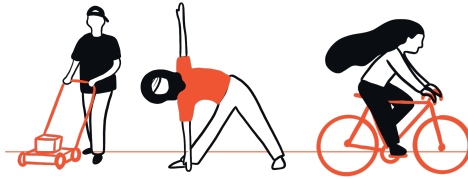


#EasierToBeActive Executive Summary

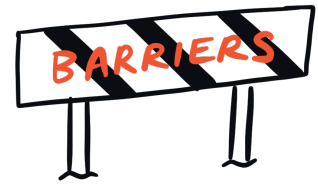
Context



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

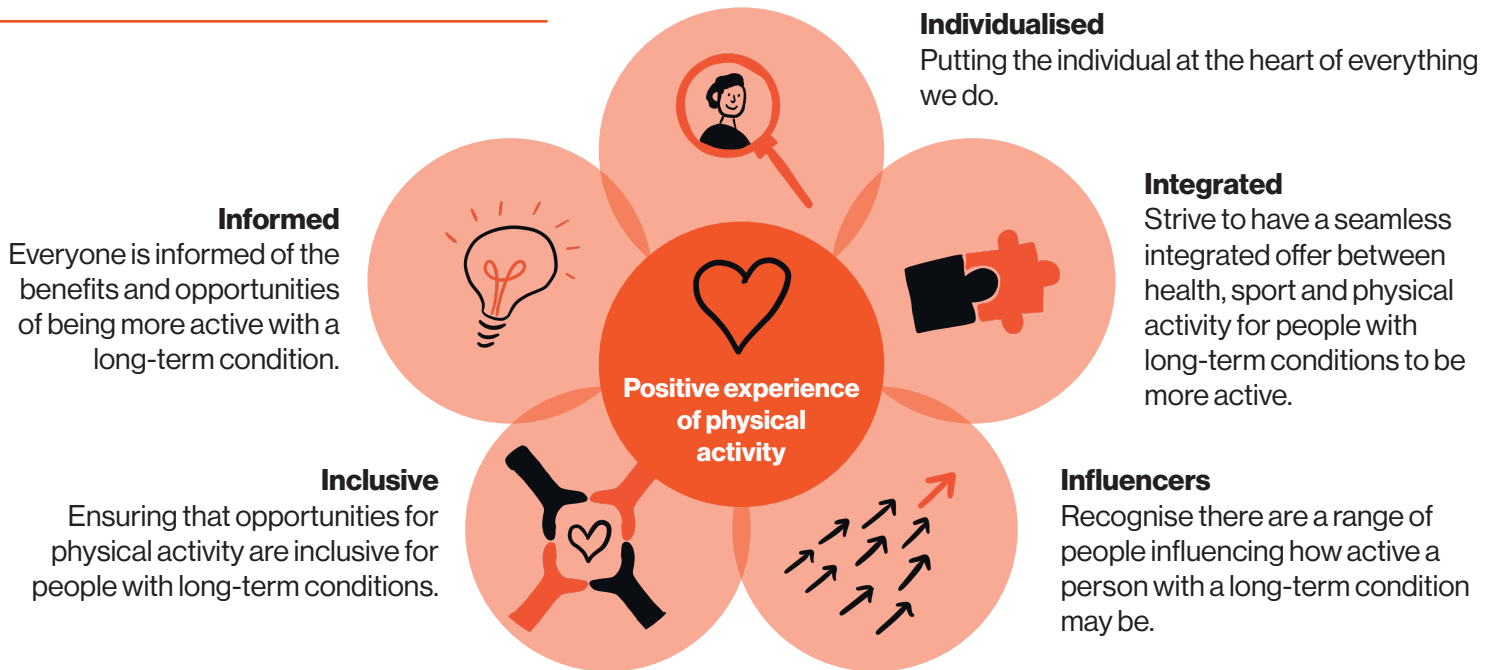
A second national online conversation to check and refine the key themes that had emerged from what people reported in phase one and two, specifically how to make it easier to be active with a health condition.

246 people joined the second conversation, 239 of whom were new participants and over 50% of these participants reported being affected by a long-term health condition.

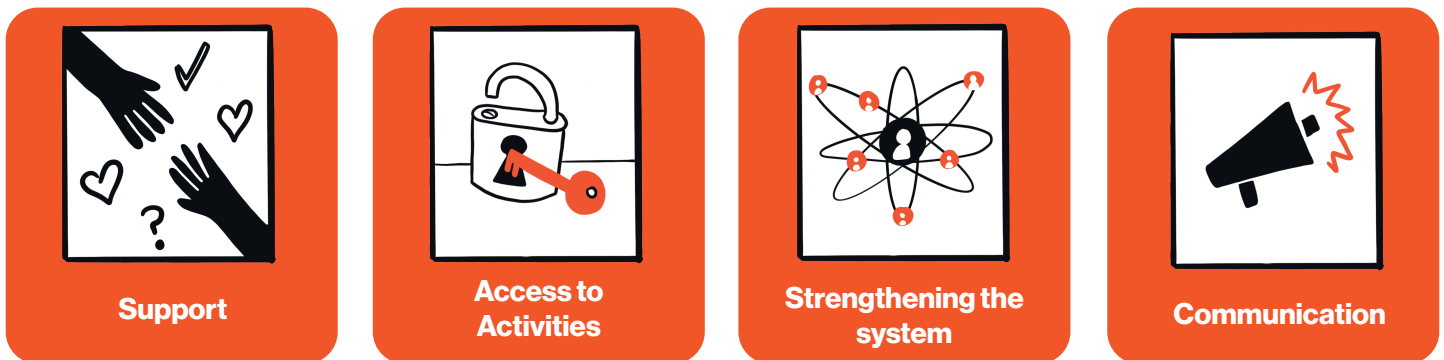
Key Findings and Recommendations

Across all phases, five cross cutting themes were identified as to **WHAT** makes a positive physical activity experience for those with long term health conditions.

The 5 I's Framework



In phase three, four main areas were identified as to **HOW** the health, sport and physical activity sector can change to better support people with health conditions become more active:



- **Co-create the journey** to being more active with people with long-term health conditions and professionals
- **Peer-to-peer support** using buddying approaches or social opportunities

Provide evidence-based, individualised and inclusive opportunities to ensure a person can choose an activity that suits them



- Build an **inclusive workforce**
- Provide **training and networks** for professionals to learn, connect and communicate to better support those with long term health conditions

- Marketing using **inclusive** language, imagery and modes of delivery
- Highlight **benefits** of physical activity and broaden its definition
- **Create searchable resources** for physical activity opportunities

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