, accessible and inclusive resources)</i>	Uses a 'People like me' hyper local grassroots approach	Covers all play environments <i>(outdoors, in the home, off screen and via technology)</i>	Is community led <i>(via a movement, community groups and grassroots approach)</i>
Playing Out CIC Play Streets					
Play England Playday and Summer of play					
Association of Play Industries (API) Equal Play , PlayMustStay , A Movement for Movement and Nowhere to Play					
The Outward Bound Trust Let Us Out					
Persil Dirt Is Good					
ParkPlay (Sport England and National Lottery) Meet Move Play					
Well One The Play Campaign					
JU:MP 5 campaigns					

Campaign positioning

Our review of existing campaigns shows that the majority focus on one single play environment and do not use a 'People like me' hyper local grassroots approach.

The JU:MP campaigns occupy a unique space in the campaign positioning grid - which can be made even stronger through the future universal offer.



Campaign
positioning



Energising / Inviting / Empowering / Inclusive

The 'why' proposition and message development

JU:MP – Join Us: Move, Play

JU:MP inspires children, young people, and families to stay active indoors or outdoors because moving and playing makes us happier, healthier, and helps us sleep better.

Audience	Messaging
ALL	JU:MP aims to support children and young people and their family to keep moving and has programs focussing on both indoors and outdoors. This is because moving and playing helps people to be happy, healthy and sleep better.
Families within JU:MPs pioneer neighbourhoods and Vulnerable families within the Bradford district	<p>JU:MP is here to support you to keep moving as best you can. This is because moving and playing helps people to be happy, healthy and sleep better. We know it can be difficult to think of things to do whilst being at home – so JU:MP wants to help!</p> <ul style="list-style-type: none">● Being active is important to keep healthy, happy and to sleep better● You can share what you've done with friends and family online using #JUMP● You can be rewarded for completing the activities - claim a medal● You can access more activities online● If you have an idea of an activity, we want to hear from you!● You can leave your details to receive more support from JU:MP (Join Ups)
Other Bradford families (not in first two groups)	<p>JU:MP is here to support you to keep moving as best you can. This is because moving and playing helps people to be happy, healthy and sleep better. We know it can be difficult to think of things to do whilst being at home – so JU:MP wants to help!</p> <ul style="list-style-type: none">● Being active is important to keep healthy, happy and to sleep better● You can share what you've done with friends and family online using #JUMP● Join the JU:MP movement and show your support to help get kids active!

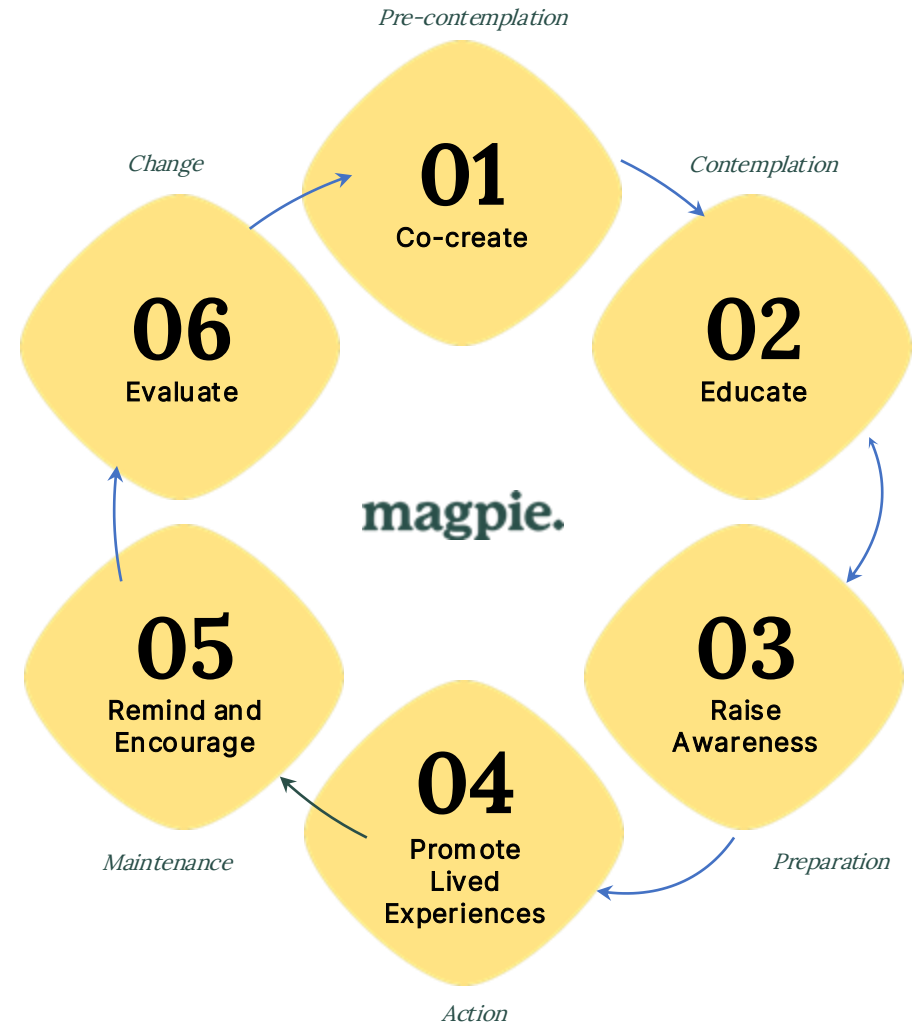
Audience	Messaging
Sport and physical activity providers	<p>JU:MP is here to support children and young people and their family to keep moving as best they can. This is because moving and playing helps people to be happy, healthy and sleep better. We know it can be difficult to think of things to do whilst being at home – so JU:MP wants to help!</p> <ul style="list-style-type: none"> ● JU:MP focuses on play both within the home and outdoors environment - tell your contacts about jump.org ● We want you to make some videos of simple activities that will be displayed on the JU:MP microsite (those we're working with only) ● We want you to share your work with us so we can pass your activities on to our families to help them to be active ● Join the JU:MP movement and show your support to getting kids active!
Councillors	<p>JU:MP is here to support children and young people and their family to keep moving as best they can. This is because moving and playing helps people to be happy, healthy and sleep better. We know it can be difficult to think of things to do whilst being at home – so JU:MP wants to help!</p> <ul style="list-style-type: none"> ● JU:MP focuses on play both indoors and outdoors (with separate programmes) - tell your contacts about jump.org and encourage them to take away a flyer ● This is a long term tool for families in response to the COVID19 pandemic and in the recovery phase after the COVID19 pandemic
Organisations operating within Bradford (faith settings, community centres, statutory agencies, businesses)	
Active Bradford Members/ Directors and JU:MP Board	
JU:MP schools	<p>JU:MP is here to support children and young people and their family to keep moving as best you can. This is because moving and playing helps people to be happy, healthy and sleep better. We know it can be difficult to think of things to do at home and outdoors – so JU:MP wants to help!</p> <ul style="list-style-type: none"> ● JU:MP focuses on play both outdoors and indoors - tell your contacts about jump.org and encourage them to take away a flyer ● We want you to encourage children and their families to make some videos of simple activities that will be displayed on the JU:MP@Home microsite (those we're working with only) ● Join the JU:MP movement and show your support to getting kids active!

The principles behind JU:MP's social marketing success

Magpie's social marketing campaigns are created using this communications formula and logic model for behaviour change. This is our unique way of designing and delivering campaigns to positively influence populations at any stage of their change journey.

The framework is based on the 'transtheoretical model of change':

- Developed alongside behavioural science experts over the past 16 years
- Tried and tested as a module at University of Leeds School for Design
- Evidence-driven behaviour change
- Establishes trust and builds stronger connections
- Aims to maintain change and avoid relapse
- Works at every level and across all systems



Activity:	1. Co-create	2. Educate	3. Raise awareness	4. Promote lived experiences	5. Remind and encourage
Stage of change:	The intervention starts here. Co-creation isn't just about informing design. The process starts conversations, builds intrigue around the topic area and puts stakeholders and target audience on a trusted level playing field, meaning pre-contemplating and contemplating change happens in a safe space with new perspectives.	Ensuring educational communications are built into your communications design helps to influence the pre-contemplating and contemplating stages of change. Individuals seeking action are also likely to need evidence-based communications to inspire their next stage of change.	Raising awareness is the social marketing strand of the communications design that provides clear messaging and calls-to-action to better influence those preparing to act. This will give populations the necessary information they need to then take steps towards change.	Doubt and old habits form parts of the barriers that prevent action being taken. Typically, a spark of inspiration is needed to overcome this hurdle. This strand of the communications design uses role/social modelling to inspire action by evidencing the possibility of change through those who have been on a similar journey.	This strand of the communications design uses content marketing that is timely, seasonally relevant or moment-based in order to encourage maintenance and avoid relapse. This also establishes a deeper level of trust in communications as the intervention is seen to be living alongside the target audience.
Pre-contemplation	Highly influences stage of change	Moderately influences stage of change	Influences stage of change	Influences stage of change	
↓ Contemplation	Moderately influences stage of change	Highly influences stage of change	Influences stage of change	Influences stage of change	Influences stage of change
↓ Preparation	Influences stage of change	Moderately influences stage of change	Highly influences stage of change	Moderately influences stage of change	Moderately influences stage of change
↓ Action		Influences stage of change	Moderately influences stage of change	Highly influences stage of change	Moderately influences stage of change
Maintenance			Influences stage of change	Moderately influences stage of change	Highly influences stage of change
	This typically includes: – Barriers and enablers > COM-B – Fostering empathy , collecting ideas, structuring information, learning about needs, finding solutions – Co-creating your message, media and channel strategy – Strengthening knowledge, deepening topic relationship, creating equity , emotional and mental interaction – Assets Based Community Development and finding advocates to sustain the campaign moving forwards – Recruitment of champions and role models	This typically includes: – Communicating relatable facts that encourage target populations to hold a mirror up to their own behaviour in order to contemplate change – It is not about telling: It's about posing questions to provoke thought – It's about introducing the topic and giving it local population context – Playback your research, insight and co-creation findings transparently to establish trust through evidence-based communications	This typically includes: – A mixed method approach as pre-determined in your co-creation stage – Drawing upon advocacy networks and Assets Based Community Development (ABCD) networks to deliver the solution tends to build higher levels of trust in communications because they are coming from relevant and relatable sources.	This typically includes: – Seeing ' people like me ' in communications to inspire action by showing change is possible – Lived experiences that can create the effect of a new social norm emerging – Storytelling science techniques that release endorphins, dopamine and oxytocin in order to inspire action – Capturing new stories of change informs the evaluation and evidences impact that inspires others change.	This typically includes: – A content marketing strategy that pinpoints the moments in time and channels that are relevant for both the topic and the target demographic – Provision of encouraging communications linked to moments where relapse is likely to occur or inspiration is needed

A communications logic model

A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan to do and the changes or results you hope to achieve.

Below is the communications formula represented as a logic model,

