

Thank you for your support with helping promote Stronger My Way. Here's everything you need to share information about the campaign across your channels.

We're delighted to launch [csp.org.uk/stronger](https://www.csp.org.uk/stronger) on 31 March, and will be using [#StrongerMyWay](https://www.csp.org.uk/stronger) on social media.

If you have any questions, please do contact the team using strength@csp.org.uk.

SOCIAL MEDIA ASSETS

You can click on any of these assets to download from our website or use the WeTransfer link below.



[Twitter and LinkedIn posts](#)



[Instagram and Facebook posts](#)



[Facebook stories](#)

[DOWNLOAD SOCIAL MEDIA ASSETS HERE VIA WETRANSFER](#)

Suggested posts:

A new behaviour change campaign [#StrongerMyWay](#) has been launched by [@thecsp](#) and [@Sport_England](#).

The new hub provides a one-stop-shop of strengthening resources as well as tips and best practice for professionals to empower people to become stronger.
www.csp.org.uk/stronger

A new strengthening campaign [#StrongerMyWay](#) has been launched by [@thecsp](#) and [@Sport_England](#).

For professionals, it provides evidence, resources and support. For patients, it offers advice, motivation and strength films to support getting started.

Visit www.csp.org.uk/stronger

CAMPAIGN NARRATIVE

... in less than 50 words

The benefits of strengthening activity are often overlooked by professionals and people living with a long-term condition.

That's why the Chartered Society of Physiotherapy and Sport England have developed Stronger My Way. It's a co-designed 'one stop shop' of strengthening resources to provide consistent messaging and tips for professionals to empower people to become stronger.

... in less than 100 words

The benefits of strengthening activity are often overlooked by healthcare professionals and people living with a long-term condition.

But research tells us that providing physio-approved, evidence-based advice and guidance would encourage more people to get started.

That's why the Chartered Society of Physiotherapy and Sport England have developed Stronger My Way.

It's a co-designed 'one-stop-shop' of strengthening resources to provide consistent messaging and tips for professionals to empower people living with long-term conditions to become stronger.

... in less than 200 words

Strengthening activity is often overlooked by professionals and patients.

But it's critical for quality of life, particularly among people living with a long-term condition.

Stronger My Way is a behaviour change campaign from the CSP to help healthcare professionals empower patients to do strengthening on a more regular basis.

With input from people living with long-term conditions, we've developed a campaign hub featuring:

- Evidence on strengthening and insight from people with lived experience
- Signposting to training in key skills such as behaviour change
- Resources for patients, including exercise films

It's open-access, evidence-based and ready to help make a difference.

PROMOTIONAL ASSETS AND INSIGHTS

You can click on any of these assets to download from our website.

- [Poster](#)
- [Infographic for professionals](#)
- [Strengthening exercises](#)
- [Strength messaging insight report](#)



FIND YOUR STRENGTH WITH MORE PHYSIO APPROVED RESOURCES AT [CSP.ORG.UK/STRONGER](https://csp.org.uk/stronger)