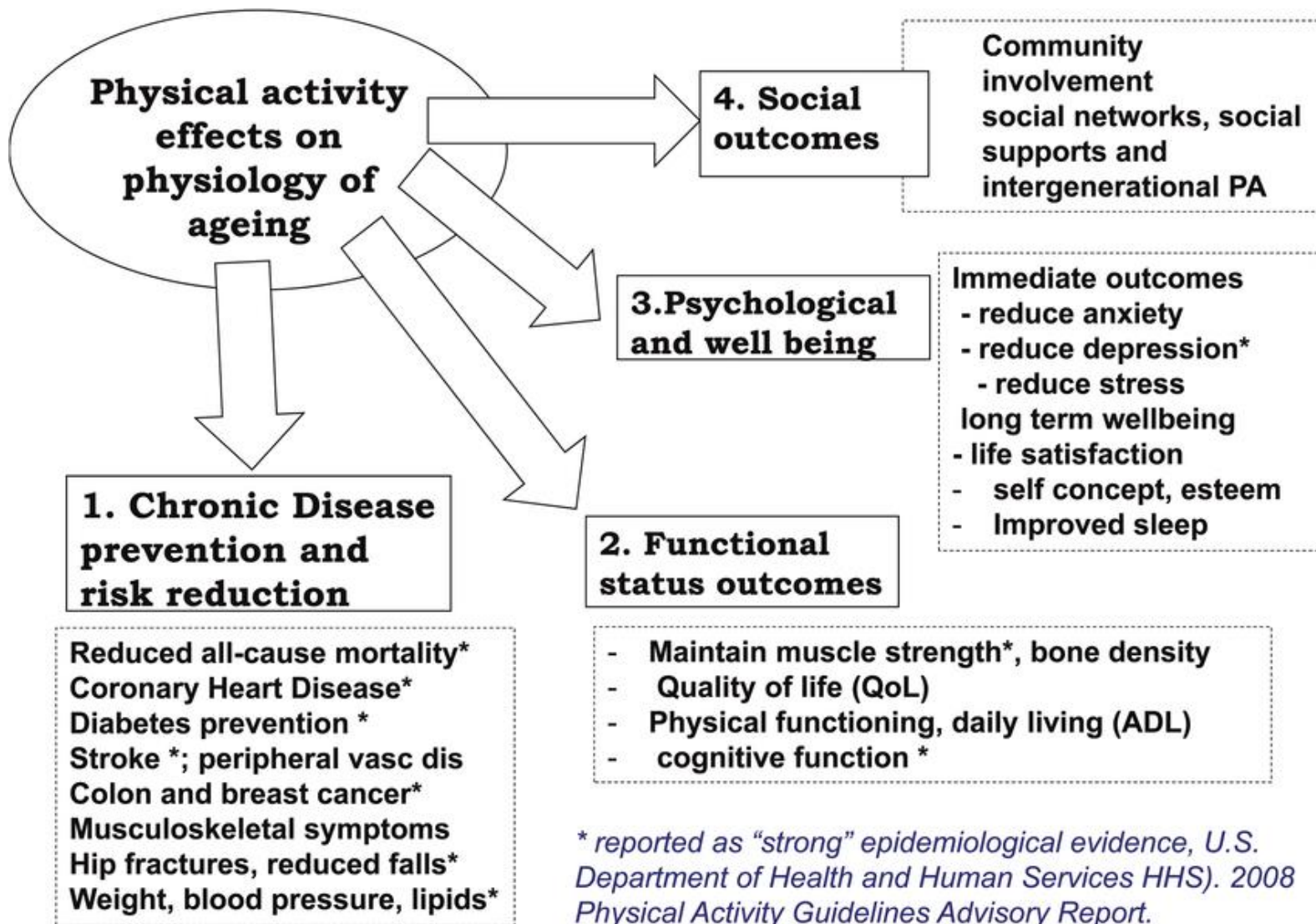


Insight into attitudes towards physical activity from people with long term conditions

Research into Practice

David Terrace



** reported as "strong" epidemiological evidence, U.S. Department of Health and Human Services HHS). 2008 Physical Activity Guidelines Advisory Report. <http://www.health.gov/paguidelines/guidelines>*

**Half of 55-64 year olds
are meeting the CMO
guidelines**

**Over a third of people
over 65 are meeting the
guidelines**



For
change

Against
change

I know its good for me

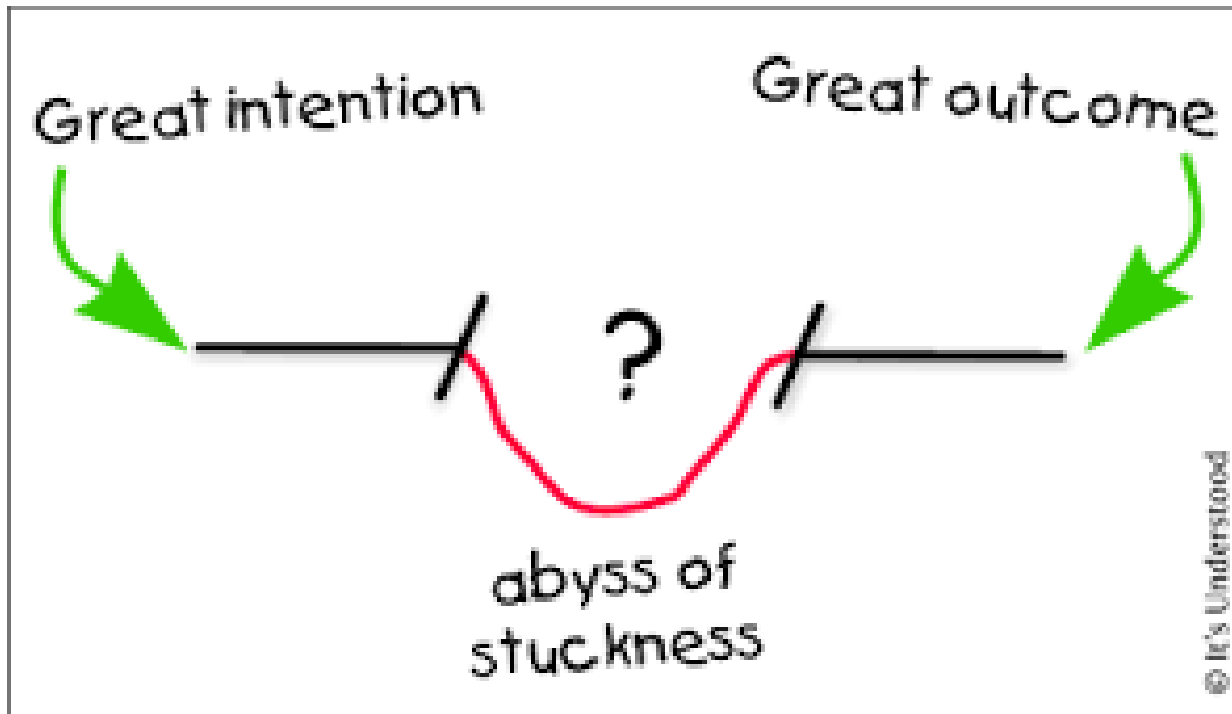
I would like to do a bit
more

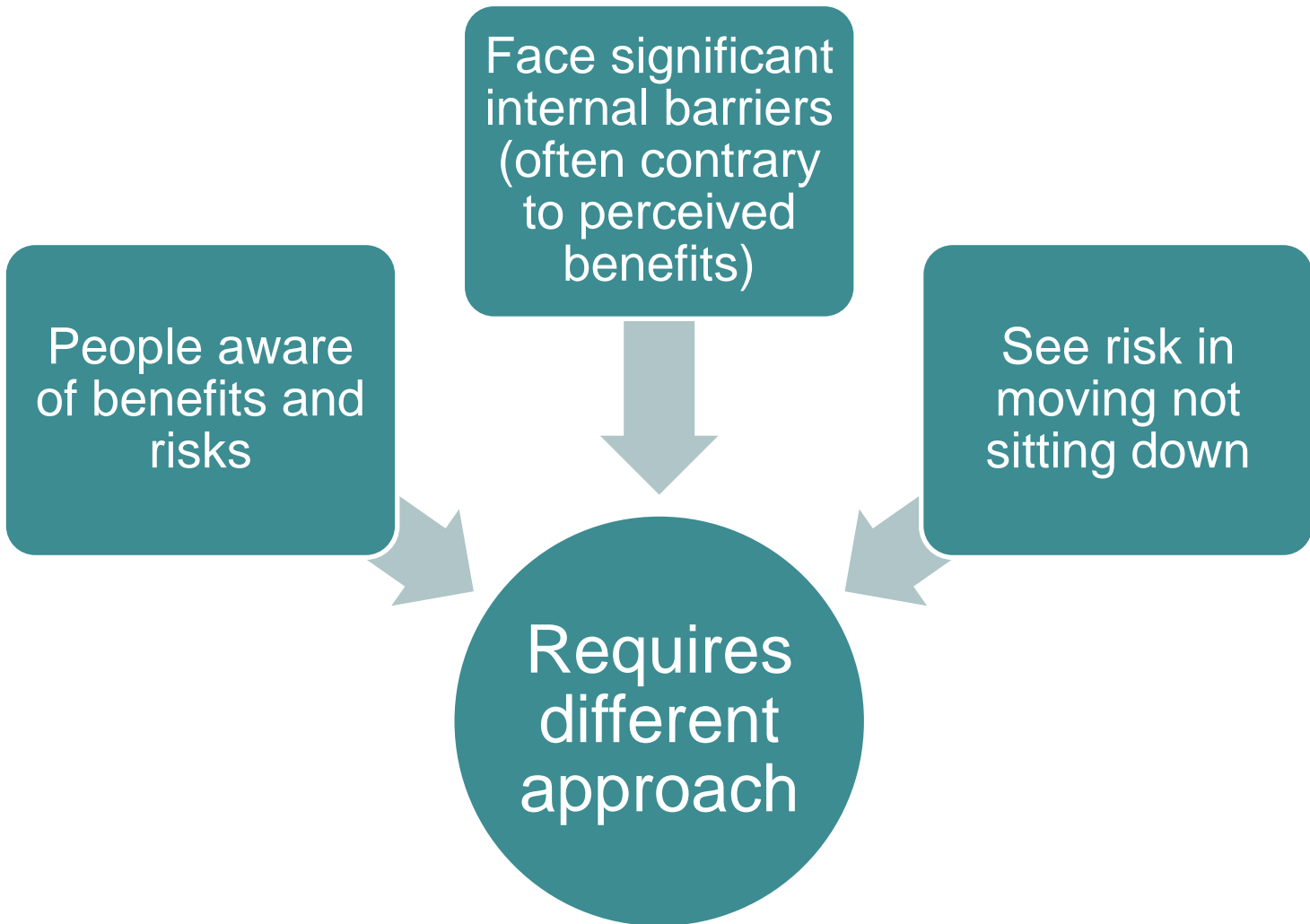
It hurts/I'm tired/I'm out
of breath

No one else is doing it,
why should I?

Don't like exercise and
don't know where to go

Not with my knee!

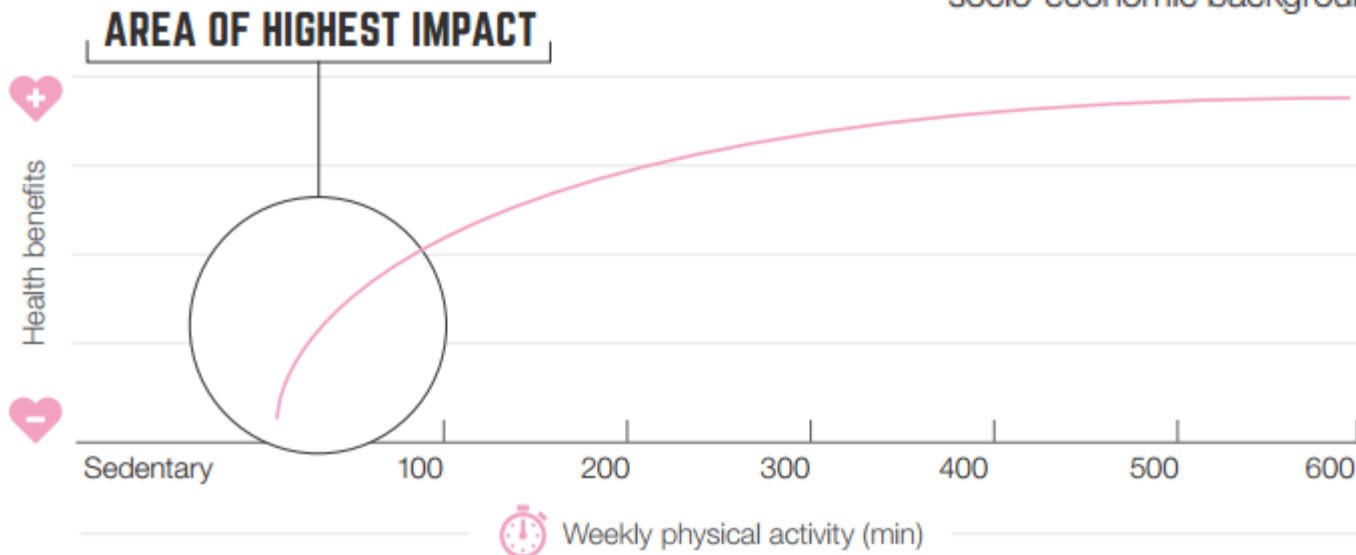






2 Ensure investment benefits under-represented groups

We will prioritise demographic groups who are currently under-represented in terms of their engagement with sport and physical activity. This includes many different groups such as women, older people, disabled people and people from lower socio-economic backgrounds.



⁴*Sporting Future: A New Strategy for an Active Nation* page 19

⁵Dose-response curve for physical activity, Nigam, 2011

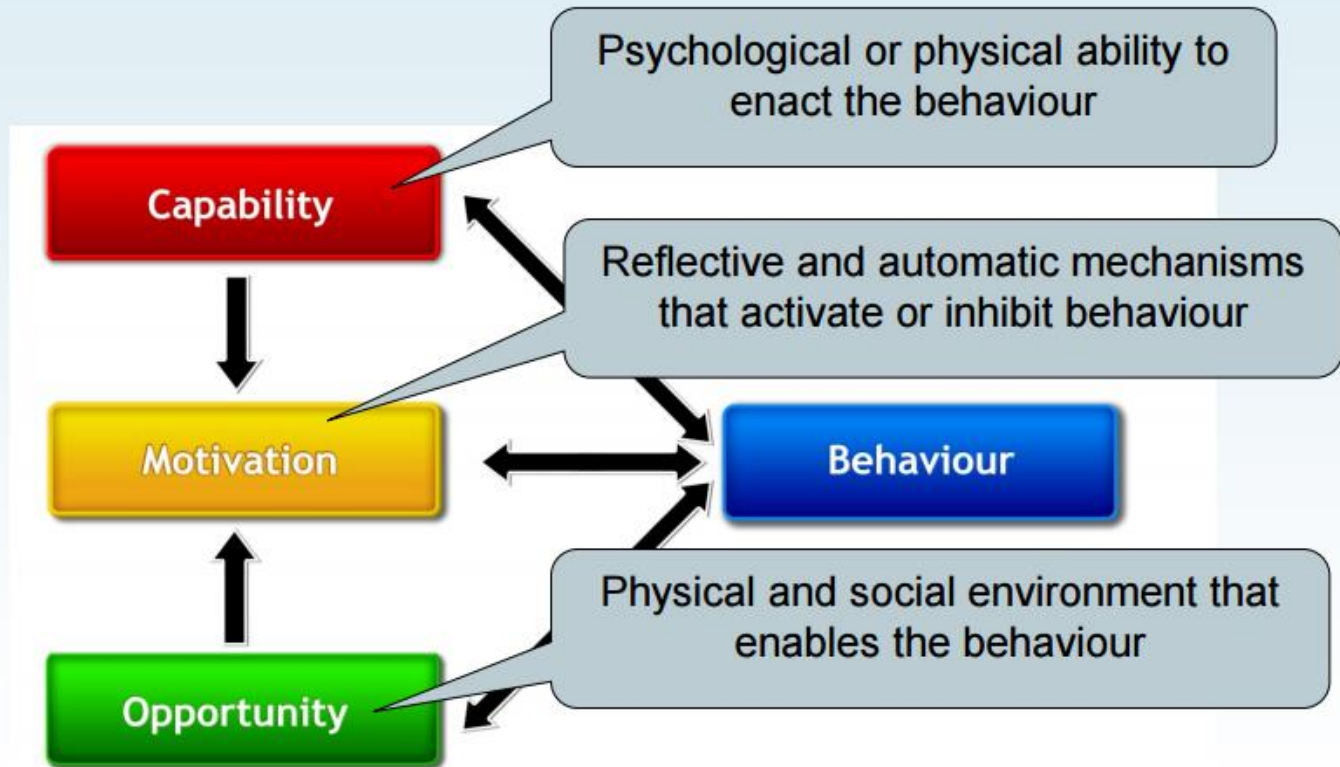
⁶£120m inactivity, £56m place-based, £37m facilities, £10m children and young people, £35m system costs, £7m coaching and workforce.

The Richmond Group of Charities is a coalition of 12 of the leading health and social care organisations in the voluntary sector.

We work together as a collective voice to better influence health and social care policy and practice, with the aim of improving the care and support for the 15 million people living with long term conditions we represent.



The COM-B model: Behaviour occurs as an interaction between ...



See Michie et al (2011)
Implementation Science

Consistent behaviour
change framework to enable
inactive people to move
more

Consistent messaging on physical activity across the charities

Enable health
and care
professionals to
provide timely
brief advice to
encourage
physical activity

Influence
physical activity
provision to
ensure it's
accessible for
inactive people

Provide
evidence based
support to the
individual based
on need

Support those
who are close to
inactive people
to enable them
to change
behaviour

Consistent evaluation

Influence Health
Care
Professionals



Provide
assurance to
person that
activity is safe
and beneficial

**(Reflective
Motivation)**

Influence
physical activity
provision



Provide
accessible,
welcoming and
easy
opportunities to
be active

**(Physical
Opportunities)**

Support the
individual



Listen to the
person to
understand
what they enjoy
doing and
support them to
do this

**(Automatic
motivation)**

Support the
support network
of individual

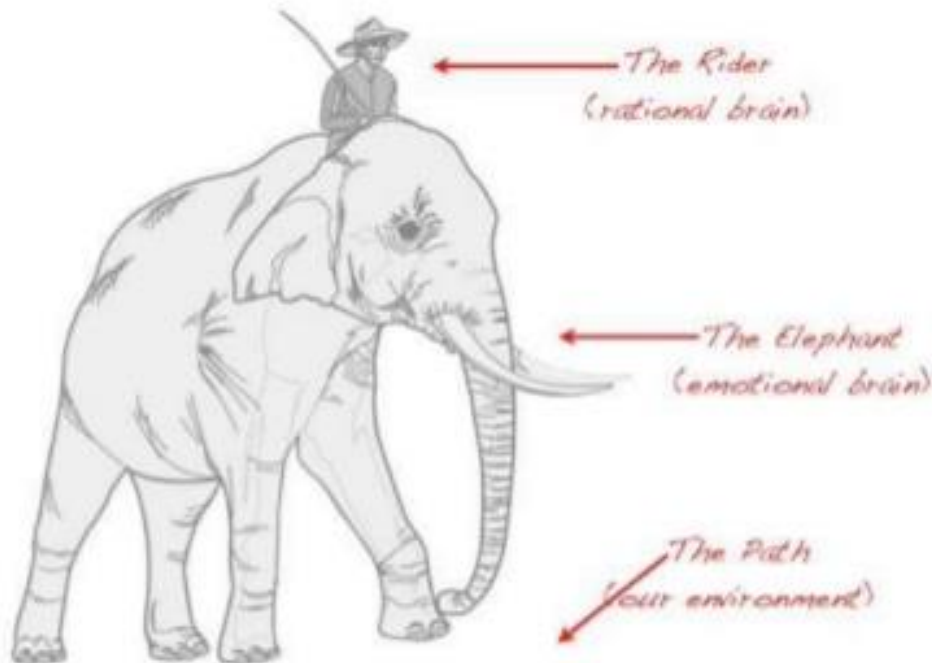


Work with
support network
to make
physical activity
the norm

**(Social
Opportunity)**

-
- Strong theoretical base, focussing on appealing to both reflective and automatic behaviours
 - Look at the issues from the person's perspective, working with not against symptoms
 - Influence supply and demand to ensure sustainability

The rider and the elephant



- ◆ Direct the rider
- ◆ Motivate the elephant
- ◆ Shape the path

Jonathan Haidt
The Happiness Hypothesis
(also mentioned in Switch)

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