**Active Together Conference: Workshop (LTC)**

|  |  |
| --- | --- |
| **ACTOR** | **BEHAVIOURS** |
| NHS, Local Government, Planners, Housing, targeted conversations through LTC  | Stop stereotyping, personalisation, ask what is needed/when and how/where/with who. ‘Can Do’ approach, just need to try. Difference can be hard to measure. Don’t discuss progress in terms of success/failure or ask what the goal etc is for that person (back to personalisation),measurement of success or failure should be determined by user. |
| Social care, secondary care staff/clinicians, point of diagnosis. Commissioners, NHS & local government. Education – understanding the benefits. Planning – building nice places to be active.GP’s/health professional, giving the right information. Social prescribingPhysio – pre/post op care – signposting to continue physical activity.  | See physical activity as their businessTalk about the bigger picture, more holistic. 1 prevent. All of us – peer support is so importantMeasure what matters to people – nice environment. Access to trees.Encouragement  |
| Community membersLeisure centresUnited LeicesterProfessional sports clubsSports groupsSocial groupsToo much policy | Share ideasJoint programmesReferralsPolicy reviewsCo-designAwarenessSignpostingFunding |
| Physical activity development officerLeisure providersVolunteersSocial prescribersSocial groups (either)GP’s and practice managersSchool teachersFacilitiesCulture | CommunicationAccessibility – improving access to options. GP’s being more awareImproving awareness of benefits of physical activityMore promotion – championsCostLanguage changed from physical activity to movementEncourage physical activity in a younger cohort |

**Key Takeaways:**

* Who are our local changer makers in this space
* How can we be braver when presenting data/ impact i.e. what is the cost of inactivity to the system
* Relooking at comms- Debbie found a support group that included physical via a poster in the breast clinic
* Importance of intersectionality and the layers of barriers to physical activity
* Finding a way for people to be active that works for them
* Locally across Leicestershire we are moving in the right direction to support residents with long term conditions (We Are Undefeatable, how people access physical activity opportunities)
* We need to continue to push the message ‘benefits outweigh risks’ both publicly and with partners