SUBJECT LINE: Save our children from a life of inactivity

Dear [INSERT MP FIRST NAME]

My name is [INSERT YOUR NAME] and I am writing to you as your local constituent.

I am of the firm belief, as I hope you are, that having an active nation is incredibly important. It delivers huge benefits to our society, and having active, healthy children will only secure a happy and productive society and workforce for years to come. Physical activity can improve children’s physical and mental wellbeing, [prevent youth violence,](https://www.premierleague.com/communities/programmes/community-programmes/pl-kicks) help tackle mental health problems and improve [academic performance](https://www.ncbi.nlm.nih.gov/pubmed/18602754).

Sadly however, the evidence shows that physical activity amongst children and young people is on the decline. The Sport and Recreation Alliance’s recent report, [Why are we Failing Our Children](https://www.sportandrecreation.org.uk/policy/research-publications/why-are-we-failing-our-children) shows that while the vast majority of children enjoy being active, 80% of girls and 77% of boys do not meet the national CMO-recommended level of activity. Something is clearly wrong and needs to change.

The Sport and Recreation Alliance has launched a new campaign which sets out to give every child the right to be active. The aim of the campaign is to drive a fundamental change which will enable all children to get the benefits of physical activity through sport and recreation.

As your constituent I am therefore asking you to:

1. Pledge your support as my Member of Parliament to the Alliance’s campaign to ensure children and young people have the right to be active. You can sign up [here](https://www.change.org/p/uk-government-inactivity-is-killing-our-children-give-every-child-the-fundamental-righttobeactive-ca51e9b7-2d2c-4e5e-a80d-fa99b99e889c).
2. Raise the profile of sport and physical activity and the benefits it brings in Parliament and hold the Government to account for its failure to deliver better health and wellbeing outcomes for our children and young people.
3. Write to me setting out what plans you have to improve the sport and physical activity opportunities for children and young people in our constituency.

Thank you for your time and I look forward to hearing from you.

Your sincerely,

[INSERT YOUR NAME]