

TACKLING INACTIVITY:

Design Principles Checklist




This checklist has been designed to help you embed the principles and approaches from the Tackling Inactivity Insight Pack into your service delivery and project design.

You can use it to help you in planning a new service or project or to review a current one that aims to tackle inactivity.


Principle 1

UNDERSTAND THE COMPLEX NATURE OF INACTIVITY

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>The breakdown of inactive behaviours is understood and it is clear which audience will be targeted through the delivery.</p>		
<p>Audience insight has been used to determine that the planned activities are appropriate for the age, disability and health level of the people being targeted.</p>		
<p>Seasonality has been considered within the planning of the service/ project with delivery designed to stretch participation into Autumn and Winter.</p>		
<p>When targeting audiences with health conditions the approaches have been developed to alleviate their concerns as they start to get active.</p>		


Principle 2

USE BEHAVIOUR CHANGE THEORIES

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>The “real world examples of applying behaviour change theories” resource has been used to develop the approaches the service/project will use to support behaviour change.</p>		
<p>People will be prompted and supported to plan to attend sessions.</p>		
<p>People will be supported to plan for relapse and to help them come back into sport after a break.</p>		
<p>The power of social networks are being used and people are encouraged to publicly commit to change and actions.</p>		
<p>The delivery and marketing has been designed to be attractive to the target audience. Ambassadors, champions or peer supporters will be used to spread the word.</p>		
<p>Appropriate rewards and incentives have been developed to appeal to inactive people.</p>		


Principle 3

USE AUDIENCE INSIGHT

	This has been considered and taken into account in the project or service design.	Consideration has been given to the approach and it is not included in the project or service delivery design
<p>Insight work has been completed with the target audience that the project is working in. This may be through surveys, focus groups and consultations.</p>		
<p>The barriers, motivators and enablers for the target audience are understood and have used these to determine the project approaches.</p>		
<p>Consideration has been given as to how to address emotional and practical barriers through the project marketing and delivery.</p>		
<p>The local perceptions of community boundaries are understood and the effects of this on delivery have been taken into account.</p>		
<p>Sport England Insight packs relating to the target audience has been used to aid the planning of the service delivery or project.</p>		
<p>Plans are in place to collect feedback and insight throughout the project delivery to inform delivery reviews and future planning.</p>		


Principle 4

REFRAME THE MESSAGE

	This has been considered and taken into account in the project or service design.	This has been considered and is not included in the project or service design.
<p>The benefits that the target audience want have been understood and the project marketing has been developed to sell these benefits.</p>		
<p>The marketing does not include “preachy” statements about getting healthy, sporty etc.</p>		
<p>The project name and marketing has been tested with the target audience.</p>		
<p>The whole journey and experience is being promoted to inactive people.</p>		
<p>The delivery is designed to match the experience that is being promoted.</p>		
<p>Imagery and words that creates emotional connections are being used in the marketing. This includes images that create a feeling that the session is for “people like them” for potential participants.</p>		


Principle 5

DEVELOP AND WORK IN QUALITY PARTNERSHIPS

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>Links to other local services and organisations who are trusted in the community have been created to enable active recruitment routes and to signpost people onto other services if they need additional support.</p>		
<p>Consideration has been given as to whether NHS and other partners (social care, voluntary sector etc), will have an involvement in the project and they have been spoken to about how best this can be achieved.</p>		
<p>High quality exit routes to other providers have been developed to support people in their behaviour change journey.</p>		
<p>Training, resources and support for partners who will signpost to the project will be provided.</p>		
<p>Support to broker relationships with wider organisations has been sought from those people who are best placed to build these links where needed.</p>		


Principle 6

MAKE SPORT AND ACTIVITY THE NORM

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>Relatable people are being used in images to highlight the “someone like me approach” to marketing. This includes photos, video’s, case studies and blogs.</p>		
<p>Social media is being used in ways determined appropriate by the audience insight to help keep participants motivated and supported.</p>		
<p>People are encouraged to involve their social networks in what they are doing and new social networks are being created through the delivery.</p>		
<p>Role models, activators and community champions are being developed to promote the project and encourage other people to come along.</p>		
<p>A high quality experience to maximise word of mouth has been designed.</p>		


Principle 7

DESIGN THE OFFER TO SUIT THE AUDIENCE

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>The steps that people need to take to join the project has been made as easy as possible.</p>		
<p>The potential drop out points for people have been recognised and plans have been put in place to minimise the risk of drop out.</p>		
<p>Some of the activities will be taken to existing community groups as part of the delivery.</p>		
<p>All staff and/or volunteers will be well trained to support inactive people.</p>		
<p>A beginner's guide has been developed to help decrease anxiety in potential participants.</p>		
<p>The project staff and volunteers are friendly, enthusiastic and empathetic.</p>		
<p>Consideration has been given to training community members to be involved in the delivery as ambassadors, champions, peer supporters.</p>		
<p>The delivery or project is offering a range of activities based on audience insight.</p>		


Principle 8

PROVIDE SUPPORT FOR BEHAVIOUR CHANGE

	This is taken into account in the project or service design.	This is not included in the project or service design.
<p>Staff and volunteers are well trained and supported to provide a quality experience.</p>		
<p>A buddy system has been developed to support new people at sessions.</p>		
<p>People will be asked to publicly commit to their goals.</p>		
<p>People will be well supported to plan for relapse and plans are in place to minimise the risks of a small break becoming a full break.</p>		
<p>People's achievements will be celebrated during and after the sessions.</p>		
<p>Social elements are incorporated into the delivery of the sessions and project.</p>		
<p>Sessions are all adaptable for a range of fitness levels.</p>		


Principle 9

MEASURE BEHAVIOUR CHANGE AND IMPACT

	This has been taken into account in the project or service design.	This is not included in the project or service design.
<p>The evaluation plan aligns to established tools such as the Standard Evaluation Framework for Physical Activity.</p>		
<p>Baseline activity levels will be collected when people join the project. The tool for doing this has been determined.</p>		
<p>Activity level data will be collected at specified follow up points.</p>		
<p>Real time evaluation approaches will be utilised to enable improvements to be made to my delivery.</p>		
<p>Plans to access follow up data have been developed, with a methodology and resources in place to enable this.</p>		

Principle 10

SCALE UP WHAT WORKS AND MAKE IT SUSTAINABLE

	This has been taken into account in the project or service design.	This is not included in the project or service design.
It is clear how the impact of the project will be determined by implementing the actions for principle 9.		
The priorities of local partners are understood and a plan is in place to determine how the project is contributing to these.		
Plans are in place regarding how to present the project successes to the project partners to support future investment.		
The sustainability of the project has been planned for.		
The project will support individuals and groups to take ownership of delivery over time to aid sustainability.		
Consideration has been given as to how the project's findings will add to the evidence base for sport and physical activity.		
Consideration has been given as to how the project can be scaled up when it has proven successful.		



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