



Help us to get Norfolk moving this summer!

Get into Summer magazine

Norfolk County Council has launched its annual **Get into Summer** campaign, in partnership with Active Norfolk. As part of this, we've co-produced a **Get into Summer** magazine.

The magazine provides inspiration to families on how to get active this summer and ideas for healthy eating – without spending lots of money. There's also the chance to win family bikes for four and a glamping holiday.

From **1 July**, copies of the **FREE** magazine will be available through local libraries and children's centres, as well as online at www.norfolk.gov.uk/getinto

How schools can help

Please help us to **promote the magazine** to your parents and carers through your summer **newsletters** and email updates. You'll find some suggested **template newsletter copy** for you to use/adapt at the bottom of this update. You are also welcome to re-use the logo or magazine image at the top of this update.

Why are we doing it?

The campaign has been launched:

- In response to **falling levels of activity** in Norfolk among adults and children – and the impact of this on their health and wellbeing, now and in the future
- To support the Norfolk Health and Wellbeing Board's key priority of **tackling obesity**

Key statistics

- If current trends continue, by 2031, more than 50pc of adults in Norfolk will be obese. For children, by 2031 more than 33pc will be obese
- One in three Norfolk adults is doing less than half an hour's physical activity a week – falling far short of the national recommendations of 2.5 hrs a week

Find out more

Contact Sophie Harrison, Marketing Officer, on 01603 223957 or email sophie.harrison@norfolk.gov.uk

School newsletter copy

<Long copy>

Free magazine inspires families to get active this summer

<insert your school's name here> is supporting a new, free magazine which aims to inspire families in Norfolk get more active this summer.

Packed with ideas for cheap, fun activities and days out, **Get into Summer** aims to support cash-strapped families struggling to keep kids entertained during the summer holidays.

From free outdoor gyms and guided cycle rides, to park theatre and pond dipping, the magazine features activities to suit all ages, abilities and budgets.

Pick up your copy to find out more about a FREE six-week programme of family activities, starting this summer, with courses like Family Dance at The Garage, Norwich; Cycle Confidence on the Great Yarmouth seafront; and Swimming at St James, King's Lynn.

There's also a chance to win Halfords bikes for a family of four and a glamping holiday in West Norfolk courtesy of West Lexham, as well as money-saving vouchers to help you cut the cost of keeping your family active.

Copies of the free magazine are available at Norfolk libraries and children's centres. You can also view it online at www.norfolk.gov.uk/getinto

Part of a joint campaign by Norfolk County Council [Public Health](#) and [Active Norfolk](#), **Get into Summer** is being launched in response to the falling levels of activity in Norfolk among adults and children and the impact of this on their health and wellbeing – now and in the future.

Find out more: www.norfolk.gov.uk/getinto

<Medium copy>

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<Short copy>

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