

How

How we built an inclusive framework for engaging the least active

What to do...



Make a real difference...



Understand individuals. Explore their values and motivations.



Learn, improve and evolve: ask for ideas and feedback.



Raise awareness.



Show benefits to health, mental strength, wellbeing, personal progression.



Enable communities to lead, engage, consult, co-create and co-produce.



Be aware of intersectionality and person-centred approaches.



Focus on what people can do, not what they can't.



Improve diversity of workplace.



Show how activity can benefit friendships and family.



Show other organisations the impact of embedding inclusive practices.



Inspire lasting organisational change.

What not to do...



Don't base delivery on preconceptions...



Not considering a person-centred approach.



Delivery in usual places which cater for 'active' people.



Prioritising numbers / over outcomes and change.



Promoting via the wrong channels or in ways which do not appeal.



Labeling people or groups ('inactive', 'disabled' etc).



Having a lack of flexibility or responsiveness to insight and feedback.



Making assumptions on what people want.



Leaving barriers to engage that aren't fully addressed.



Delivering exclusively via usual partners and networks.