

MOVEMENT FOR HEALTH

Scotland's National Day of Movement 2025

Engagement Paper



Introduction

Following the success of Scotland's first National Day of Movement, the Movement for Health team has collated this paper showing the impact and reach of the day's activities, what went into the planning, and how far we were able to spread the celebration.

The day was a hit, with wide ranging engagement. Feedback from Movement for Health coalition members, national partners, and the community of practice has been positive, affirming that future Day of Movements buy-in will be even bigger and better.

Purpose of the Day

To amplify the movements of people living with long term health conditions and the workforce that supports them in doing so.

To raise awareness that all movement is good movement, big and small.

To highlight the need to invest resources in supporting the least active and inactive populations in Scotland to start their relationship with movement using accessible and inclusive language.

Messaging



Activity

Day of Movement launched in 2025 so we focused on establishing baseline engagement data for future years.

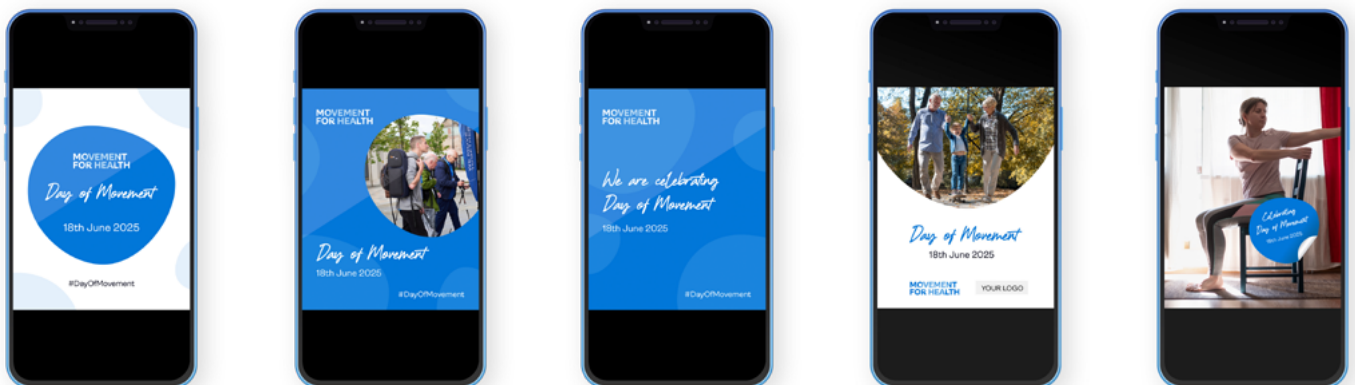
We held an event outside of the Scottish Parliament, which saw Ministerial engagement as well as a coalition representation across the MfH coalition member organisations. Movement demonstrations took place, showcasing the variety of inclusive movements that support more movement to happen. A press release supported the event.

Planned social media activity from the Movement for Health team. Wider social media activity, following the sharing of digital promotion assets for the Movement for Health Coalition and Community of Practice to share via a webinar and wider communication via targeted emails.

Day of Movement Assets

An assets bank was created to make it easy for people to engage with the day online and show their own content alongside the DofM.

Assets consisted of six digital templates. A hard copy postcard was created to be handed out to attendees of the photocall event. The purpose was that event attendees had something to hand with the messaging of the day. A webpage dedicated to the preparation for the DofM was created, and after the day, this page turned into a thank you and a place to host the gallery of photographs and the short film that was produced.



Engagement Results

Print media reach



North Edinburgh
News online an
estimated reach



Edinburgh Evening
News in print
estimated reach



Total estimated press
release reach



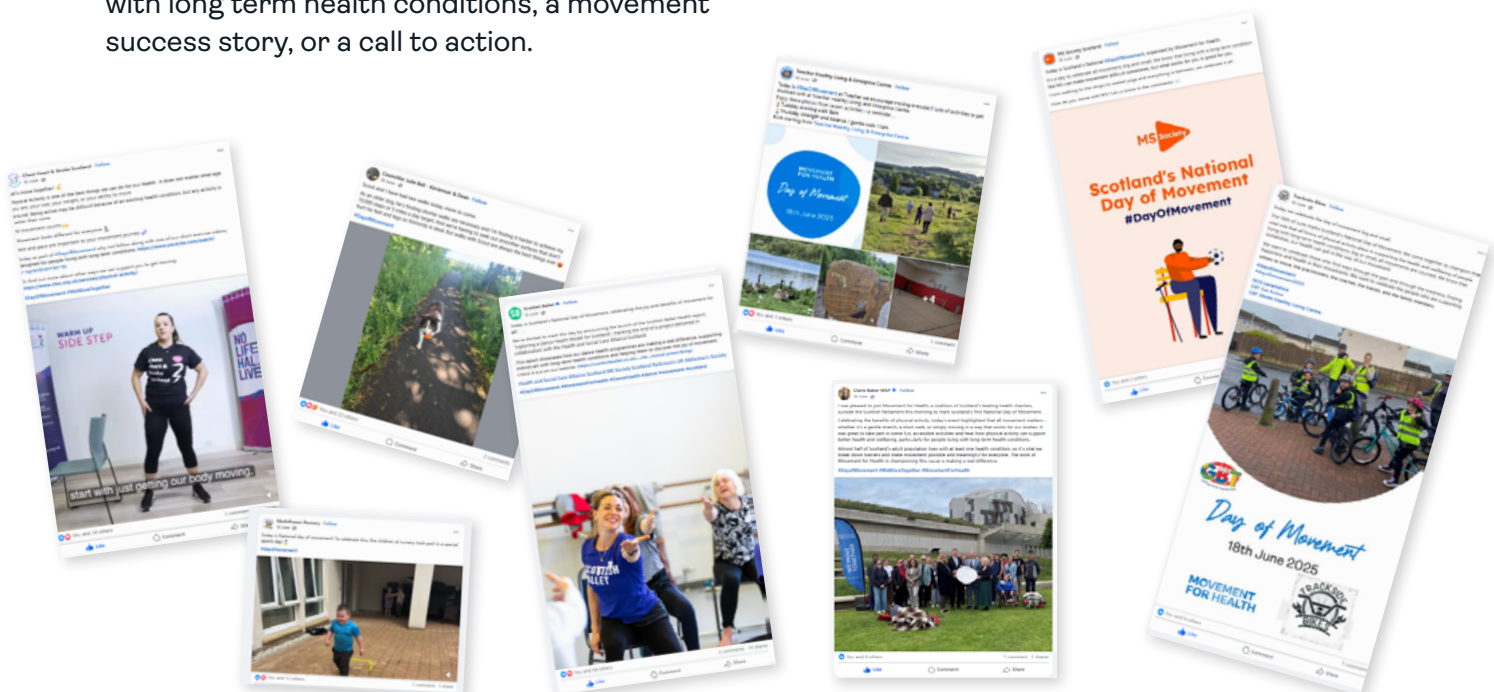
Print value

Digital Engagement

Digital activity from the Movement for Health Coalition members and partners was positive and consistent, showing joined-up approaches to messaging and the importance of engaging with the sector as a whole.

Highlights included organisations producing tailored content to celebrate the day, with some hosting special events and others writing dedicated blog posts about the day. Some organisations used the day as an opportunity to spotlight an individual living with long term health conditions, a movement success story, or a call to action.

The wider engagement from the community of practice was not predicted. Digital engagement outperformed expectations and has increased connections tenfold across MfH social media platforms during the month of June. A variety of organisations, outside of the health and charity sector joined in the day of movement. The team will be using this engagement to continue to strengthen the whole-systems understanding and galvanize a broader offering for following Day of Movements.

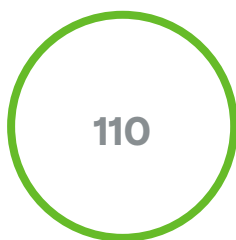




In numbers:

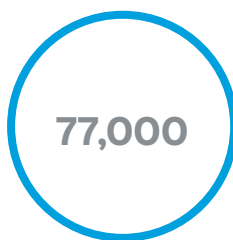
The following data refers to mentions of the hashtag **#DayofMovement** across all social media platforms for the date 18 June 2025

Total Mentions



A single result that contains one of your tracked keywords. This could be a social media post, blog entry, news article, or forum thread.

Total Reach



A metric based on how big a source's audience is. It helps estimate how many people could have seen a mention.

Interactions



Likes, comments, and shares on your collected social media accounts.

Data: Brand24 Report ran 24 June 2025

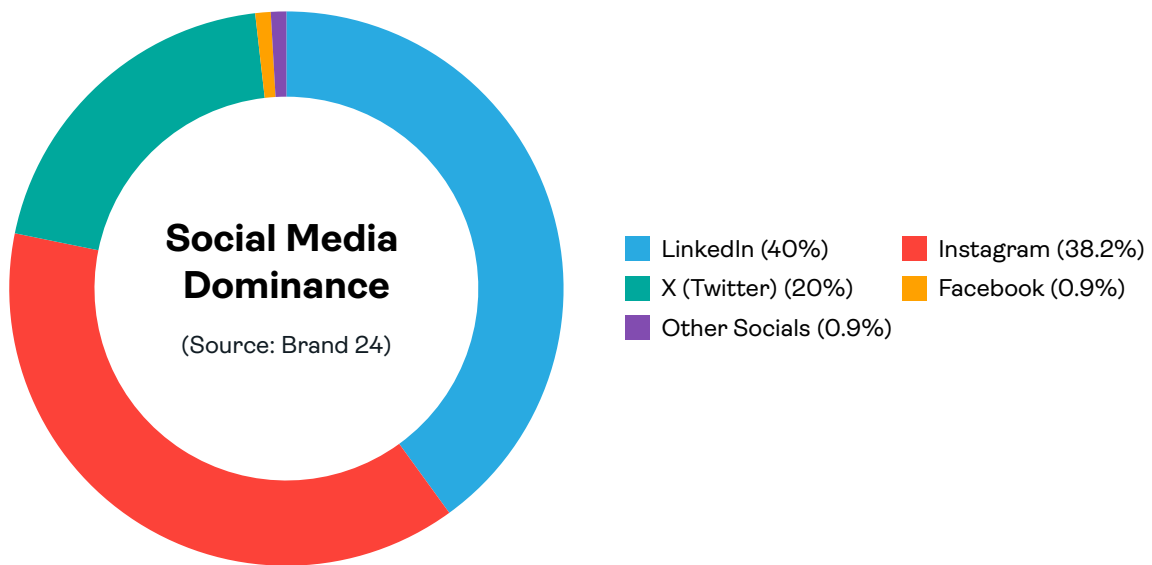
By running specialist software, online sentiment for the day was recorded, and joy was the leading sentiment captured, closely followed by admiration. No negative messaging was found to be associated,

meaning that engagements were positive, and there were no comments across platforms that were derogatory or challenging to the DofM messaging.

Platform Performance

Movement for Health actively engaged with LinkedIn and Instagram platforms, and paid ads were trialed on Facebook, resulting in engagement from audiences that had not previously engaged with Movement for Health work, mainly males and females aged 50+. Members of the community of practice and the coalition shared their posts across all of their social media platforms.

From the paid advertising test, we can see that the main demographic that interacted with the content was females aged 65+ (68%), followed by males of the same age category (15%).



Political Engagement

A real positive was to have a cross-party engagement with the photocall. It was a surprise to have the Cabinet Secretary Neil Grey MSP, join us, and we were very grateful to the Minister Jenni Minto MSP for her excellent words and the time that she spent with the coalition membership. Professor Bauld's continued support brings a high level of acknowledgment of the importance of this topic.

Brian Whittle MSP continues to support Movement for Health. He posted to his Facebook account on the day and lodged a motion in the Scottish Parliament the following week:

*S6M-18068 Brian Whittle: Scotland Celebrates First-Ever National Day of Movement—That the Parliament commends Scotland's first-ever National Day of Movement, a celebration of all forms of movement, organised by Movement for Health and its coalition members; notes that the National Day of Movement highlighted the benefits physical movement brings to physical, mental, and social health; understands that the event shone a light on the need for a more inclusive approach to physical activity, especially for the nearly 50% of adults in Scotland living with at least one long-term health condition who, it believes, often face unique barriers that make

reaching global physical activity guidelines difficult; notes that the event attracted community and health leaders, political and government representatives, academics, and people living with long-term conditions from across Scotland to celebrate movement in all its varied forms; encourages the third sector, community and local government organisations to continue to play what it considers is a vital role in turning movement into something enjoyable and achievable, and wishes Movement for Health and the coalition partners future success promoting the importance of inclusive physical activity.

Supported by: Jeremy Balfour*, Meghan Gallacher*, Miles Briggs*, Liam McArthur*, Pam Gosal*, Sandesh Gulhane*, Alexander Stewart*, Douglas Ross*, Monica Lennon*, Colin Beattie*, Murdo Fraser*, Edward Mountain*



Claire Baker MSP also attended the event.
Claire posted to her Facebook:



Scotland's Chief Medical Officer provided a blog post to Movement for Health to be shared with the wider community:

“To me, it is as simple as ‘movement’. It’s about doing what we can to keep ourselves fit within our own sphere of ability”.

“There is no one size fits all, and the real secret is finding something that you enjoy doing, which doesn’t actually feel like exercise”

Costs

The following costs are in addition to Movement for Health team salaries and overheads. 100 hours of staff time was dedicated to the planning and delivery of the Day of Movement.

External Agency support providing design and digital support, as well as engagement with political representatives.

Category	Cost
External Agency support providing design and digital support, as well as engagement with political representatives.	£4,650
DofM photography	£500
DofM film production	£535
Targeting social media advertising	£50
Event demonstration professionals	£621
Printing	£621
Total	£6,431



Initial reflections and learning for future Day of Movement planning

There were several unexpected engagements across digital platforms and a higher number of political supporters than envisaged.

Engagement on the whole was higher than the Movement for Health team estimated.

Feedback from the community of practice:

- It was easy to engage with the templates”
- The messaging was powerful and struck a chord,
- Wanted to be involved in a national conversation.

It was difficult to obtain column inches with a positive news story, so more work is needed to best garner the opportunity of this story. Likely a celebrity endorsement and a person’s story leading the comms work will be an angle to explore with the community of practice. This will give a more engaging hook for journalists, media attention.

Fuller reflections have been captured in a 2026 planning document, taking into account feedback from the Movement for Health staff team and coalition members, as well as a questionnaire to capture the experience from the wider community of practice. These reflections will feed into future planning for Scotland’s Day of Movement 2026.

September 2025 Movement for Health

Contact Address

Walking Scotland
Kintail House
Forthside Way
Stirling FK8 1QZ

Website

www.movementforhealth.scot



@MovementfHealth

Movement for Health is hosted by © Walking Scotland 2025. Paths for All Partnership (known as Walking Scotland) is a Scottish charity, SC025535, regulated by the Scottish Charity Regulator (OSCR) and registered as a company limited by guarantee, 1068554.