

Impact Awards 2015

GO Active, Get Healthy

What is GO Active, Get Healthy?

GO Active, Get Healthy is a free to join programme, aiming to increase participation in physical activity and sport in those who are inactive. The programme aims to support people in becoming more physically active by connecting them with a range of activities and opportunities as well as providing motivational support to help them get started and keep on track. The programme has a two-tiered approach;

- **Tier One** is led by a Coordinator in each of the 5 districts across the whole county. The Coordinator ensures there is a varied and interesting range of activities/opportunities available, with a particular focus on activities for inactive people. All activities are friendly and inviting so participants do not need to worry about turning up on their own. The Coordinators are also available to speak to for advice and information.
- **Tier Two** supports participants to become more active through motivational coaching and on-going support over 12 months to help elicit behaviour change. Subsidised activities are provided in the form of a voucher booklet and incentives are offered to take part in the full 12 month programme.

Participants can refer themselves into Tier Two of the programme or they can be referred through a range of different environments, including from health organisations: GP surgeries, pharmacies, physiotherapists etc. and non-health organisations: children's centres, workplaces, Local Authorities.



The programme is funded by Sport England, Oxfordshire Public Health and Oxfordshire Sport and Physical Activity (OXSPA). The programme is led by the core team at OXSPA and delivered by a multitude of partners; Oxford Brookes University, South Oxfordshire and Vale of White Horse District Councils, West Oxfordshire District Council, Oxford City Council, Cherwell District Council, Fusion Lifestyle, GLL and Parkwood Leisure Limited and SOLL Leisure.

Also as part of the programme, talks on health and physical activity are delivered to community groups and organisations, along with drop-in support sessions by a Physical Activity Officer in for patients and clients to find out more information and talk to a member of the team.

What impact has GO Active, Get Healthy had within Oxfordshire?

So far **16,150 people** have attended a **GO Active, Get Healthy** activity across the county (as of October 2015). There are **over 30 different activities** on offer including Zumba, Health Walks, Pickleball, Tai Chi, Dancing, Table Tennis, Nordic Walking, Seated Exercise, Yoga and many more. The activities offer a wide range of intensities, impacts, and levels of competition with the aim to provide a suitable activity for everyone.

GO Active, Get Healthy currently has over **100 Health and Non-Health referrers** supporting the programme across Oxfordshire including GP Surgeries, Social Support Workers and Physiotherapists.

There are currently **over 750 registered participants** signed up to Tier Two of the programme. When signing up, participants complete a baseline assessment that measures their initial state of health and fitness.

Being registered in the programme allows participants access to free motivational coaching of which **91% said they found this helpful in their journey to becoming physically active**. Incentives in the form of vouchers are offered to participants when they reach 3, 6 and 12 months in the programme. At these stages the participants complete another assessment to measure any progress they may have had.

We are extremely proud of the impact GO Active, Get Healthy has had so far with **92%** of registered participants saying they would participate in more physical activity in the future and the average perceptions of their personal **health and wellbeing has risen by 16%** after 12 months in the programme.

Another fantastic success is **that GP visits have dropped** from 1.7 visits per person per month to 1.1. This emphasises the positive impact GO Active Get Healthy is having, as not only are participants seeing health improvements, but it is also reducing the strain on our local health services.

Testimonials

Polly from Brize Norton:

"I wasn't quite sure what to expect from the GO Active programme as I was feeling fairly unhealthy and not very motivated. It seemed like a huge change to make going from my Winter sloth mode into a more active way of life. The motivational support conversations on the phone when we discussed how active I used to be made me realise that I really missed that. I still have a huge way to go, but I am canoeing and walking regularly now. I highly recommend this as the first step if you are feeling overwhelmed by the thought of getting active again. Famous words from a sports manufacturer - Just do it!"

Paul from Cherwell:

"I found the Go Active Get Healthy scheme motivating, thought provoking and best of all successful in its attempt to get me exercising again. It helped me try new activities and put me firmly back on course to enjoying the healthier lifestyle I knew I wanted but had struggled to achieve. Many thanks to everyone who helped"

*For further testimonials and case studies, please visit the 'Real people, real stories' section on the GO Active website <http://www.getoxfordshireactive.org/>.