

#EasierToBeActive

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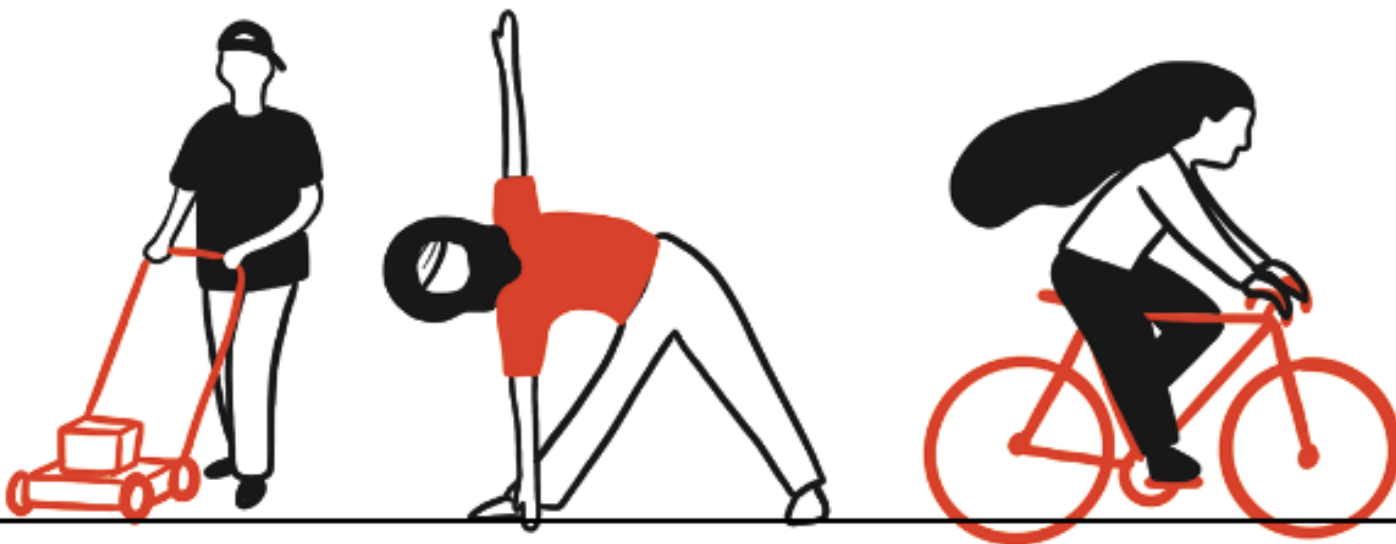
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Sheffield Hallam University | Advanced Wellbeing Research Centre



clever together



#EasierToBeActive

Elevate
16th June 2022

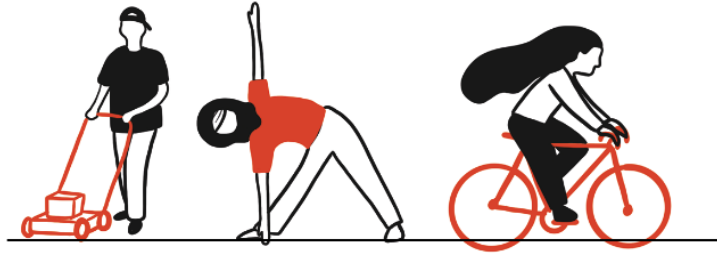
Dr Catherine Homer
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Why this research is important



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

#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 safer for people living with long-term conditions than not being active.
- 2. The risk of adverse events is very low but that's not how people feel**
Misinformation, conversations with healthcare professionals that focus on risks, and a lack of confidence in their own ability to be active can lead to people feeling that the risk of adverse events is high.
- 3. It's not as easy as just telling someone to move more**
It's about the concerns of individuals and healthcare professionals to help build confidence.
- 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 breathlessness, new or worsening chest pain, dizziness, lightheadedness, or a sudden onset of rapid palpitations or fatigue.

Moving Medicine

Physical activity and symptoms

- MSK Pain**
• A temporary increase in pain is normal when you start moving again.
• It will stop once your body adapts.
- Fatigue**
• A temporary increase in fatigue is normal.
• Physical activity is good for fatigue, sleep and wellbeing.
- Shortness of breath**
• Physical activity will make people feel more breathless.
• Breathlessness can be frightening.
• Advise people to start at a low level and build gradually.
- Cardiac chest pain**
• The long-term benefits far outweigh the temporary, slight increase in risk of adverse events in those with previous heart disease.
- Falls & frailty**
• Frail, inactive people have much to gain from building strength and balance.
• Even small improvements reduce the risk of falling and improve confidence.
• Activities should be tailored to the individual's functional and cognitive capacities.
- Dysglycemia**
• There is a risk of short-term dysglycemia (hyperglycemia) in the most common adverse event in diabetes treated with insulin or insulin secretagogues, and can increase risk managed appropriately.
• The overall risk of severe hypoglycemia is not increased.
• High intensity physical activity that is not aimed at glucose levels, or low intensity and moderate intensity physical activity, will lower the risk of severe hypoglycemia.
- Palpitations**
• Increased awareness of pulse (heartbeats) during physical activity can be frightening.
• Physical activity is contraindicated in people with symptomatic and untreated cardiac failure, or heart conditions and symptoms where medical management is needed.
• People with controlled atrial fibrillation benefit from regular physical activity.
- Cognitive Impairment**
• Strategies to maintain cognition, engagement and safety are important and people will often benefit from support from others.
• Cognitive functional level, degree of disability, communication ability, previous falls, and risk of falling and other medical conditions.

TRaverse

Evaluation of the Movement for All programme
2018-2021
By Tim Vanson and Tim Bidey

The Richmond Group of Charities



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

NHS

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.

Find out more at MovingHealthcareProfessionals.org.uk

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

STRONGER MY WAY

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

— ANDY

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

“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

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

National online
conversation

350 participants



2

Interviews &
focus groups

26 stakeholders



3

Second national
online conversation

250 participants

Who we heard from

We heard the lived experiences and ideas of over 600 people from diverse backgrounds, across the country.

- Those who support people with health conditions to be active:
 - sport and exercise professionals
 - fitness instructors and coaches
 - health and social care professionals
 - community and leisure professionals
 - volunteers and peer supporters
- Those who provide, design and commission physical activity and health and care services
- People with lived experience of health conditions, their carers, families and friends



Key finding – The 5I's



Key finding – Individualised



Put the individual at the heart of everything we do – acknowledge and understand where the person is coming from, map their personal journeys and goals, with support specific to their needs and preferences

“....rather than just understanding but sticking with rigidity, there is a need to ADAPT the exercise/training/whatever. So it is manageable, enjoyable, and doesn't cause further pain. Work with the individual with whatever condition they have, listen to them and trust what they are saying, finding appropriate adaptations.”

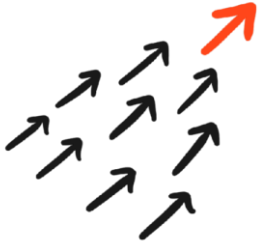
Key finding – Integrated



Ensure people with health conditions are connected with the right support and information, work together to share knowledge and best practice locally, regionally and nationally

“Running 12 week programmes in GP surgeries where there's space has shown to be an effective way to introduce exercise to the hardest to reach people. Once they've experienced the benefits in a safe space they are more likely to then go on to join community classes. ...”

Key finding – Influencers



A range of people who influence your ability and desire to be active – from healthcare and fitness professionals or your social and support networks such as family, friends and carers

“I don't think that carers are really seen as part of the team - for example, why shouldn't a carer come along?! It would make the person more comfortable and it would educate the carer about exercise so that they could continue some exercises at home”

Key finding – Inclusive



The physical activity workforce is representative of our communities and those of us with health conditions, with inclusive marketing that uses language and images that we can all relate to, and offers that remove barriers to getting involved.

“Leisure centres really need to start focussing on this, so many images still about young, fit lycra clad and non ethnically diverse populations.”

Key finding – Informed



Help people with health conditions to be better informed about what their options are and how they can be active, and help other professionals to be informed too so they can advise and support them

“We need to understand what information needs to be passed to a person that will be working with a person with a long-term condition, so that they feel comfortable/confident to work with them? What does a person with a long-term condition expect a potential physical activity champion to know about them when they meet for the first time?”

Key finding – How can the sector change?



Support



**Access to
Activities**



**Strengthening the
system**



Communication



The Easier To Be Active Resources

#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:



PHASE 1

March - May 2020

Online conversation with anyone with a health condition and anyone who empowers people to be active.

Over 350 participants shared their ideas, read and voted on:

- What could be done differently to make it easier to be active with a health condition
- How they or their organisation have succeeded in making an impact
- How they were adapting their physical activity or physical activity offers during COVID-19 lockdown



PHASE 2

November 2020 - March 2021

In-depth interviews and focus groups conducted with 26 stakeholders from 23 physical activity and health sector organisations across the UK to check, challenge and refine the key themes that were developed in phase one.



PHASE 3

May - June 2021

A second national online conversation to check and refine the key themes that had emerged from what people reported in phase one and two, specifically how to make it easier to be active with a health condition.

246 people joined the second conversation, 250 of whom were new participants and over 50% of these participants reported being affected by a long-term health condition.

¹ L172 Public Health England Guidance, Health matters: physical activity - prevention and management of long-term conditions, published 22 January 2020
² Health & Behaviour Act, Section 16, at all benefits outweigh 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-2021-104881

#EasierToBeActive The 5 I's Framework

Context



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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, to including professionals, people with long-term health conditions and those passionate about improving physical activity.

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



The 5 I's Framework

Informed
Everyone is informed of the benefits and opportunities of being more active with a long-term condition.

Inclusive
Ensuring that opportunities for physical activity are inclusive for people with long-term conditions.

Individualised
Putting the individual at the heart of everything we do.

Integrated
Strive to have a seamless integrated offer between health, sport and physical activity for people with long-term conditions to be more active.

Influencers
Recognise there are a range of people influencing how active a person with a long-term condition may be.

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

¹ L172 Public Health England Guidance, Health matters: physical activity - prevention and management of long-term conditions, published 22 January 2020
² Health & Behaviour Act, Section 16, at all benefits outweigh the risks of physical activity for people living with long-term conditions
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Research summary & recommendations

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



#EasierToBeActive

Case studies

The 5 I's

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

Consider the implications of these findings for your own practice or physical activity journey

To get you started.....

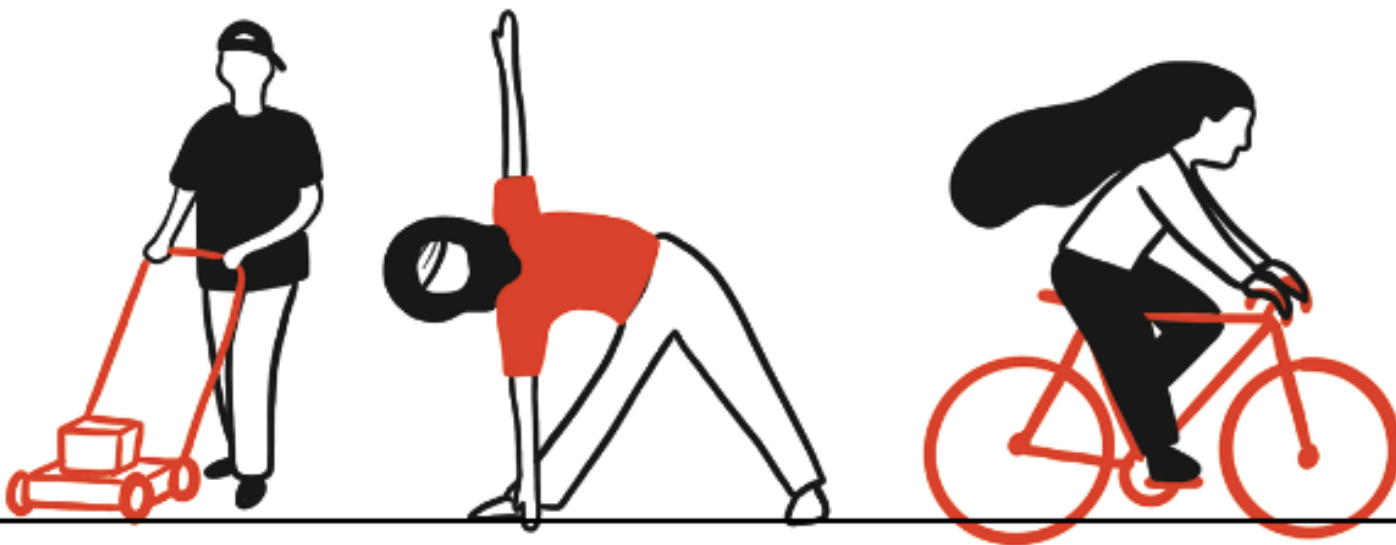
- Which of the 5 I's resonate strongly for you/your practice?
- What could you do differently to maximise these?
- Which are less visible in your current approaches?
- How could you change this?



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**Thank you for
joining us today!**

bit.ly/E2BeA