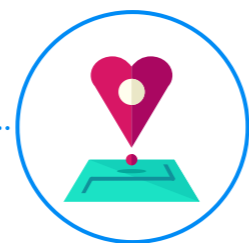


Pragmatic Support to System Integration



1 Data and Insight

Facilitate the identification and use of existing data and insight highlighting inequality of access or uptake to physical activity (PA) opportunities to ensure no communities are excluded going forward. Create a resource of sector data sources and a bank of data packs and sources of insight to support local programmes.



2 Relatable Comms

Create co-produced messaging (portfolio of resources) that speak to all levels of the system and help them shape and influence their respective audiences in identifiable terms and with messages around PA that resonate with them.



3 Community Champions & Trusted Transmitters

Identify local community champions or trusted transmitters in locality settings to act as conduits and translators of PA messaging and the promotion of PA in the hyper-local systems.



4 Signposting, Resources & Training

Ensure layers of the system have access, time and resources to understand the benefits of integrating physical activity into health and care. Signpost to the wealth of existing training opportunities and resources available.



8 Authentic Strategic Leadership, Enabling Collective Leadership

Strategic leaders/sparkplugs to enable system change through promoting PA in their own practice and displaying authentic interest and personal belief systems. People within their systems are empowered to mirror behaviour and narratives to promote an ethos of physical activity across areas of personal and professional lives.



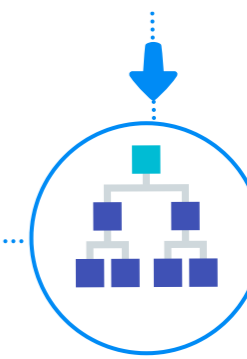
7 Safe-Space Community of Practice

Create and enable safe spaces for the narrative of PA in H&SCI to evolve and where needed disrupt the existing systems. Facilitate and convene conversations which bridge gaps and start new movements of change.



6 Physical Activity as a Core Priority for all H&SCI

Position physical activity to the centre stage for all health and social care agendas rather than as an add-on or complementary service. Embed physical activity into the H&C workforce daily routine.



5 Strategic Leverage Across the System

Capitalise on GM Moving as an established brand for physical activity. Use GM Moving and other identified strategic leaders to push more challenging discussions at a strategic level to realise the priorities within the strategy.