

PRIORITISING PHYSICAL ACTIVITY ACTIONS

This guide provides decision makers with ideas on how to prioritise and start implementing physical activity actions.



Finding the right combination of actions to implement a systems-based approach takes time. It is important to demonstrate resilience and commitment, revising and building on the strategy as required.



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Ideally a range of actions should be implemented together, but realistically this isn't always possible.



Understand the culture of physical activity in the population (locally, regionally, nationally), including who is and isn't active, where, and what activities people are participating in. Identify infrastructure, facilities, and opportunities for physical activity across transport, leisure, work, education and home.



Understand what interventions would engage and work for different groups and people who are least active. This should be used to inform the delivery of interventions, with resources allocated proportionately to need. This supports those who will benefit most, therefore reducing inequalities.



Identify agendas or events that may present opportunities to strengthen support for physical activity. Utilise terminology and objectives that mirror other stakeholders' agendas, such as climate change, social inclusion, road safety and liveable neighbourhoods, to maximise buy-in and collaboration.



Mobilise leaders across multiple sectors with the ability to engage a range of stakeholders and partners. This is vital to implementing a systems-based approach.



Establish the current level of engagement of different sectors and actors and consider how collaboration can be enabled between stakeholders for mutual benefit. Co-creation and co-ownership of the issue and actions will maximise sustained engagement and impact.



Identify and bring together funding and resources across relevant sectors and encourage co-investment from partners in terms of financial investment, in-kind resources and capacity. Use available data to ensure funding and resources are used to best effect.



Priority will need to be given to some actions over others. Identify actions that are feasible and will deliver significant population impact, aligned to existing priorities and funding.



Co-produce interventions with inactive people to understand barriers and enablers to maximise appropriateness, effectiveness and outcomes. Physical activity interventions are more effective if they are based on an understanding of, and address the needs and motivations of, the target population.



Establish realistic short-term and longer-term actions, starting with those that are most feasible to implement. Celebrate and raise awareness of actions and successes, build momentum, and scale-up actions over time to maintain commitment and establish sustained and additional support.



Use process and outcome evaluation to understand what and why elements of your approach work or don't. Use and share this learning to improve your approach and inform future actions.