

Activating We Are Undefeatable through Campaign Packs

At the end of last summer (2019) 20,000 we worked with Public Health England to send out We Are Undefeatable activation packs to every GP Practice and Community Pharmacy in England to support Healthcare Professionals to engage with the campaign and use it to help have physical activity conversations with their patients and customers.

The packs contained:

- An activation brief that provided information about the campaign and resources available to support professionals to discuss physical activity in an appropriate way for their patient and customers
- 2 of the campaign posters especially designed for use in waiting rooms and pharmacies
- 100 conversation starters providing key messages and inspiration about how to move more (and a dispenser).
- Social media templates and video content for waiting room screens

Ruth, North Tyneside General Hospital

As a hospital Trust I am responsible for promoting physical activity and developing the Trust's physical activity strategy. I have ordered the campaign resources and received the conversation starter cards today which are great!



FIND MOVEMENT THAT WORKS FOR YOU

WE ARE UNDEFEATABLE

Being more active can help make you healthier and happier.

We understand that how you feel can change from day to day. So we have come up with some ideas to help you move in ways that work for you.

Read on and find out how even small increases in physical activity can make a difference.



Move more

However you choose to move, it's all good for your health and wellbeing.

Try building activity into your day, like taking the stairs and walking more. Or try out different activities, like swimming, cycling, Pilates or using an app such as the free Active 10 app. A brisk 10 minute walk is a great way to improve your health. Download the free Active 10 app to track how much brisk walking you're doing and how you can do more.

Do activities you enjoy

Doing something that you enjoy means you're far more likely to keep doing it, so try a few activities until you find the right thing for you.

Moving more with friends, family members and others can also help make it more fun!



Make the most of good days

Each day, listen to your body and do what feels comfortable for you.

On your good days, do a little more where you feel you can.

On 'down' days, you may need to do less. Small amounts of activity all add up.

Make a plan

Lots of people find it helpful to make a plan covering things like:

- How, when, and where you'll get active to fit in with your everyday life
- How you'll deal with bumps in the road or if things don't go to plan

Find inspiration to help with your planning at WeAreUndefeatable.co.uk

Start slowly and build up

When moving more, you may feel warmer or even slightly breathless. You might also find that your muscles and joints get a little sore a day or two afterwards.

This is normal, but you can help avoid this by starting slowly and gradually increasing the length and intensity of your activity. For more structured activities, including a warm up and cool down can also help.



What do I need?

You don't need any special kit or equipment to get moving but we recommend you wear something comfortable.

For some activities, wearing supportive footwear can help you feel more comfortable and safe.



Need some advice?

Interested in getting active? Mention it to your healthcare professional during your appointment.

You should stop and seek medical advice if:

- you start to feel unwell or dizzy
- the symptoms of your condition change or worsen
- you are experiencing palpitations when you are active



Want more information?

Being more active can be a challenge. But through the ups and the downs, we're ready to help.

For inspiration and tips on how to make moving more work for you, visit WeAreUndefeatable.co.uk

WAL-02



The Impact of the campaign packs

A survey of those who were sent packs, undertaken by PHE, following burst one of the campaign highlighted that

- One-to-one conversations and displaying posters were the most commonly used means of promoting the campaign
- 54% of respondents reported an increase in the number of conversations they've had with the public about being physically active with a long term health condition
- Over 75% reported that people they spoke to stated an intention to become more physically active
- 82% would promote the campaign again but would like a stronger call to action for getting involved in the campaign.

Campaign information also found that the We Are Undeatable videos were shown on 60% of GP Surgery Screens.

These results are really promising, particularly when taking into account that the packs were being used in practices at a time when the winter flu campaign was also being initiated throughout the NHS.

Want to know how you can help?

1. Talk to people about being more active and use campaign resources to empower them to make small changes and move more in whatever way suits them
2. Display the campaign materials, including posters and conversation starters, in your waiting room and communal areas or consultation rooms.
3. Download and use the digital resources on your social media channels and practice or pharmacy screens. These can be accessed at the link above.

Support to help you have physical activity conversations with your patients

Public Health England (PHE), Sport England, The Royal College of GPs, The Faculty of Sport and Exercise Medicine and other partners have developed a range of evidence based free clinical resources and training (both face to face and online) to support Healthcare Professionals to have physical activity conversations with patients and customers.

Moving Health Care Professional Programme

The second phase of the national [Moving Healthcare Professionals Programme](#) led by PHE and Sport England, was launched in the Government's Advancing our Health green paper on the prevention of ill health.

The programme, provides free evidence-based peer training and practical resources to support healthcare professionals across their career, in basic training and continuing professional development.

Physical Activity for the Prevention and Management of Long-Term Conditions Training

In light of the COVID-19 outbreak in the UK and its subsequent impact on the NHS and wider healthcare care system, the training offered by the Physical Activity Clinical Champions has been paused until at least September 2020. For more information contact physicalactivity@phe.gov.uk

Moving Medicine

Moving Medicine is a collection of clinician facing resources put together by the Faculty of Sport and Exercise Medicine in collaboration with the Royal College of Physicians, Royal College of GPs, Royal College of Nursing and the Chartered Society of Physiotherapists, Public Health England and Sport England. This collection spans both adult and paediatric long term conditions. These resources aim to bridge the gap between evidence and practice by bringing to life bespoke, evidence based, behavioural change focussed consultation aids.

This innovative initiative has been awarded the highly competitive Royal College of Physicians 'excellence in patient care award' in the patient centred care category. You can access these resources through the Moving Medicine website www.movingmedicine.ac.uk

Free e-learning modules

You can boost your knowledge via [Health Education England's e-learning for health website](#) and [BMJ Learning](#).

Royal College of GPs Physical Activity and Lifestyle Toolkit and Active Practice Charter

Access the [Royal College of GPs' Physical Activity and Lifestyle Toolkit](#) for further information about physical activity's impact on the prevention and treatment of health conditions.

You can access more tips and guidance on how healthcare professionals are supporting people to become active via the [Royal College of GPs' Active Practice Charter](#).

How can I find out more about local opportunities for my patients to get active?

Your Local Authority or Active Partnership can help you to understand what local opportunities exist for your patients to get active.

Active Partnerships understand the 'local physical activity for health systems' and can help healthcare professionals get the most from the campaign and sign post you to relevant organisations that can help. There are 43 Active Partnerships covering the whole of England. [Click here to find the Active Partnership covering your region](#).

Laura, Specialist Pain Physiotherapist

I'm just emailing to express what a great campaign and advert this is and how happy I am to see this type of message being taken up so well by such a great combination of charities! I will be actively disseminating this to patients and I have forwarded the website to my colleagues as well.

 NHS Tameside & Glossop CCG · 3h
Finding something that you enjoy means you're more likely to keep doing it. Looking for inspiration for activities that are right for you and your health condition? Visit weareundefeatable.co.uk [#WeAreUndefeatable](#) [@undefeatable](#)



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 Zoe Williams ✓ @DrZo... · 29/08/2019
New campaign launched today! 1 in 4 of us live with a longterm health condition! Celebrating people getting active, celebrating every victory, and reaping the benefits of a more active life! Check it out 🙌👏🥰

weareundefeatable.co.uk
[#weareundefeatable](#)

 Dr Dawn ✓ @DrDawnHarper

Very excited to see the [#WeAreUndefeatable](#) campaign launch today. When it comes to managing a long-term health condition, there's no 'right' way to get moving. It's all about celebrating the small victories.

The Development of a Consensus Statement on Risk of Physical Activity for People with Long Term Conditions

The Faculty of Sport and Exercise Medicine and the Royal College of GPs are working in partnership with Sport England and Public Health England to develop a consensus statement to provide reassurance to healthcare professionals that it is safe to encourage, empower and motivate patients with long term conditions to be more physically active.

Draft statements have been developed following a systematic review of the evidence by Edinburgh University and are currently being considered by a range of expert clinicians to develop final consensus statements that will follow a symptom-based rather than condition specific approach that will enable clinical staff to address patient concerns directly for both single and multi-morbid populations. It is hoped that they will be available later this year.

#EasierToBeActive - Making it easier to be active with a health condition: a national Conversation

The National Centre for Sport and Exercise Medicine at Sheffield Hallam University, working in partnership with Clever Together, Sport England and Public Health England, are leading a national conversation to improve the experience those of us with health conditions have within the sport and physical activity sector.

The first phase of the conversation has been taking place through an online workshop during March – May 2020, asking for professionals and people with lived experience of health conditions to input, their experience and ideas for what could be improved to better support, empower and inspire people with long term conditions to be active.

The findings from the online workshop, alongside further consultation and conversation will lead to the co-creation of new insight and recommendations to those who provide, design, commission and deliver sport, physical activity and health and care services in early 2021. You can follow the progress of their work on Twitter @easier2Bactive.

So what next?

Healthcare professionals can continue to order campaign resources online from <https://campaignresources.phe.gov.uk/resources/campaigns/95-we-are-undefeatable> (this includes posters and conversation starters). We plan to work with health organisations and colleagues, at an appropriate time for them, to develop the resources further for future bursts of the campaign.