Greenwich Get Active - Mobilising a whole community to get active

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ESMC 2014, Thursday 25th September
What is Greenwich Get Active?

– Increase physical activity levels across the whole population, with a particular focus on key target groups
– Establish processes and procedures to enable a sustainable programme
– Demonstrate effectiveness of physical activity promotion as a public health intervention (in terms of outcomes and value for money).
Greenwich

[Image of the Royal Observatory Greenwich]

[Image of a large group of people standing at the start line of a race]

[Image of the O2 Arena]

[Image of the Greenwich Get Active logo]
Greenwich

246,000 Population

190 spoken languages

82% not active enough

27\textsuperscript{th} out of 326 for deprivation

Health \textbf{better} than it was, significantly \textbf{worse} than elsewhere
Insight Driven Programme Design

- People want to be active
- They lack:
  - knowledge of opportunities
  - awareness of breadth of activities
  - time
  - belief they can do it
  - focus (“good intention”)
  - commitment

- Information service
  - activities database
  - conversation about suitable activities

- Using motivational interviewing techniques
- Incentive & call to action
- Follow-up and positive encouragement
Segmentation – Target Groups

- Insight driven
- Grouped - linked to common / similar motivations & barriers
  - Women
  - Less active men
  - More active men
  - Older people
  - Families
  - + general population
Stages of Change

- Pre-contemplation, where people are not intending to change or take action through to maintenance, where the changed behaviour has become normal and is self-regulating
- GGA strategy recognised that there are different levels of motivation and readiness to change along the way.
  - A staged approach to recruiting and supporting participants
  - Use of follow-up calls and reminders for those in the pre-contemplation and contemplation stages

Health Belief & Theory of Planned Behaviour

- HBM - willingness to change is linked to perceived efficacy and belief in ability to make the change
- TPB - behaviour is linked to a person's intention/readiness to change
- In the GGA we established systems to provide support to meet their need for personal encouragement and support through their journey to become more active

These theories underpinned motivational interviewing techniques that included:

- Taking a client-centred approach to highlighting the health benefits of physical activity
- Working through key behaviour change stages; and
- Concluding with a clear physical activity goal set by the participant
Greenwich Get Active Model

1. Look and find their ideal way(s) to get active
2. Sign-up/register with the service and try an activity (incentivised free first session)
3. Provide personalised support and build an ongoing relationship (follow ups) with the GGA team to help them stay active
Roadshows & Attending Events

Publicity Campaign

Call to Action
Greenwich Get Active!

Community Briefings

Contact Database (CRM system)
Via website

Easily Activated
(signposted to session)

Tentatively Activated
(GGA adviser – Motivational Interviewing, 1-1 support via longer conversation)

Intensively Activated
(Referred to local Community Health Trainer programme for up to 6 sessions)

Activity Providers
Offers – Incentives – Taster Sessions - Tracking

Follow up Contact
GGA call centre
– 2-4 weeks, 3, 6 and 12 months
Every Contact Counts!

Community Engagement

• **Road show** using mobile exhibition unit and ‘on-street’ outreach team
• Presence at other Greenwich **events**
• **Community group briefings**
• **GGA champions** (Everyone!) across various settings - Workplace, Primary Care, Schools, Early Years
• Distribution – posters, leaflets, banners
• Direct – telephone, online, mail, text
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GGA has compiled a comprehensive database of activities (1,053) available in Greenwich, including:

- Walking
- Cycling
- Jogging and running
- Health and fitness
- Dance
- Martial Arts
- Water sports
- Team sports
- Individual sports
- Racquet sports
- Family Activity
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Partnerships - Who’s involved?

Direction & Delivery
• Royal Borough of Greenwich (Public Health & Well-Being) including Greenwich Healthy Living Service
• Charlton Athletic Community Trust
• Social Marketing Gateway
• JMP
• Make Sport Fun
• RBG Active Travel officer

Activity Supply
• 204 Providers
Results and evaluation
- 2012 to date

35,000 contacts
10,000+ leaflets
847 pedometers
198 loaned a bike (6 week pilot)

5,930 Participants
97% roadshow sign-up

11,135 calls across 4,533 individuals
Results and evaluation
– Jan to Jun 2014

3,000+ contacts

1,187 (66%) selected an activity

1,810 signed up

129 (11%) dropped out

499 (28%) being supported
Results and evaluation
– Jan to Jun 2014

Gender (Base 1325)

- Male: 71%
- Female: 29%

Age (Base 277)

- 66+: 29%
- 56-65: 10%
- 46-55: 20%
- 36-45: 20%
- 26-35: 10%
- 18-25: 5%
- 16-17: 0%
- Under 16: 0%

Employment Status (Base 855)

- Retired
- Looking for work
- Home-maker
- In education
- Part-time employed
- Full-time employed

Top Activities
1. Walking
2. Zumba
3. Swimming
4. Yoga
5. Gym
Learnings and Challenges

✓ A compelling offer
✓ Personalised engagement in the community
✓ Partnership working including public sector services as channels
✓ The Olympic and Paralympic Games
✓ Local employment

? Quick follow-up vital in initiating behaviour change
? People overestimate their level of physical activity
? Choice can be overwhelming
? Incentives not a key driver
? Behavioural models are useful planning tools but don’t be overly constrained by them
? The offer needs continual review and refinement
? Effective systems and processes are mandatory
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