

BRIDGING THE GAP

WE ARE UNDEFEATABLE

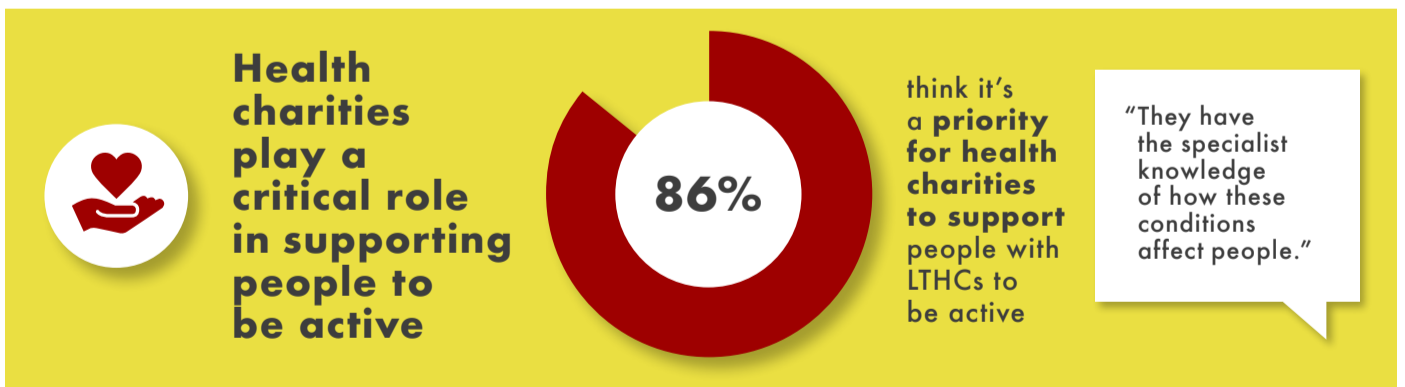
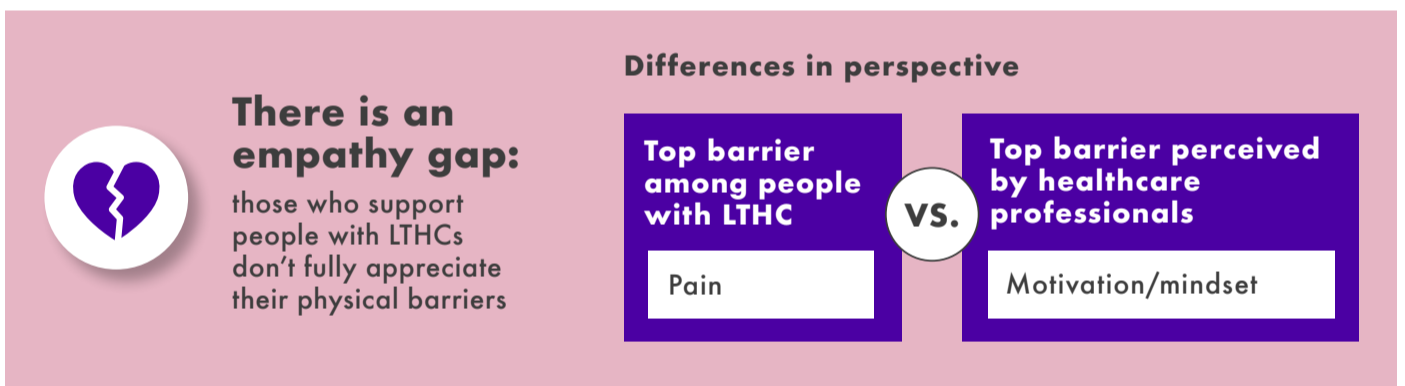
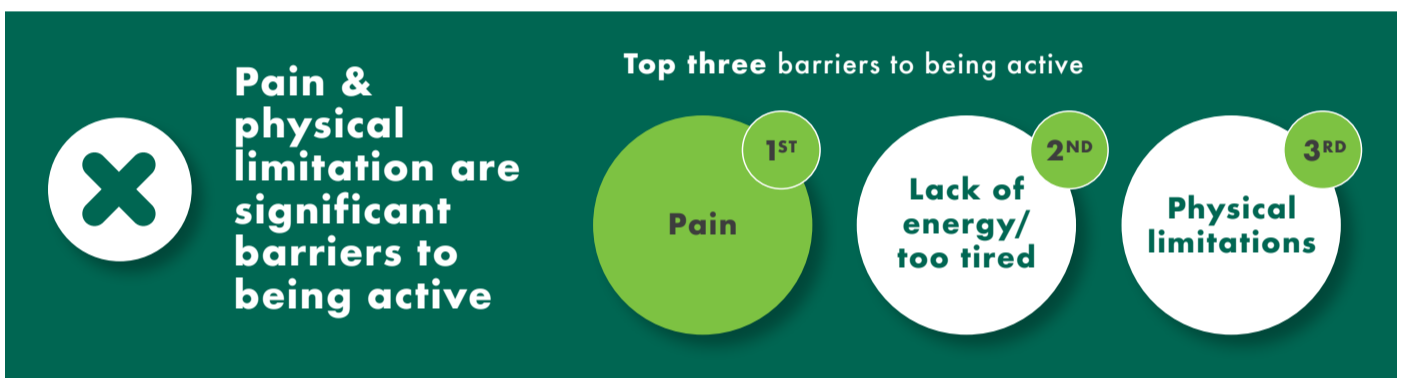
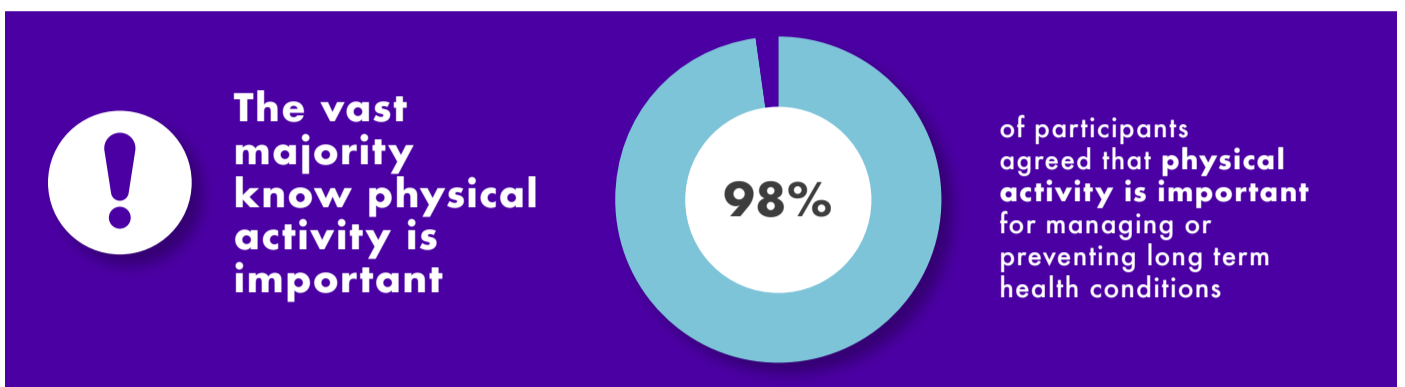


Understanding how to support people with long term health conditions to become more physically active

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:



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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EXECUTIVE
SUMMARY

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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