BRIDGING THE GAP

Understanding how to support people with long term health conditions to become more physically active



KEY INSIGHTS

We Are Undefeatable's public consultation was conducted in September 2023 yielding 2,241 responses from people living with long term health conditions (LTHCs), their friends and family and professionals across different sectors.

CONSULTATION INTEREST:



1,009 people with long term health conditions (LTHCs)



339 health & social care professionals



sport & physical activity sector professionals



569 family/friends/ carers



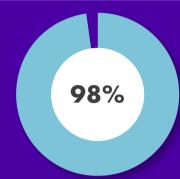
63 charity/voluntary sector professionals



government or local authority officials



The vast majority know physical activity is important



of participants agreed that physical activity is important for managing or preventing long term health conditions



The NHS is a trusted source, but only a starting point

Most trusted sources of physical activity advice

The NHS

My GP

other than GP

Health professional

65%

67%

72%



Pain & physical limitation are significant barriers to being active

Top three barriers to being active

2ND Lack of Pain energy/ too tired

3RD Physical limitations



There is an empatny gap:

those who support people with LTHCs don't fully appreciate their physical barriers

Differences in perspective

among people with LTHC

Pain

by healthcare VS. professionals

Motivation/mindset



Friends, family & professionals need help to provide the right support

Top two aspects to improve confidence

1. Training & examples

of support to provide

2. Knowing how to engage & motivate

"Knowing what resources I could recommend to patients, particularly those that are tailored to specific conditions." "They are set in their ways and it's hard to motivate them."



Health charities play a critical role in supporting people to be active

86%

think it's a **priority** for health charities to support people with LTHCs to be active

"They have the specialist knowledge of how these conditions affect people."



People with LTHCs want activities & inspiration to reflect their capabilities & constraints

Top three resources desired by people with LTHC



Easy to follow workouts for all levels

2ND Inspiration & ideas for getting active with a LTHC

3RD Online physical activity community for people with LTHCs

The full report outlines the actions We Are Undefeatable, with its partners, will be taking in response to these insights. You can find the report and executive summary at: WeAreUndefeatable.co.uk/big-talk

Get in contact: WeAreUndefeatable@ageuk.org.uk



































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We Are Undefeatable's 'Big Talk' public consultation was initiated to inform the resources the campaign should focus on developing but contains insights worthy of review by anyone involved in supporting people with long term health conditions (LTHCs). It draws together input from those with lived experience and from the networks around them. **Below is a summary of key insights.**

While many turn to the healthcare system for guidance on getting active, the NHS cannot adequately address their needs by itself. The actions of multiple partners in the system are needed to enable change.

The consultation has revealed an 'empathy gap' between people with LTHCs and those who support them: many are held back from being active by pain and physical limitation, yet these challenges are not fully appreciated by others. For example, healthcare professionals can assume that motivation/mindset is the key barrier.

Family, friends and carers are seen to be a key source of enablement, yet there is a confidence gap: many feel ill-equipped and fear 'making things worse'. There is an opportunity to provide reassurance and tailored advice so they can confidently assist those they care for to be active.

Insights identify that health charities are in a strong position to support physical activity due to their understanding of specific LTHCs, holistic perspective on wellbeing, and local connections. Charity involvement in We Are Undefeatable is considered important for trust.

In terms of resources to support more activity, people with LTHCs responded well to the idea of easy to access workouts appropriate to their capabilities, combined with inspiration they can relate to. Professional audiences revealed a strong appetite for informational resources but the nature of what was relevant varied by sector.

Professionals also raised the need for greater leadership and engagement with the physical activity agenda at a local level.

We Are Undefeatable will act directly on many of the findings contained in the report but acknowledge that some of the broader issues can only be tackled in partnership. We invite you to share the report and the summary infographic with your colleagues and networks, consider how the insights may apply to your work and communications, and contact us if you are interested in finding out more.

The full report and accompanying infographic are available at: WeAreUndefeatable.co.uk/big-talk
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