

# How









## Making activity more accessible and appealing

### Drive Awareness

Work with me



#### Use my channels

-  Enter my world, speak to those I trust
-  Explain the benefits to me
-  Let's decide the format together
-  Use the right language and images
-  Let me try things myself
-  Link new activities to what I know
-  Use my places
-  Communicate in my ways

#### Be in my local area

-  Offer activity close to my home
-  Let me be active in places I know and feel safe
-  Consider bringing your activity to me
-  Talk to local people to promote activity

### Engage the audience

Understand me







#### Treat me as an individual

-  Talk to me, ask me what I want
-  Show me trust and understanding
-  Provide support and help (if I need it)
-  Respect my culture and religion
-  Focus on what I can do, not what I can't
-  Help me have fun and enjoy activity
-  Ask for my feedback and ideas

#### Respect my values

-  Explore my values and motivations
-  Fit into my routine and lifestyle
-  Adapt activity to make it work for everyone
-  Show me how activity can benefit my friendships, family, health, mental strength, wellbeing and personal progression

#### Learn my life story

-  Things change, keep talking to me
-  Let me share my ideas and goals
-  Inspire me with role models
-  Learn, improve and evolve