

WE ARE
UNDEFEATABLE

Helping people with long-term health conditions to move more and Live Longer Better



BREAST
CANCER
NOW



PARKINSON'S UK

British Red Cross



MACMILLAN
CANCER SUPPORT



Stroke
Association



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



John's story



Background

- Health and care charities collaboration
- Aims to reduce inactivity amongst people with multiple long-term health conditions



The
Richmond
Group
of Charities



Movement for All

INSIGHT &
DELIVERY
PROJECTS

WE ARE
UNDEFEATABLE
Award-winning
campaign

MAKE
YOUR
MOVE
VIDEOS

SHARED
EVALUATION
FRAMEWORK
& OUTCOMES

EVALUATIO
N REPORT

INFORMATION
RESOURCE
PACK

COMMUNITY
OF PRACTICE





Why does this matter to us and you?

43%

Have a long-term condition

68%

Live with 2 + LTCs by 2035

TWICE
AS LIKELY

To be INACTIVE as people
without LTCs

1 in 6

Deaths as a result of physical
inactivity in the UK

Up to
40%

Of LTCs prevented by reduced
inactivity

Why does this matter to us and you?

Covid
-19

Huge impact - deconditioning, psychological affects, etc

5.8m

On waiting lists who may benefit from activity

57%

Want advice and support from the NHS

Almost
2/3

People with mental health conditions want physical activity to be offered alongside medication

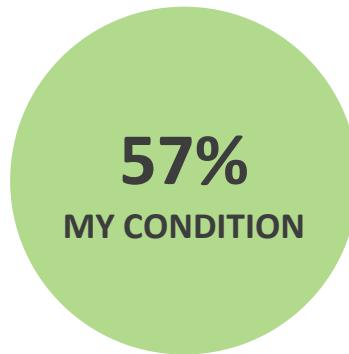
A photograph of two women standing outdoors in a lush green park. The woman on the left is older, wearing a blue jacket over a blue shirt, and the woman on the right is younger, wearing a black hoodie. They are both smiling and holding hands. The background is filled with trees and foliage.

Insights on barriers to physical activity and how we can help

People living with long-term health conditions often have complex and overlapping barriers to physical activity

BARRIERS TO DOING MORE ACTIVITY

EXAMPLES



"My health issues cause pain"

"I'm worried about making my condition worse"



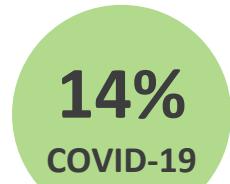
"I don't have time"

"I don't enjoy it"



"I feel self-conscious"

"I worry about being judged"



"I don't want to get pinged"

"I am shielding"



"It's too expensive"

"Facilities are difficult to get to / not accessible enough"



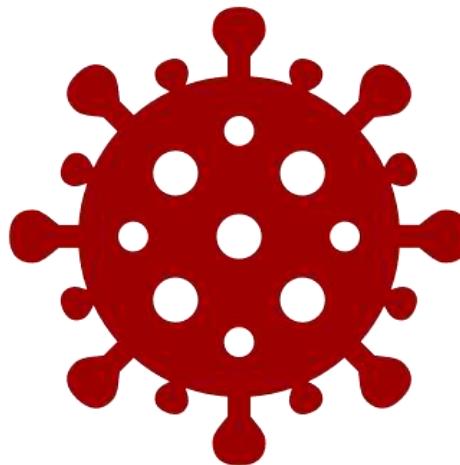
Those with multiple conditions including long-term depression or anxiety are **twice as likely to struggle with low confidence** and are more likely to cite all barrier types*

Covid-19 has created particular challenges for this audience

Anxiety about catching Covid-19 due to health conditions

Condition deterioration due to decreased activity or reduced access to health services

Decrease in fitness and strength for a third of people



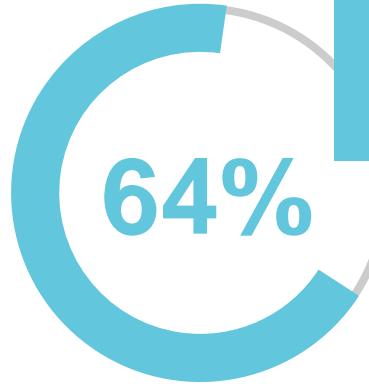
Digital resources less likely to be accessed by this audience

Over half are now worried about exercising close to others

Over a quarter say pandemic has broken confidence to do activity

The majority would like to be more active

It's a question of how we can support them.....



Would like to be more active

Rising to 73% among those living with multiple conditions including long-term depression or anxiety. However, motivation generally decreases with age.

"When I was diagnosed with polymyalgia rheumatica, I researched it thoroughly online and all of it pointed to exercise being ESSENTIAL if I was to combat the effects of the illness itself and the impact of steroid therapy on my body. I am hoping to prolong my active life for as long as possible and all the received advice/opinions indicate that being as active as possible is the best way to do this."



FIVE things you need to know

1. It all counts

2. It needs to feel achievable

3. It needs to be relatable

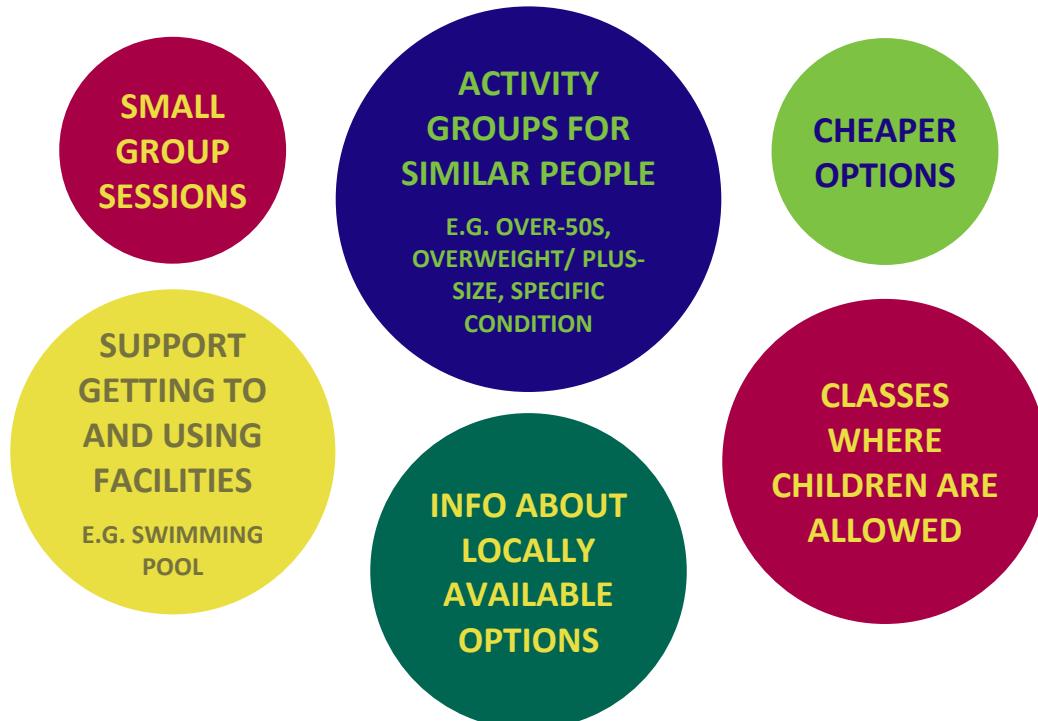
4. Living with LTCs is unpredictable

5. Physical activity is SAFE



A number of things can potentially help

SUGGESTIONS MADE BY PEOPLE LIVING WITH LONG TERM HEALTH CONDITIONS:



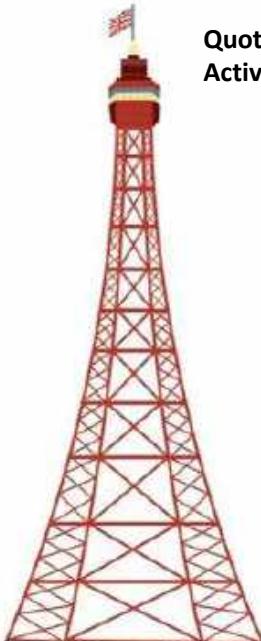
"For me, it's getting through the door. I look over and think 'are there any fat people coming out? are there any older people coming out?' from the aerobics and Pilates across the road. I feel I want like-minded, not just beautiful gym bodies at the class."

Amanda, anxiety & depression

"If I had an email from Croydon hospital saying we're going to have bronchiectasis people in on Tuesdays at 8pm, I'd probably go to that but if I don't hear about it, I'm never going to go to it."

Julie, Chronic Obstructive Pulmonary Disease

Case study: Blackpool Council promoting physical activity through exercise referral instructors, using WAU resources



Quote from Lynn,
Active Blackpool Exercise Referral Instructor

"I joined an Occupational Health Therapist for the day visiting clients in need of adaptations to their homes, and to check on others who had already had work carried out to make sure it was proving to be useful to them. These adaptations allowed the people to continue living in their homes and give them the independence they want.

We spoke about the WAU campaign and left leaflets so they could exercise at home and made them aware of the Active Blackpool offer.

Some clients were interested in the leaflets and felt they could do some of the exercises at home as they were quite straightforward and easy to follow. We spoke about the benefits of exercises, and how it would make every day living easier if they were feeling stronger and more confident moving around their homes."

Blackpool Council

ACTIVE BLACKPOOL

Case study: Wirral Council trained ambassadors to engage inactive people with health conditions to begin and sustain physical activity



AMBASSADOR PERSPECTIVES:

"I've been there as a little bit of accountability for them, I haven't done much in a way of "Let's try this, let's try that", I've just been "what are you wanting out of your life? What little things can we change right now?" and then they've just stayed accountable to me."

"I've definitely noticed a change in attitude for quite a few of my clients... they started sending me a message saying, "I had a really nice sleep last night because I'd gone for my walk yesterday" and little signs and symptoms that are starting to ease off."

PARTICIPANT PERSPECTIVES:

"I suffer with depression and anxiety and possible fibromyalgia. My WAU ambassador supported me over the phone, encouraged me to get out and play tennis with my two little girls and the other day I did a taster session paddle boarding and on the fun boats at West Kirby. I can't remember the last time I smiled so much, I felt so relaxed, and it was so good to be out on the water in such good company. My confidence has improved so much."

"She's [ambassador] definitely motivated me... every time I said, "I can't do this because of x, y and z..." she'd come up with an answer for me, after I thought, "Yeah, she is right, stop being so hard on yourself and do what she's saying to do and just push through it" so she's definitely motivated me, yeah."



What can you do to make a difference?

Consider your own
physical activity

Encourage physical activity with
the people you support

Help champion physical activity

Prioritise inclusivity

We Are Undefeatable

5in5 tool - 5 activities in 5 mins

My Daily Undefeatable – support tool

The Home Games activity resources

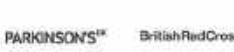
15 Ways to be Active at Home leaflet

Team Undefeatable activity resources

You Tube playlists of inclusive activity videos

The Supporter Hub
image library, messaging, insight packs, good practice

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Next steps



The
Richmond
Group
of **Charities**

Visit <https://weareundefeatable.co.uk/>

Register for the Supporter Hub on the website

Visit <https://richmondgroupofcharities.org.uk/physical-activity>

Sign up to receive our Movement for All Evaluation Report

Sign up to receive our resource pack about supporting
people with long term conditions to be active

Contact Us

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We Are Undefeatable team

WeAreUndefeatable@ageuk.org.uk



Leoni's story



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A photograph of two men in sports gear hugging on a green artificial turf field. One man is wearing a yellow shirt and blue shorts, while the other is in an orange vest and black shorts. In the background, other people are playing soccer, and a white building with windows is visible.

Thank you for listening