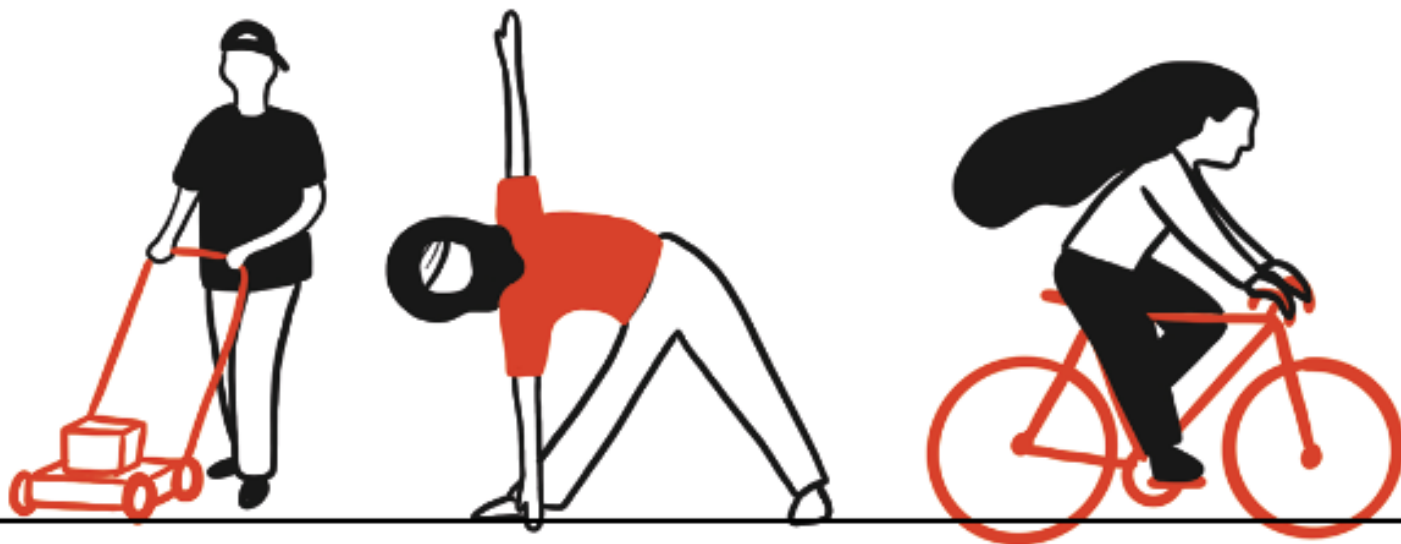




Sheffield Hallam University | Advanced Wellbeing Research Centre



#EasierToBeActive

AWRC Online Seminar Series
Healthy and Active 100
5th October 2022

Dr Catherine Homer, SHU

Suzy Gardner, Sport England

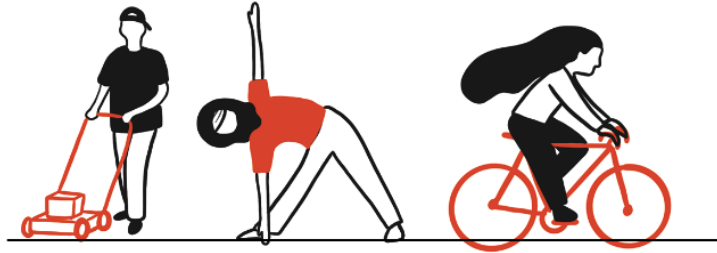
Michelle Roberts, Richmond Group of Charities

Why this research is important



1 in 3

adults in UK live with a long-term health condition



2x

as likely to be least physically active



Barriers

prevent those with LTCs from getting active

We sought to understand physical activity pathways for people with long term health conditions more deeply, to co-produce guidance with them that will improve physical activity opportunities and experiences.

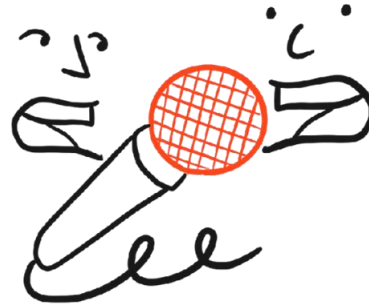
What we did



1

Online
conversation

350 users



2

Interviews &
focus groups

26 stakeholders



3

Second national
online conversation

246 users

Key finding – The 5I's

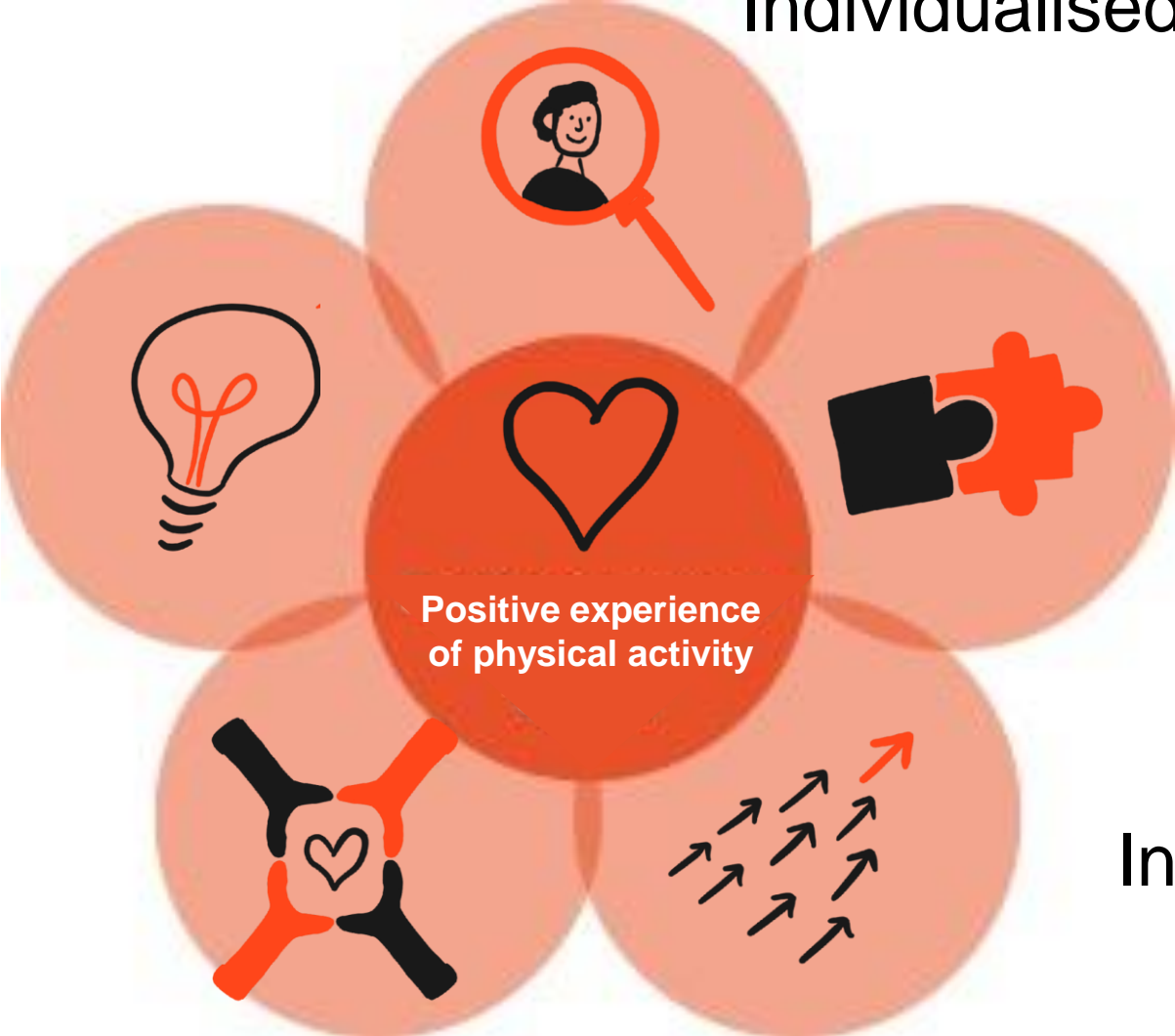
Individualised

Informed

Integrated

Inclusive

Influencers



Key finding – How can the sector change?



Support



Access to
Activities



Strengthening the
system



Communication

The Easier To Be Active Resources



#EasierToBeActive

Case studies

The 5i's

Research conducted by The National Centre for Sport and Exercise Medicine - Sheffield, on behalf of Sport England

THE 5i'S FRAMEWORK

Context

One in three adults in England live with a long-term health condition and those of us that have them are twice as likely to be amongst the least physically active.¹



Supporting people with long-term health conditions into activity is critical in increasing population physical activity levels, reducing inequalities, and improving overall wellbeing and management for people with long-term health conditions.²

The Research

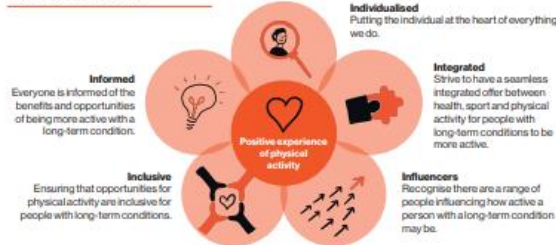
Research from National Centre for Sport and Exercise Medicine - Sheffield sought to co-produce guidance with the physical activity and health sectors, to support those with long-term health conditions to engage with and participate in physical activity opportunities.

The research included online conversations, interviews and focus groups with 600 stakeholders, including professionals, people with long-term health conditions and those passionate about improving physical activity.

Their ideas led to The 5i's framework - five themes that influence the experiences of physical activity for those with long-term health conditions.



The 5i's Framework



Consider the implications of this for your own practice or physical activity journey. To find out more, visit: bit.ly/E2BeA.

¹ LTC Public Health England Guidance, Health matters: physical activity - prevention and management of long-term conditions, published 22 January 2020
² Reed N, Riddall AJ, Thomas SA, et al. Benefits outweigh the risks: a consensus statement on the risks of physical activity for people living with long-term conditions. British Journal of Sports Medicine. Published Online First: 16 October 2021. doi:10.1136/bjsports-2021-104281

#EasierToBeActive Executive Summary

Context



One in three adults in England live with a long-term health condition and those of us that have them are twice as likely to be amongst the least physically active.¹



Supporting people with long-term health conditions into activity is critical in increasing population physical activity levels, reducing inequalities, and improving overall wellbeing and management for people with long-term health conditions.²

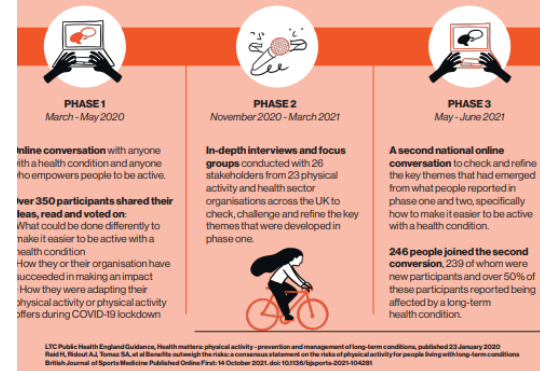


But, there are a range of barriers preventing people with conditions from getting active, like confidence, the unpredictability of conditions, and practical or logistical challenges.

The Research

Researchers from the National Centre for Sport and Exercise Medicine - Sheffield sought to understand physical activity pathways for people with long-term health conditions more deeply, and then co-produce guidance with them that will improve physical activity opportunities and experiences.

The research was delivered in three phases:



LTC Public Health England Guidance, Health matters: physical activity - prevention and management of long-term conditions, published 22 January 2020
 Reed N, Riddall AJ, Thomas SA, et al. Benefits outweigh the risks: a consensus statement on the risks of physical activity for people living with long-term conditions. British Journal of Sports Medicine. Published Online First: 16 October 2021. doi:10.1136/bjsports-2021-104281



#EasierToBeActive

Research summary & recommendations

Research conducted by The National Centre for Sport and Exercise Medicine - Sheffield, on behalf of Sport England

#EasierToBeActive

Sport England and Uniting the Movement –

**Suzy Gardner
Sport England**

#EasierToBeActive's role in
Uniting the Movement

OUR VISION

Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

There's no quick fix to make this vision a reality. But we know being active is one of the most effective and sustainable ways to achieve it. This is why Sport England exists.



WHO WE ARE

Sport England is an arm's length body of government established by Royal Charter in 1996. We're responsible for growing and developing grassroots sport and helping more people get active across England. We use our expertise, insight, campaigns and targeted funding from the government and the National Lottery to do just that.

OUR MISSION

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

Because it's not always a level playing field.

Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

We're determined to tackle this and unlock the advantages of sport and physical activity for everyone.

Connecting with health and wellbeing

“Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.”

Unlock health for all

Being active can maintain or improve health, wellbeing or quality of life

An equal chance to get benefits of an active life

Investing more to support those least active can play a role in reducing health inequalities

Joining forces on the big issues

**Recover &
Reinvent**

**Connecting with
Health &
Wellbeing**

**Positive
Experiences for
Children & Young
People**

**Active
Environments**

**Connecting
Communities**

Tackling inequalities and creating change



Moving Medicine

It's safer for people with long-term conditions to be physically active

- 1. The benefits outweigh the risks**
Physical activity is safe for people living with long-term conditions. The benefits of being active far outweigh the risks.
- 2. The risk of adverse events is very low but that's not how people feel**
Misinformation, conversations with healthcare professionals and the fear of adverse events can make people feel that the risk of being active is high.
- 3. It's not as easy as just telling someone to move more**
The reality of the constraints of individuals and their lives can make it difficult to just tell someone to move more.
- 4. Everyone has their own starting point**
Help people identify their own starting point, begin there and build up gradually.
- 5. Stop and seek medical review if...**
They notice a dramatic increase in heart rate, have an unexplained chest pain, experience dizziness or lightheadedness, or notice a change in vision.

To find out more scan the QR code or visit www.movingmedicine.co.uk

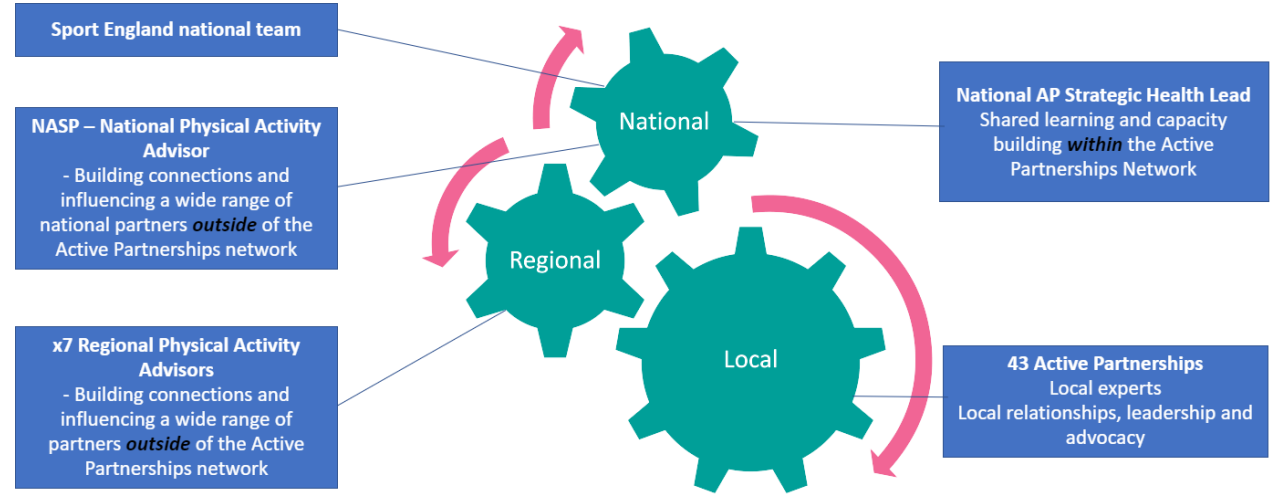
Moving Healthcare Professionals is a national programme, led by the Office for Health Improvement and Disparities (OHID) and Sport England.

It's goal is to support healthcare professionals to increase their knowledge and skills, and incorporate physical activity within routine care to support quality improvement and better patient outcomes.

Office for Health Improvement & Disparities | SPORT ENGLAND

Find out more at: MovingHealthcareProfessionals.org

Social Prescribing Physical Activity Infrastructure



WE ARE UNDEFEATABLE

WALKING TO THE BEAT OF OUR OWN TUNE.

For little ways to move more with a health condition visit WeAreUndeatable.co.uk

mind | Royal Free | ageuk | Versus Arthritis | Stroke | NHS | Diabetes UK | British Heart Foundation

“Local delivery pilots are a good example of how to create a different kind of future. So the value is immeasurable.”

Chris Grant, Sport England Board member



I'M GETTING STRONGER MY WAY TO DO THE THINGS I LOVE

A year after my stroke I could feel myself getting stronger and stronger. It was really encouraging and motivating having to keep going.

— ANNY

STRONGER MY WAY

FIND YOUR STRENGTH WITH PHYSIO-APPROVED RESOURCES AT CSP.ORG.UK/STRONGER



The role of the Richmond Group of Charities in Physical Activity

Michelle Roberts

Richmond Group of Charities

The Richmond Group of Charities
Helping people with multiple long term
health conditions to move more



Who are the Richmond Group of Charities?

- Health and care charities collaboration
- Aim to reduce inactivity amongst people with multiple long term health conditions



BREAST
CANCER
NOW

ASTHMA+
LUNG UK



PARKINSON'S^{UK}



VERSUS
ARTHRITIS

BritishRedCross

MACMILLAN
CANCER SUPPORT



Stroke
Association



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



The
Richmond
Group
of Charities

Movement for All

**INSIGHT &
DELIVERY
PROJECTS**

**WE ARE
UNDEFEATABLE**
Award-winning
campaign

**MAKE
YOUR
MOVE
VIDEOS**

**COMMUNITY
OF PRACTICE**

**SHARED
EVALUATION**

**INFORMATION
RESOURCE
PACKS**



How #EasierToBeActive helps us

1. Builds on existing research and insight

2. Distills the learning into the 5 Is framework

3. Provides examples of how to make changes in practice



Our members and social prescribing

Providing services and hosting social prescribing workforce

National Academy of Social Prescribing
Accelerating Innovation Community of Practice and SkillsShare

Encouraging conversations about movement and finding what suits the individual



More information

Richmond Group of Charities

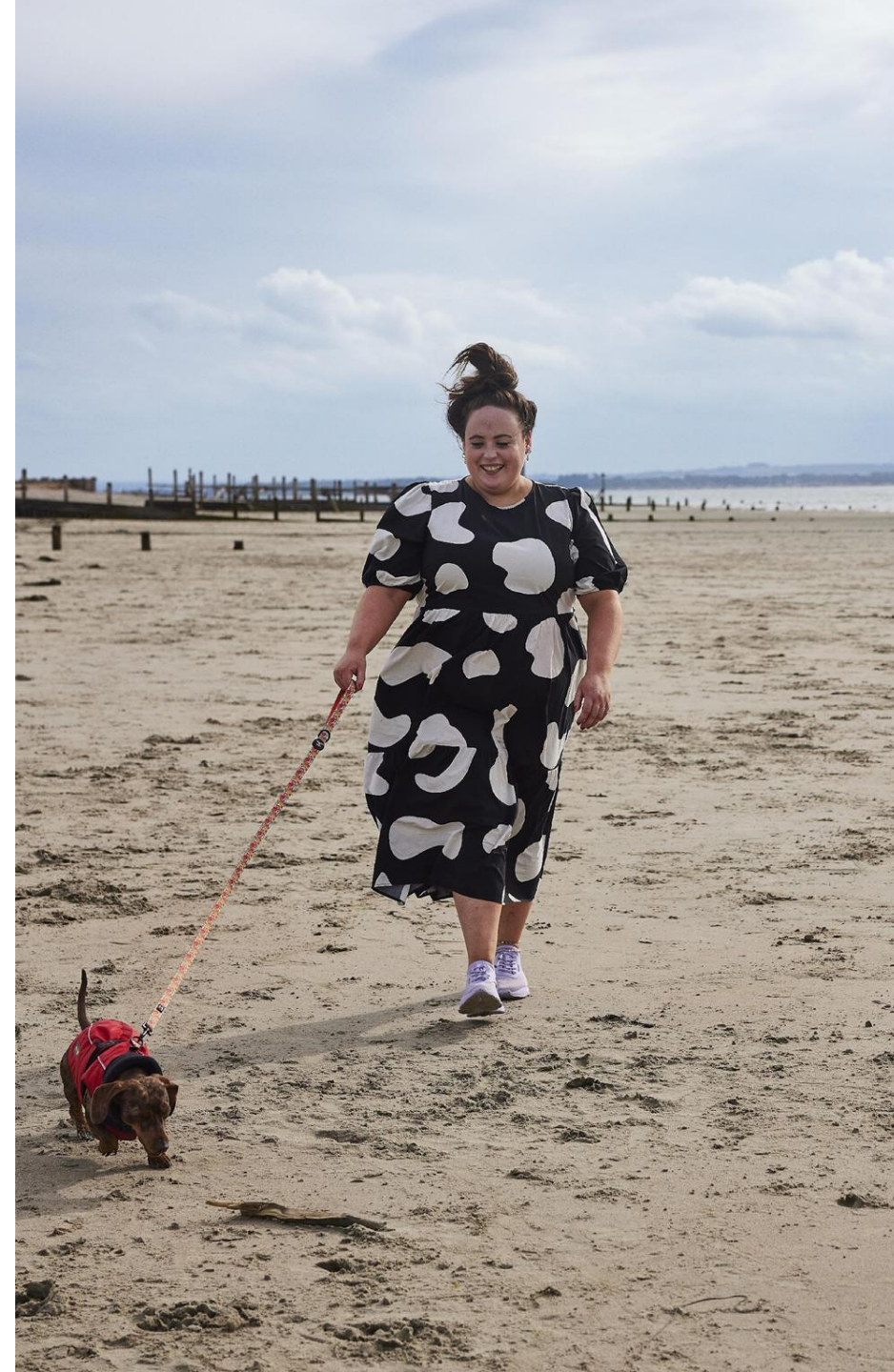
Richmondgroup@macmillan.org.uk

Visit <https://richmondgroupofcharities.org.uk/physical-activity>

We Are Undefeatable

WeAreUndefeatable@ageuk.org.uk

Visit <https://weareundefeatable.co.uk/>

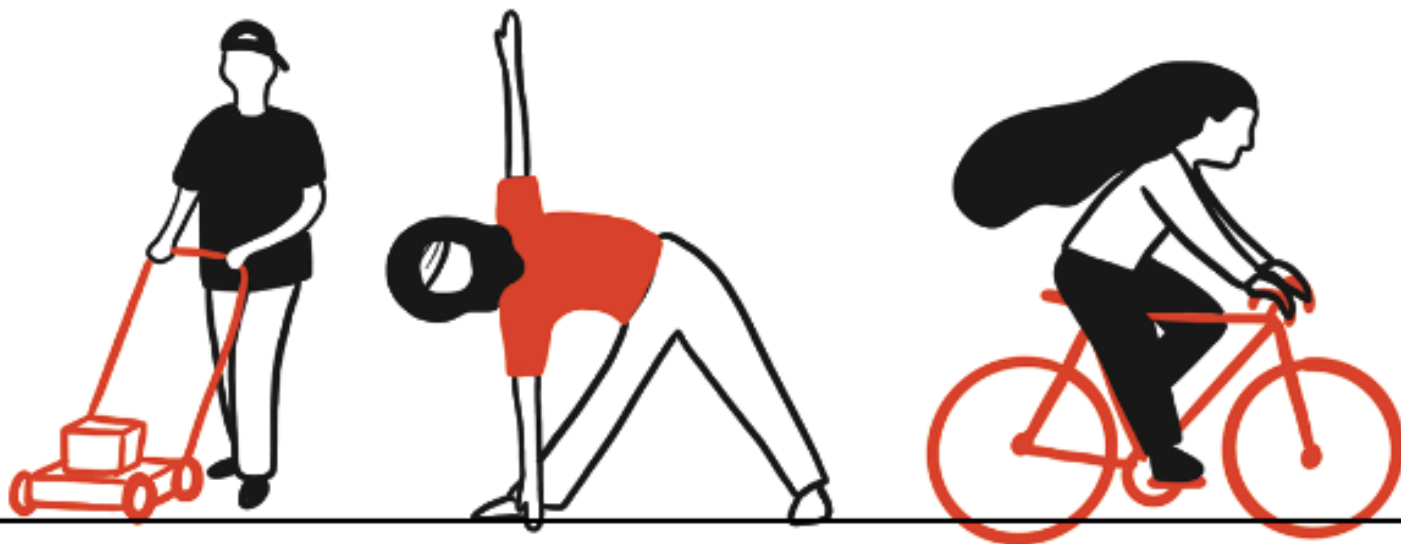


John's story





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**Thank you for
joining us today!**

bit.ly/E2BeA