

Department of Health & Social Care (DHSC)
Campaign Communication Toolkit: 'Activate with Joe Wicks'
Launch: Tuesday 15th July 2025

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Please note this is under strict embargo until 00:01, Tuesday 15th July 2025

CAMPAIGN OVERVIEW

Children across the country are being inspired to move more this summer, with the launch of a new animated series, *Activate*. The series has been co-created by fitness coach, Joe Wicks MBE, and Studio AKA, the team behind 'Hey Duggee', and is backed by the government as part of a new partnership to reach schools and families across the country.

Physical activity is essential for growing bodies and minds. But over half (53%) of UK children are not meeting daily activity guidelines^[1]. Backed by the Department of Health & Social Care, Department for Education and Department for Culture, Media and Sport, *Activate* aims to help address inactivity among children by getting children moving and making fitness fun. The government will be backing the programme to fund a further ten episodes.

The series promotes short bursts of movement through fun, accessible content that can be easily integrated into your day, whether at home, school, summer clubs or on the go - getting children moving over the summer and beyond.

Each 5-minute episode features an animated Joe Wicks, alongside original characters known as the Activators, and upbeat music courtesy of Universal Music UK, who are the exclusive music partners.

The first episode of 'Activate' will be available on 15th July for free on [The Body Coach YouTube channel](#), with further episodes released weekly over the holidays.

Campaign Objective

The overarching aim of the campaign is to support children to be more physically active, by embedding short, fun bursts of movement into their daily routines. The campaign also aims to support parents, carers, schools and holiday clubs with accessible, engaging tools to promote physical and mental wellbeing in children through exercise. The campaign is for all children with a focus on those from regions and demographics where families are likely to have more sedentary lifestyles.

The campaign will include the following elements:

Spokespeople

Government spokespeople from DHSC and DCMS, alongside Joe Wicks (The Body Coach

and creator of *Activate*) will support the campaign with media interviews at launch, speaking on the importance of physical activity for physical and mental health. Case studies of children, parents and teachers will also share how they are using *Activate* over the summer and beyond and the difference physical activity makes to their mood and quality of life. Support will include taking part in pre-recorded and live interviews across TV, radio, print and digital platforms.

Media Package

The campaign will be supported by a comprehensive media package including a national press release highlighting the launch of *Activate*, the scale of childhood inactivity and the importance of keeping children active, for physical and mental wellbeing. This will be supported by video teasers and stills from the series, alongside embargoed content featuring Joe Wicks visiting a school to launch *Activate*.

Digital and paid activity

Campaign social media content will be released on The Body Coach channels through pre-launch, launch and sustain activity. Content will span video, carousel and static assets, with co-branding and CTAs for target audience participation. Paid media will amplify Joe Wicks' content to parents and teachers to guarantee reach and awareness throughout the summer. Specific lower income and ethnically diverse areas will be targeted through media spend on social media channels such as Meta, TikTok, and YouTube.

Partnerships

Toolkit available for stakeholders featuring key messaging, assets and suggested social copy.

Campaign Assets

The following campaign assets will be available for partners on the Campaign Resource Centre:

- Campaign summary copy for websites and newsletters
- Stills for use in websites and newsletters
- Social media statics
- Social media animations
- Suggested posts for social media

^[1] <https://www.sportengland.org/news-and-inspiration/childrens-activity-levels-remain-stable-significant-and-sustained-action>

ROLE OF PARTNERS

Partners can ensure *Activate* reaches parents and children all over the country, championing the importance of children living a healthy active lifestyle by taking part in physical activity in a fun and accessible way. Schools, Local Authorities, NHS colleagues, charities, youth groups, brands and more, can all play a critical role in this way.

HOW TO SUPPORT

- Encourage participation of 'Activate' challenges amongst children over the summer holidays, by including **articles about *Activate* in newsletters, websites and blogs** (copy provided below)

- **Support the launch of *Activate* on 15 July on social channels** (social guidance provided below)
- Continue to **share ongoing content through the summer** as new episodes are released, for example sharing content on social media channels (tagging @thebodycoach across social media, with the hashtag #ActivateWithJoe)
- For schools and other relevant educational organisations, continue to **utilise the *Activate* videos as part of the day during term-time** – e.g., for ‘brain breaks’ when schools reopen in September.

KEY MESSAGES

Primary key messages

1. '*Activate*' is a fun, accessible animated physical activity series co-created by Joe Wicks and Studio AKA, the team behind 'Hey Duggee'.
2. '*Activate*' is backed by the government as part of a new partnership to reach families and schools across the country.
3. The series aims to help address childhood inactivity and get children moving over the summer and beyond.
4. The programme is backed by government funding as part of its Plan for Change to give children the best start in life.
5. Physical activity is essential for growing bodies and minds. But over half (53%) of UK children are not meeting daily activity guidelines^[1]
6. '*Activate*' aims to make fitness fun and spark a love of movement in children, by bringing together bright and energetic new characters animated by Studio AKA, alongside well-known tunes from exclusive music partner Universal Music UK. The episodes incorporate upbeat music from some of the nation's favourite artists. Each track has been chosen for its appeal to parents and children alike.
7. Each 5-minute episode offers a burst of movement, fun and energy which can be transformational for mental and physical health – getting hearts pumping and minds engaged.
8. Parents and teachers can easily integrate these short exercises into their day at home, school or summer activity clubs
9. The first episode of '*Activate*' is available from 15 July for free on The Body Coach YouTube channel - with new episodes released weekly over the summer holidays.
10. The series is backed by the Department of Health and Social Care, Department for Education, and Department for Culture, Media and Sport.

Secondary messages:

1. At a time when parents are concerned about keeping kids active during the summer holidays, '*Activate*' uses screen time for good.
2. '*Activate*' isn't just about staying active during the holidays. The series can also be utilised by schools during term-time and has been designed to build long-term and lifelong habits, with the government backing the programme to fund a further ten episodes.
3. Joe Wicks is reimaged as an animated character by the creators of Hey Duggee, and is joined by six new characters, the Activators.
4. From Yellow's boundless energy to Pink's fearless inclusivity, each Activator brings their own unique spark: Blue reminds everyone to stay hydrated, Green shows off their football skills, and Turquoise gets the party started. Together, they make movement feel personal, playful, and inclusive for every child.
5. Five years since Joe Wicks united the nation through his 'PE With Joe' workouts (which received over 100 million views and earned him an MBE for services to fitness), The Body Coach is once again on a renewed mission to get children moving – a journey he started over seven years ago.

Key supporting facts and stats

- A new report from the Chief Medical Officer will show that more than 1 in 5 children are living with obesity by the time they leave primary school, rising to almost 1 in 3 in areas with higher levels of poverty and deprivation.
- One in 5 children over 8 years old have a probable mental disorder^[2]
- 1 in 7 children (15%) between 2-15 years old are obese^[3]

^[1] <https://www.sportengland.org/news-and-inspiration/childrens-activity-levels-remain-stable-significant-and-sustained-action>

^[2] <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2023-wave-4-follow-up>

^[3] <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2022-part-2>

CORE COPY

Short copy

This summer, Joe Wicks has released a new animated physical activity series, *Activate*, which aims to get children moving and having fun.

Co-created by Joe Wicks and Studio AKA (the makers of 'Hey Duggee'), *Activate* is backed by the government as part of a new partnership to reach families and schools across the country.

Activate is made up of short, five-minute episodes, each offering a burst of movement and energy. Parents and teachers can easily integrate these short exercises into their day at home, school or summer activity clubs.

Physical activity is essential for growing bodies and minds. But over half (53%) of UK children are not meeting daily activity guidelines^[1]. *Activate* aims to make fitness fun and spark a love of movement in children, by bringing together bright and energetic new characters, alongside well-known upbeat music from exclusive music partner Universal Music UK.

At a time when many parents are concerned about keeping their kids active over the holidays, *Activate* aims to turn screen time into active time and boost their physical and mental health – over the summer holidays and beyond.

The first episode is out now on [The Body Coach YouTube channel](#), with new episodes out weekly over the summer.

Activate is backed by the Department of Health & Social Care, Department for Education and Department for Culture, Media and Sport.

Long copy

This summer, Joe Wicks has released a new animated physical activity series, *Activate*, which aims to get children moving and having fun.

Co-created by Joe Wicks and Studio AKA (the makers of 'Hey Duggee'), *Activate* is backed by the government as part of a new partnership to reach families and schools across the country. *Activate* is made up of short, five-minute episodes, each offering a burst of movement, fun and energy which can be transformational for mental and physical health – getting children's hearts pumping and minds engaged. Parents and teachers can easily integrate these short exercises into their day at home, school or summer activity clubs.

Physical activity is essential for growing bodies and minds. But over half (53%) of UK children are not meeting daily activity guidelines^[1]. *Activate* aims to make fitness fun and spark a love of movement in children, by bringing together bright and energetic new characters animated by Studio AKA, alongside well-known upbeat music from exclusive music partner Universal Music UK.

At a time when many parents are concerned about keeping their kids active over the holidays, *Activate* aims to turn screen time into active time and boost their physical and mental health – over the summer holidays and beyond.

Appearing alongside an animated Joe Wicks, will be six loveable new characters called The Activators. Each brings their own unique spark, like Blue, who reminds kids to stay hydrated, Green, who shows off football skills, and Turquoise, who gets the party started. Together, they make movement feel personal, playful, and inclusive – so every child can find a character to connect with.

But *Activate* isn't just for the summer holidays. It's perfect for 'brain breaks' at school, rainy days, feel-good kitchen dance-offs, or anytime kids need a boost – helping them to develop healthy habits for life.

The first episode is out now on [The Body Coach YouTube channel](#), with new episodes out weekly over the summer.

Activate is backed by the Department of Health & Social Care, Department for Education and Department for Culture, Media and Sport.

SUGGESTED SOCIAL POSTS

All content is strictly confidential and posts are embargoed as per the dates and times outlined below. Assets can be found here:

[Social Media Toolkit | Activate with Joe Wicks | Campaign Resource Centre](#)

[Posters | Activate with Joe Wicks | Campaign Resource Centre](#)

[Still images | Activate with Joe Wicks | Campaign Resource Centre](#)

Key Instagram handles:

- [@thebodycoach](#)
- [@studioaka](#)
- [@dhscgovuk](#)
- [@educationgovuk](#)
- [@dcmsgovuk](#)
- [@youtube](#)
- [@umusicuk](#)

Key LinkedIn handles:

- [The Body Coach / Joe Wicks](#)
- [Studio AKA](#)
- [Department of Health and Social Care](#)
- [Department for Education](#)
- [Department for Culture, Media and Sport](#)
- [YouTube](#)
- [Universal Music Group](#)

Campaign hashtag

- #ActivateWithJoe

Launch day – 15 July

Post embargoed **Tuesday 15th July 10:00am**

On launch day, the campaign will be announced, with a hero video asset revealing the animated Joe Wicks and new 'Activator' characters. Download the hero asset [here](#) to post on social media. The asset will be available in 9:16 video format to post across any social platform supporting video.

Example social caption copy:

Get ready to Activate this summer! 🌞

Joe Wicks is launching a brand-new workout series, 'Activate', full of high-energy, fun 5-minute workout 'Challenges' to keep kids active.

The Challenges bring together new characters and bright animation from @studioaka, with well-known upbeat tracks from exclusive music partner @umusicuk.

Activate is backed by @dhscgovuk, @educationgovuk, @dcmsgovuk as part of a new partnership to reach families and schools across the country.

Head to The Body Coach channel on YouTube for the first episode.

Static launch carousel

Post embargoed Tuesday 15th July 10:00am

Download the campaign launch carousel [here](#) to post on social media. The asset will be available in 4:5 PDF document format to post on LinkedIn and 4:5 carousel format to post on all social channels.

Suggested caption copy:

This summer, Joe Wicks is launching a new animated physical activity series, Activate, which aims to address childhood inactivity by getting kids moving and having fun.

Co-created by Joe Wicks and @studioaka, Activate is made up of short, five-minute episodes that parents and teachers can easily integrate into their day at home, school or summer activity clubs.

Activate is backed by @dhscgovuk, @educationgovuk, @dcmsgovuk as part of a new partnership to reach families and schools across the country - alongside exclusive music partner @umusicuk.

Activate is available for free on The Body Coach YouTube channel.

Character introduction

Post embargoed Friday 18th July 10:00am

Download the assets [here](#) that introduce each of the Activator characters as a group. Assets will be available in 9:16 video format to post on Instagram Stories as individual frames and in 4:5 carousel format to post across all social channels.

Suggested social copy:

Meet the Activators! Your child's new favourite fitness friends.

Joe Wicks is getting kids active this summer with 5-minute 'Activate' workouts alongside his new animated friends, the Activators. Green, Red, Pink, Blue, Yellow and Turquoise are making movement feel personal, playful and inclusive. 🏃🏃

Head to The Body Coach YouTube channel to work out to Activate for free.

Activate Shorts x 5

Download the assets [here](#) that spotlight one character per week and highlight one of the exercises that will be featured in the weekly challenge. Assets will be available in 9:16 format to post on all social channels supporting video.

Suggested social copy:

Astroburp / Green Wednesday 16th July 10:00am

Join Green for Activate's Astroburp challenge! 🚀

Activate is Joe Wicks' newly launched workout series, supported by the government. Full of high-energy, fun, 5-minute workouts, it's designed to keep your kids moving.

Activate is available for free on The Body Coach YouTube channel. 🎧

Gamer / Pink Saturday 19th July 10:00am

Join the Activate Gamer challenge this week! Level up your fitness with Joe Wicks, Pink and the rest of the Activators. 🎮

Activate aims to get children moving and boost their physical and mental health, over the summer holidays and beyond. 🙌

Visit The Body Coach YouTube channel for the next episode.

Surfer / Blue Saturday 26th July 10:00am

It's the Activate Surfer challenge this week and Blue is doing burpees. 🏄

Be sure to join Joe Wicks and the rest of the Activators for this week's 5-minute episode of fun-filled fitness.

All episodes are available on The Body Coach YouTube channel. 🌀

Treetops / Red Saturday 2nd August 10:00am

Leap into action for this week's Treetops challenge. 🌴

Join Red for Starjumps, Climbers and Squats! Let's power up with high-energy fun from Joe Wicks' Activate series - 5 minutes of active fun.

Catch the next episode on The Body Coach YouTube Channel.

Superhero / Yellow Saturday 9th August 10:00am

Activate's Superhero challenge has landed. 🦸

This week, Yellow is doing Climbers alongside Joe Wicks in the animated Activate series - short exercise videos designed to keep kids moving.

Be sure to head to The Body Coach's YouTube channel for the next episode.