



**WE ARE
UNDEFEATABLE**

WE ARE UNDEFEATABLE: HEALTHCARE PROMOTIONAL PACK

GUIDANCE FOR HEALTHCARE PROFESSIONALS & PRACTICE MANAGERS



BREAST
CANCER
NOW

ASTHMA+
LUNG UK



PARKINSON'S^{UK}



VERSUS
ARTHRITIS

BritishRedCross

MACMILLAN
CANCER SUPPORT



Stroke
Association



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



HELPING PEOPLE WITH HEALTH CONDITIONS GET ACTIVE

Since 2019 We Are Undefeatable has been on a mission to inspire and support more people with long-term health conditions to become physically active. The campaign, developed with 15 leading health and social care charities and backed by National Lottery funding from Sport England, provides a website containing tools, tips, resources and inspiration to get started. We need the support of Healthcare Professionals and Practice Managers to join the movement and help us to achieve our mission.

43% of the population live with a long term health condition and are twice as likely to be inactive and this increases further for people with multiple conditions. Being physically active can help people manage long term conditions such as depression and anxiety, dementia and Alzheimer's, Multiple sclerosis, COPD, heart conditions, stroke, breast, lung, prostate or bowel cancer, arthritis and back pain, types 1 and 2 diabetes and asthma.

USEFUL RESOURCES

Remember that physical activity is safe for people living with health conditions as evidenced by the [Faculty for Sport and Exercise Medicine's Medical Consensus Statement on Risk](#), which says that for people with stable conditions, the benefits far outweigh the risks.

Increase knowledge and awareness of physical activity for people living with health conditions. [Moving Medicine](#) provides great resources to help healthcare professionals integrate physical activity conversations into routine clinical care in as little as one minute.

It's important for healthcare professionals to be active too – as a way to manage their own wellbeing and long-term health conditions. We know that 25% of the NHS workforce lives with a long term health condition, and 30% are currently inactive. Find your way to move by visiting [We Are Undefeatable](#) for inspiration and support.

Access more tips and guidance on how health professionals are supporting people to become active via the Royal College of General Practitioners' **Active Practice Charter**. More information [here](#).

For further support or information please contact the team at WeAreUndefeatable@ageuk.org.uk.





GUIDANCE FOR HEALTHCARE PROFESSIONALS

HOW CAN YOU HELP?

Our research shows that the NHS and healthcare professionals are the **most trusted sources for advice on physical activity** for people with health conditions, and that's why we need your help to support the campaign, and utilise its resources to help facilitate conversations and help your patients to move more in a way that works for them.

Talk to your patients about being more active and use campaign resources to empower them to make small changes and move more in whatever way suits them. We know that after a conversation about physical activity, 25% of people with long-term conditions took action to become more active, and 55% thought more about it.

Signpost your patients to [We Are Undefeatable](#), to encourage and inspire them to get started on their physical activity journey. They'll find resources such as customisable workouts, follow-along videos, real-life stories of others living with health conditions moving more and much more.

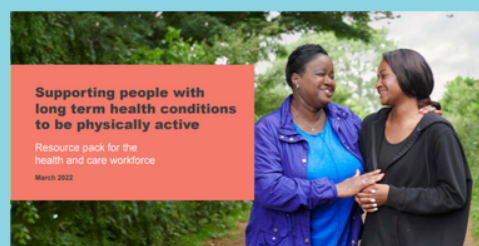
To access all of the resources within this promotional pack you will firstly need to sign up to the campaign's [Supporter's Hub](#).

THE PACK CONTAINS

Promotional leaflets to hand to patients during or after your physical activity conversations.



We Are Undefeatable Conversation Starter leaflet to build physical activity conversations into your consultations



The Richmond Group of Charities' resource packs. To share best practice for people living with health conditions, and support for enabling physical activity conversations



GUIDANCE FOR PRACTICE MANAGERS

HOW CAN YOU HELP?

Practice Managers or equivalent professionals can support the campaign by downloading and displaying campaign assets in your waiting rooms, communal areas and consultation spaces where people living with health conditions will frequent.

To access all of the resources within this promotional pack you will firstly need to sign up to the campaign's [Supporter's Hub](#).

For further support or information contact WeAreUndefeatable@ageuk.org.uk

THE PACK CONTAINS

- Our **We Are Undefeatable TV Advert MP4** that can be added to your digital screens in waiting rooms and communal areas, to provide patients with positive physical activity messaging whilst they wait for their appointment.
- Our [promotional leaflets and posters](#) to display inspirational imagery and messaging of people with health conditions moving more.
- [Digital assets](#) such as imagery and videos and suggested copy to be shared on your patient-facing social media channels.
- A **text messaging template** to add to your patient management system, so that healthcare professionals can easily signpost people to We Are Undefeatable after their appointments with patients.

