

Active Dorset is one of the 43 Active Partnership in England . Active Dorset work with partners through a system change approach to increase the numbers of people that are supported to be more physically active.

The Take Five to Age Well Campaign provided an opportunity for Dorset to join the UK- wide community making small changes over 30 consecutive dates for better ageing. The campaign aims to empower people to adopt these habits over a month long period and beyond. There are 5 areas where you can choose new habits: Eat: healthy eating is good for your health, Drink: stay well hydrated for healthy ageing, Move: exercise boosts body and mind, Connect and Engage: make and maintain social connections for your health, Think: use your brain to stay sharp.



How did Active Dorset share the Campaign?

✓ Active Dorset shared the campaign with local system partners to raise the awareness of the role of movement in healthy ageing.



Active Dorset Facilities promoted the campaign to the public and to groups who utilised the spaces to share with their activity participants.

✓ Active Dorset shared campaign partner pack plans with other Active Partnerships



The cafes also offered healthy food and drinks offers.

The Active Dorset Take Five to Age Well Partner Pack—3 Asks

- Promote the Take 5 to Age Well campaign with partner contacts to help raise awareness and encourage people to take part.
- Tell us how you are supporting people to live longer and in better health in Dorset.
- Share your movement/ physical activity offer with the local community and Dorset by adding it to the Active Dorset Activity Finder.

System Partners Sharing the Take Five to Age Well Campaign

- ✓ Our Dorset NHS Ageing Well Network Newsletter Spring 2025
- ✓ Age Friendly Community Bournemouth Poole and Christchurch shared the campaign and pack in their newsletter and promoted at the quarterly forum
- ✓ Active Dorset shared to the Dorset ICS Communication leads

Active Dorset Campaign Outcomes

- 159** User visits to our Take 5 To Age Well webpage
- 39** Partner pack downloads
- 15** LinkedIn likes across 4 posts
- 11** Facebook Likes across 4 posts
- 2** Facebook post shares by other organisations

