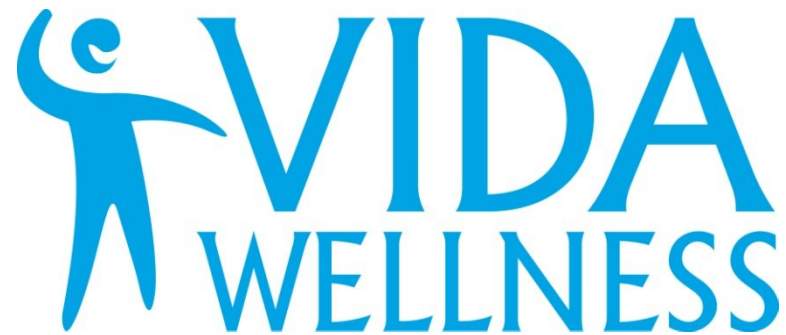


Physical Activity Promotion: Blending Policy, Research & Practice

Claudine Aherne
Founder, Vida Wellness



Physical Activity Promotion: Blending policy, research & practice

The challenges of delivering
physical activity programmes in
the community

Vida Wellness

- Founded in 2007
- Exercise classes and wellbeing programmes for older people in the community (South West London)
- Expanding across London & Surrey in 2011



Strong Foundations

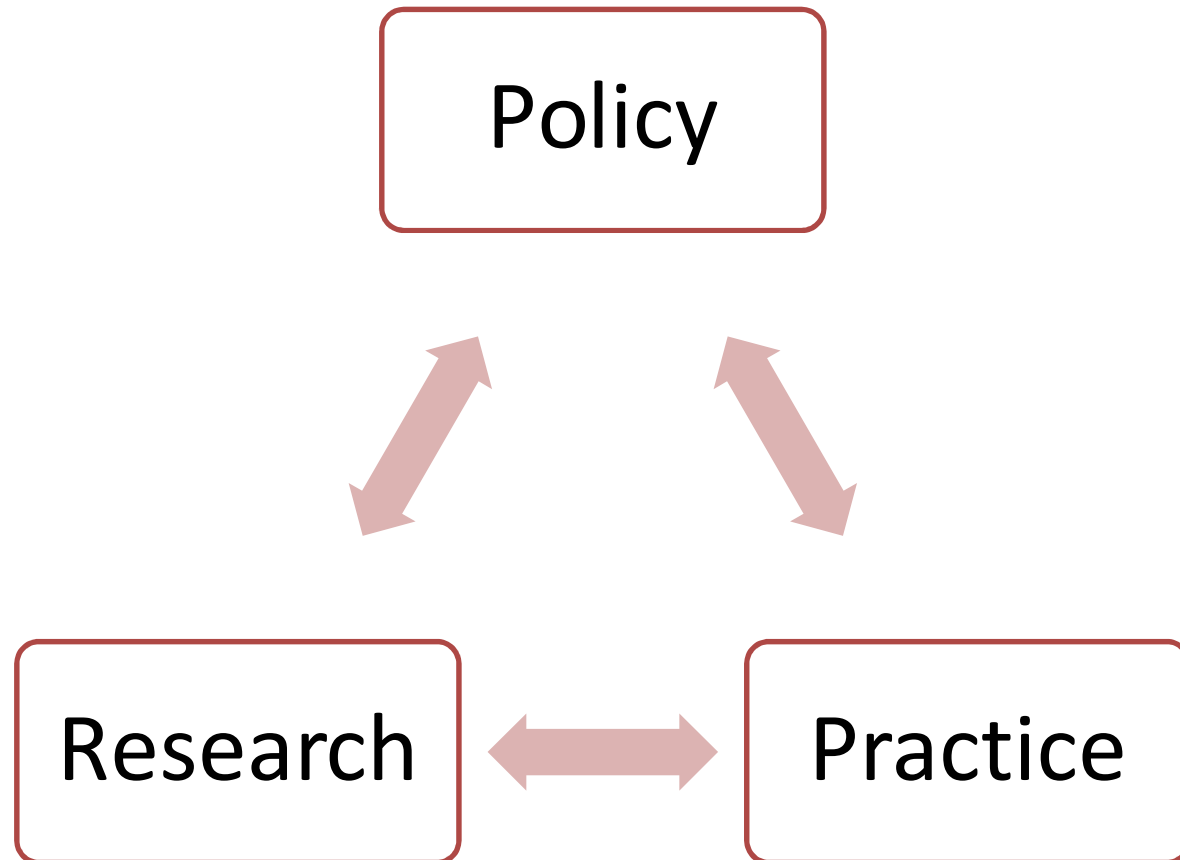
- Popular exercise classes – combination of strength and balance exercises – aim to keep people independent, fit and well enough to do all the things they want to do!
- Recently featured on BBC Radio 4 Frontiers and World Service Discovery programme on Muscle Wastage



From the perspective of a practitioner

- Blending Policy, Research & Practice
- Challenges in delivering physical activity programmes in the community
- Vida Wellness Network

Blending Policy, Research & Practice



Research sources

- Journals; newsletters; conferences
- Cochrane Reviews; Industry recommendations (eg. Position Stands from ACSM)
- Key partnerships and networks:
BHFNC; ICAA; ACSM; AVON Network; AACC;
JAPA;
- Hard to stay on top of everything that comes out – what’s really important?

Acting on Research Learnings

Some areas where research can be of interest:

- What is affecting QOL for people?
- Which health conditions can exercise help to prevent/ manage... and how?
- Informs actual implementation
- Use towards promotion and retention

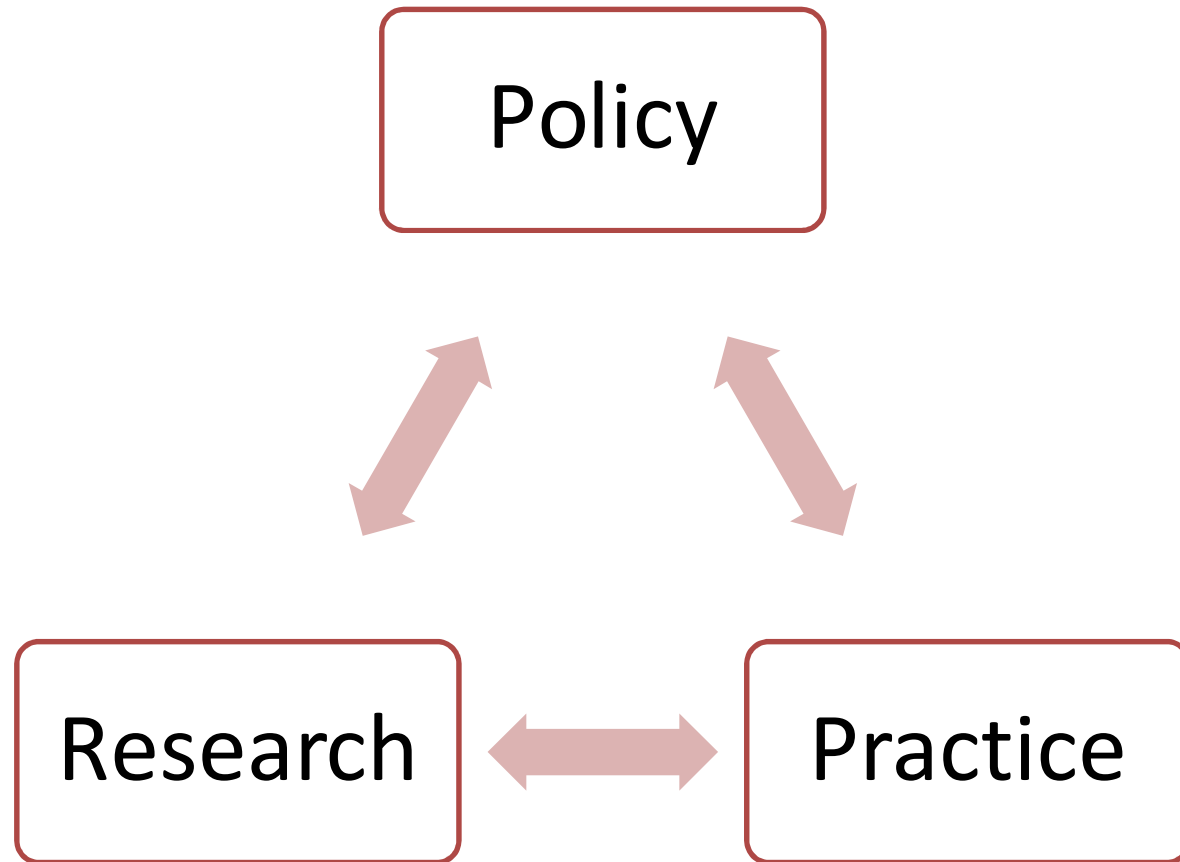
Types of research that we might use for implementation

- Strict evidence base -> full intervention (eg. FaME)
- Pick-and-mix evidence -> inform elements of a programme

Research < -- > Practice

- Working in partnership with researchers
- Published research could have more information to make it applicable for practitioners in the field
- Practitioners may have good ideas for research
- Practitioners forum for potential research ideas/ project development?
- Do you have a research hypothesis you want to sense-check with fellow researchers and practitioners?
 - Send your hypothesis (max 75 words) with all your contact details to: claudine@vidawellness.co.uk
 - We will share it with the Vida Network of active ageing professionals for comments and feedback

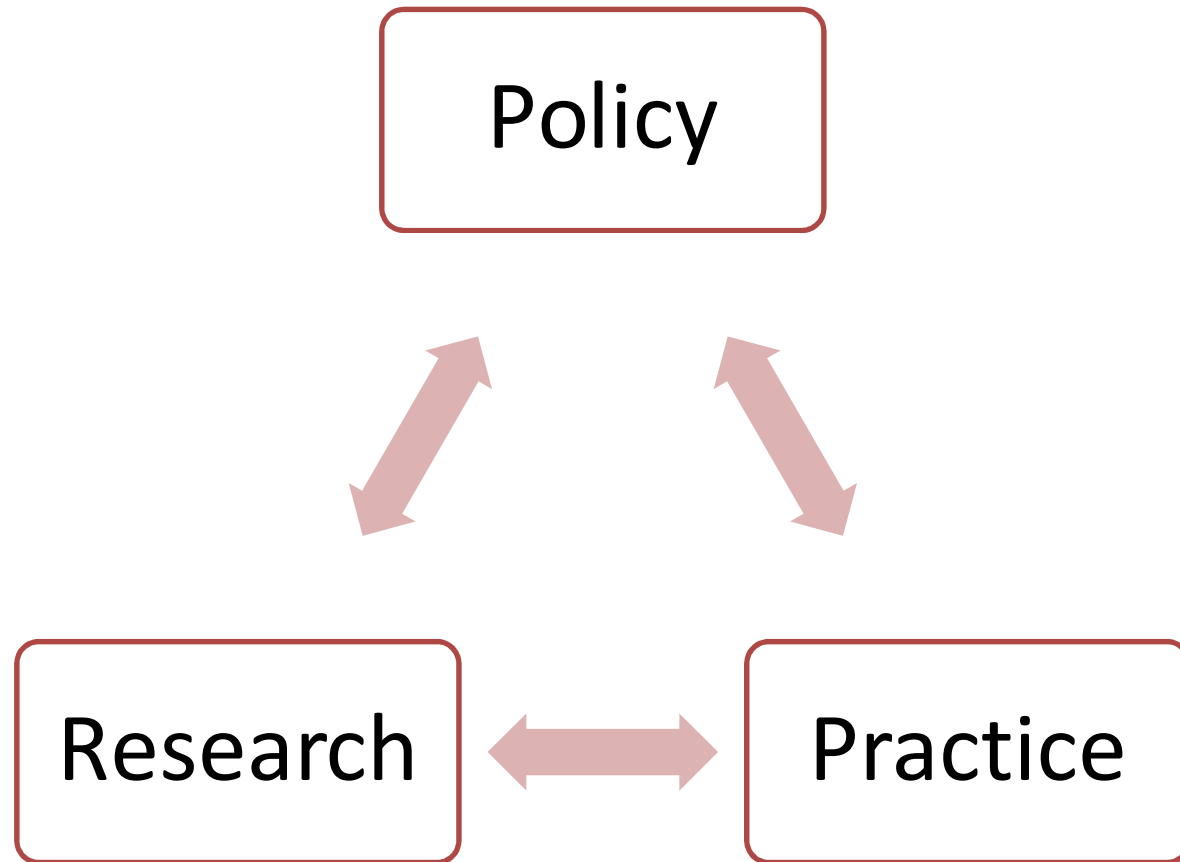
Blending Policy, Research & Practice



Policy < -- > Practice

- Policy influences funding decisions
- Prioritisation (eg. LPSA/ LAA targets)
- Increased profile of projects and individuals
- If policy translates to meaningful public health campaigns, this can be valuable in improving awareness
 - can get people in the door
- Successful outcomes, case studies can support new policy development and implementation

Blending Policy, Research & Practice



From the perspective of a practitioner

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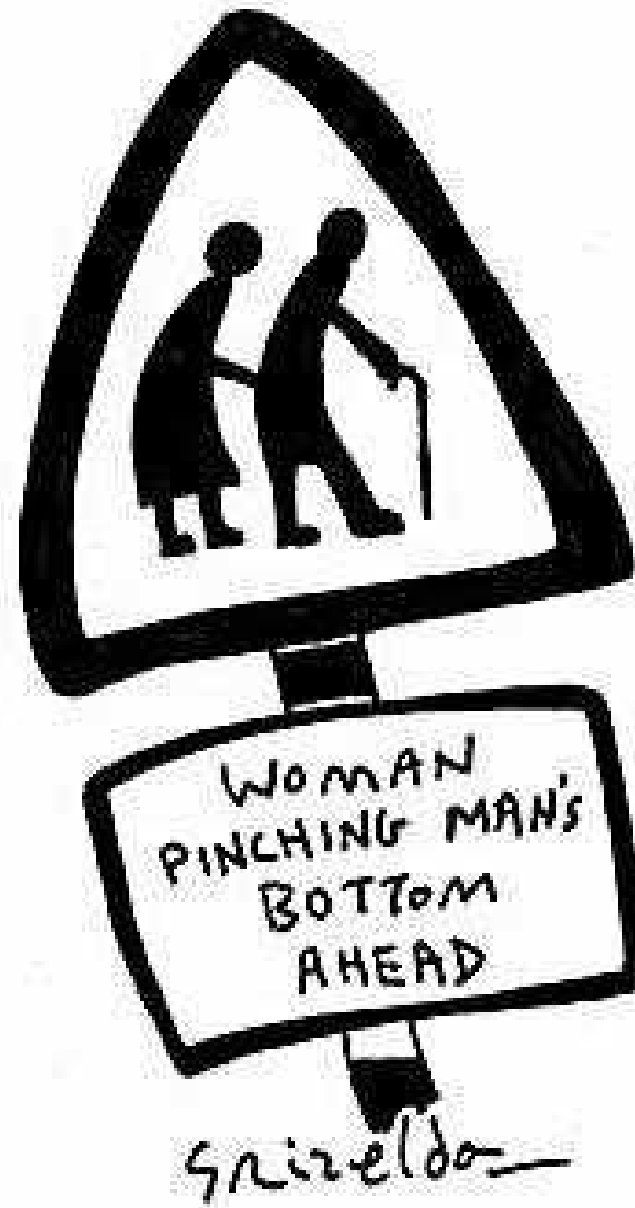
Challenges

- Attitudinal
- Educational
- Motivational
- Logistical
- Financial
- Product/ service



Challenges: Attitudinal





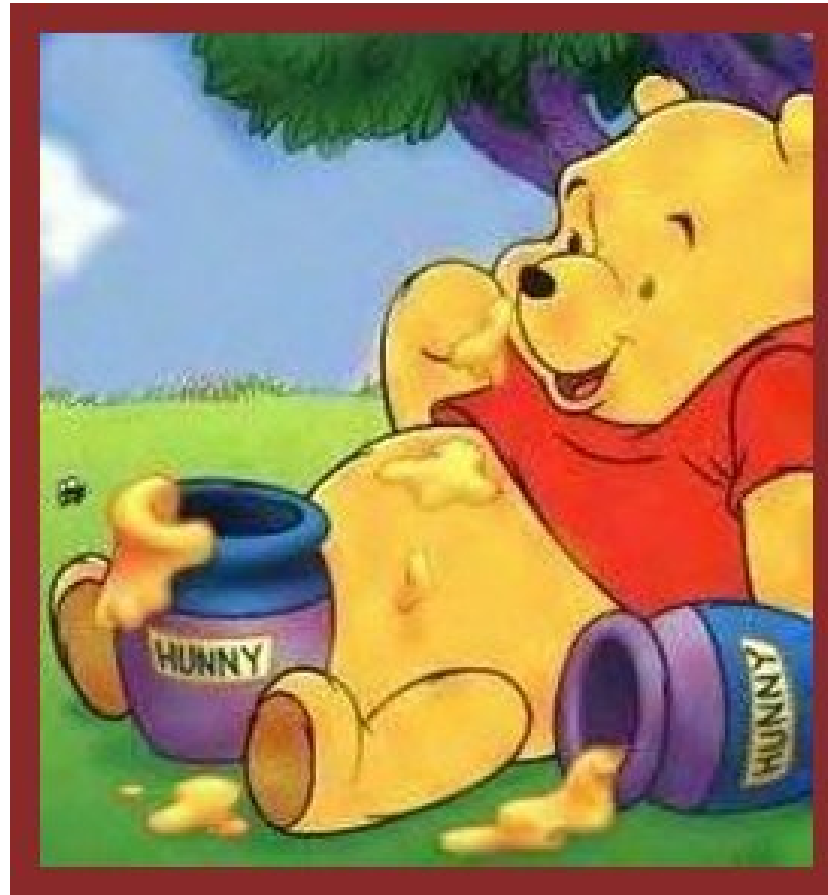
Challenges: Attitudinal

- Attitudes to ageing in our society
- True ageing process vs disuse?
- Lack of role models or positive reinforcement

Attitudes affect participation from every angle:

- Individual beliefs
- Family/ friend support
- Advice from medical professionals

Challenges: Educational



“A bear, however hard he tries, grows tubby without exercise” A. A. Milne

Challenges: Educational

- Why is exercise good for older people?

‘If there were a pill ...’

- How many people have heard enough information to really understand and believe?



Challenges: Motivational

***“Whenever I feel like exercise, I lie down
until the feeling passes.”***

Robert Hutchins

Challenges: Motivational

- Adoption: nerves, readiness to change, goal setting, feelings of self-efficacy
- Maintenance: support, feedback, feeling the instructor cares
- Requires support from instructor/ leader
 - Skills
 - Training
 - Time and resources

Challenges: Logistical

- Transport
- Access
- Busy lives
 - Work
 - Volunteering
 - Family/ caring responsibilities

Challenges: Financial

- Funding for NHS/ Local Authority programmes
- Funding for evaluation/ dissemination of work
- Self-funding for private sector activity
- Investment to get things up and running

Challenges: Product

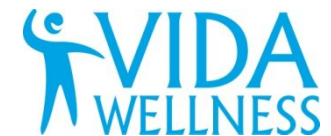
- Our responsibility as practitioners
- Getting the offering right
- Making it enjoyable, inclusion of social element
- Choice
- Learning from our experience & feedback
- Marketing messages

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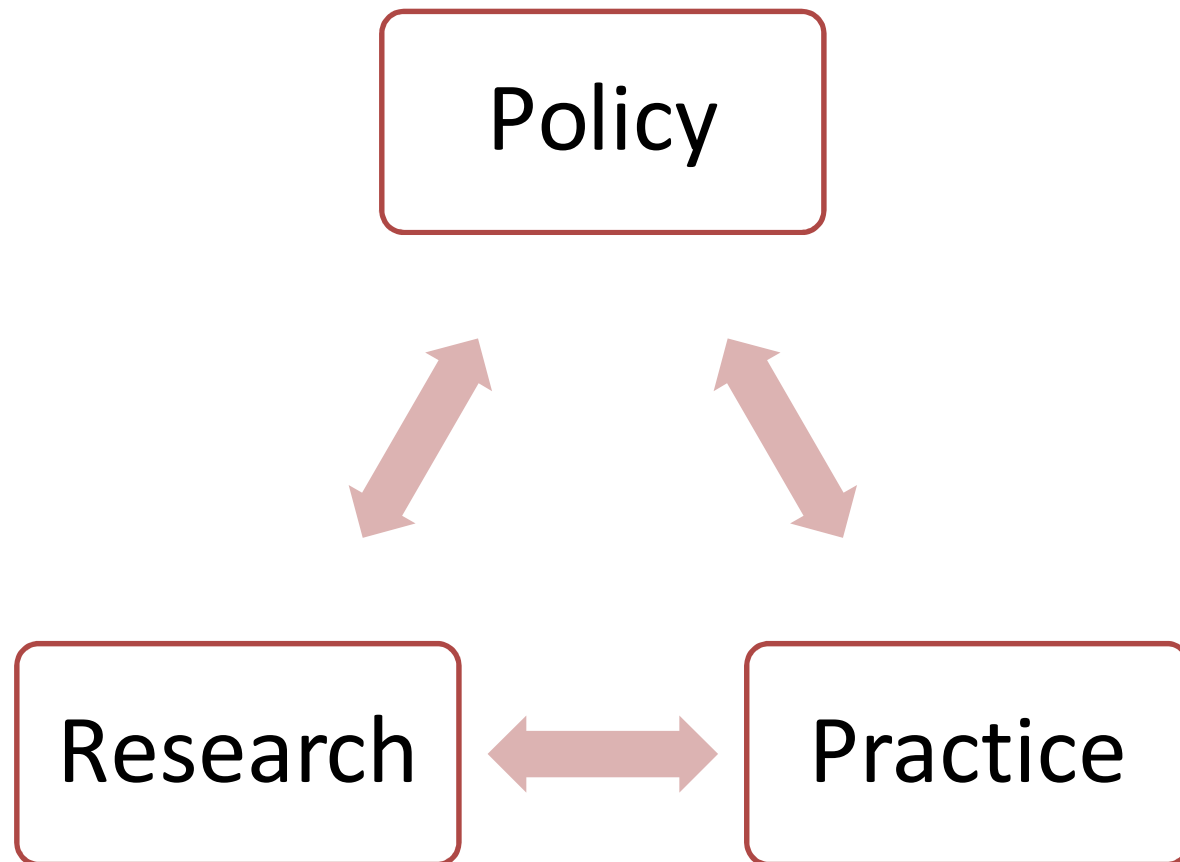
The Vida Network is a professional association, bringing together people who are working to promote healthy living, wellbeing and independence amongst older people



Vida Network

- Opportunity to support, celebrate, provide a forum to take the work of all active ageing professionals to the next level
- Members include exercise specialists, researchers, health promotion professionals, students, local authority officers, physiotherapists, public health professionals...

Blending Policy, Research & Practice



Active Ageing Event – July 2010

- Joint event – organised in partnership with BHF NC and ICAA



Active Ageing Event – July 2010

- Networking Breakfast
- Active Ageing Seminar
- 2011 event details coming soon!



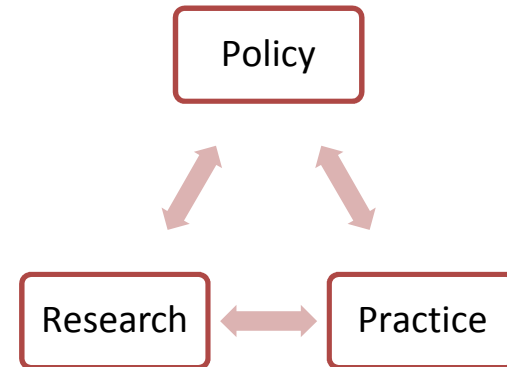
Network Membership

- Free to join
- Join online: www.vidanetwork.co.uk
- Find us on facebook and twitter



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Thank you & Questions?

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Find me on **Linked** 

Vida Wellness: www.vidawellness.co.uk

Vida Network: www.vidanetwork.co.uk

