



**LET'S GET
MOVING**



Key Learnings Report

Changing behaviour around activity and lifestyle

Foreword

“

We already know the price of physical inactivity in the UK. While lifestyle diseases cost the NHS an estimated £10bn each year, the health of our nation ultimately foots the bill. Recent reports show us that GPs don't feel equipped to give advice on physical activity, which is increasingly being recognised as a miracle drug in the prevention of long-term medical conditions.

As well as improving physical health, exercise has been proven to help maintain good mental wellbeing and facilitate social connections. Physical activity is a panacea that could take the pressure off our GPs and the NHS.

Let's Get Moving (LGM) was an evidence-based physical activity intervention model established in 2012 by the Department of Health. Exercise Professionals upskilled in Motivational Interviewing were placed within GP surgeries, making guidance on physical activity a component of frontline care. The guidance and support of the LGM programme was designed to encourage long-term behaviour change around physical activity and lifestyle, empowering people to charge of their health.

To reduce the burden of lifestyle diseases on the NHS, it's imperative that we focus on prevention as well as cure. Lifestyle guidance must be intrinsic to the culture of UK healthcare. The positive impact of LGM to date speaks volumes, which is why I believe it is an exemplar for future social prescription programmes of any scale.

”

Professor Sir Muir Gray

Consultant in Public Health Oxford University Hospitals and the first Chief Knowledge Officer for the NHS.



The Beginning

Let's Get Moving is a physical activity care pathway originally developed in 2012 by the Department of Health and is based on National Institute for Health and Clinical Excellence (NICE) guidance.

It was designed to provide a systematic approach to identifying and supporting adults, who were not meeting the CMO's recommendations for physical activity to become more active, for the purpose of prevention and management of chronic disease.

ukactive developed its own version of the behaviour change intervention and have been supporting inactive people to set realistic and achievable physical activity goals for over 5 years.

Based on motivational interviewing techniques, Let's Get Moving explores the personal barriers that patients might have to getting active and supports them to make positive changes to their lifestyle.

As well as increasing participant's activity levels, Let's Get Moving helps people to:



- Total number of participants: **5,000**
- Percentage of participants who have increased their physical activity: **75%**
- Percentage of participants who have increased their mental wellbeing: **65%**
- Retention at 12-weeks: **60%**

'Let's Get Moving'

By Sylvia Davies, LGM Participant, Birmingham

From the doctor arrived one day
A letter that proposed
I join a group to help me
Find my inner healthy self.

I thought this was a daft idea
As exercise was hard
With cracking knees and lots of pain
I hobbled around my yard.

With high blood sugar and B.P.
I was a hopeless case
But I took the plunge and went along
To see... just in case!!!

Well, what a welcome awaited me
With tea and talk around
I felt at home immediately
With people sitting around.

Information and ideas
Were gladly handed out
By people of all ages
And disabilities to surmount.

From armchair gym and tai-chi
To walking around the park
Taking dietary advice
And all having a laugh

My exercise and diet changed
It was quite slowly done
But with support from all the group
My life change had begun.

Now my weight is less by two stone
And movement is a breeze
Giving relief to the pain I experience
In my spine and my back and my knees.

My sugar levels are quite low
My B.P. is the best
Visiting the weekly group
Is more than just a success

I've made some friends and I socialise
It really is no chore
To meet with friends and talk about
Moving around once more.





2013 – 2015

Luton & Bedfordshire

- Funded by Sport England
- 10 GP surgeries
- In-depth evaluation of biometric data from participants at Medici Medical Practice, Luton

What we've learnt...

- The most time-efficient way to recruit surgeries is to first secure support from a local authority-led physician who can initiate key conversations
- A robust and reliable technical system is essential for the delivery of a quality service and data capture for evaluation

Surgery: Medici Medical Practice, Luton
Patient: Jane

66

I thought I was doing OK but realise now that I wasn't. I have not felt this good in years. If I hadn't seen you I would have carried on like I was. My diabetes is under control now, my back problems are not an issue, I sleep well, and I've lost weight. I get up every morning and go for a walk and also go to the gym 3 times a week. If I can't go for my walk in the morning I really miss it, so I go in the evening instead.

77

Birmingham

- Funded by Birmingham City Council with support from Nesta
- 3 GP surgeries
- Introduction of peer support groups



2014–2015

What we've learnt...

- Peer support groups are a popular way for participants to keep motivated
- Three years down the line, the peer support group in Birmingham still meet up regularly to socialise and walk together



2015 – 2016

Kent

- Funded by Kent County Council
- 2 GP surgeries
- Included measurement of participant confidence levels and perceived importance of activity

What we've learnt...

- Within areas of ethnic diversity, pathway adaptation is key. The relatively large Asian population in the Kent catchment area saw the recruitment of a Punjabi-speaking Community Exercise Professional and Coordinator, as well as the translation of the initial letter into Punjabi

LGM for New Mums, Bedfordshire

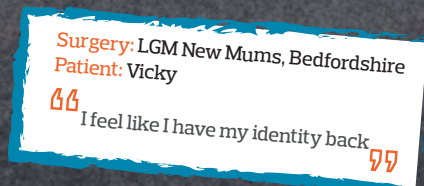
- In partnership with National Childbirth Trust (NCT)
- Funded by Legal and General
- 1-year outreach pilot targeting inactive new mothers
- Offered specialised postnatal support
- 1-2-1 and group sessions promoted and delivered in a variety of settings: a GP surgery, children's centres, and community venues



2015–2016

Impact...

- 103 mothers took part
- 73% of participants showed an increase in physical activity at programme completion
- 62% of participants showed an increase in physical activity 6 months after programme completion
- 87% of participants said they felt more motivated to do more physical activity



What we've learnt...

- The Let's Get Moving pathway can be tailored to support different target populations



2015 – 2016

Waltham Abbey

- 1-year pilot targeting people diagnosed as pre-diabetic
- 1 GP surgery
- Invitation to participate followed a diabetes risk assessment at the surgery

What we've learnt...

- Participant retention for this programme was 65% – almost double the average rate of an exercise referral programme

Surgery: Waltham Abbey Health Centre

Patient: Michelle



Walking with my friends has created a whole new social outlet for me.



Essex

- Funded by Essex County Council
- 13 GP surgeries
- More tailored points of contact; SMS appointment confirmation, email reminders, and calls 1-2 weeks after first appointment



2015–2018

What we've learnt...

In order to be well-equipped for the variety of complex emotional, social, and physical issues that some participants face, our team have undertaken comprehensive training on vulnerable adults, safeguarding, and arthritis

Setting Up

Reaching out to GPs individually has proven in the past to be time-consuming and resource-heavy. Securing support from a local authority-led/CCG-level physician to reach out on our behalf has been the most effective and time-efficient way of initiating the engagement process.

1

Engagement with CCGs via respective local authorities



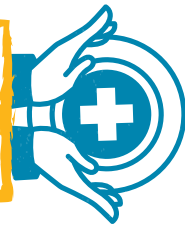
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CCG 'advocate' disseminates programme information



3

Engagement meetings with GPs to discuss programme in more detail and supply quality programme prospectus amongst GPs



4

Ensure that surgery staff can allocate adequate administrative time to support service set-up process and that any facility requirements can be met



5

Build strong relationships from the outset.

Good communication with a passionate, proactive Practice Manager will encourage GP referrals, will amplify service presence within the surgery, and will ensure that participant experience is the best it can be



Health Coach

Being a Health Coach for a behaviour-change programme involves far more than just prescribing physical activity. Barriers to exercise encompass a broad range of complex physical, emotional, and social issues that require true understanding and empathy before they can be addressed. Health Coaches recognise that such problems can often be interlinked and that they have a direct impact on the lifestyle choices a person makes. Most importantly, Health Coaches have a great passion for helping people to make positive changes.

A great Health Coach must:

- Be level 2 REPS registered or have a Level 2 NGB qualification
- Have excellent local knowledge
- Be flexible; it's best if Health Coaches are recruited on a self-employed basis
- Have soft skills such as empathy, warmth, and a true passion for helping others
- Be highly organised and diligent
- Be able to demonstrate an understanding of how local public health works
- Have a good understanding of the local demographic and the challenges people face
- Be adaptable and able to use their initiative



Role

- 1-2-1 consultations
- Motivational group sessions
- Use of technical system to capture data
- Patient calls to follow up and/or capture data

Training

Examples of training that have helped Health Coaches to deliver the programme include:

- Motivational Interview training
- Safeguarding training
- Operational training (programme pathway and any technical systems used)
- Condition-specific training such as arthritis
- Vulnerable adults training





“ I wanted to make lifestyle changes, but I felt powerless in how to go about it. In addition, I didn't believe I could make lasting changes or lose the weight and keep it off, and I was resigned to the fact that I was a 'big' person and always would be. Then I was invited to take part in the Let's Get Moving programme. This was such a gift, and I credit this programme as the catalyst that has begun to transform my life...I highly recommend Let's Get Moving as a positive, supporting service that will work alongside you to set goals and put them into action. ”

– Kat, Luton

“ I went along to improve my health and have now made new friends alongside this. So in terms of all-round benefits, Let's Get Moving has done more than I could have imagined. It's worked so well here on Canvey Island in a very holistic manner: from reducing people's medication to supporting social cohesion and tackling isolation. ”

– Colin, Essex

“ The Community Exercise Professional made me realise that if I set my mind to it, I can do it. My self-esteem is higher, I have more energy, I've lost weight and I'm getting out more. ”

– LGM Mums Participant

“ Someone just taking an interest and listening is the best form of support and motivation. ”

– Adrijana, Kent

Motivational Interviewing

- Evidence-based technique
- Counselling-style approach
- Can be used in 1-2-1 and group settings
- Underpins the entire programme
- Empowers individuals to make long-lasting change
- Sets the tone for all participant communications

Motivational Interview (MI) training consists of a 2-day, intensive course. We've found that by training all programme staff in MI, participants can benefit from MI-informed contact at all stages of the programme pathway.



[The Health Coach] was very good in the sense that it was still all down to me. It all had to come from me, and I think that's the important thing – as that's motivation in itself: it generates that self-motivation in you but it has that element of encouragement that goes along with it.



- LGM Participant, Kent



Peer Support Groups

Peer support groups were introduced as part of the programme when we received support from the Nesta Social Action Innovation Fund in 2014. The groups have since proved to be very popular, and many participants have said the groups have been key for helping to keep them motivated.

- Free drop-in group sessions alongside 1-2-1 sessions
- Held at community venues
- Support from likeminded people on a similar journey
- MI-informed topics around activity and healthy lifestyle choices
- Help to support social cohesion and tackle isolation
- Re-embed the importance of activity into the community

What we've learnt:

- The venue, day, and time of group sessions should be chosen to meet specific needs of the demographic
- We adapted our CRM system to track group attendance. The system was able to list patients who expressed interest in group sessions and either a) didn't attend any group sessions or b) attended one or more and then didn't return
- Group sessions can continue beyond the programme if the group are enthusiastic, passionate, and willing to elect a 'Community Champion' who can lead future meet-ups



The group is very participatory and we all encourage each other to try new things to stay active. One group member invited us to the indoor bowles club he attends, then 16 of us decided to sign up! The brilliant atmosphere of the sessions is bolstered by the health benefits experienced by everyone due to being more active.

– Colin, Essex



The group has gelled. We do walk more. I can only speak for myself and my friend but the others are moving as well. Some swim, some exercise, some line dance. We shall go on getting together when the sessions end."

– LGM Participant, Birmingham



Programme Coordination

Recruitment of participants and programme operations is something our Let's Get Moving team have had a wealth of experience in. The processes and systems we've established have been refined through years of service delivery; the programme model is fully scalable and can be adapted for different audiences.

Participant Recruitment



Our participant recruitment process adheres to Information Governance guidelines and the new (GDPR) General Data Protection Regulation.

Using GP patient records, a list of people who could benefit from the service is identified.

Using a secure, third-party mailing system such as Docmail, letters are sent out on behalf of the GP surgery inviting people to take part.

Invitations to participate can be tailored to suit any audience or cohort.

Participants are given a number of ways to contact us to let us know whether they're interested or not; methods of contact offered are phone, email, online registry, or SMS.

Patients will need to opt into the service and complete a consent form that clearly outlines the programme and how their data will be handled.



Technical System

We found that a CRM system specifically tailored to the programme requirements was crucial for:

- Managing participant information
- Tracking points of participant contact
- Capturing participant data
- Tracking a participant's stage of the pathway
- Diary management
- Prompting follow-up actions when needed

Measurement and Evaluation

In a competitive commissioning landscape, Let's Get Moving's impressive evaluations have been a major part of its continued growth. Through continuous monitoring, reporting, and evaluation we are able to demonstrate the impact of the Let's Get Moving programme. We have established a structured process that allows us to monitor physical activity uplift, retention, and increases to participant's mental wellbeing.

Percentage of participants who have increased their physical activity after **12 weeks**

76%

80%

Percentage of participants who have increased their physical activity after **6 months**

Percentage of participants who have increased their physical activity after **12 months**

76%

64%

Percentage of participants who have increased their mental wellbeing after **12 weeks**

*Data averaged from Essex only

Percentage of participants who have increased their mental wellbeing after **6 months**

*Data averaged from Essex only

66%

68%

Percentage of participants who have increased their mental wellbeing **12 months**

*Data averaged from Essex only

Case Studies

Improved mental wellbeing:



When I started Let's Get Moving, I suffered with depression – to a point where I would find it a struggle to get off the sofa to do everyday things. Being more active has really helped with that – I feel so much more motivated to do more and get on with everything...I've been feeling so much better in myself that I've started to cut down on my antidepressants!



– Georgina, Essex

Reduced medication:



After taking part in the programme, my blood sugar levels, blood pressure, and cholesterol levels have gone down. And what's more, I now don't have to use insulin!



– Albert, Essex

Created social connections:



I have more energy, a positive outlook, and I've made new friends. We meet outside of our support meetings and share in each other's' interests over a cup of tea and a chat.



– Irene, Birmingham



Improved quality of life:



It's not a change that you see overnight, but it's small, gradual changes. These are the changes that make a massive difference to our lives overall. It's coming back from the doctor's and not feeling so tired, or being able to walk that bit more.



Stephen and Sue, Kent

Findings

Luton and Bedfordshire

Total number of participants – **1,601**
Percentage who have increased their physical activity – **64%**
Retention at 12-weeks – **39%**



Birmingham

Total number of participants – **414**
Percentage of participants who have increased their physical activity – **75%**
Retention at 12-weeks – **42%**



Kent

Total number of participants – **240**
Percentage who have increased their physical activity – **71%**
Retention at 12-weeks – **47%**



National Childbirth Trust

Total number of participants – **94**
Percentage who have increased their physical activity – **73%**
Retention at 12-weeks – **54%**



Waltham Abbey

Total number of participants – **17**
Percentage who have increased their physical activity – **55%**
Retention at 12-weeks – **65%**

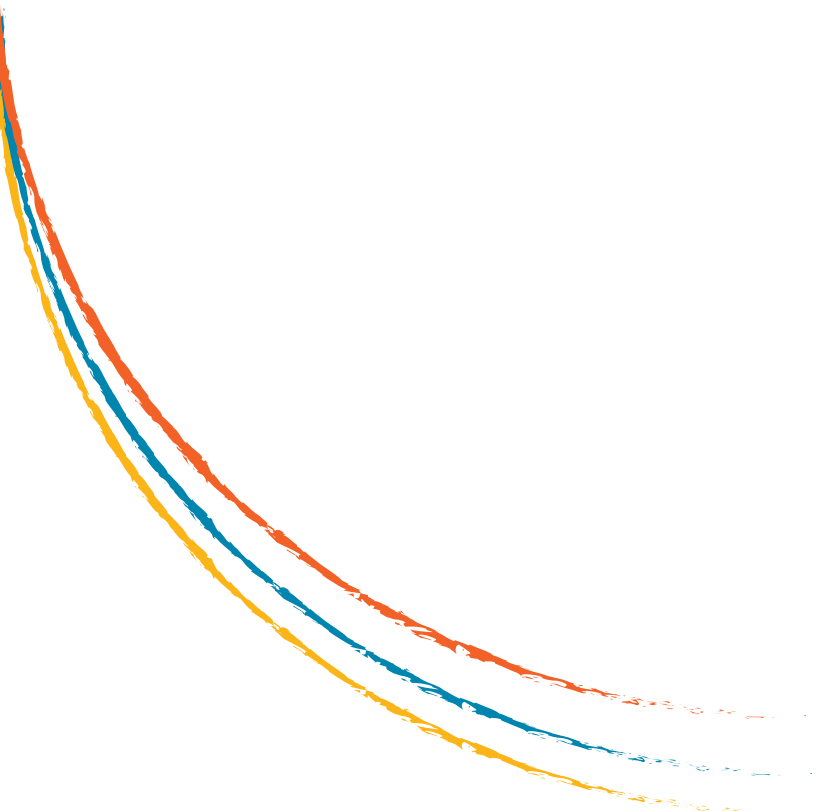


Essex *data correct as of end phase 2

Total number of participants – **1,987**
Percentage of participants who have increased their physical activity – **77%**
Percentage of participants who have increased their mental wellbeing – **64%**
Retention at 12-weeks – **55%**



LET'S GET MOVING



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