



Getting Active with Long-Term Health Conditions

Active Connections Conference

Workshop 5

More People More Active More Often



Active Connections Conference

Workshop 5 – Getting Active with Long Term Health Conditions

The Richmond Group of Charities

4th December 2024

WE ARE UNDEFEATABLE



The Richmond Group of Charities





What we do



**WE ARE
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Our insights

Understanding how to support people with long term health conditions to become more physically active

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CANCER SUPPORT



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Association



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



Key Bridging the Gap Learning

Many turn to the healthcare system for advice on getting active but the NHS cannot adequately address their needs by itself.

Family, friends and carers are key enablers but lack confidence and fear making things worse. They need practical advice on what to recommend.

People with LTHCs want workouts appropriate to their capabilities combined with inspiration they can relate to.

There is an **'empathy gap'** whereby those who support people with LTHCs do not fully appreciate their pain and physical barriers to being active.

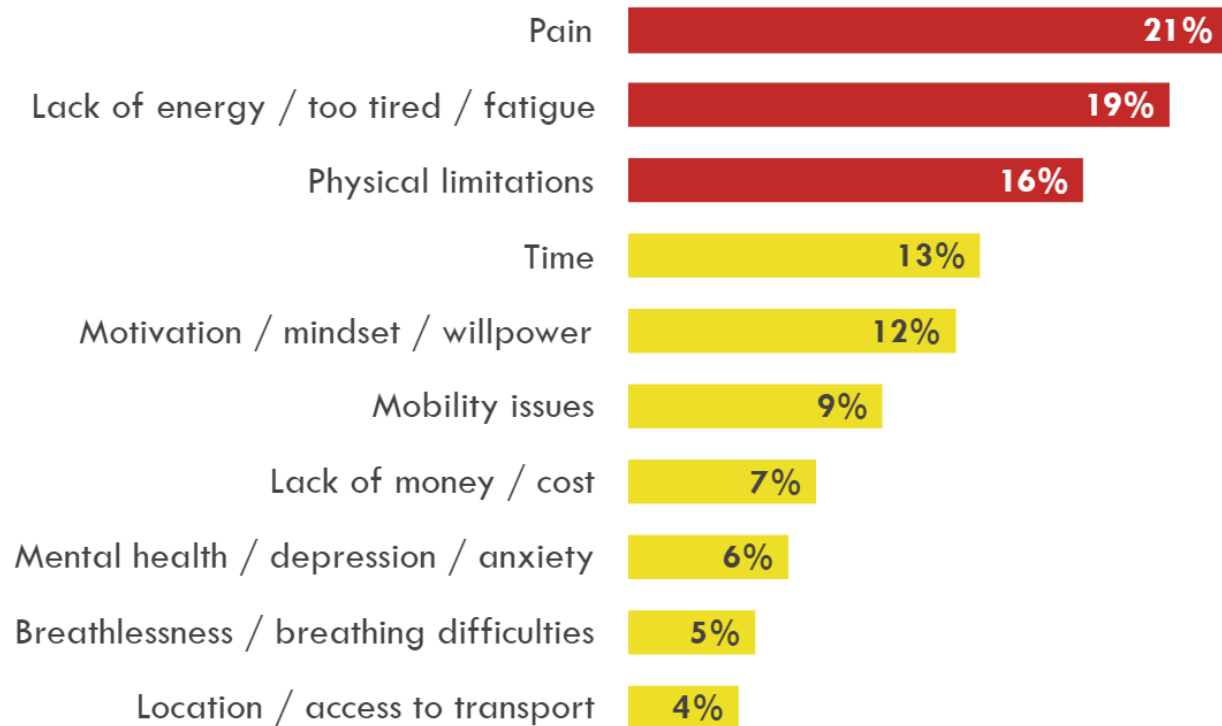
Health charities are in a strong position to support physical activity and their involvement in WAU is critical.

Professionals want insight and/or practical resources depending on their context, but also raise the need for greater local engagement.



Pain, low energy and physical limitations are the **primary barriers** to activity:

Top 10 barriers to physical activity cited by people with LTHCs



"Never knowing when I will have bad days and whether it will exacerbate the illness. Fatigue and pain are big barriers too."

Female, 60-69, living with Asthma and an inflammatory disease

"My breathing and my heart related barriers, depression and feeling rough stop me"

Male, 40-49, living with pain, nausea, fatigue, cognitive-impairment, anxiety & depression

The **motivations** expressed for being active fall into three categories

42%

Physical health/fitness

“Weight loss, increase strength and stamina”

“To be healthier for my kids”

“Staying active also ensures sleep rhythm remains consistent.”

28%

Manage symptoms

“To try and manage my back issues and prevent them getting worse.”

“Being as physically active as possible means a reduction in stiffness and pain.”

“I exercise regularly to prevent flare ups with my fibromyalgia and osteoarthritis.”

25%

Mental health

“A nice walk always helps clear the head.”

“I regularly go out walking for two hours a day after work with my dog... it makes me feel better in myself.”

“I also exercise to control my endorphins which help with my mood and mental health.”

Perceptions are different between people with long-term conditions and those in the health sector...

What people with LTHCs cite as top barriers to PA:

VS.

What health professionals think are the top barriers for them:

1st

Pain
(21%)

Motivation/mindset
(36%)

2nd

Physical limitations
(19%)

Cost
(29%)

“Cost/transport/motivation”

Health Professional

“Getting out from the routine of non active. Financial problems”

Health Professional

“Apathy, helplessness that LTCs are a normal aspect of life, lack of motivation.”

Health Professional

The result for people with long-term conditions can be alienation

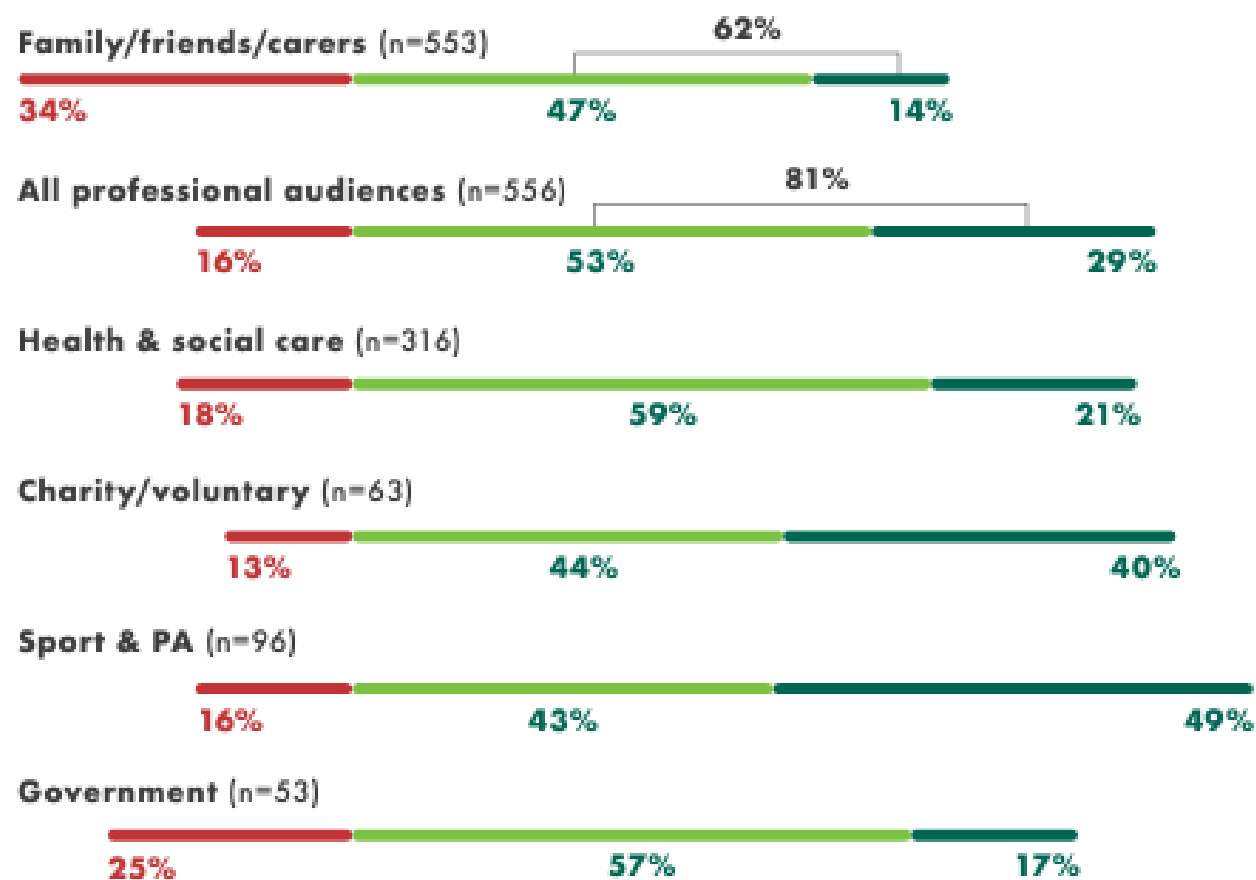
“We are a group that is largely ignored, apart from endless leaflets and exhortations from healthcare professionals in the GP surgery who clearly have absolutely no idea how I (*sic*) condition impacts on our everyday life. This means that their suggestions are ludicrous in our circumstances.”

What health professionals say

CONFIDENCE SUPPORTING PEOPLE WITH LTHCs TO BE PHYSICALLY ACTIVE

Family/friends/carers lack confidence supporting people with LTHCs to be active but professionals also have room to improve.

- Not very/not at all confident
- Fairly confident
- Very confident



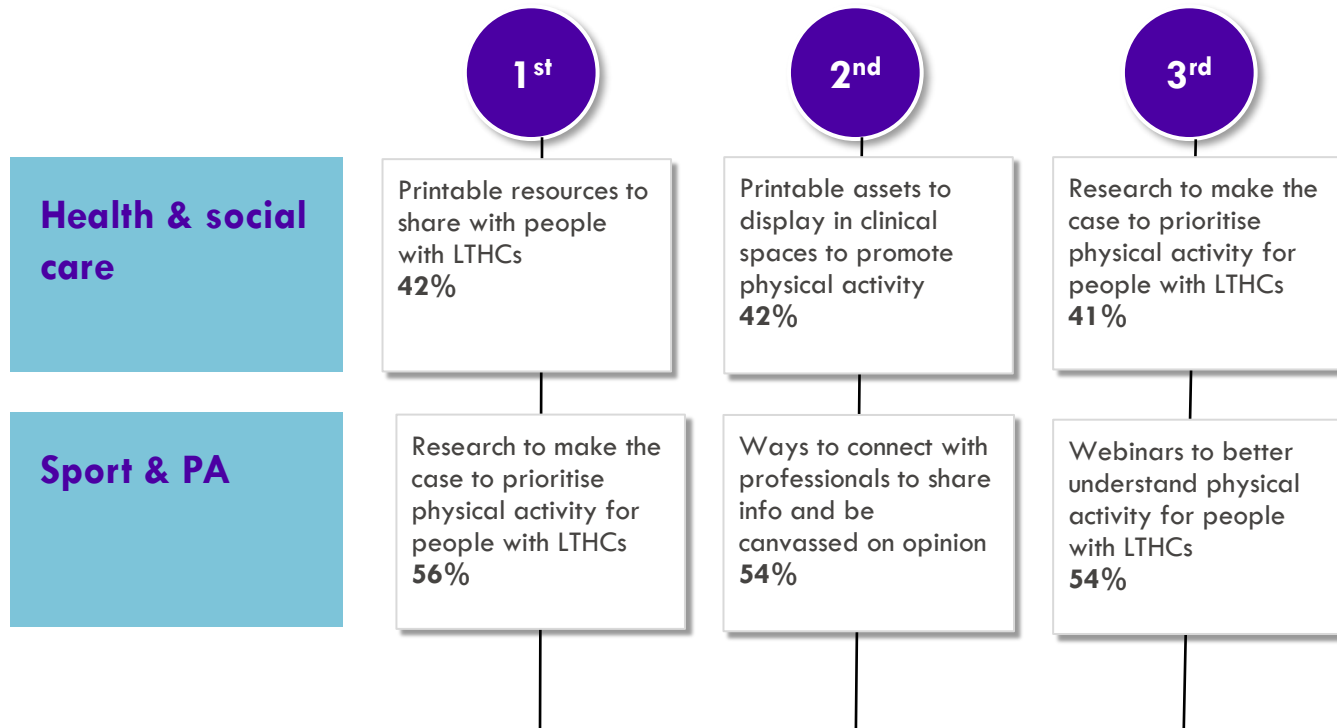
Sources: Q07. How confident, or not, do you feel supporting people with long term health conditions to be more physically active? Bases shown in figure – all who view physical activity as a priority.

What **health professionals** say

“32 years in the NHS and we always focus on managing ill health through medical interventions, we aren’t very good at doing the primary or secondary preventative services, it’s left to public health and individuals. The NHS medicalises long term conditions taking ownership off of the individual and making them a patient, but most patients with a long term condition get one annual assessment a year, meds reviewed and then they are on their own for the other 363 days a year unless they have an exacerbation, then they are seen as a problem patient.”

What do **health professionals** need to support those with LTCs to get and stay active?

Health care professionals were mostly interested in printable assets and research to make the case for physical activity for people with LTHCs, but there were lots of support needs identified



“Negotiate with employers to support training.”

Health Professional

“Prompts on clinical systems”

Health Professional

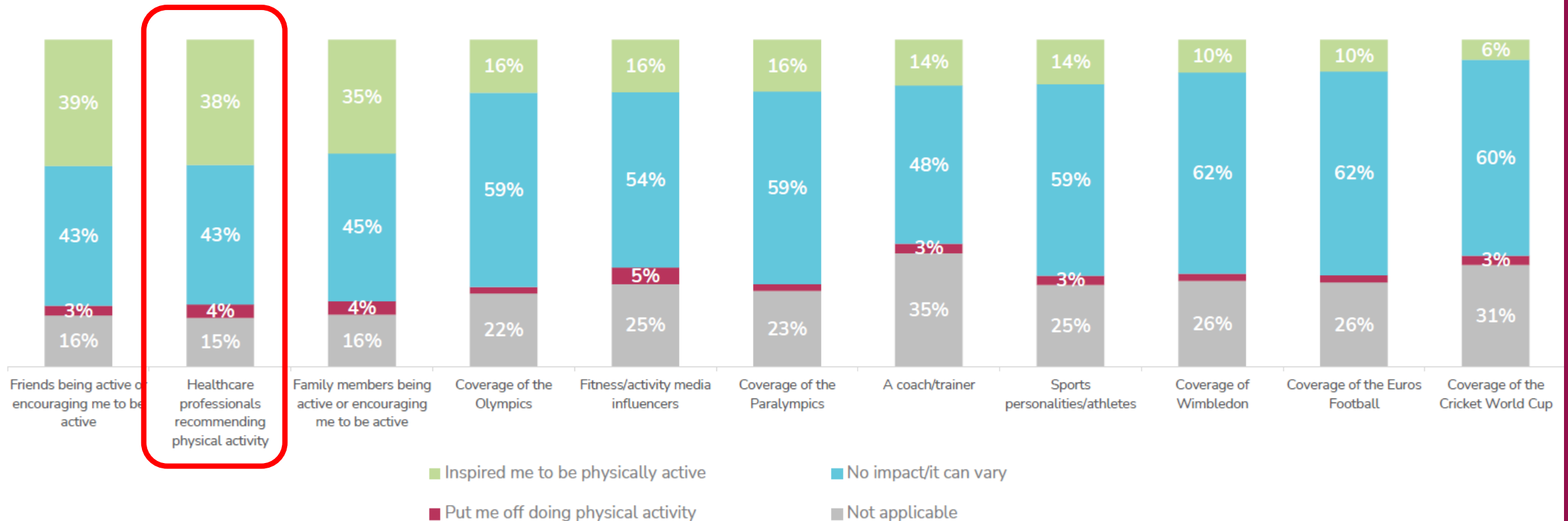
“Support professionals in being more active to then support patients - train the trainer!”

Health Professional

WAU tracking research:

Health professional conversations can prompt change

Factors motivating/de-motivating people to do physical activity



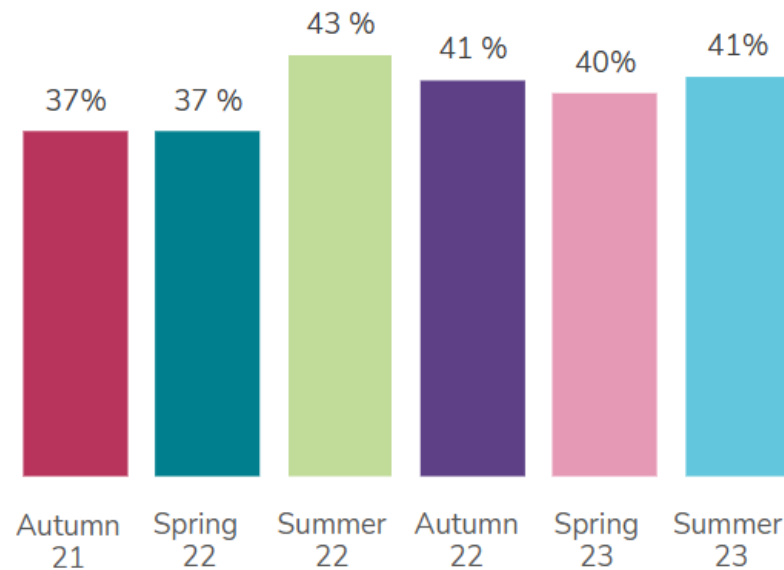
Source: DJS tracking research on behalf of We Are Undeatable, Summer 2024. Q19j. To what extent, if any, have the following ever inspired you or put you off from doing physical activity yourself?
Base: Summer 2024: 1,981 with LTCs. Percentages < 3% not shown on chart.

↑↓ Denotes statistical significance

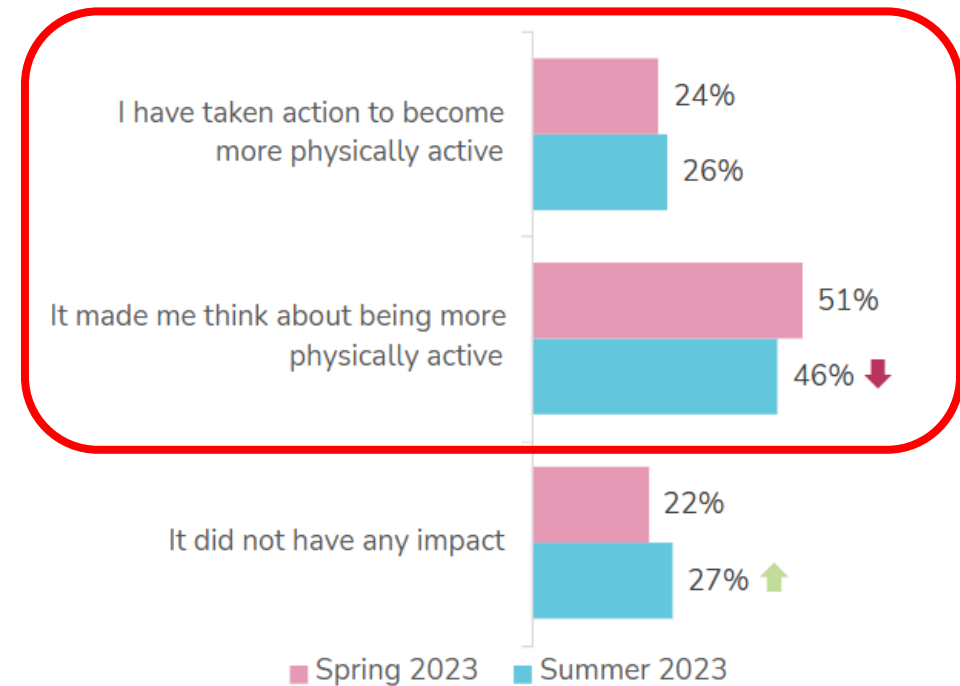
WAU tracking research:

Health professional conversations can prompt change

Proportion of those whose HCP spoke about being physically active:



Impact of conversation on physical activity:



Source: DJS tracking research on behalf of We Are Undefeatable, Summer 2023

Base: 1,435 who have visited/spoken with any type of HCP/ 606 who have had conversations with HCP about physical activity

↑ ↓ Denotes statistical significance

What resources do we have to help people with long-term conditions be more active?



Support for people with long-term conditions



WE ARE UNDEFEATABLE

Every move enables more. Find out how to get active whilst living with a health condition to Our purpose is to support and encourage you ways to be active that can work for you and your health condition.

[About us →](#)



S.O.F.A. - Sit On Fitness Apparatus

Teaming up with Bill Bailey, we've created a video and downloadable guide to help you get active from your S.O.F.A. - or Sit On Fitness Apparatus - with sport inspired movements you can do at home.

[Learn more →](#)



Freedom to Move

Teaming up with Bill Bailey and some familiar We Are Undeatable faces, we've created three easy to follow videos that show you the free ways you can stay active through everyday activities that can be done from your own home and are suited to everyone's capabilities.

[Find out more →](#)

Move to your Mood

We've teamed up with Gok Wan and some familiar We Are Undeatable faces to show you three different physical activity routines, to get you moving whatever mood you're feeling.

[Discover your routines →](#)



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FIVE IN FIVE

Five in Five is a completely customisable mini-workout to help you move in whatever way works for you. Doing Five in Five is simple: choose 5 exercises from the activity library and do each one for 1 minute, adding up to a 5 minute mini-workout.

We've created seven different categories, each with a few activities that you pick from to mix and match your favourite combo. Whether you want to improve your strength, unwind and relax, or just have a bit of fun, there's bound to be a Five in Five that suits you. See some activity options on the following pages, as well as space for you to write in your favourite Five in Five on the last page.

If you're new to being active or are just getting back into it, visit [WeAreUndeatable.co.uk/getting-started](https://www.weareundefeatable.co.uk/getting-started)

Resources to help health professionals



WE ARE UNDEFEATABLE: HEALTHCARE PROMOTIONAL PACK

GUIDANCE FOR HEALTHCARE PROFESSIONALS & PRACTICE MANAGERS

FIND MOVEMENT THAT WORKS FOR YOU

WE ARE UNDEFEATABLE

Being more active can help make you healthier and happier.

We understand that how you feel can change from day to day. So we have come up with some ideas to help you move in ways that work for you.

Read on and find out how even small increases in physical activity can make a difference.



Move more

However you choose to move, it's all good for your health and wellbeing.

Try building activity into your day, like taking the stairs and walking more. Or try out different activities, like swimming, cycling, Pilates or using an app such as the free Active 10 app. A brisk 10 minute walk is a great way to improve your health. Download the free Active 10 app to track how much brisk walking you're doing and how you can do more.

Do activities you enjoy

Doing something that you enjoy means you're far more likely to keep doing it, so try a few activities until you find the right thing for you.

Moving more with friends, family members and others can also help make it more fun!



Make the most of good days

Each day, listen to your body and do what feels comfortable for you.

On your good days, do a little more where you feel you can.

On 'down' days, you may need to do less. Small amounts of activity all add up.

Make a plan

Lots of people find it helpful to make a plan covering things like:

- How, when, and where you'll get active to fit in with your everyday life
- How you'll deal with bumps in the road or if things don't go to plan

Find inspiration to help with your planning at WeAreUndefeatable.co.uk

Start slowly and build up

When moving more, you may feel warmer or even slightly breathless. You might also find that your muscles and joints get a little sore a day or two afterwards.

This is normal, but you can help avoid this by starting slowly and gradually increasing the length and intensity of your activity. For more structured activities, including a warm up and cool down can also help.



What do I need?

You don't need any special kit or equipment to get moving but we recommend you wear something comfortable.

For some activities, wearing supportive footwear can help you feel more comfortable and safe.



Policy resources

- Shift 1: Ensuring leadership and accountability
- Shift 2: Embedding movement into healthcare
- Shift 3: Encouraging movement in daily life



Millions more moving

Tackling inactivity by supporting people with long-term conditions to move more

The Richmond Group of Charities
July 2024

The
Richmond
Group
of Charities

What's the benefit?

51% taken an action

67% say WAU is
relatable

When I watched the advert, I thought I can do that, I can do some of that, I'm going to give it a go, and it is working.

Adrian, Coronary Artery Disease



Discussion: supporting people with LTCs to be active

Prompts:

1. What's your **reflections** on what you've heard?
2. What do you **do already** and what difference has it made?
3. What's **stopping** you?
4. What would **help** you?



Take-aways...

Helping people with LTCs to move more needs:

1. Our understanding that movement is about what matters and is meaningful to people
2. Us all to take responsibility and start with *ONE* small thing we do differently to make it easier to be active
3. Champion movement for health as a necessity not a 'nice to have'





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KNOW DIABETES. FIGHT DIABETES.

MACMILLAN
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PARKINSON'S^{UK}



ROYAL
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THANK YOU

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