

A whole system approach to physical activity for Dorset and BCP

Latest update on the physical activity strategy development process



Why take a whole system approach?



Source: Navigating Local Systems: Test and Learn approach to system change, CLOA & Sport England March 2021

February & March: Phase 2 - Discovery

- ✓ Online conversation
- ✓ Focus groups
- ✓ 2 workshops completed with stakeholders



The online conversation

n 120 interactions to date

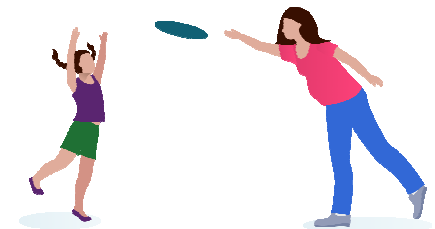
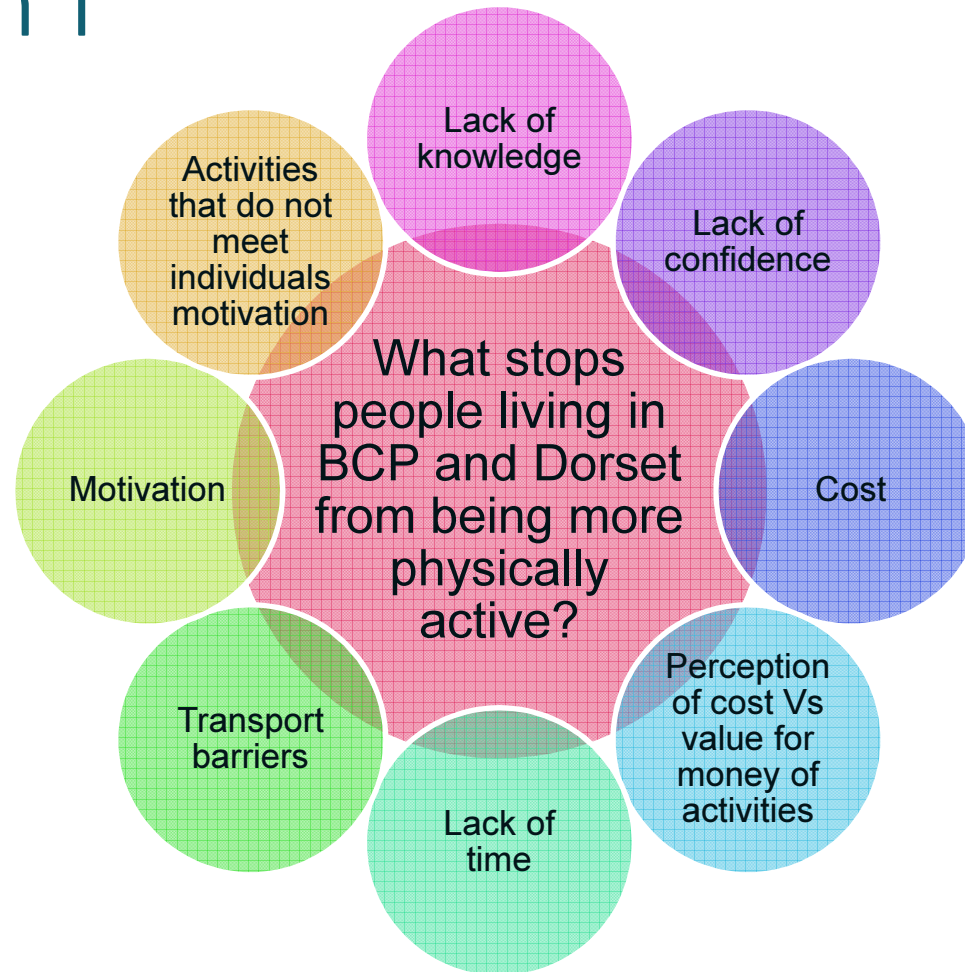
- Live until March 31st



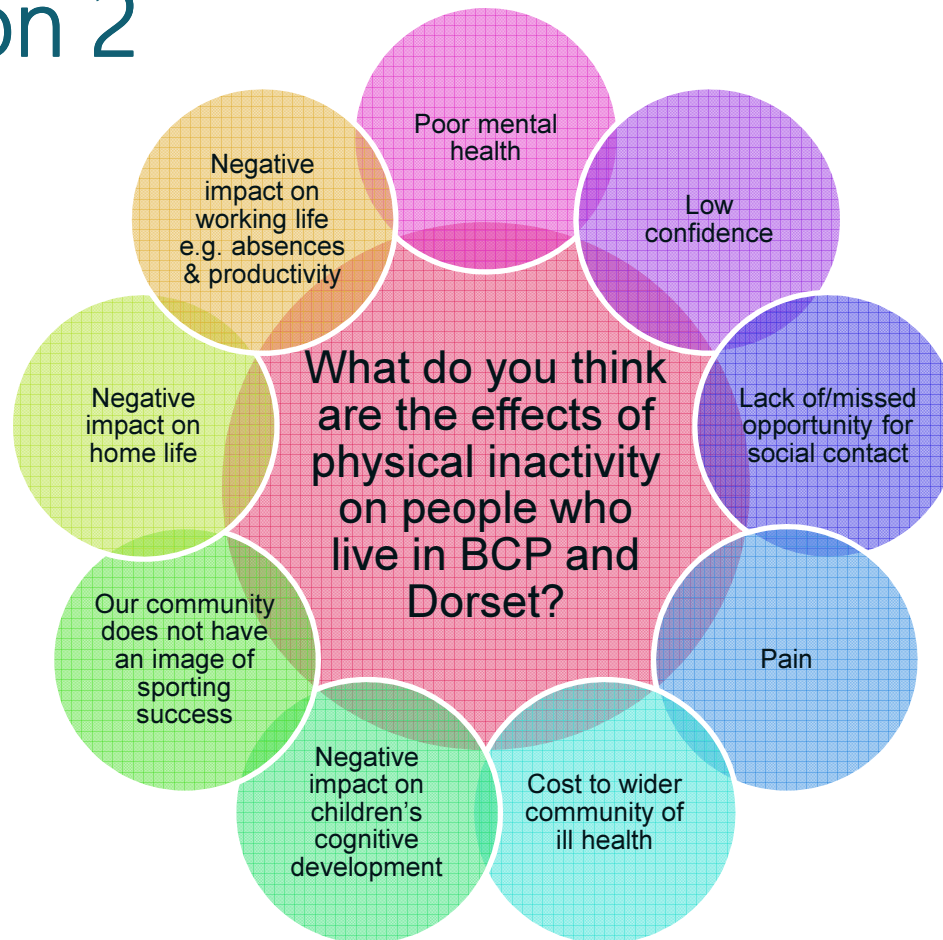
Themes from Discovery Phase



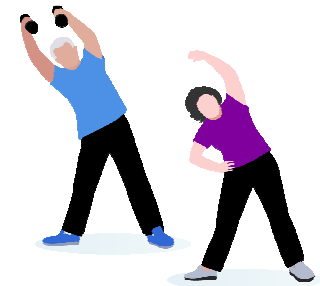
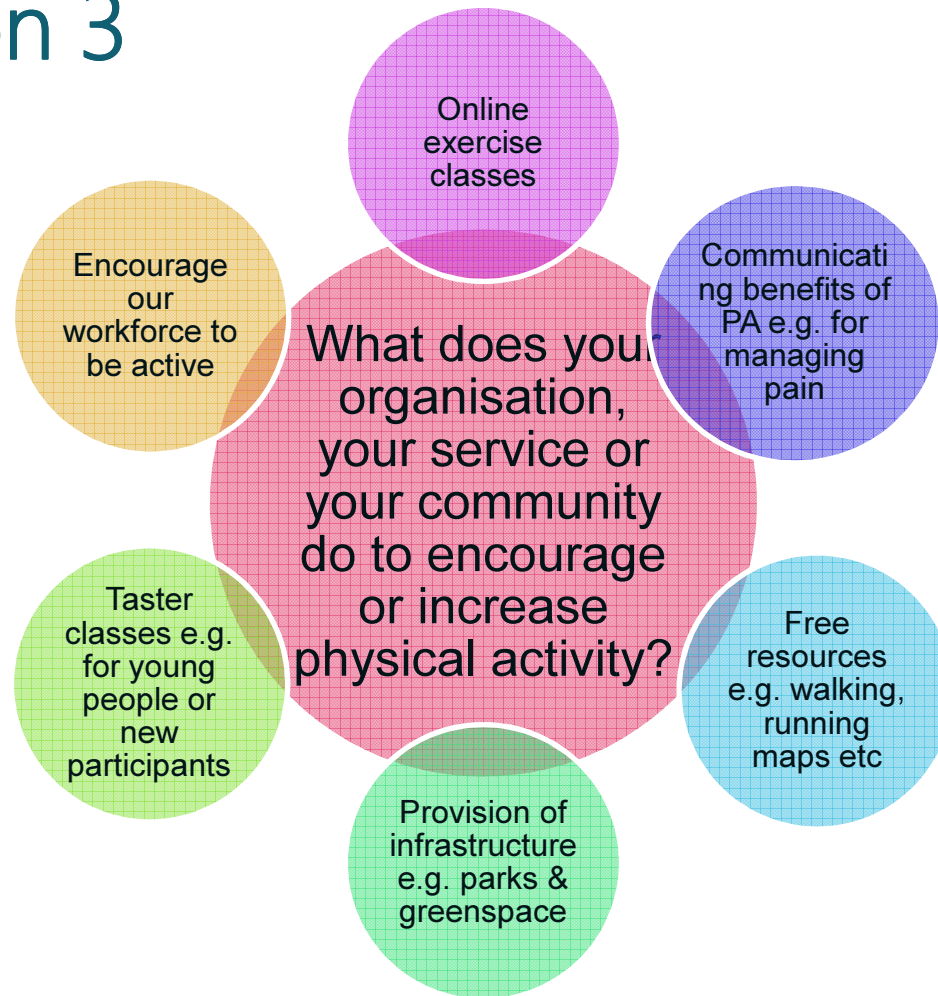
Question 1



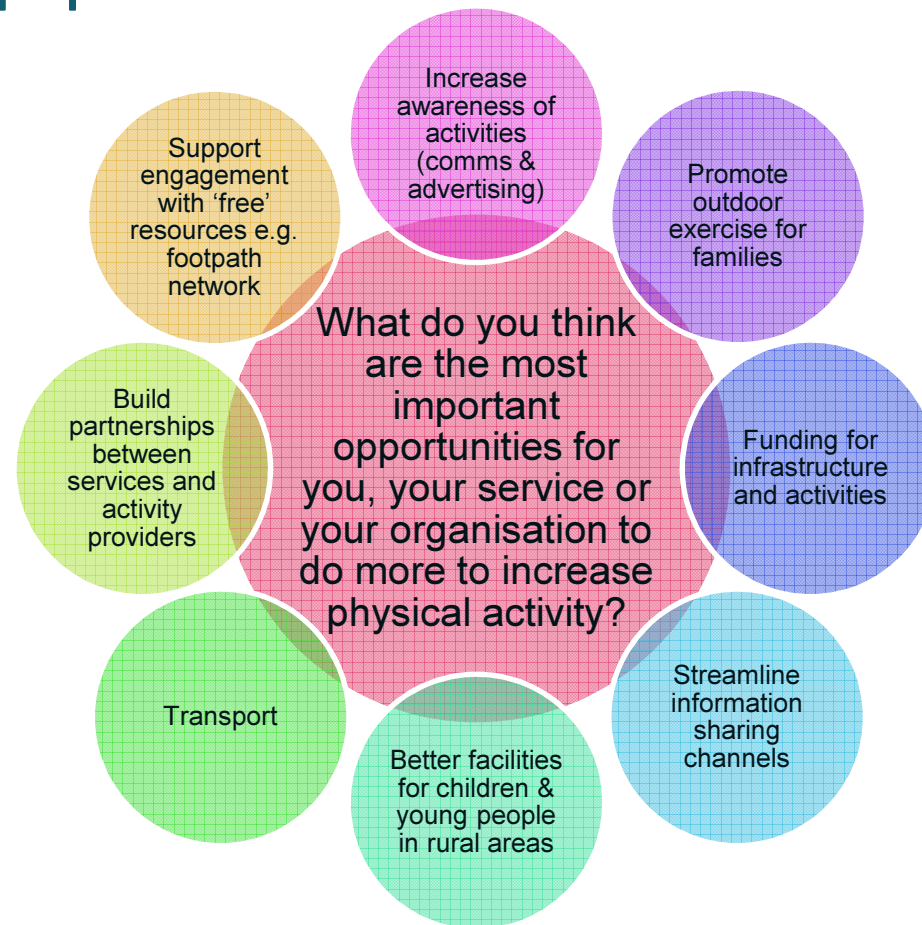
Question 2

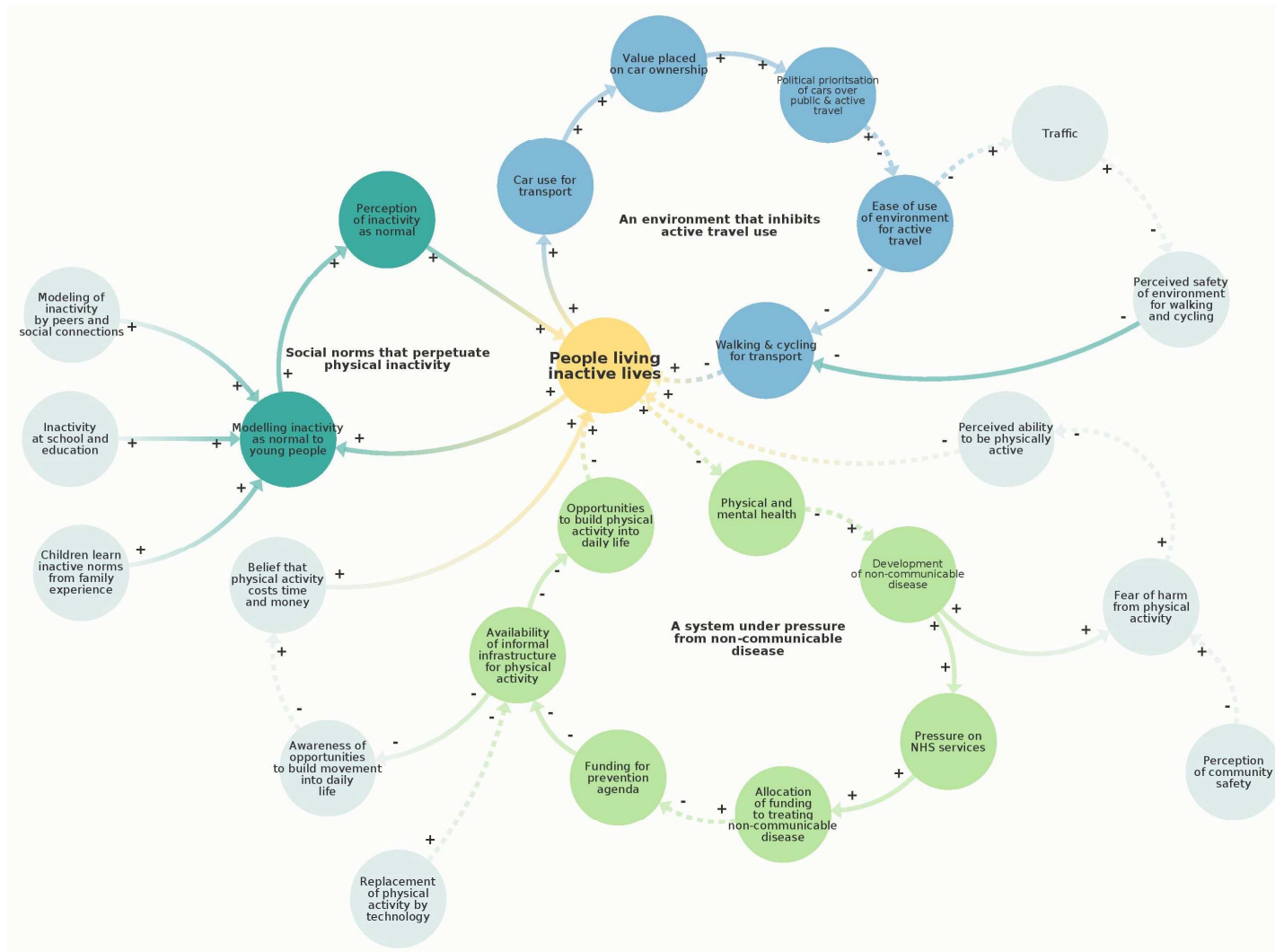


Question 3

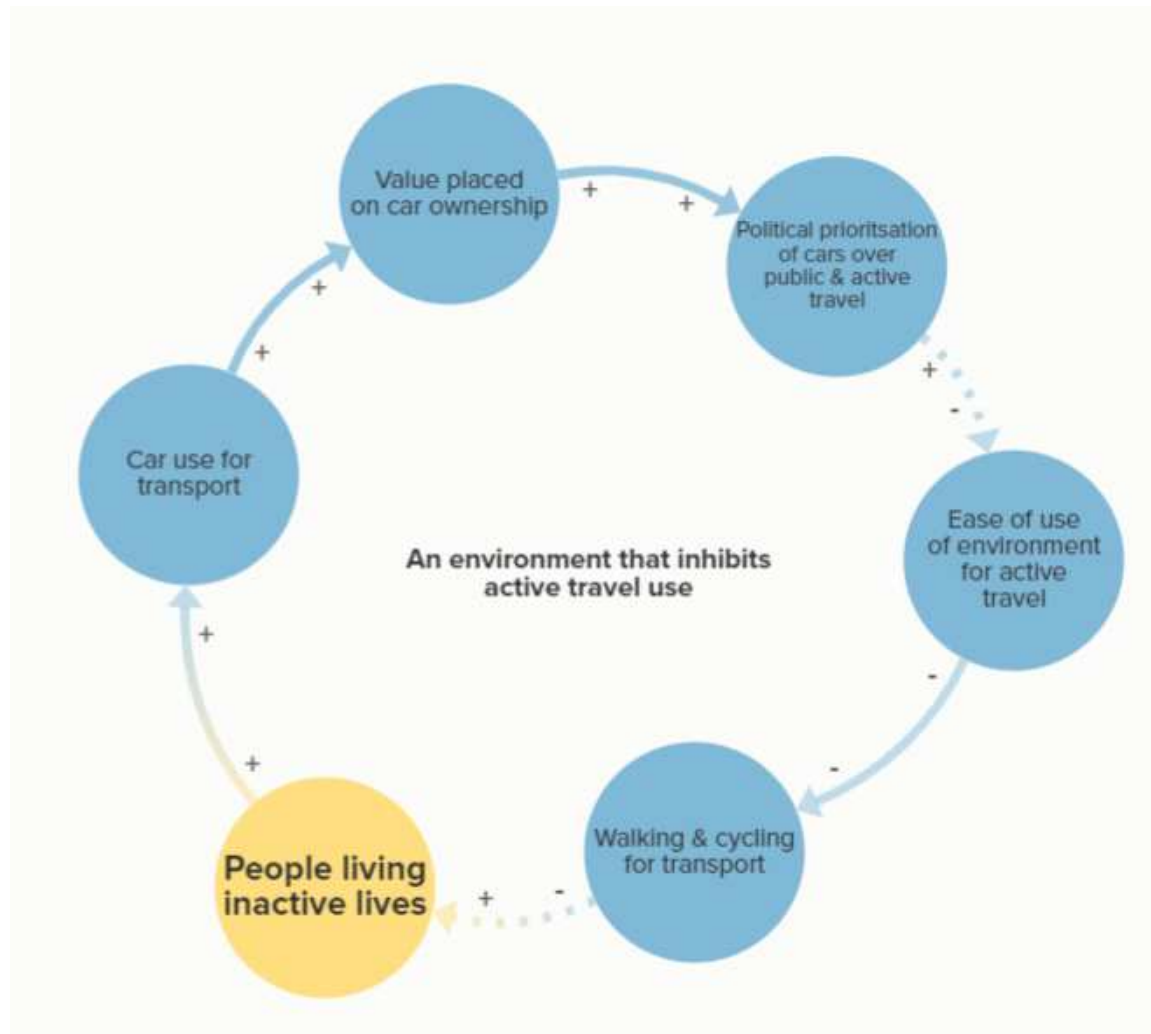


Question 4

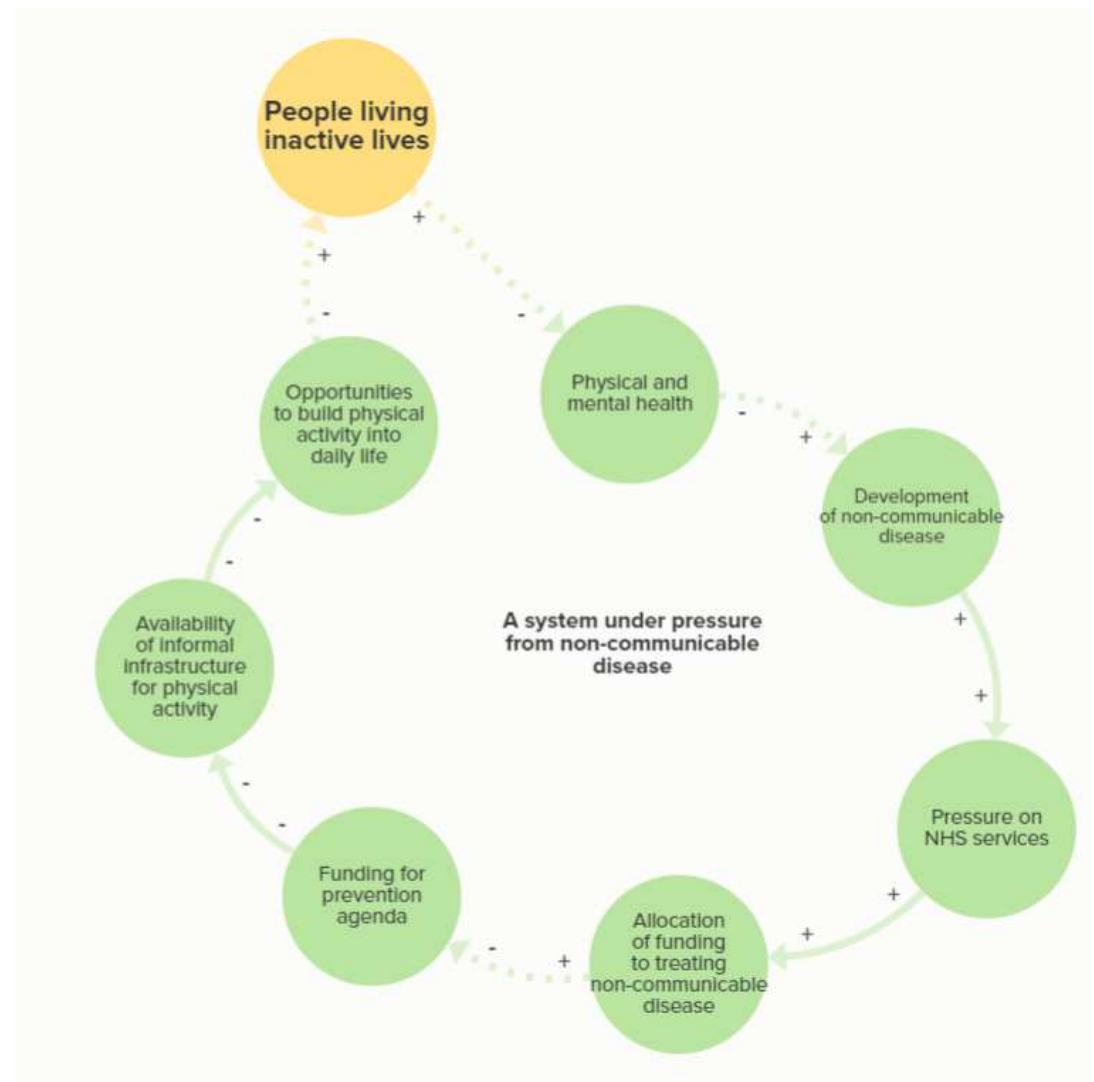




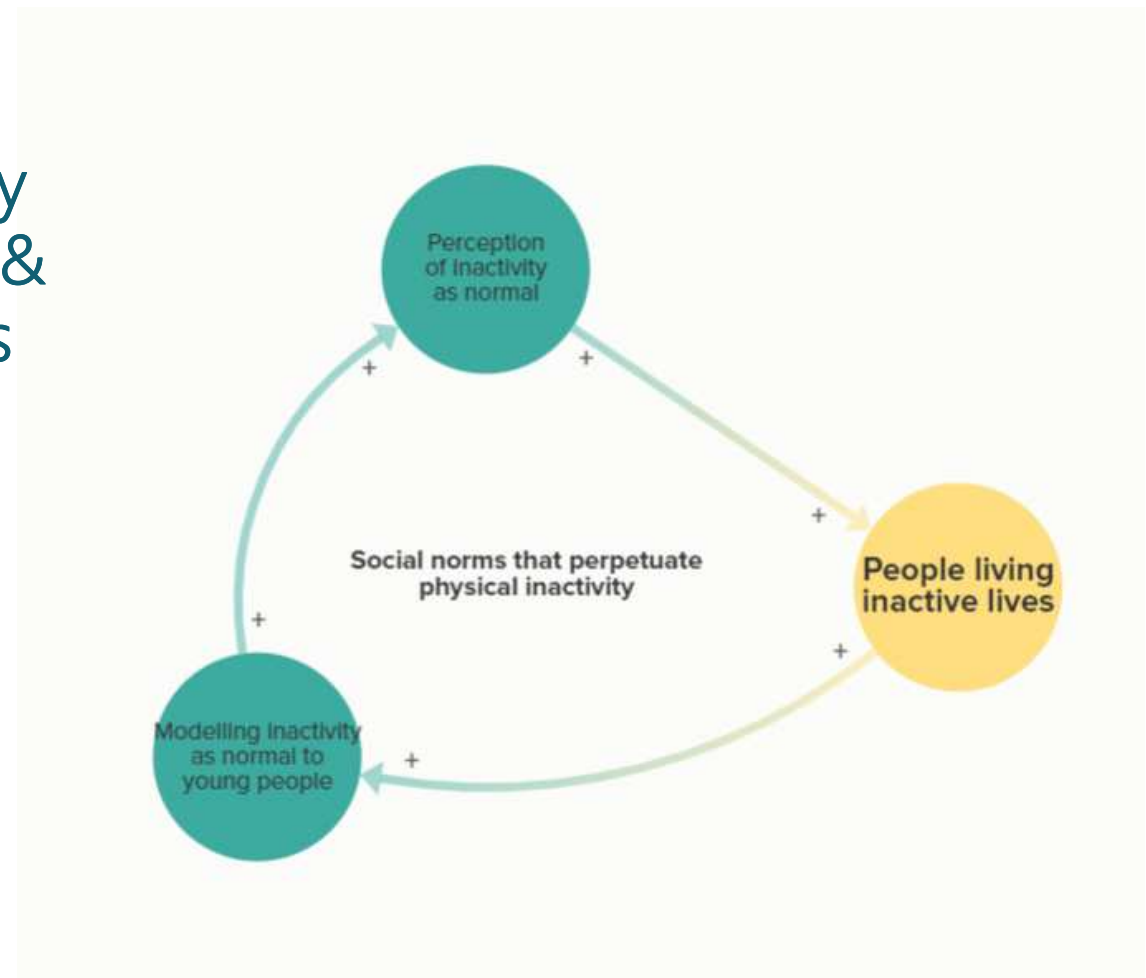
1. We live in environments that inhibit people from building active travel into daily life.



2. The harmful impact of 'sitting more & moving less' puts pressure on the system and reducing resources available for prevention



3. Modelling inactivity by adults, family members & social peers perpetuates the perception that inactivity is 'normal'



Power of reframing

Using language that the audience can connect and relate to



The language we use when we talk about physical activity is important

From...

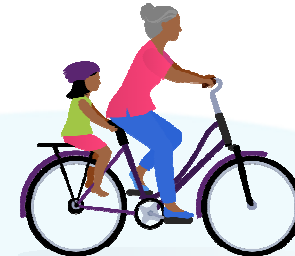
- Sport and exercise and physical activity
- Structured, purposeful
- A focus on provision of specific opportunities and activities
- 5 x 30 minutes or 150 minutes
- Focus on physical benefits

To...

- To physical activity & increasingly movement
- Minimise sedentary time, sitting less
- Focus on people and communities
- Every minute counts. Small changes to daily routine
- Physical **AND** Mental Health



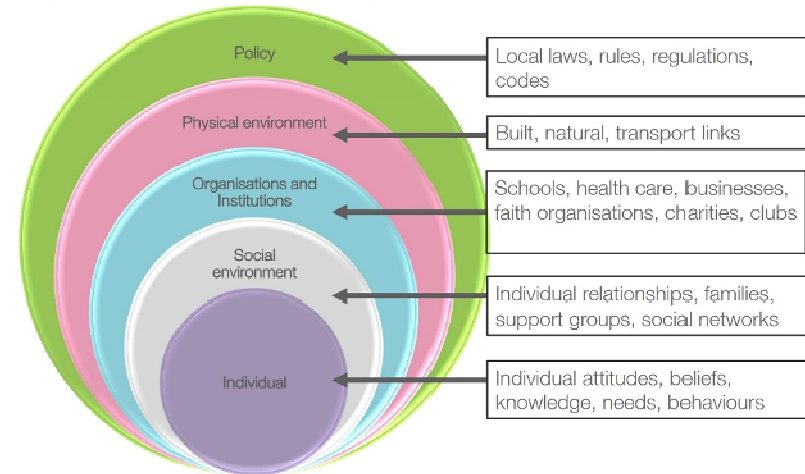
Making every contact count



April: Phase 3 – Building the strategy

- ✓ Reflecting the insight gathered, back to stakeholders
- ✓ Further focus groups
- ✓ Prioritising opportunities and actions
- ✓ Planning implementation with key actors in the system

**Population level change requires
'whole system' approaches**



Source: Socio-Ecological Model

Any
questions?

