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

Research into Practice

David Terrace
Physical activity effects on physiology of ageing

1. Chronic Disease prevention and risk reduction
   - Reduced all-cause mortality*
   - Coronary Heart Disease*
   - Diabetes prevention *
   - Stroke *; peripheral vasc dis
   - Colon and breast cancer*
   - Musculoskeletal symptoms
   - Hip fractures, reduced falls*
   - Weight, blood pressure, lipids*

2. Functional status outcomes
   - Maintain muscle strength*, bone density
   - Quality of life (QoL)
   - Physical functioning, daily living (ADL)
   - Cognitive function *

3. Psychological and well being
   - Immediate outcomes
     - reduce anxiety
     - reduce depression*
     - reduce stress
     - long term wellbeing
     - life satisfaction
     - self concept, esteem
     - Improved sleep

4. Social outcomes
   - Community involvement
     - social networks, social supports and intergenerational PA

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

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!

I know it's good for me

I would like to do a bit more
Great intention

abyss of stuckness

Great outcome
Requires different approach

People aware of benefits and risks

Face significant internal barriers (often contrary to perceived benefits)

See risk in moving not sitting down
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.

---

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

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

£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 ...

- **Capability**: Psychological or physical ability to enact the behaviour
- **Motivation**: Reflective and automatic mechanisms that activate or inhibit behaviour
- **Opportunity**: Physical and social environment that enables the behaviour

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, focusing 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)
Contact details

David Terrace
Richmond Group Sports and Activity Lead

David.terrace@ageuk.org.uk

02030331374

@dave_terrace