

**WE ARE
UNDEFEATABLE**



TARGETED ACTIVATION AREAS

MAY 2020



breast cancer
now



BritishRedCross



**VERSUS
ARTHRITIS**



**MACMILLAN
CANCER SUPPORT**

**ROYAL
VOLUNTARY
SERVICE**

**Stroke
Association**

PARKINSON'S^{UK}



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

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OVERVIEW

To support a place-based approach to the activation of the We Are Undefeatable campaign, Sport England has invested £750,000 across 10 local authority areas which have been identified as having either:

- A high number of their local adult population living with a long-term condition; or
- A high proportion of their local adult population living with a long-term condition

The aim of these investments is to support local systems to help change the behavior of inactive adults living with long-term health conditions and to generate comprehensive, shareable learning across a range of approaches.

Each place-based approach has been determined locally, building upon local priorities and need, whilst complementing existing approaches, services and assets. Although a range of partners are involved in each area, the lead organisation varies from place to place, including; Local Authorities, Active Partnerships, Community and Voluntary Services and Clinical Commissioning Groups.

There are some significant differences between the 10 areas, not least the size/ diversity of the population and urban/rural geography, but also in terms of the maturity of relationships within local systems. We believe this to be a strength of these investments, helping to generate approaches that will resonate with other areas as well as facilitate compelling and transferable learning.

The following pages provide an overview of each of the projects, highlighting key demographic information, what they aim to learn, their local approach* and the key partners who have been involved to date.

* Some projects have had to adapt their approaches during the current COVID-19 pandemic, including reimagining delivery or choosing to pause their approach until a more appropriate time.

PROJECT AREA:

BLACKPOOL



LEAD ORGANISATION

Blackpool Council (Active Blackpool)

DEMOGRAPHICS

Population	142,065
People with LTCs	36,310
Rank % of pop. with LTC:	2/329
Location	Rural 0% Urban 100%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

We will test a new approach to engage and support people with long term health conditions through a new partnership approach with Adult Social Care. Through the project we aim to provide education, improve awareness of opportunities within the community and get people with LTCs more physically active. The main target audience will be those who are referred onto the reablement programme delivered by Adult Social Care.

The project has 3 strands:

1. Adult Social Care Reablement Team

Linking a qualified activity instructor with the Occupational Therapist (OT) team in order to visit individuals, assess their needs and their current level of activity/ability, having discussions about ways to be more active that work for them. We will support referrals into Active Blackpool programmes and raise awareness of/signpost into other opportunities within Blackpool.

2. Training

Incorporating an education element to the project, including a workshop to non-clinical staff within Adult Social Care about the importance of physical activity and local opportunities. This training will be delivered in a similar way to the PHE Physical Activity Clinical Champions Training. Training will also be delivered to Sport Blackpool centre staff to educate them on how best to support people with health conditions to be active.

3. Awareness Raising

Supporting 'We are Undefeatable' to land at a local level. In order to get the messages shared as widely as possible we will link with local health care professionals, the third sector, local housing providers and other key partners. We will look to link messages back to opportunities to become active at a local level.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

The first strand of our project is currently on pause due to government guidelines and social distancing restrictions. However the training package for non-clinical employees is now complete and has been uploaded to a digital platform, ready to deliver remotely.

We continue to promote WAU messaging via regular contact with existing clients and look to build upon opportunities for Active Blackpool staff to talk to and engage with new people within the community. We are also planning on distributing the national WAU leaflet via our local channels to further support people with health conditions to be active during these times.

Whilst much of our work is currently on pause we have been busy helping to co-ordinate local Community Hubs in response to Covid. This has provided us with the opportunity to build new relationships with colleagues from across the council, who we hope to be able to work with and train going forwards to help share the WAU message.

KEY PARTNERS

Blackpool Council - Adult Social Care

Blackpool & Fylde Coast CCG

Active Lancashire

Blackpool Council - Health & Well Being Group

Swim England

Public Health England (PHE) North West

Blackpool Coastal Housing

Blackpool Victoria Hospital

CONTACT

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PROJECT AREA:

BOLSOVER



LEAD ORGANISATION

NE Derbyshire Healthcare Ltd

DEMOGRAPHICS

Population	75,866
People with LTCs	18,134
Rank % of pop. with LTC:	4/329
Location	Rural 53% Urban 47%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

In Bolsover we will be taking a phased approach to this project, conducting an initial insight phase first to better understand the local landscape and gain insight into what is most important for people living with health conditions. We will then work collaboratively with local partners to strengthen, connect and market the assets already in place as well as develop any new ideas to test, which will benefit the community to become more active.

Through this multi-agency project we will look to explore three key areas:

1. Insight led and person centered approach

To understand the landscape of those living with long term conditions and gain insight to where they live and how they engage in their communities.

2. Building on what is strong

To add and strengthen community networks rather than create something new.

3. Empower the workforce

To have the training and confidence to talk to people and enable them to become more active

By embedding this piece of work across the Bolsover network we hope to have a longer-term impact on our target audience.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Unfortunately much of this work is currently on pause whilst key organisations respond to Covid-19. However prior to this, insight had been gathered from clinicians and the public engagement survey was due to be launched.

As we begin to move from crisis response we are starting to re-assess the situation and consider which elements of the project we can continue with/adapt and how we can once again promote WAU messaging amongst partners.

This has begun by re-engaging key stakeholders via our 'multi agency place based' meetings and sharing our plans to distribute physical activity booklets (similar to Sheffield) to support people with LTCs to remain active at home.

KEY PARTNERS

Bolsover District Council
Derby and Derbyshire CCG
Age UK Derby and Derbyshire
Bassett Law CVS
Shift (Active Derbyshire)
Blinkbright (evaluation partner)

CONTACT

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PROJECT AREA:

COUNTY DURHAM



LEAD ORGANISATION

Durham Council

DEMOGRAPHICS

Population	531,242
People with LTCs	116,172
Rank % of pop. with LTC:	3/329
Location	Rural 45% Urban 55%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

Our action research programme aims to build people and place-based resilience to support people living with long term conditions to be active in 4 localities across County Durham.

The programme will be rolled out in stages:

1. Capacity building among clinical, care and allied health professional teams which will support staff to begin meaningful conversations with people living with long-term conditions
2. Capacity building among the physical activity workforce which will support staff to have a wider understanding of long-term conditions within the local population and help to ensure existing local structured provision is varied, accessible, appropriate to need and welcoming for people living with LTCs to access. Where gaps are identified, training for physical activity providers will be sourced/developed.
3. A supported behaviour change incentive - a tangible 'offer/voucher' for clinical, care and AHP teams to give to clients to encourage people with long-term conditions and a family member/friend to access existing local physical activity provision for a timeframe to support initial behaviour change.
4. A community resilience and capacity building programme will also be developed for staff and volunteers within wider organisations within localities such as community centres, libraries. This offer will be tailored to locality need but a core offer within this will build on Making Every Contact Count (MECC) and include Mental Health First Aid training.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Whilst we continue to recognise the importance of WAU locally, work on the project is currently on pause. We plan to pick this work back up again as part of our Covid-19 Recovery Phase, exploring how we can continue to support vulnerable populations and those who are shielding to be active.

One benefit to come from this situation is the strengthened partnerships and an opportunity to utilise our community hubs as a platform to develop WAU when the time is right. i.e. after crisis response.

KEY PARTNERS

Will be included in a future update.

CONTACT

Will be included in a future update.

PROJECT AREA:

KIRKLEES



LEAD ORGANISATION

Kirklees Council

DEMOGRAPHICS

Population	422,458
People with LTCs	72,217
Rank % of pop. with LTC:	9/329
Location	Rural 12% Urban 88%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

We are keen to understand the barriers, both real and perceived, for people with long term conditions (across three Primary Care Network areas) to be more physically active, then put measures in place to tackle some of the most common barriers. We also want to understand whether engaging with people at the younger end of the 30 - 64 year old age group can impact positively in stopping people from living with multiple long term conditions. We will conduct both grey and literature reviews, alongside focus groups with people with LTCs and professionals who support them. These learnings will then inform the interventions we will look to pilot.

The results from the grey and literature reviews (which took place before Covid-19) led us to take a 'collaborative action enquiry approach' to the research that will bring together community members and practitioners in a process of joint exploration, learning and planning to support change.

The benefits of this approach are:

1. Promote understanding between practitioners and community members of barriers and enablers to physical activity
2. Community members have an opportunity to shape responses/interventions and therefore have greater sense of ownership
3. Interventions are 'implementable' because the local context of people's lives is central to discussions
4. Skills, knowledge and social capital are developed at local level

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Given Covid-19, we have struggled with wanting to do this all face to face and accept the delays this would bring, versus bringing this forward and conducting questioning online. We have watched and waited on government advice and the Community of Learning with the other activation areas, to decide how to proceed. We will undertake a small number of interviews (socially distant or online) to begin some learning, then build up a small community of people with LTCs across our 3 areas. We want the knowledge we learn, and potential interventions we try, to be for the 'normal (non-Covid) world' and so we will continue this work into the future when we can gather groups together.

We believe this will extend the project by about 6 months in total. We do strongly believe that with the academic involvement this will give us long-lasting results and insight, useful to our systems for years to come.

KEY PARTNERS

Yorkshire Sport Foundation

Huddersfield University

Public Health (Kirklees Council)

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PROJECT AREA:

LEEDS



LEAD ORGANISATION

Active Leeds (Leeds City Council)

DEMOGRAPHICS

Population	751,485
People with LTCs	121,343
Rank % of pop. with LTC:	2/329
Location	Rural 6% Urban 94%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

At Active Leeds we have 3 key areas of focus to support the consistent messaging of the We Are Undefeatable campaign and support people with LTCs to become more active.

1. Training for Health Care Professionals

Developing the local workforce through the Collaborative Care and Supporting Planning (CCSP) training. The training will be extended for one hour to include a focus on physical activity and delivering the "We are Undefeatable" messages. The enhanced offer will also be available as an online web training tool. This means the training will be widely available to a broader range of staff from different sectors.

2. Co-Production with Local 3rd Sector Organisations.

Host a local "We are Undefeatable" conference to bring all stakeholders together and promote the messages from the campaign. The conference will be used to promote models of good practice and any gaps in local provision or knowledge. This is an opportunity to bring people together to gain insight and understand local barriers. The information collected will be used to inform the physical activity ambition for the City, Get Set Leeds.

3. Communications and Campaign Activation

Recruiting a Communications and Marketing Assistant to support local digital media and promote the messages from the campaign to stakeholders, third sector organisations and healthcare professionals. In addition to this we will also look to promote opportunities to people with specific health conditions, utilising national campaigns developed by the Richmond Group of charities.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Unfortunately we have been unable to continue with the development and delivery of the e-learning module and the planning of our conference, though we are exploring other ways in which to bring local partners and 3rd sector organisations together. This will likely be picked up later in the year once the immediate response to Covid is over.

We now have our Graduate Marketing and Communications Assistant in post, who continues to support WAU and share messages across our online channels including the Active Leeds website, You Tube Channel and social media pages. We are also utilising these channels to support local people to remain active during Covid-19, signposting to online videos and resources.

Whilst we are still learning the true impact of Covid and continue to adapt the way in which we work, we have taken one key learning to date - not to make assumptions that older adults won't or can't access digital content. During the past weeks/months we have found our online information targeting older adults has in fact had the most number of hits, and the average video views continue to increase.

KEY PARTNERS

Leeds Beckett University
Public Health (Leeds City Council)
Yorkshire Sport
Leeds Rhinos
Breast Cancer Now
Stroke Association
Alzheimer's Society

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PROJECT AREA:

LIVERPOOL



LEAD ORGANISATION

Liverpool City Council

DEMOGRAPHICS

Population	466,415
People with LTCs	100,891
Rank % of pop. with LTC:	20/329
Location	Rural 0% Urban 100%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

Liverpool City Council (Sport and Recreation and Public Health Teams) and Liverpool CCG are supporting and enhancing the activation of WAU locally in Liverpool.

Our project plan includes:

1. Training for healthcare professionals and physical activity providers to inform and engage them in the campaign
2. Recruitment of Ambassadors with lived experience to encourage and inspire individuals with similar conditions to move more. Training will also be available for those who wish to become a peer leader (i.e walking, cycling)
3. Development of a provider forum to share resources, ideas and best practice
4. New local media campaign linking to our existing 'Fit For Me' Liverpool. This will involve the development of a new website, written literature (i.e. z-cards) and engagement via social media. We are also exploring the use of 'nudges' through a text messaging service.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Whilst we have had to adjust our timeframes and pause some elements of the project, it is our ambition to deliver as much of our original plans as possible.

We have also been able to adapt some of our approaches, for example conducting phone interviews with ambassadors to collate case studies and share their stories. We have also consciously tied in these messages with the current government guidelines. We have been focusing heavily on digital and social media platforms to reach people during this time whilst also considering ways to reach those who are digitally excluded. For example sending local information out through food packages, links with housing associations and GPs who are still in regular contact with service users and patients.

KEY PARTNERS

Liverpool CCG

Aintree Diabetes Team

Liverpool City Council

Public Health Liverpool

Cardiac Rehab

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PROJECT AREA:

MANSFIELD



LEAD ORGANISATION

Mansfield CVS

DEMOGRAPHICS

Population	104,466
People with LTCs	23,957
Rank % of pop. with LTC:	10/329
Location	Rural 13% Urban 87%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

A voluntary sector led approach to better understand the landscape in Mansfield and support people living with long term health conditions to become more physically active.

Our key aims are;

1. To create a robust network from health professionals to voluntary sector partners that advocates the importance of physical activity
2. To accurately promote the WAU Mansfield campaign and promote existing activities in the district
3. To provide the relevant tools for our local workforce to better understand the barriers and encourage people with LTCs to become more active in a way that they feel comfortable and giving them ownership of their own health condition.
4. To build a community network, supporting our people through voice, creating health ambassadors across Mansfield

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Prior to Covid the project was progressing well. We held a local launch event in which partners and stakeholders were invited to attend. Preparations for our networking hub, within Communiy House had also begun, with desks/chairs and meeting spaces installed, ready for partners to start to use.

Unfortunately use of this space and future planned events have now had to be postponed and we instead turn our attention to how we can support local people during the pandemic. This includes sharing ideas and ways to be physically active. We have been providing daily commuity updates via our You Tube channel and plan to distribute the national WAU leaflet to continue to promote the importance of physical activity.

KEY PARTNERS

Active Notts

Mid-Notts Integrated Care Partnership

Nottingham & Nottinghamshire Integrated Care System

Mansfield District Council

CCG

Primary Integrated Community Services

Nottinghamshire Mind

Age UK Nottingham & Nottinghamshire

Department for Work & Pensions

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PROJECT AREA:

SHEFFIELD



LEAD ORGANISATION

National Centre for Sport & Exercise Medicine

DEMOGRAPHICS

Population	552,698
People with LTCs	100,122
Rank % of pop. with LTC:	5/329
Location	Rural 51% Urban 49%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

We wanted to support evolving Primary Care Networks (PCNs) to create a meaningful and sustainable approach to physical activity that would ultimately increase the activity levels of local people living with Long Term Conditions. We planned to work closely with one test-bed PCN to explore opportunities and create innovative solutions that met identified needs and understanding of baseline attitudes and practices related to physical activity. We would then share this learning so that other PCNs could access, adapt and implement in their local area.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

The work for our original proposal was underway, we had convened a steering group and had lead co-production workshops with local physical activity influencers and healthcare professionals.

However in light of Covid-19, all parties agreed that this work would no longer be possible and decided to take a new approach. It is worthy of note that despite this work being curtailed early, it has presented valuable insights that will be captured in the learning report.

We have since taken a collaborative effort to support people in Sheffield, particularly those with health conditions, to stay active during lockdown. This involved firstly, rapidly collating and sharing physical activity information via our website as a central, trusted source of information for local people. Secondly, we created and distributed a physical activity booklet to support people who do not have access to the internet to stay active. The target population was people with health conditions who are not digitally connected, accepting that many, but not all, would be older in age.

The Active at Home booklet contains ideas and information about how to stay active in and around your own home. It supports people to plan their day and suggests safe, evidence-based activity. It also includes wider information about mental health, diet, sleep and staying in touch with loved ones.

25,000 booklets have been distributed across Sheffield via partner organisations, and initial feedback has been excellent. We have had requests from all around the country asking if they can use the booklet and Public Health England, who contributed to the development of the booklet have since turned this into a national resource for all to use. We have also embedded a text message feedback mechanism into the booklet which will enable us to gain further feedback and insights into the experiences of this population.

KEY PARTNERS

Primary Care Network

Move More

Yorkshire Sport Foundation

Sheffield City Council

CCG

Age UK

Community Anchor Organisation

Foodbanks

Sheffield City Council

Community Mental Health teams

Sheffield Teaching Hospitals Trust

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PROJECT AREA:

WEST SOMERSET



LEAD ORGANISATION

Somerset Activity & Sport Partnership

DEMOGRAPHICS

Population	34,675
People with LTCs	7,786
Rank % of pop. with LTC:	8/329
Location	Rural 65% Urban 35%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

The original ambitions for the We Are Undefeatable Somerset project included two main purposes. Our first aim was to increase awareness, in health and social care professionals, of the benefits of physical activity for those with Long Term Conditions (LTCs) and embed this in practice.

We intended to do this through; influencing LTC Care pathways; education and awareness of health care professionals; use of healthy living pharmacies; better use of Moving Medicine and Active Practice initiatives; and hard copy collateral.

Our second aim was to use community-based influencing to amplify the WAU message. We planned to do this by, providing training for community leaders e.g. parish councilors, church groups, library volunteers, social housing etc.; by utilising multi-media e.g. social, local radio, print media, parish news etc.; and through the recruitment of local WAU ambassadors.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

Due to the high percentage of older adults living in West Somerset, the rural landscape of the area and the consequences of Covid-19, we have had to consider how best to adapt our approach. With lots of great digital content already emerging, we decided to create a physical offer to provide those older people in our area, who may not have access to the internet or be confident in using it. 1700 Active at Home packs (containing a resistance band, exercise booklet and WAU campaign material) have been distributed to people with long-term conditions across Somerset.

Our approach to distribution required further adaptation but allowed us to develop relationships with a range of new partners. The feedback from individuals and partner

organisations has been overwhelmingly positive and provided great exposure for SASP, which we hope will evolve into further partnerships and innovation. We are now working on developing a range of virtual training resources for community volunteers, social care workers and healthcare professionals; aimed at encouraging physical activity promotion during routine contact with individuals with long-term conditions.

The impact from our adapted approach has seen us establish new and unexpected partnerships, as well as cement current relationships. The relatively low-cost 'freebie' has enhanced our profile and motivated organisations to approach and engage with SASP; all whilst continue to encourage people to be active and promoting the WAU campaign.

KEY PARTNERS

West Somerset Primary Care Network
Public Health (Somerset County Council)

Somerset CCG

Adult Social Care (Somerset County Council)

Somerset Healthy Living Pharmacies

Magna Social Housing

Age UK, Somerset Mind,

BRC, Alzheimer's Society,

Compass Disability, Spark

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PROJECT AREA:

WIRRAL



LEAD ORGANISATION

Wirral Council

DEMOGRAPHICS

Population	316,385
People with LTCs	69,157
Rank % of pop. with LTC:	10/329
Location	Rural 1% Urban 99%

Data source: Nomis data -
Official Labour Market Statistics

LOCAL APPROACH

Complimenting the current care pathway, our project will provide quality signposting opportunities for healthcare practitioners to direct and support residents with LTCs to opportunities that could increase their physical activity level. A clear pathway has been developed to help transition an individual from long-term inactivity to embedding physical activities as part of their routine.

A team of ambassadors with lived experience will be recruited, trained and deployed at local, informal and accessible locations across Wirral during set times throughout the week (12-2pm every day). Through motivational interviewing techniques the ambassadors will help to understand the motivations and barriers of the individual, connect and inspire through their own experiences and signpost to local activities which feel right for them. The role of the ambassadors will also be to raise awareness of the projects through their networks and ensure that local activity information is kept up to date.

To compliment this approach, a central depository of local opportunities will also be created (both digital and paper versions) and 'Physical Activity Information Stations' piloted across Wirral with support from the ambassadors. These stations will be regularly monitored to understand the number of enquires and type of information being requested. Individuals referred to the programme will also be asked pre and post questions to understand the impact of the intervention.

HOW HAVE YOU RESPONDED TO THE COVID-19 SITUATION?

The launch of our project was imminent as the pandemic hit, with some elements having to be paused, whilst others are being adapted.

The recruitment of ambassadors can slowly begin however once up and running, much of the service will have to be adapted all the time social distancing measures are in place. We are also considering ways to expand the information depository to include exercises that people can do at home, instead of only signposting to local activities which are currently unable to run.

The way in which people with health conditions are signposted into the service is also having to change in the short term, as local social prescribing resources have been re-allocated. Instead we will be encouraging self-referrals in the first instance. Once the COVID-19 critical period is over we will be able to reintroduce social prescribing referrals and be able to compare the two routes, which will add to our learning.

KEY PARTNERS

Wirral Evolutions

Citizens Advise Bureau

Wirral Public Health

Run in Wirral

Primary Care Network

Arrowe park Hospital

Merseyside Sports Partnership

CONTACT

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