

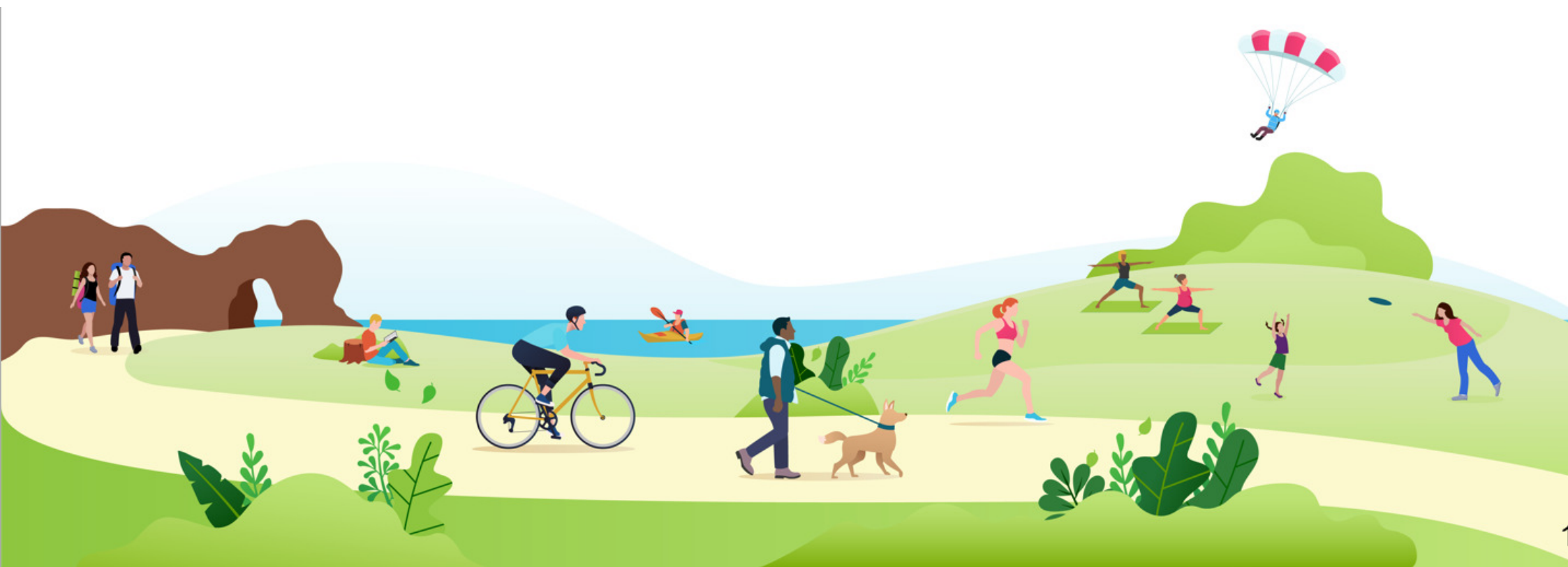
A movement for movement

Physical activity strategy development update

23/06/2021



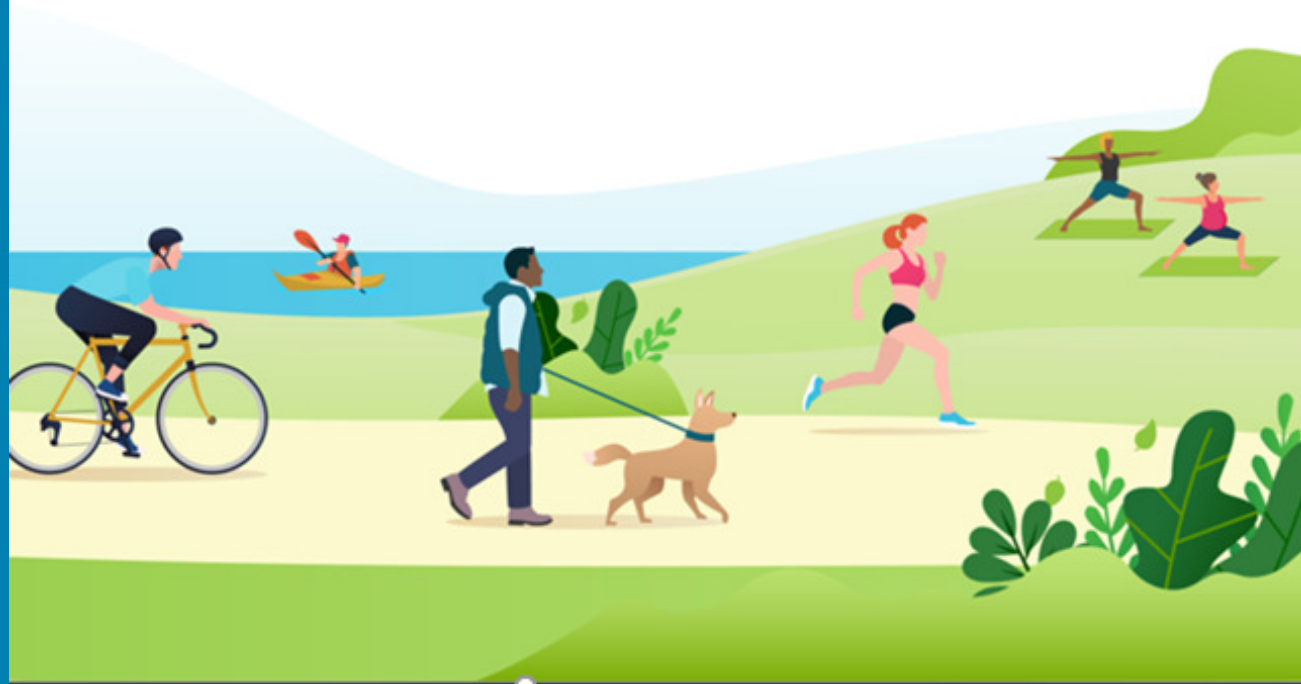
Active Dorset



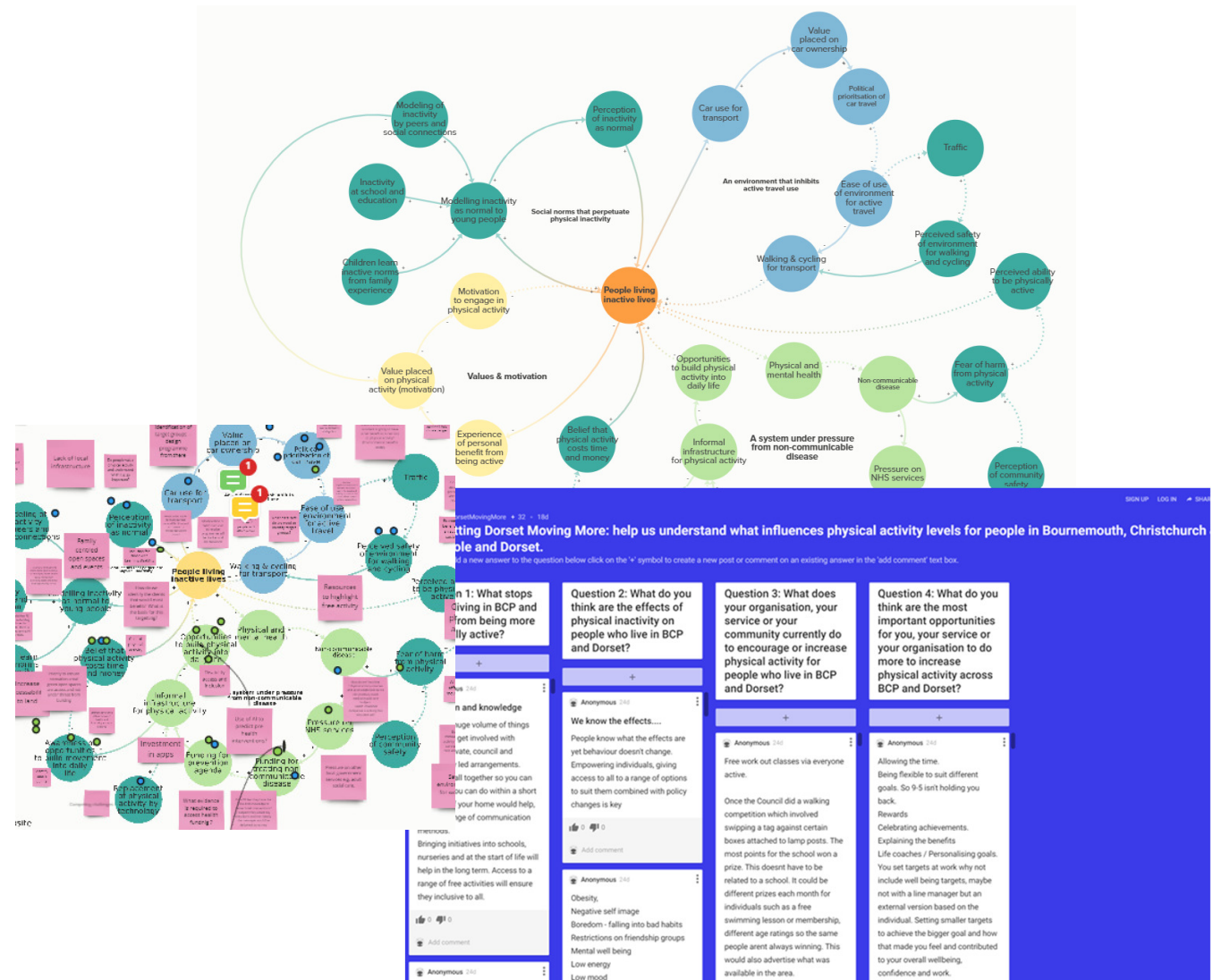
1. Story so far

2. Current focus

3. Your help

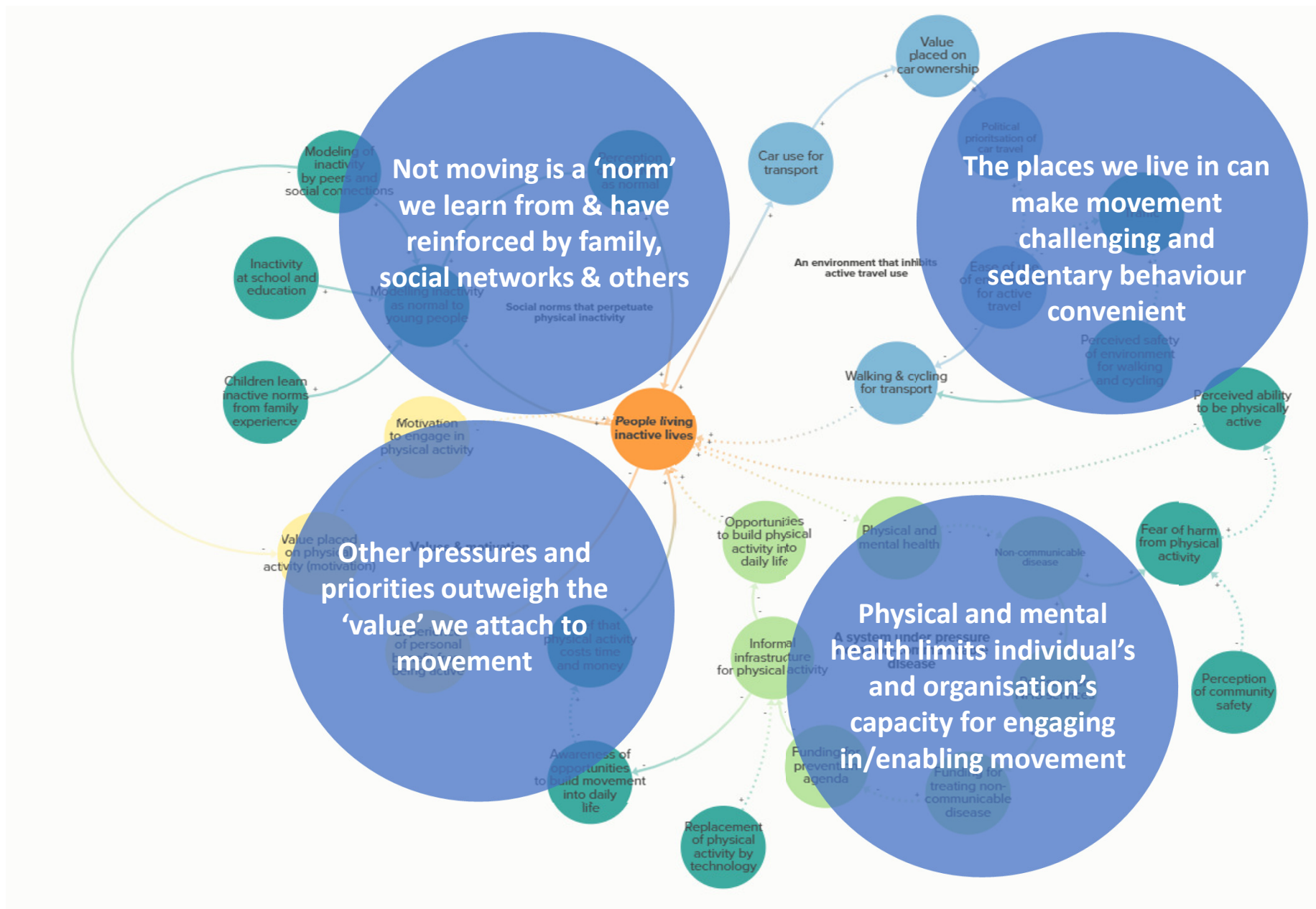


Story so far:
We worked with
stakeholders to
gather their
perspective on the
challenge of
physical inactivity



Our local system: what drives physical inactivity for people in Dorset?





Where are there opportunities to influence our system?



- Finding more opportunities to build movement into everyday life



- The belief that movement = exercise and it costs time and money



- The value/prioritisation placed on car travel over active modes

Where are there opportunities to influence our system?

'We have got out of the habit of being active'

37%

23%

- Finding more opportunities to build movement into everyday life
- The belief that movement = exercise and it costs time and money
- The value/prioritisation placed on car travel over active modes

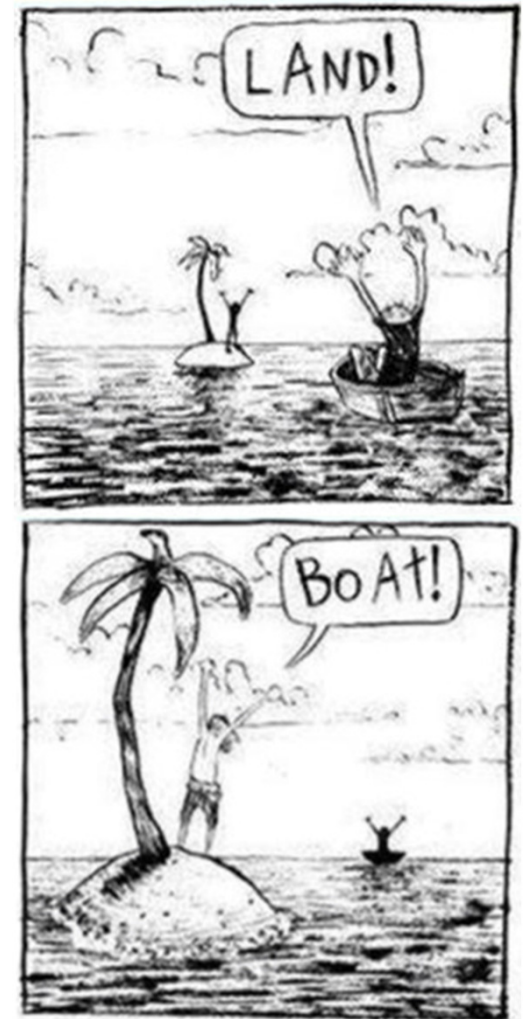
Where next

1. Understand how physical activity can deliver 'value' for people who are less active in order for them to build daily movement into their lives
2. Developing a system wide approach to re-framing physical activity as 'daily movement'
3. Increase communication of the benefits of daily movement, what it means and existing opportunities to be active



Developing
with
stakeholders:
people own
what they
make

- Local Authority teams
- Voluntary & community groups
- Providers
- Communities e.g. CYP, patient groups



Developing with stakeholders: people own what they make

Summer 2020:

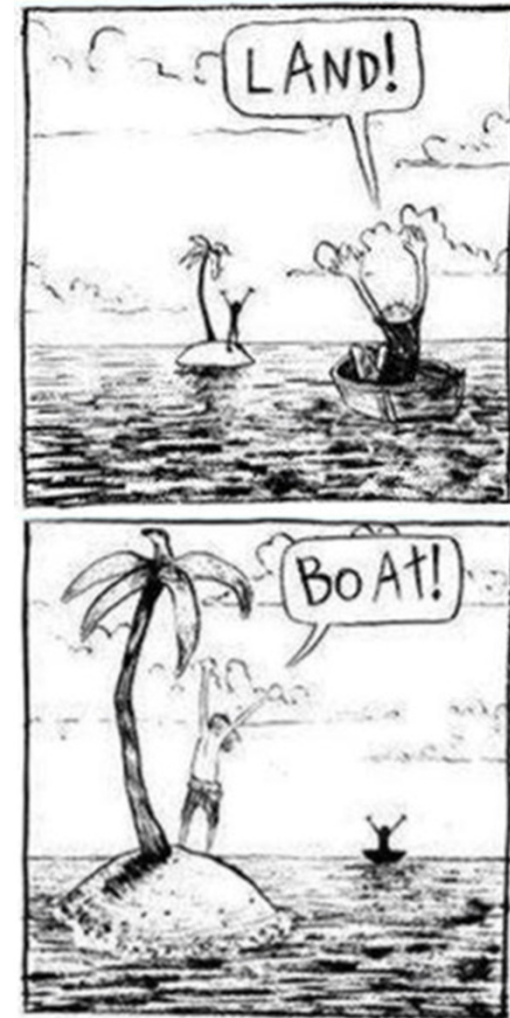
1. Do these themes for action 'connect' with them? Do they have a different perspective?
2. If not - what's missing?
3. How can these themes be translated into action they can take and what support do they need?



[C. Perduejn](#)

How you can help

1. Are we moving in the right direction & what have we missed?
2. Are there opportunities we don't know about?
3. What can you do individually/through your organisation to normalize 'moving more'?



Thank you

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