



GET MOVING ABC FRAMEWORK



**A Collective Plan to Positively Impact
the Health and Wellbeing of People
living in the Armagh City, Banbridge
and Craigavon Borough 2020 – 2030**

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Contents	Page
FOREWORD	2
1. A HEALTHY COMMUNITY GETS MOVING	3
2. GET MOVING TOGETHER	5
3. THE GET MOVING ABC CHALLENGE	6
4. OUR GET MOVING ABC AMBITION	7
5. GET COMMUNITIES MOVING	8
6. GET PLACES MOVING	9
7. GET PEOPLE MOVING	10
8. GET SYSTEMS MOVING	11

FOREWORD

The **Get Moving ABC Partnership's** target is to get more of our population moving and become *the most physically active Borough in Northern Ireland*. Our **Get Moving ABC** challenge aims to reduce inactivity and develop more positive attitudes towards being physically active to support health and wellbeing across communities in the Armagh City, Banbridge and Craigavon Borough Council area.

Physical activity choices have been significantly impacted by the COVID-19 lockdown with closure of gyms, leisure and community centres, parks and restrictions on 'non-essential' travel, which for some may have led to declines in overall physical activity. Conversely, the changing circumstances may have led to more outdoor physical activity, such as walking and cycling and greater appreciation of green spaces. There has also been increased interest and provision of online physical activity opportunities to support home based activity. A Sport England survey found that although 41% of the adult respondents reported doing less physical activity than pre lockdown, 31% reported doing more.

In taking forward this vision the Get Moving ABC partnership recognises the need to adapt provision to build confidence and opportunities for participation in safe, appropriate physical activity.

Our Vision is to *Get Everyone Moving* and we will achieve this through our mission of *Working Together to Enable Everyone to Get Moving More*. Our Guiding Principles will be to:

- ✓ **Make choosing to be active an easier choice**
- ✓ **Gather robust evidence and evaluate best practice**
- ✓ **Co-production with partners and communities**
- ✓ **Champion under-represented sections of the population**
- ✓ **Celebrate success**

This '**Get Moving ABC**' framework complements recent advice about appropriate age-related levels of physical activity from the Chief Medical Officers and the British Medical Association. Being Active is one of the 'Take 5' public health messages aimed at improving wellbeing in the population.

Most of us know that being active on a regular basis will improve our physical and mental health, and we recognise that good health is important to how we feel about ourselves, how we deal with challenges and how we approach life in general. Being active also reduces our risk of illness and makes it easier to deal with existing health conditions. However, even though we know the benefits, most of us simply don't move enough.

Get Moving ABC is a Borough-wide, targeted and collective effort by a range of local organisations and groups to motivate and support as many people as possible to work towards and achieve the recommended physical activity levels. **Get Moving ABC** is all about working together to make life better for people. It's about creating the conditions for people to make well informed choices about their lifestyle and health. It's about organisations across all sectors making the best use of resources to achieve this.

As a Get Moving ABC partner organisation you are committing to help create the conditions for individuals and communities to get active. For participants being part of **Get Moving ABC** could be the start of your journey to a fuller, healthier life. You can choose to quietly take that

first brave step alone, or as part of a supportive group of people who also want to live life better. The best news is that small changes can make a big difference if they are sustained over time.

It will important for this Framework to be flexible and respond to the forthcoming Sport and Physical Activity Strategy for Northern Ireland 2020 - 2030.

We hope that this framework will capture our enthusiasm and determination to do what we can to encourage, enable and support everyone to make being active a part of daily life and to get them to be a part of **Get Moving ABC!**

Gerard Rocks

SHSCT

Chairperson of Healthy Communities Thematic Action Planning Team

1. A HEALTHY COMMUNITY GETS MOVING



Get Moving ABC Partnership

The **Partnership** was established to help address the health risks associated with leading a sedentary lifestyle and to **Get Everyone Moving**.

The need for more effective, combined working practices was highlighted under the Community Planning process and resulted in the development of "Connected: A Community Plan for Armagh City, Banbridge and Craigavon Borough 2017 – 2030." As a core delivery mechanism under the Community Plan's Healthy Community strand, we will work to ensure that:

by 2022: *"People have a greater understanding of the benefits of adopting healthy lifestyle options and how to protect, manage and improve their physical health"* and;

by 2030: *"People are making positive lifestyle choices. They are more resilient and better equipped to cope with life's challenges."*



Building Active, Resilient and Healthier Communities

Being active on a regular basis has many personal benefits for the participant. An active and healthy population helps to combat loneliness, builds social capital and strengthens community relationships.

There are also economic gains including higher levels of productivity at work, fewer sick days and less pressure on health and social care budgets. Therefore, it makes sense for service providers, commissioners, the voluntary and community sector and employers to work in partnership for everyone's benefit.



Get Moving ABC Framework

Our **Framework** reinforces our commitment to work together to engage everyone in physical activity – with a primary focus on homes, communities, workplaces and school settings. It describes our aims, objectives and what we want to achieve in the longer term, as well as the challenges. The accompanying two-year Action Plan sets out how we will deliver this.

2. GET MOVING TOGETHER



What We Mean by Physical Activity

Get Moving ABC aims to encourage everyone to be more active, every day. Physical activity involves any type of movement which raises your heart rate. It can include activities you do regularly as part of your everyday routine. This could be housework, washing the car, gardening, playing, walking the dog, taking the stairs at work or playing ball in the park with your family.

It can also include more structured exercise activities and active recreation (e.g. walking, dancing, swimming, running, orienteering, going to the gym) as well as individual and team sports and activities on a competitive or non-competitive level.

Moving more doesn't have to be time-consuming or expensive, but it does mean a change of mind set and breaking old habits. Whether you want to improve your child's concentration at school, to help you sleep better or to keep you mobile and independent for longer...small changes can make a big difference.



What We Should Aim For

Being more active makes sense! You will feel better and have more energy, but most importantly you can reduce your risk of major illnesses such as heart disease, diabetes and cancer.¹ Children and adults of all ages can live life better by increasing their activity levels.

The Chief UK Medical Officers' Physical Activity Guidelines 2019 recommends that **children from birth to 5 years should have at least 3 hours of movement per day. Older children and under 18s should aim for at least 1 hour of physical activity per day** across the week in order to develop movement skills, muscle and bone strength. **Adults should aim for at least 150 minutes of moderate intensity (increased breathing, able to talk) or 75 minutes of vigorous intensity (breathing fast, difficult to talk) activity per week.**



In general, the more time you spend being active, the better it is for your health and quality of life. However, even relatively small increases in physical activity can be positive. Therefore, being active on a regular basis is important for every one of us. In fact, those with the lowest levels of activity (i.e. less than 30 minutes per week), have the most to gain and will benefit the most from making a change.

¹ Source: Department of Health and Social Care, (2019). Chief Medical Officers' Physical Activity Guidelines

3. THE GET MOVING ABC CHALLENGE



Our Population

Currently, there are 214,100 people living in our Borough². Ten-year projections indicate that our population will grow over the coming years and the over 65 age group will see the greatest proportionate increase.

With an average life expectancy of 79 years for men and 82 years for women, we want to make sure we are not only living longer, but that we enjoy life and keep mobile for as long as possible. Thinking about our own health and that of our loved ones; making good choices when it comes to being physically active can not only reduce the risk of being overweight and developing obesity related diseases, but also support positive physical and cognitive function throughout life.



How Active Are We?

Despite increased understanding of the importance of being and keeping active, **inactivity** is a global problem. Advances in technology, increased reliance on cars and sedentary lifestyles mean sitting down has become the norm. Indeed, 44% of the adult population in our Borough do not participate in sport or physical activity.³ In order to inform the development of the **Get Moving ABC Framework**, we created an online survey during the Summer of 2019. Just under 200 people provided information on their participation in sport and physical activity. We found that almost one third of respondents did not participate in sport or physical activity at all or, participated only once a week. Significantly, less than the guidelines recommend.

It has proven difficult to change attitudes and behaviour towards being more active. There are many real and perceived barriers to moving more. For example, in some rural areas there may be fewer facilities, infrequent public transport or a lack of street lighting or footpaths. However, sometimes the challenge to change seems insurmountable and even though the desire is there to make positive lifestyle changes people find it hard to make a good start or to sustain this over time. In fact, our survey indicated that people felt that lack of fitness, low levels of confidence and poor health were the primary reasons why they were inactive. These reasons, alongside busy lifestyles and a perceived lack of time are barriers to participation that **Get Moving ABC** must overcome.

Research has identified that older people, women and girls, those with a disability or long-term illness and those living in areas of social need are more likely to be inactive than others. Local sport and physical activity interventions such as Macmillan Move More, Sport NI's Every Body Active 2020, Disability Sport NI's Get Out Get Active programme, Exercise Referral Schemes and Health Inequalities programmes exist to address inequalities and make a real difference to people's lives. Collaborating through **Get Moving ABC** to make best use of resources and support means even more will be achieved.

Physical Activity (2016/17)
Meeting recommended levels



56%

Southern Health & Social Care Trust

55%

Northern Ireland

SHSCT Staff Health & Wellbeing Strategy 2018-23

² Source: Connected: A Community Plan for Armagh City, Banbridge and Craigavon Borough 2017 – 2030.

³ Source: SHSCT Staff Health & Wellbeing Strategy 2018-23

4. OUR GET MOVING ABC AMBITION



Our Long-Term Target

By 2030 our Borough will be the most physically active in Northern Ireland. Being active

can be easy, sociable and fun as well as leading to improved physical and emotional wellbeing. The **Get Moving ABC Partnership** commits to creating and promoting more opportunities to increase sport and physical activity within homes, communities, workplaces and schools across the Borough.

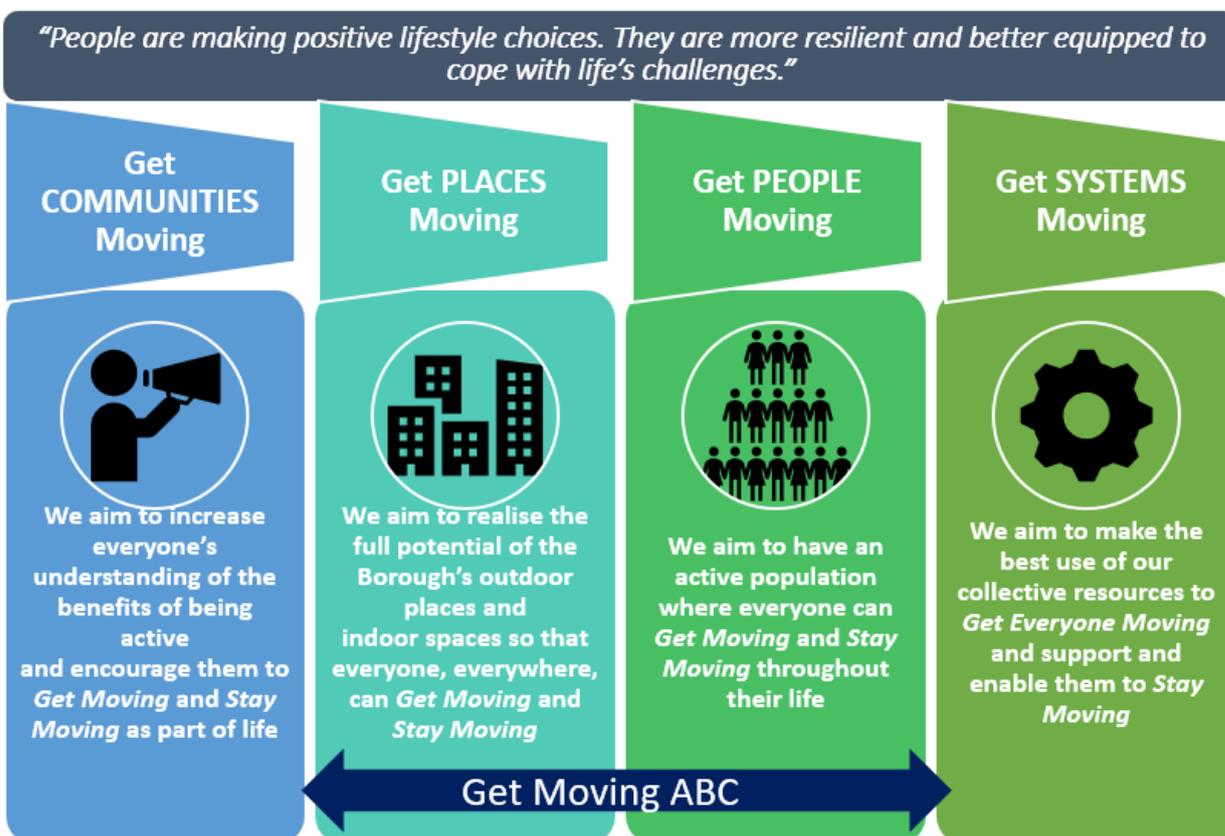


We want people to embed sport and physical activity into all aspects of daily life and make it an easy, natural choice for everyone to make, particularly for those with the most to gain. We will celebrate people's journeys; individual and collective achievements and success - from the small steps that people start off with, to the gigantic leaps that change their lives.

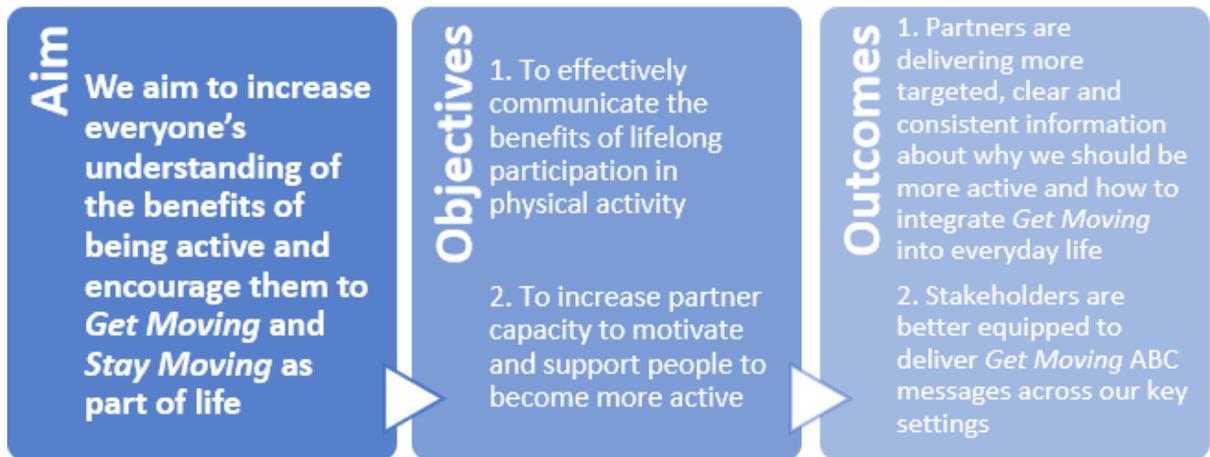


Our Strategic Themes and Priorities

We have utilised the World Health Organisation's (WHO) "Active - A technical package for increasing physical activity" to inform and guide our work. The **Get Moving ABC** model is summarised below:



5. GET COMMUNITIES MOVING



The **Get Communities Moving** priority aims to create a mass, integrated **Get Moving ABC** campaign across the Borough to positively inform people, engage and change their attitudes and behaviour towards being active.

Many people have questions about how much physical activity they need to do to have a positive impact on their lives. For example, what types of activity, how long, how often and how intense should it be? It is also important to highlight the health risks of inactivity and sedentary behaviour, with research associating sitting time with obesity, cardiovascular disease and cancer and other long-term health conditions.



The actions taken through **Get Communities Moving** will see the development of a communications and marketing plan to promote the Chief Medical Officers' guidelines for physical activity in a clear consistent manner.

By making best use of technology and social networks the information will support, encourage and enable people to **Get**

Moving. The resounding message will be **Sit Less! Move More! Some is good, more is better! Make a start today, it's never too late! Every Minute Counts!**

We know that having the information about how to change is just the first step. Often, even when people want to change their behaviour, it can be difficult to stick with it long enough to gain the full benefits.

We will work across our settings and in all sections of our community to apply what we know works best to engage, motivate, enable and support people to **Get Moving** and integrate their new sport and physical activity routines seamlessly into their daily life.



6. GET PLACES MOVING

The **Get Places Moving** priority aims to promote and maximise the use of the Borough's natural and built infrastructure leading to better used assets and a more active population.



We want everyone to value and explore our Borough, making full use of our open spaces, walking and cycling networks, play and recreation spaces and sports amenities. Raising awareness of places that support physical activity and making them more accessible can increase activity levels and improve fitness. For example, living in a well-connected "walkable" neighbourhood, with visual appeal and perceived safety from crime and traffic, can positively affect walking behaviour.



Our living, work and recreation environments can enable healthy choices and behaviour. Therefore, through **Get Places Moving** we will advise on ways to encourage and facilitate regular active travel and physical activity, within the Borough's existing infrastructure and within new design opportunities.

Some groups and communities can feel disconnected and indirectly excluded from certain places and activities. Therefore, we will make a concerted effort to address inequalities in user experiences. We want to promote age-friendly, all-ability environments that are welcoming and inclusive to all. We will achieve this through cross-sector awareness raising and a commitment to enhanced staff training.

Get Places Moving will explore how we can maximise and extend physical activity interventions, as well as trying new initiatives. For example, creating and promoting walking loops, increasing park-based activities, facilitating outdoor play and learning opportunities through Forest Schools, encouraging walking buses and similar active travel initiatives.



7. GET PEOPLE MOVING

The **Get People Moving** priority will increase the variety and number of activities on offer, and support people to be active everyday within schools, workplaces, communities and homes throughout the Borough.



As well as improving people's knowledge of the health benefits of being more active and increasing the accessibility of local places where people can be active, we will provide more varied opportunities to become involved. Most importantly, we will support those who need it most as they continue on their **Get Moving ABC** journey.

Fear of injury, or of making an existing health issue worse can be a barrier to moving more, especially for those who are not regularly active, have a disability, a health condition, or are older. However, if carefully managed, the health benefits of activity far outweigh the risks. Insecurities and lack of confidence are also known to inhibit girls and women from being active.



Physical activity plays an important role in preventing children and adolescents from becoming overweight and reduces the risk of obesity in adulthood. Increased time spent gaming, using social media and screen time within the home means

that movement and indoor or outdoor playtime can be minimal.

We want to create and reinforce positive physical activity experiences that families can enjoy together and can use at home or in the park. Developing strong links between schools and community-based sports clubs and facilities will ensure that children and young people can not only maintain activity outside of physical education time in school but also forge friendships and feel part of their neighbourhoods. Using the collective networks, resources and skills of our delivery partners, **Get Moving ABC** will build, strengthen and maintain the social networks that provide supportive relationships for behavioural change. For example, setting up a workplace buddy system, establishing walking groups to provide friendship and support, partnering with GPs, pharmacists and other primary care providers to improve signposting and referrals to **Get Moving ABC** activities.



8. GET SYSTEMS MOVING

Get Systems Moving aims to create and strengthen interagency partnership working to **Get Moving ABC**.



Substantially changing the way that you work brings challenges. Each **Get Moving ABC** partner has its own funding, governance and reporting structures, data collection methods, information systems and working practices. Aligning these and making sense of how we can work better together, will require transparency, open communication and a common understanding of our respective expertise, limitations and expectations.



Through the Community Planning process we will work with many individuals, businesses, communities, agencies and organisations to enhance the health and wellbeing of people living in the Borough.

Under **Get Systems Moving** we will jointly explore, coordinate and plan where best to target our collective human, physical and financial resources, in order to gain maximum impact. Therefore, we will establish joint protocols and standards to enable us to work more effectively together,

share data and make more informed and holistic decisions.

This priority will support the longer-term collective implementation of **Get Moving ABC** and ensure that we make the most of knowledge driven insight, technology and innovation to achieve and maintain an active lifestyle. Whether it's counting your steps, monitoring your heart rate or finding a walking trail or dance group near you. There are a multitude of online solutions and apps that can motivate and support you to get off the sofa and lead an active, fulfilling life. We will aim to signpost to quality, evidence-based technology to support people to get moving.



The following organisations contributed to the development of the *Get Moving ABC Framework*:

1. Armagh Banbridge Craigavon Borough Council
2. Education Authority (EANI)
3. Sport NI
4. Public Health Agency
5. Southern Health and Social Care Trust
6. Health and Social Care Board NI
7. ABC Sports Forum
8. Ulster GAA
9. Almac
10. Disability Sport NI
11. Youth Sport Trust
12. Macmillan Move More
13. Community Places
14. ABC Community Network

Two Year Action Plan 2020-2022



Table A: Get COMMUNITIES Moving

Aim: To increase everyone’s understanding of the benefits of being active and encourage them to *Get Moving* and *Stay Moving* as part of life.

Objective A1	Outcomes	Potential Actions A1.1	Proposed Partners	Timeframe
To effectively communicate the benefits of lifelong participation in sport and physical activity	➤ Partners are delivering more targeted, clear and consistent information about why we should be more active and how to integrate <i>Get Moving</i> into everyday life	Establish a <i>Get Moving</i> ABC Communications and Marketing Team which will develop and deliver a plan to: <ul style="list-style-type: none"> - Create branding for <i>Get Moving</i> ABC that can be adopted, explored and used by all stakeholders, so that consistent and co-ordinated messages reach the population of the borough about <i>Get Moving</i> ABC - Adopt and follow the Chief Medical Officer national messages and guidelines - Develop a <i>Get Moving</i> ABC online portal to promote and signpost physical activity - Deliver a marketing campaign across the borough promoting the <i>Get Moving</i> ABC brand carrying key messages and using real life success stories. - Agree with stakeholders a calendar of global/national awareness days to promote the <i>Get Moving</i> ABC messages 	Statutory, Private, C&V sectors, Community Planning Communications Group, ABC Communications, ABC Business Support Team, PHA Communications	Short term
		Objective A2		
To increase partner capacity to motivate and support people to become more active	➤ Partners are better equipped to deliver <i>Get Moving</i> ABC messages across our key settings	Stakeholder Training and Support which: <ul style="list-style-type: none"> - Identifies, connects and trains people from our key settings to create a community of <i>Get Moving</i> ABC Champions - Makes use of the <i>Get Moving</i> ABC online portal to link Champions and enable signposting for physical activity - Provide a suite of marketing and promotional resources on the <i>Get Moving</i> ABC online portal for stakeholders to use within their own physical activity delivery, marketing and advertising 	Get Moving ABC stakeholders	Short term
		Potential Actions A2.2		
		Develop an informal partner led engagement and learning network which will use a variety of online and face to face platforms to: <ul style="list-style-type: none"> - Listen to the needs of people across the key settings - Enhance and refine current physical activity delivery to meet these needs - Identify participation barriers - Define and refine the help and support people need - Identify, share, support and extend partner good practice 	ABC Business Support	Short term



Table B: Get PLACES Moving

Aim: To realise the full potential of the Borough's outdoor places and indoor spaces so that everyone, everywhere, can *Get Moving and Stay Moving*

Objective B1	Outcomes	Potential Actions B1.1	Proposed Partners	Timeframe
To create welcoming, inclusive and safe environments that facilitate being active	➤ The need to move more and, to move often, is fully considered within our existing environments and when planning and designing new ones.	<p>Get Moving ABC is represented on relevant working groups in order to champion and advocate for:</p> <ul style="list-style-type: none"> - Prioritisation for increasing physical activity in safe, inclusive and welcoming indoor places and outdoor spaces - Infrastructure improvements which enhance active travel and physical connectivity to leisure spaces (e.g. public transport) - Cross-sector commitment to enhanced staff training which makes the delivery of physical activity and the environments it happens in safe, inclusive and welcoming 	Planners, Developers, DAERA, Construction Employers Federation Dept for Communities, Dept for Infrastructure, Sustrans, Tourism NI, Outdoor Recreation NI, Housing Associations, Rural Community Transport, Translink	Short term – Medium term
	➤ Creative use of local active recreation places and open spaces to support and enable everyone to <i>Get Moving and Stay Moving</i>	<p>Extend physical activity interventions that we know support active recreation and pilot new ones across all of our key settings to:</p> <ul style="list-style-type: none"> - Support safe active travel, walking, running and cycling interventions across all of our settings - Encourage and support people to make creative use of our indoor places and outdoor spaces to <i>Get Moving</i>. 	Park Run, Sports Clubs, Healthy Living Centres, C&V, Rural Community Networks, Sustrans	Short term



Table C: Get PEOPLE Moving

Aim: To have an active population where everyone *Gets Moving* and *Stays Moving* throughout their lives.

Objective C1	Outcomes	Potential Actions C1.1	Proposed Partners	Timeframe
To provide a variety of quality opportunities for people to become more active	<ul style="list-style-type: none"> ➤ More people are choosing to <i>Get Moving</i> within their homes, workplaces, communities & schools 	<p>Agree what is working and how to scale up these successful programmes across our key settings</p> <ul style="list-style-type: none"> - Develop new innovative pilot interventions through consultation across our key settings - Agree and coordinate <i>Get Moving</i> incentives and promotions linked to the Communications Plan, Events Calendar and other <i>Get Moving</i> initiatives across our key settings. 	GM ABC Stakeholders	Short term
Objective C2	Outcomes	Potential Actions C2.1	Proposed Partners	Timeframe
To engage people who are least likely to participate in sport and physical activity	<ul style="list-style-type: none"> ➤ Those who are less likely to be active are supported to <i>Get Moving</i> and <i>Stay Moving</i> 	<p>Build on and extend existing partnership delivery of quality <i>Get Moving</i> ABC services that engage people who are less likely to participate and support them to <i>Get Moving</i> and <i>Stay Moving</i>.</p> <ul style="list-style-type: none"> - Partner with GPs and other primary care providers to extend existing interventions and improve signposting and referrals to <i>Get Moving</i> ABC activity. - Recruit, develop and support <i>Get Moving</i> ABC Champions across our key settings to support individual and group involvement. - Explore opportunities to promote the role of physical activity and its use in preventing and managing non communicable diseases, immobility and isolation and collaborate to deliver innovative pilots across all of our settings. 	GPs, Pharmacists, SHSCT Physical Activity & Fit 4 U Coordinators, Parks/PHA, Macmillan Move More, Volunteer Now/C&B Bureau, Youth sport Trust, Sport NI, Integrated Care Partnership, GP Federation, Special Olympics	Medium term
Objective C3	Outcomes	Potential Actions C3.1	Proposed Partners	Timeframe
To support families & organisations working with children & young people to provide quality sport and physical activity experiences	<ul style="list-style-type: none"> ➤ More families, children and young people are engaged in opportunities to <i>Get Moving</i> and <i>Stay Moving</i> 	<p>Actions to Support After School Physical Activity which:</p> <ul style="list-style-type: none"> - Improve access to positive experiences to <i>Get Moving</i> in after school settings - Develop robust school club links to improve children and young peoples' journey from being active in a school setting to being active in community settings <p>Engage with parents and establish what types of activities would encourage families to <i>Get Moving</i> by:</p> <ul style="list-style-type: none"> - Developing pilot initiatives across our key settings - Agreeing what's working and scaling it up across the region 	Pre-schools, nurseries, schools, FE colleges School Board of Governors, Sure Start, DENI, EA, Sport Clubs Family Hubs, youth groups	Short term



Table D: Get SYSTEMS Moving

Aim: To make the best use of our collective resources to *Get Everyone Moving* and support and enable them to *Stay Moving*.

Objective D1	Outcomes	Potential Actions D1.1	Proposed Partners	Timeframe
To maximise the impact of existing and future partner resources through more collaborative working practices and data sharing	<ul style="list-style-type: none"> ➤ Improved planning, coordination and partner delivery enables communities, people and places to <i>Get Moving</i> and <i>Stay Moving</i> 	<i>Get Moving ABC</i> Planning Team will: <ul style="list-style-type: none"> - Prioritise allocation of resources to engage the least active and those who face the greatest barriers to <i>Get Moving</i> and <i>Stay Moving</i> - Provide leadership for new national actions becoming early adopters and demonstrate swift policy implementation. - Widen the network of partners to include non-traditional organisations and groups 	NISRA, Central & local government, Statutory agencies, University partner/ partners Sport NI Disability Sport NI Macmillan Move More Private Sector Education / Schools	Short term
	<ul style="list-style-type: none"> ➤ More effective use of technology and data to drive innovation, improve data sharing, gain insight and measure impacts 	Potential Actions D2.1 Establish joint protocols which enable sharing of anonymised data to inform planning and practice: <ul style="list-style-type: none"> - Use rich data to inform and prioritise decisions, guide best practice, enable impact measurement and demonstrate outcomes. - Utilise data e.g. facility locations, available opportunities and assets to encourage innovation across all sectors. 	Digital Technology Expert, University, Community planning Team	Medium term