

Every Move Counts: Evaluation of a physical activity health coaching programme for adults with long term conditions



for adults with long term conditions

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OVERVIEW

'Every Move Counts' is a referral programme for adults living with long-term health conditions who are currently inactive. **It is a pilot project delivered by the local GP Federation as part of Rotherham's Sport England Place Expansion programme.** The service is delivered by a team of 3 health coaches plus a lead, providing one-to-one support over a period of up to 12 weeks, which focuses on personalised goal setting, motivational support & sustainable behaviour change. **It aims to enable participants to build confidence, so they feel able to integrate physical activity into their daily life in ways that are meaningful & achievable for them.**

- Personalised support including 30-to-60-minute sessions, delivered flexibly in community venues & by phone
- Referrals accepted for anyone with a LTC who does <30 minutes of activity a week
- Focus on meeting people where they are in their journey, with behaviour change support & confidence building
- Support to find local physical activity opportunities that are sustainable & affordable for the participant

KEY FEATURES

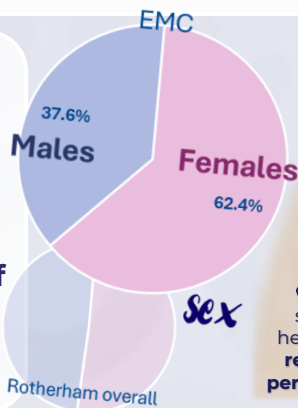
- Support given to GP practices to become 'active practices' & promote physical activity conversations to increase referrals
- Training given to healthcare professionals to increase awareness of the importance of physical activity in reducing health risks
- Community events attended to raise the profile of the service & ensure visibility in a variety of settings

OUTCOMES

Referrals were received into the service via several routes, with 37.9% self referrals, 16.3% GP referrals & others from across primary & secondary care.



The programme was successful in reaching those who are often under-represented in physical activity programmes, including females, those aged 50-60, with around half not in employment or retired, & a high proportion of participants from the most deprived areas.



67.3% said EMC helped them 'a great deal' to engage in physical activity

48.0% noticed 'significant improvement' of their wellbeing

98.1% said EMC helped them reach their personal goals

During the programme, service users reported undertaking physical activity for an average of 1-2 hours per week

Post-EMC, 63.5% reported engaging in an hour or more of physical activity per week

My coach listened to my concerns, helped me set realistic goals & motivated me; making physical activity feel achievable, not overwhelming.
(EMC Participant)

It genuinely kick-started a lasting change for me
(EMC Participant)

SYSTEM IMPACTS

Targeted engagement across primary & secondary care helped embed EMC as recognised support option for adults with LTCs

Community engagement helped reach those who may not access traditional healthcare settings

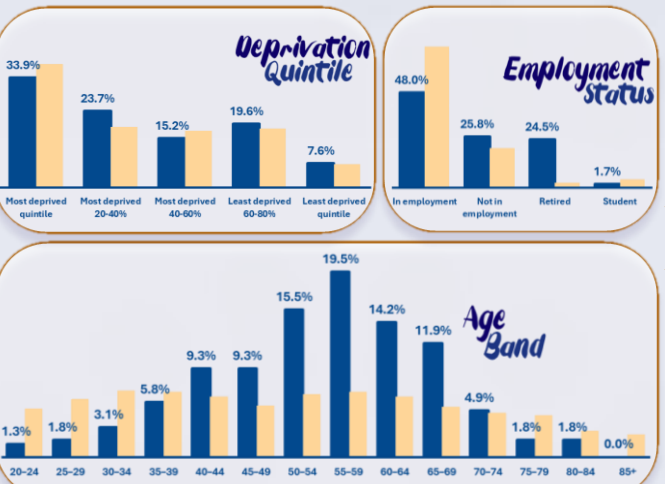
Established effective referral routes through GP practices, healthcare providers & self referral routes.

More healthcare professionals regularly discussing movement & activity with patients during consultations.

GP practices actively participating in the programme with improved understanding of physical activity benefits.

Individuals reported increased confidence in their ability to be physically active & greater motivation to make positive changes. **Improved overall wellbeing is a consistent theme, with participants feeling better both physically & mentally as a result of their engagement with the programme.**

It highlighted that system-wide engagement is crucial to the success of this type of programme, through embedding the service into healthcare & community settings & establishing effective referral routes & helping create systemic changes that enables people to build activity into their daily life.



CONCLUSIONS

Evaluation of the Every Move Counts pilot programme has demonstrated effective reach into this target population of inactive adults with long term conditions, particularly those living in some of the most deprived areas, to address health inequalities.

The programme has revealed important insights about the effectiveness of personalised & flexible behaviour change support, & how this type of support can help increase activity levels in some of the least active people within communities.

This evaluation reflects data collected over a seven-month period, providing initial insight. The programme will continue to be developed to learn more about the best way of working with this cohort & how to ensure it reaches the people who need additional behaviour change support before they are ready to access traditional physical activity referral schemes.

Future development of the programme will focus on removing barriers to participation such as being digitally excluded, language barriers & people not engaged in traditional healthcare settings, as well as further embedding the service into primary & secondary care systems, to help reach more people who would benefit from physical activity support.