

Our Dorset

A Movement For Movement

Active Dorset



A Movement for Movement: Dorset's Physical Activity Strategy

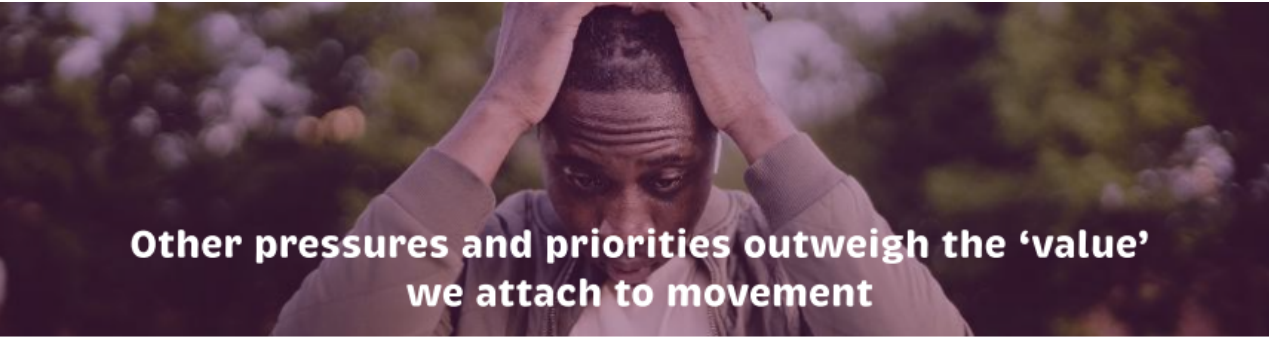
Dorset Health & Wellbeing Board
November 2022

Rupert Lloyd
Public Health Dorset

Charlie Coward
Active Dorset

Our Dorset 
A Movement for Movement

Our challenges --- what gets in the way of movement?



Other pressures and priorities outweigh the 'value' we attach to movement



Not moving is a 'norm' we learn from & have reinforced by family, social networks & others



The places we live in can make movement challenging and sedentary behaviour convenient



Physical and mental health limits individuals and organisation's capacity for moving more and enabling others to move more

Three things we **can all do** to make a difference

1

We need to reframe the language we use when we talk about physical activity

2

We need to build movement into everyday life

3

We need to connect everyone with the value of daily movement

How can you make it happen?

Contents

S1 Introduction 3

S2 Our challenge 4

S3 Our opportunity 5 - 8

S4 Our road map to creating a 'Movement for Movement across Dorset and BCP 9 - 11

S5 Reframing physical activity 12

S6 Four key challenges for action 13

S7 Making change 14

S8 Your role, how we can create change together 15

S9 How will we know if we're making a difference? 16

S10 How to be involved 17

A Movement for Movement

- Our shared approach for enabling all of us to move more across Dorset and BCP.
- Builds on what we already do well and recognises that there are opportunities to do more.
- Sets out key themes for making change we can all apply to our own decision making.



Our recommendation:

1. Please note the key challenges and themes for action set out in the report
2. Lend your support as we launch A Movement for Movement during October 2022 and engage with the approach it sets out.

Our Dorset 

A Movement For Movement

Active Dorset

 Dorset Council

 Public Health Dorset

 BCP Dorset

 NHS Dorset

 Our Dorset

Our Dorset 
A Movement for Movement