

Lived experience response to We Are Undefeatable in the campaign's first 6 months

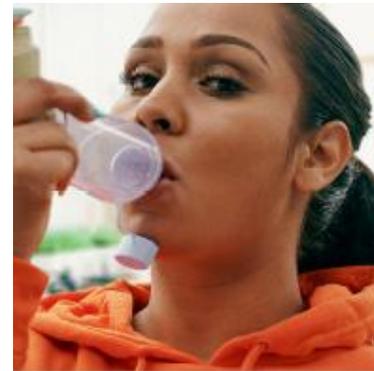
April 2020

Head office: 3 Pavilion Lane, Strines, Stockport, Cheshire, SK6 7GH

Leeds office: 2 St. David's Court, David Street, Leeds, LS11 5QA

+44 (0)1663 767 857
djsresearch.co.uk

JN5982



**WE ARE
UNDEFEATABLE**

**WE ARE
UNDEFEATABLE**

CONTENTS

Campaign reaction

Campaign impact

Campaign promotion

Next steps for the campaign

Participants' experience of the research

**WE ARE
UNDEFEATABLE**

BACKGROUND & APPROACH

QUALITATIVE COMMUNITY OVERVIEW

There are multiple strands of research feeding into the evaluation and in this report we focus on our six-month qualitative community.

40 participants with a variety of long-term conditions were recruited from different areas of the England with some from target local authority areas of Sheffield, Leeds, Mansfield and Liverpool.

Sampling was conducted based on long-term condition, location, gender, age, severity of long-term condition, current physical activity level.



QUALITATIVE COMMUNITY TASKS

Over a six month period, participants have carried out a range of tasks to help answer the following questions:

1. How successful was the We Are Undefeatable campaign in getting the message heard by the target audience?
2. What impact has the We Are Undefeatable campaign made to those with a long-term health condition?
3. What can be done to improve and refine different elements of the We Are Undefeatable campaign materials?
4. Which practical activation ideas are the most appealing and useful and how can these be improved further?



**WE ARE
UNDEFEATABLE**

CAMPAIGN REACTION

OVER THE PAST SIX MONTHS OUR PARTICIPANTS HAVE REVIEWED A WHOLE RANGE OF CAMPAIGN MATERIALS



Posters

Social media posts

Campaign website

TV advert

Website resources

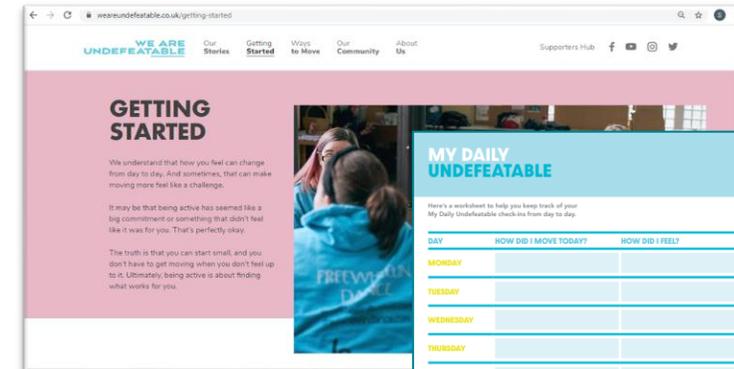
Radio adverts

Story videos

Posters advertising the Active 10 app

Charity websites

Get active search website



MY DAILY UNDEFEATABLE			
Here's a worksheet to help you keep track of your My Daily Undeatable check-ins from day to day.			
DAY	HOW DID I MOVE TODAY?	HOW DID I FEEL?	WHAT WILL I DO TOMORROW?
MONDAY			
TUESDAY			
WEDNESDAY			
THURSDAY			
FRIDAY			
SATURDAY			
SUNDAY			

Note: spontaneous awareness of the campaign was low; throughout the course of the research, participants have been prompted with all campaign materials

REACTION TO THE CAMPAIGN OVERALL AND TO THE CAMPAIGN ASSETS HAS BEEN OVERWHELMINGLY POSITIVE

Participants feel the campaign is...

Inspiring	Important	Inclusive
Uplifting	Positive	Relevant
Encouraging	Informative	Motivating
Empowering	Relatable	Powerful
Reassuring	Interesting	Thought provoking

"I think the campaign is inspiring. It makes you think about how active you've been and how active you are. Seeing people's stories and what they've done makes me more motivated. It makes me realise that just a little bit of physical activity can make a big difference."

Jackie, Type 2 Diabetes

"I think the campaign is very inspirational for everybody, young or old, regardless of health conditions or circumstances. The message is clear and open to everyone; get active in any way you can. You can start small, go as slow or as fast as you can. There is something out there for everyone, whether it's swimming, walking or football, or doing something in front of the telly."

Andy, Atrial Fibrillation

THE STAND OUT ASPECT OF THE CAMPAIGN IS THE INSPIRING INDIVIDUAL STORIES

When asked what sticks out in their mind about the campaign, the following four areas are most frequently mentioned...

Stories: the stories are very relatable as the individuals are ordinary people and there is an individual or story everyone can relate to in one way or another

The most memorable individuals are:

- Meena
- Jo
- Ian
- Mohan

...due to their condition, body shape and home-circumstances.



“The swimming one stood out because it was a larger lady; it was someone I could relate to, she was about my age, she was overweight, but she was still doing it.”

Lisa, Long-Term Anxiety & Depression

Heraldo is also more memorable but he is seen as a symbol of the campaign and to have an inspirational story rather than a story that is very relatable.

Diversity: the multitude of ages, gender, ethnicities, genders, conditions, size

“It was fantastic campaign - the variation in the ages involved, the multi-ethnicities, genders”

David, Parkinson's Disease

Campaign messaging: the message to get active in any way that suits an individual is clear and memorable

“It's a powerful message to inspire people – that anybody can get out there and do it, there are ways of adapting exercise to suit your limitations”

Sue, Chronic Obstructive Pulmonary Disease

TV advert: the TV advert is cited more than any other asset
(note: TV campaign ran 17th Feb – 29th March)

“I remember the first time I saw it, before we touched on it in the research, I saw it on the TV and it was something that really grabbed my attention, because it resonated with me.”

Nicola, Arthritis & Asthma

THE CAMPAIGN HAS SUCCEEDED IN TERMS OF UNIFORMITY AND NOT OVERLOADING THE TARGET AUDIENCE WITH CONTENT

All the materials *looked* like they were from the same campaign

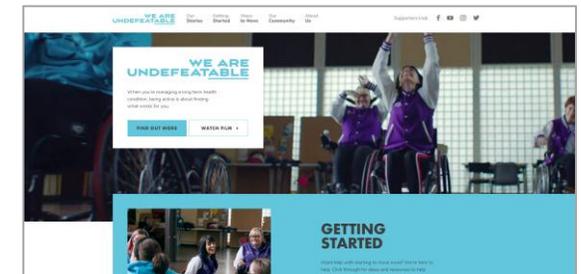
Aside from a few personal preferences, there are nothing the participants would like to see less of

“They [assets] are all unmistakable from the same campaign, just because you are featuring all these really strong characters, the logo, using very similar pictures. It’s a theme flowing through it”

Sue, Chronic Obstructive Pulmonary Disease

[Is this anything you’d like to see less of?] “Not really, it’s an all rounder, things are relevant to me and some things aren’t.”

Becky, Chronic Obstructive Pulmonary Disease



WE HAVE ALREADY PROVIDED FEEDBACK ON HOW THE INDIVIDUAL CAMPAIGN ELEMENTS AND PRACTICAL ACTIVATION IDEAS COULD BE REFINED

My Daily Undefeatable	Introduce an app or online version and also retain the PDF version with a revised colour design and increase its use by healthcare professionals.
iPrescribe Exercise	Encourage the use of this as an alternative to My Daily Undefeatable, particularly for more active individuals. Thought should be given to whether an alternative, more accessible app is needed.
Online workout videos	Provide links on the WAU website to free videos that are designed for performing in-home ensuring a variety of levels, high/low impact, seated/non-seated, activities for specific groups of conditions.
Picture-based instructions	Offer free picture-based instructions alongside the online workout videos. Encourage physios and other HCPs to promote the use of these highlighting that the exercises can be done in-home at own pace.
WAU poster advertising Active 10	The Active 10 call to action is clear but needs to be made more prominent on the WAU poster by using a bigger font, brighter colour text and displaying the Active 10 logo.
Get Active website	“Perfect” the Get Active website and populate the associated activity finder with a thorough list of activities.
Sports psychologist concept	Focus less on sport-related terminology and more on audience-friendly phrasing such as “support” & “mentor”; ensure experts featured in the videos have extensive experience working with individuals with LTCs.

Very important in light of COVID-19 situation

**WE ARE
UNDEFEATABLE**

CAMPAIGN IMPACT

THE CAMPAIGN HAS HAD AN IMPACT ON ALL OF OUR PARTICIPANTS' MINDSETS BUT IMPACT ON BEHAVIOUR IS MORE VARIABLE

SOME EFFECT ON MINDSET/ MINIMAL EFFECT ON BEHAVIOUR

SOME EFFECT ON MINDSET/ SOME EFFECT ON BEHAVIOUR

GREAT EFFECT ON MINDSET/ SOME EFFECT ON BEHAVIOUR

GREAT EFFECT ON MINDSET/GREAT EFFECT ON BEHAVIOUR

CASE STUDY: Adrian, 44, Coronary Artery Disease

Adrian had a coronary artery heart attack and cardiac arrest when he was 34, he almost died and was in a coma for 4 weeks. Adrian suffers from chest pain and breathlessness. He used to work as a builder's labourer but is now unemployed; he spends most of his time at home watching TV and gaming.

Six months ago, Adrian did not do any activity as he was too frightened that it might bring on another heart attack. A couple of months later, Adrian bought resistance bands and starting doing in-home stretches 4x a week copying YouTube videos.

In December, Adrian initiated a conversation with his doctor who advised him to do activity but told him

if he felt things weren't right, to stop. His doctor recommended a local gym with specialist physio trained in working with people with heart conditions; Adrian got a 6 month discounted membership and attends 3 x 45 minute group sessions a week working with this physio. Adrian now also walks the dog for 25 minutes, 5 days a week.

Adrian plans to continue with the in-home stretches, dog walking and attending the physio-led gym sessions. He is also plans to start walking outside more.

Adrian now has a positive relationship with activity (previously it was negative); sitting around all day made him feel down. The campaign has played a pivotal role in him getting active – specifically, Ian using the resistance bands. Access to local gym sessions with a specialist physio is the other key enabler.

“When I watched the advert I thought I can do that, I can do some of that, I'm going to give it a go, and it is working. I am starting to lose weight and I'm starting to feel a lot better about myself.”

“It's [the campaign] made me more positive. I'm not as depressed and down. When it comes round on a Monday or a Wednesday I've got something to look forward to.”

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: Becky, 55, Chronic Obstructive Pulmonary Disease (Alpha-1-Antitrypsin Deficiency)

Becky's COPD is severe and impacts her day-to-day life greatly, especially in the winter and when she is experiencing a flare. Becky lives with her son; her terminally-ill husband (for whom Becky is the primary carer for) lives at a separate address nearby. She is a self-employed artist/designer who works from home; her main hobby is gardening.

Two years ago, before her husband was ill, Becky attended the gym twice a week after previously going to pulmonary rehab. She went during off-peak times when the gym was used by disabled people and pensioners and worked with a personal trainer on a special programme; Becky felt comfortable in this setting and felt there was a lot of camaraderie. Then Becky's husband was diagnosed with life-limiting cancer; she became depressed, lost all motivation and almost "forgot" about activity and looking after herself. Thus, six months ago, Becky was doing nothing and her lung capacity got progressively worse. In January, she took steroids which improved her condition; since then, Becky started doing some gentle in-home exercises and has self-referred back to twice-weekly pulmonary rehab sessions (mild-circuit training). She also walks to the supermarket one day a week.

Becky plans to continue with pulmonary rehab for the next six weeks then start another group following on from this. She plans to continue the in-home exercises and weekly walks and hopes to join a 'Breathe Easy' group once she moves house. With Spring around the corner, her biggest motivation is to feel much better so she can start gardening again.

They key things that have led to Becky's change in behaviour are:

- She is no longer depressed
- She felt "fed-up" of not doing anything
- The WAU campaign and research has prompted her to self-refer to pulmonary rehab (this research has kept activity top of her mind)
- She is feeling more motivated with some longer-term goals in mind: to be fit and healthy enough to look after her husband and to have enough strength to do some gardening

Becky's relationship with activity is improving every day, this project has reminded her that she *likes* being active.

"Being aware of the campaign has helped push me in the right direction."

"I am a lot less depressed now and we realised that a lot of why I was depressed was because I wasn't doing anything."

"The first couple of [PR] sessions I didn't enjoy because I was feeling off-colour and it was hard work but I'm starting to hate it less. I know it works, I self-referred, I knew what I was letting myself in for and that I'd hate it the first few sessions.

I wouldn't say I enjoy it because it's quite laborious but I enjoy the camaraderie and chatting to people."

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: Amanda, 54, Long-term Anxiety and Depression

Amanda's anxiety and depression has been quite steady over the last 6 months although she has started to experience breathing difficulties and is waiting for some test results to confirm possibly COPD and peripheral artery disease. Amanda is not currently working and thus has little structure to her life.

Six months ago Amanda did home-based Tai Chi 2-3 times a week; went swimming with a friend once a week; did some walking on a treadmill at home, down to the beach and around town.

Now, Amanda continues to go swimming once a week with a friend, does Tai Chi at home every morning and walks 1-1.5 miles on her in-home treadmill. She is now trying to incorporate walking and other activity into socialising with friends rather than going for food and drink.

In the future, Amanda would like to join a Tai Chi group. She also plans to look into joining a yoga group and a dance-based fitness class.

Amanda's had a poor relationship with activity six months ago, she knew the benefits activity would bring but struggled to motivate herself. She also felt very self-conscious about her weight. In her younger years, Amanda did lots of aerobics, running & squash. She struggled with the mentality that she could no longer do the activity she used to love doing.

The campaign has made Amanda think more about activity generally and has helped her re-connect with activity in a way that works for her. In addition, her breathing difficulties and leg problems have given her a wake-up call; she wants to take control of her health. She now has a positive relationship with activity.

“Having structure, and having to touch base in terms of the research, keeps bringing activity to my mind. When I got really low, it kept me in the game. I liked the monthly contact.

My mental problems have got better during this campaign, though my physical have got worse. I'm not undefeated I can still go on. It has definitely improved my life!”

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

**GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR**

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: Mobility Condition (Ehlers-Danlos Syndrome)

Rebecca has Ehler's Danlos Syndrome, Complex Regional Pain Syndrome and Orthostatic Tachycardia Syndrome. Her conditions cause pain; heart rate and blood pressure problems which cause her to faint; and frequent recurring dislocations. Rebecca cannot stand for very long and uses a Motability vehicle and scooter. Rebecca works 3 days a week as an occupation health nurse and spends spare time with family.

Rebecca's baseline activities involved swimming once a month, hydrotherapy, some gardening and chair-based physio exercises.

Rebecca now goes swimming at least once a week (sometimes 2-3 times a week), does lying-down physio exercises every day. She also plays with the children more, dancing in the kitchen, etc.

In the coming months, Rebecca plans to get outside more in the improved weather and go swimming 3-4 times a week (this will be made possible as her youngest son starts school). Rebecca wanted to start a chair-based yoga class but the sessions take place when she is working.

Rebecca has always had a positive relationship with activity (before she became ill at age 18, she was a high level swimmer and rode horses every day), but her relationship is even more positive now. Previously, the main barriers to activity for Rebecca were a lack of confidence about doing exercise on her own (e.g. in case she'd faint), pain, feeling embarrassed that she could only do limited amounts of activity, bad weather, cost and impractical design of leisure facilities.

The WAU stories and "This month I did task" has prompted Rebecca to increase her activity levels. She's managed to get on a scheme which offers discounted swimming at the local leisure centre.

"Seeing the stories has made me realise well actually you can do it and what does it matter about other people's perceptions about what I'm doing, it's about what will make you feel better ultimately."

"I actually realised by doing this campaign that I enjoyed exercise a lot more than I thought I did since I have become disabled."

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

**GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR**

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: John, 48, Multiple Sclerosis

John was diagnosed with Multiple Sclerosis when he was just 15 but it has worsened over time. His condition is very severe and affects his life significantly; he is in constant pain, has double vision and suffers from severe burning sensations. He cannot grip things or do small hand movements.

Six months ago, John would occasionally go swimming for half an hour at a very 'leisurely' pace. He described his relationship with activity as 'scary' as 'trying to do physical activity was a battle'.

John has continued swimming but he had a serious fall at the pool which set him back. He has downloaded some picture-based exercise tutorials, he has also tried some balance exercises.

John plans to continue to increase his physical activity over the next few months. He wants to start doing some more gentle lying down exercises such as lifting his legs.

John enjoys taking part in physical activity and feels a sense of achievement when he has finished which encourages him to continue.

The campaign overall has made John feel more positive about taking part in physical activity and the stories stood out to him. Since he has seen the campaign, he has been going swimming more.

John's condition does remain somewhat of a barrier to him.

"It has encouraged me to want to exercise more and to be more healthy, so in terms of a disabled person, it's like a wake up call, you have got to do something about this, about your weight, your body, yes I think it is brilliant."

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: Sue, 63, Chronic Obstructive Pulmonary Disease (Bronchiectasis)

Sue's condition affects her lung function and leaves her vulnerable to infection. Her condition and how it impacts on her daily life and ability to do daily tasks varies from day to day and can be affected by the weather.

Sue has always tried to do in-home activities first thing in a morning to clear her lungs, she also walks. Her relationship with physical activity was positive but she was doing 'below average'.

Sue's activity has increased 'marginally'. She has introduced extra things for when she can't go outside such as mobility exercises using a floor mat & kettlebell exercises. Sue now uses an exercise bike and occasionally goes swimming at an outdoor pool.

Moving forwards, Sue wants to increase her physical activity outside the home and continue with in-home activities. Sue anticipates she will be doing more walking and swimming over the coming months and continuing with her kettle bells and exercise bike.

The campaign has had an effect on Sue's motivation. Previously, Sue would find excuses not to do more physical activity due to her condition, she has adapted things to make sure she can do things.

Finding new in-home activities has been a positive change in itself for Sue. Due to their convenience and the fact that she can do it whenever she wants, she has continued to do it and feels better for it (mentally and physically).

The weather remains a barrier to Sue. When the weather improves, she will be able to get out and do more walking and go to the outdoor pool.

"Seeing real people doing what they're doing is really good to motivate people. And to show people that you can do something, no matter how small it is."

"I think it's been a powerful message to inspire people. Whether they've got pre-existing conditions, or they're just lazy."

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

CASE STUDY: Lisa, 49, Long Term Anxiety and Depression

Lisa's anxiety and depression was triggered by the loss of her husband 17 years ago, she has good days and bad days. Lisa also has high blood pressure and a bad back. She leads a very inactive lifestyle and spends most of her spare time watching TV or socialising.

Six months ago, Lisa had to force herself to do anything, even as little as infrequent 15-minute walks to the shop, she hated activity.

Lisa hurt her back and suffered low mood in December but over the last couple of months, she has made small activity-related changes to her life such as taking the stairs at work, parking the car further away from the supermarket. She has started walking to the shop and walking her parent's dog.

Lisa plans to continue with the activity she's doing and plans to do more in conjunction with dieting as she is joining a slimming club. It is Lisa's 50th birthday this year and she wants to lose weight.

Lisa's health conditions have prompted her to try to get active. She is fully aware that when she is low, activity helps her feel better and that it helps improve her blood pressure.

The campaign has reinforced the importance of physical activity and made her feel guilty for not doing enough.

Lisa's biggest barrier to getting more active is self-motivation. She acknowledges she makes excuses (e.g. lack of time) and cites laziness and low mood as other barriers. She also lacks confidence due to her weight though she knows being active will help her lose weight. These barriers still remain.

"I've only made short steps. It's my own fault. I had a medical set-back over Christmas.

I do want to carry on, and I want to come off my blood pressure tablets or at least have them reduced.

That's a massive motivation, because I don't want to rely on medication."

SOME EFFECT ON
MINDSET/ MINIMAL
EFFECT ON BEHAVIOUR

SOME EFFECT ON
MINDSET/ SOME
EFFECT ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/ SOME EFFECT
ON BEHAVIOUR

GREAT EFFECT ON
MINDSET/GREAT EFFECT
ON BEHAVIOUR

THE CAMPAIGN HAS BEEN POWERFUL IN TERMS OF CHANGING MINDSET

Barriers the campaign has acted upon

Lack of confidence

Perception that access is a barrier

Anxiety

Lack of inspiration

Lack of motivation (for some)

Barriers that still exist

Bad weather

Lack of motivation (for some)

COVID-19 situation

Fear of over-exertion (e.g. breathlessness)

Condition related (e.g. pain, fatigue)

Commitments (time, family / children, care, work)

“I think it is purely a self-thing, I don’t think there is anything they have done wrong or are not doing, it’s purely down to me. I know all the facts, I know it helps my mental wellbeing, me lose weight, my back, I know all these things, it’s just putting it into practice.”

Lisa, Long-term Anxiety and Depression

“What if I faint? Not that it might happen, it has happened. The sheer embarrassment of that put me off for a long time.”

Rebecca, Mobility Condition

What can the campaign do to overcome these barriers?

- Improved communication between HCPs & patients about physical activity
- Continued promotion of in-home activity that can be done in short bouts with a choice of levels
- A focus on individuals doing the activities with their children / families in-home
- Workplace initiatives (e.g. 15 minute at-desk exercises, lunchtime walking clubs)

Further suggestions for how to overcome these barriers are outlined in the “next steps” section of this report

COVID-19 IS IMPACTING PHYSICAL ACTIVITY BEHAVIOURS BUT THE CAMPAIGN CONTINUES TO INSPIRE

During w/c 16th March, 15 minute tele-depth interviews with 10 participants were conducted to review the impact of the COVID-19 situation on physical activity.

At the time, the majority of participants' physical activity levels had been affected.

Gyms, swimming pools and group classes are no longer attended by all those who previously did so; partly due to closures and cancellations but also due to personal choice to avoid these places following government advice. In most cases, participants had already moved these activities into their home and replicated classes using online videos.

"I'm not going physically out to do it but I've implemented it at home... I'm still doing my stretching which I was doing from home anyway, I'm not going swimming because obviously it's contact."

Jackie, Type 2 Diabetes

"This is We Are Undefeatable's time, they should step forwards perhaps and fill a gap because we all still need to exercise, don't we?"

David, Parkinson's

Many feel the campaign can continue to inspire people like themselves in difficult circumstances / uncertain times.

Some state the 'We Are Undefeatable' message is even stronger in light of the current situation; reminding *everyone* (not just those with long term health conditions) that they cannot be defeated and that they can get through it.

The We Are Undefeatable message is not only important in terms of physical activity but also in relation to the **mental health benefits** – especially when people are isolated.

The campaign could be tailored to focus more on in-home activity to suit the lockdown / isolation situation.

The majority of participants agree that physical activity should be promoted and that We Are Undefeatable is a positive message. However, it's important to tailor the campaign to show people what they can do; a focus on in-home activity, as opposed to group and public activities.

EVERYONE FEELS THEY HAVE HAD OPPORTUNITIES TO BE ACTIVE BUT THERE ARE FURTHER ACTIVITIES THEY WANT TO TRY WHICH ARE NOT ACCESSIBLE

All participants felt they have had enough opportunities to be active over the last few months.

Some report the weather has interfered with these opportunities but the opportunities have still been there.

There are still activities, groups and sessions individuals would like to try which they have not had the opportunity to try, largely due to location. To help overcome this barrier...

Ensure getactive.io is as comprehensive as possible

Work with local leisure centres and clubs to introduce new sessions into new areas

Educate movement-based tour operators about the importance of offering options that are accessible to all (e.g. slower paced walking tours)

“There was a big item on the BBC North West news at Christmas where a promoter picked up an award for his work in the community and it showed what PD Boxing is and I thought that was something I’d like to get involved in but there was nothing remotely near here, Widnes in the closest.”

David, Parkinson’s Disease (Manchester)

“I have to go into Skegness so it’s quite a drive, it’s 30-40 minutes because there isn’t one here ... I used to do water aerobics for people with disabilities. I didn’t know if they do that until I’ve actually enquired. I know they do a disability swim but if they do that, I wouldn’t mind doing it again”

Jackie, Type 2 Diabetes

**WE ARE
UNDEFEATABLE**

CAMPAIGN PROMOTION

THERE ARE MANY PLACES WHERE IT IS EXPECTED THE CAMPAIGN WOULD BE PROMOTED (BUT HAS NOT BEEN NOTICED)

Places where participants expect the campaign to be advertised where it has not been seen...

Gyms, pools, leisure centres	Magazines (e.g. MS Society magazine, Vitality Health Insurance, Bupa, etc.)
Care homes & day centres	Council run buildings (e.g. community centres, village / town halls)
Road-side / junctions	Healthcare settings (GP, hospital and clinic waiting rooms, pharmacies, digital screens, specialist centres)
Bus stops & sides of buses	Posters on the back of toilet doors
Tube: escalators, platforms, on the trains	
Libraries	
Charities on social media	
Cinema	

People who participants expect the campaign to be promoted by where it has not been promoted...

Doctors: GPs, Consultants, Specialists	Celebrities & disabled celebrities (e.g. Alex Brooker)
Nurses	People in sport (especially those who have health conditions e.g. Fabrice Muamba)
Physios	
Trainers / instructors	Paralympians & Olympians (e.g. Ellie Simmonds, Steve Redgrave, Tanni Grey-Thompson)
Carers	

"My hospital is one of the leading neurological hospitals in the country, and it caters for 7 conditions, like Parkinson's, epilepsy, strokes and brain tumours. When I go into my hospital there are screens everywhere."

John, Multiple Sclerosis

SOME CONVERSATIONS WITH HEALTHCARE PROFESSIONALS HAVE TAKEN PLACE ABOUT PHYSICAL ACTIVITY BUT NOT IN RELATION TO THE CAMPAIGN

For around three-quarters, conversations have taken place between individuals and their doctors, nurses, physios about the benefits of physical activity.

But for some, conversations do not take place at every appointment, it is intermittent. Length of appointment is considered to be a key barrier.

No changes in messaging have been noticed.



No conversations about the campaign have been initiated by any healthcare professionals.

Where participants have brought up the campaign, in most cases, the healthcare professional has had no knowledge of it.

“I actually talked about it [the campaign] to one of the visiting people at the pulmonary rehab. She is NHS employed and something to do with co-ordinating long-term illness support and help and she just looked at me like she had no idea what I was talking about and I thought that was a shame that she wasn’t familiar with it.”

Becky, Chronic Obstructive Pulmonary Disease

“In our doctors, we’ve had none of this, no posters or anything. When I asked about exercise, I had to go and see the doctor to myself and I had to mention it, they didn’t mention it to me.”

Adrian, Coronary Artery Disease

THE COLLABORATION BETWEEN THE CHARITY PARTNERS IS CONSIDERED VERY POWERFUL, BUT AWARENESS AND USAGE OF CHARITY RESOURCES FOR ACTIVITY IS LOW

Current use of charity resources, including websites for getting information on physical activity is limited.

Many feel they already know everything there is to know about their conditions and so do not need to use charity websites to expand on this knowledge.

Where charities are used, it is to gain information on new treatments or for support.

In wave 2 of the quant, **70%** had **not** recently **engaged** with any of the 17 Richmond charities listed and only **33%** of those aware of the campaign were aware it was developed by **15 health & social care charities**

Awareness of the campaign being advertised by charities is low.

It has mainly only been noticed as part of the research tasks.

A few people follow the British Lung Foundation on social media but have **not** noticed the campaign promoted by them.

Promote the campaign through charities' social media channels

Future use of the charity resources to access information on physical activity is mixed.

- Some would go to charity resources in the first instance
- Some are open to the option of using charity websites but wouldn't use resource in the first instance
- Some would not access them as they feel they have been made aware of enough other useful resources through the research (e.g. the WAU website, getactive.io, NHS sources)

Focus less on charity websites in terms of disseminating information on physical activity

**WE ARE
UNDEFEATABLE**

NEXT STEPS FOR THE CAMPAIGN

SUMMARY: WHAT ELSE DO PEOPLE WANT TO SEE?

Whilst the campaign has acted upon many barriers already, there are a variety of things which participants would like to see...

Local or online support groups / communities

Improved activity search engine (getactive.io)

More from the stories

More promotion by healthcare professionals and those working in healthcare and care settings

Subsidised costs, financial incentives and finance-related accountability

An aspect on nutrition / diet

Enhanced visibility and multi-faceted advertising of the campaign and use of statistics

Celebrity involvement

Continued campaign promotion but refocussed on in-home activity for the duration of the COVID-19 situation

LOCAL OR ONLINE SUPPORT GROUPS

There are times and sessions where individuals have been with **like-minded people** and this gives them a **sense of camaraderie**.

Particularly activity sessions that utilise **an instructor that understands their condition**. This feels like a **safe place** for individuals and makes them **feel comfortable**.

Local support groups / sessions

- For like-minded people, disability groups, groups for specific conditions, community groups
- Being with similar people allows people to interact, encourage and support each other
- Support groups enable people to make friends and offer the chance to do social activities such as dining, cooking, gardening
- Can the groups be run by the involved charities?

“Lately I’ve been doing [a gym session] with a group of heart people which I find a lot better because I’m getting to meet new people and make new friends; we support each other, we ask each other how do you cope with this medication and that medication.”

Adrian, Coronary Artery Disease

Online support groups / communities

- Where local groups are unsuitable, online groups or communities are a good alternative
- Chat forums will allow people to share their own stories
- People can support each other, act as ‘mentors’ or ‘buddies’ with optional online video calling
- Use quick polls to ask people what they want to see in their local area for their condition
- Replicating the activity diary aspect of this research project in an online community environment. As “this month I did” prompted people to do activity in a similar way keeping a food diary for a diet club prompts people to eat more healthily

“I’d like a connection with people either in my local area – like-minded people I could join up with - or a connection with people online where I could talk to [Meena] for example because I relate to her about swimming. I can go out and physically see people or if I’m not well enough or able to, I could do it online. Sometimes it’s easier to talk to people you don’t know.”

Amanda, Long-term Anxiety and Depression

MORE PROMOTION BY HEALTHCARE PROFESSIONALS AND WITHIN HEALTHCARE AND CARE SETTINGS

Promotion of the campaign within the healthcare sector has not been very visible.

Some suggestions are made as to how this could be improved.

Specific WAU poster and leaflet displays within hospital, clinic and GP surgery waiting areas and pharmacies.

These could be similar to Macmillan displays so individual posters do not “get lost” within a myriad of other posters and leaflets.

Email, live chat or Skype meetings like “Ask my GP” which allows you to ask a HCP, familiar with a condition, if you can do a type of activity.

Make use of switched off TV screens in waiting areas as patients view them to see which room they are going to – use them to play the advert and story videos.

Educate those working in long-term care settings about the importance of keeping residents active (e.g. dementia & care homes).

Work to change advice given by all doctors and nurses to ensure they are stressing the importance of physical activity to patients at all appointments and directing patients to the campaign.

“As part of my job [occupational health nurse], I have recommended it to people as well.”

Rebecca, Mobility Condition

“There are people who can benefit from what Mohan’s getting in these centres where they are not getting rehab, they are writing elderly people off, they leave them there to sit and vegetate. They need motivation, get their brains working, exercise.”

Mark, Type 2 Diabetes, Hypertension, Anxiety & Depression

ENHANCED VISIBILITY AND MAKE USE OF SNAPPY BUT STRONG FACTUAL MESSAGES

Continue with multi-faceted promotion to ensure as high levels of awareness as possible.

Some suggestions are made as to how this could be improved...

Consider new relevant partnerships, for example with the National Trust

Use a variety of character posters and leaflets as much of the focus seems to be Heraldo and not everyone relates to him

Regular updates on all social media channels as advocates of the campaign will continue to share to spread the word

Use strong, factual information and statistics to highlight the importance and benefits of activity

Ensure there is information and statistics relevant to specific conditions

“There could be a useful tips section like ‘did you know that swimming helps with xyz’ or ‘you probably shouldn’t be doing x activity if you suffer from sciatica’ – short bullet points but factual.”

Lisa, Long-term Anxiety and Depression

MAKE IMPROVEMENTS AND CONTINUOUSLY UPDATE AND MONITOR LISTINGS ON GETACTIVE.IO

The Get Active website is a popular resource but search results should...

Be comprehensive and up-to-date for all areas / regions

Include specialist sessions such as Breathe Easy groups, Pulmonary Rehab

“In the TV advert where they are sat down doing groups, I looked on there to see if there was anyone I couldn’t find these groups when I put my postcode in.”

Rebecca, Mobility Condition

List gyms and centres that have specialists physios and trainers

List support groups as well as activity sessions

“It’s useful but I tried to search for walking in my area and it only brought up a Nordic walking group, and yet I know there are loads of local groups that could be on there, which can already easily be found on Facebook . I would use it if it had more information about groups in my area, People need to be made aware so they can add their groups.”

Sue, Chronic Obstructive Pulmonary Disease

SUBSIDISED COSTS AND BEING HELD ACCOUNTABLE

Some financial-related ideas arose including subsidising costs, incentives and holding individuals accountable for 'helping themselves' in terms of activity

Sessions that are free or subsidised for carers because some people (e.g. those with mobility conditions or multiple sclerosis, dementia) cannot do activities which are good for them such as swimming without a carer

Financial incentives or rewards (e.g. subsidised membership fees, reduced fees for disabled people who want to use a pool and gym but cannot attend classes, free sessions when block booking)

12 month reviews / check-ins with physical activity advisors to hold individuals accountable for their own activity levels

"Well you could say 'if you don't get fit and lose some weight, we are going to cut your benefits' and threaten them into it! I mean there would be an outcry, but something like that."

Anne, Type 2 Diabetes

"If it could be linked to GP practices, where you have to report your activity every month to a specialist activity nurse."

Rebecca, Mobility Condition

"Something where somebody checks-in with somebody, so they have got a mentor or a go-to person, or they check-in with the person concerned 'this is your 12 month review – are you still doing it? What are you doing? You could have an app to record your exercise – that is what I have to do for Vitality I have to prove I have done my steps every month."

Michael, John's carer - Multiple Sclerosis

CELEBRITY ENDORSEMENT ALTHOUGH THIS NEEDS TO BE APPROACHED WITH CAUTION



Although one of the key strengths of the campaign is that it uses “real people”, some would like to see celebrities endorsing the campaign.

This needs to be approached with caution because the sport-related aspects of the campaign are off-putting to many.

Famous people with conditions and their stories

Influential, famous people (who do not necessarily have a condition) promoting the campaign

“I would have rather seen a specialised, perhaps even famous, guy or woman who does the exercise, I would have appreciated the ads much more if that was the case, instead of having real people doing them.”

John, Multiple Sclerosis

“The campaign seemed to focus a lot on normal people, and in a way that is really good but, in another way, it is not going to draw a lot of people’s attention because it doesn’t have any celebrities or known people. What I would like if there was a known celebrity with bronchiectasis coming forward and saying ‘I have got this condition, I can’t do this, or that’.”

Julie, Bronchiectasis

“The bigger the personality, the better. One of the things I love about Jurgen Klopp, he always talks about people... someone like him, he’s really down to earth and people can relate to him. You think, he’s massively into sport but he also wants to talk to you on a human level.”

Andy, Atrial Fibrillation

ADDITIONAL STORIES TO COVER MORE CONDITIONS AND MORE FROM THE CURRENT CHARACTERS

The stories are one of the strongest and most memorable aspects of the campaign.

Many feel the stories are inspiring even if there is not an individual they can relate exactly to, however some would like to see...



Some additional stories covering:

- **Additional conditions** (e.g. Parkinson's Disease)
- **Some younger people** (or 40-60 as many stories seem to be as most seem to be of 60+) or show the individual's ages in the story videos
- **New stories** to keep the campaign **fresh**

More detail from current characters:

- Highlight details of how the campaign and thus an active lifestyle has impacted the individuals featured in the current story videos over time (i.e. focus on how their lives have been transformed over time)
- More clips of them being active in their own homes

"I like to see success stories and results and it would be brilliant to see someone who has improved their life by being part of the campaign e.g. this was Meena 12 months ago, this is what she's done by following the campaign."

Sue, Chronic Obstructive Pulmonary Disease

NEXT STEPS FOR THE CAMPAIGN: KEY TAKE-OUTS

Continued campaign promotion but re-focused on in-home activity for the duration of the COVID-19 pandemic	The WAU message is as strong as ever in the current situation and reminds <i>everyone</i> of the importance of activity; particularly for mental health as many are isolated.
Local or online support groups / communities	To allow those with long-term conditions to feel supported, encouraged and mentored.
More promotion by healthcare professionals and those in healthcare & care settings	To ensure the campaign messages are being communicated in appropriate environments and by appropriate, respected authoritative figures.
Enhanced visibility & multi-faceted advertising of the campaign & use of statistics	To get the message across strongly and ensure the highest possible level of awareness.
Improved activity search engine (getactive.io)	To maximise the usefulness of this popular tool and make it as relevant as possible to people with all kinds of long-term conditions across the whole country.
Subsidised costs, financial incentives and finance-related accountability	To improve access to different activity types and to encourage people to take more responsibility for their activity levels to improve their overall health.
Celebrity involvement	To give another angle on promoting the campaign but without making it too sport-focused. 
More from the stories	To cover additional conditions, keep the campaign 'fresh' and illustrate how an active lifestyle has made positive changes to the current characters' lives.
An aspect on nutrition / diet	To provide educational content about nutrition and healthy eating tips to help individuals lose weight and adopt a healthier lifestyle in hand with increasing physical activity.