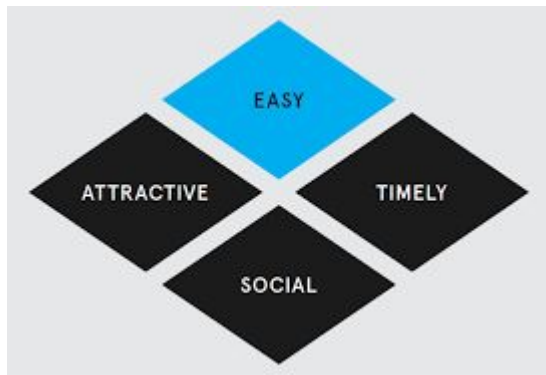




## Naturally Healthy Month

Checklist to aid partners in getting new people engaged in activities and events

If you want to encourage a behaviour, make it Easy, Attractive, Social and Timely (EAST).



**Reduce the 'hassle factor' of taking up a session**

The effort required to perform an action often puts people off.

Simplify messages

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**Attract attention**

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**Show that most people perform the desired behaviour**

Describing what most people do in a particular situation encourages others to do the same.

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Use the power of networks

We are embedded in a network of social relationships, and those we come into contact with shape our actions. The power of peer-to-peer and social networks cannot be underestimated. People share what they are doing via word of mouth, telephone, social media etc and often encourage others to come along with them

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Encourage people to make a commitment

We often use commitment devices to voluntarily 'lock ourselves' into doing something in advance. The social nature of these commitments is often crucial.

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**Prompt people when they are likely to be most receptive**

The same offer made at different times can have drastically different levels of success.

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Help people plan their response to events

There is a substantial gap between intentions and actual behaviour.

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**TOP TIP**

*Remember that behaviour change is a journey. Changing old habits is hard and creating a new habit is even HARDER.*





## 89G; B; 'MCI F'C: : 9F'HC'GI H'MCI F'5I 89B79'

People may blame lack of time, money or opportunity, but these often hide underlying emotional barriers – like lack of confidence or fear of judgement. These need to be considered when designing projects.

### 1) Make the participant journey easy and rewarding

- making it quicker and simpler to join the project
- understanding potential drop-out points and minimising them
- considering setting up or moving your activities to existing community groups – faith groups, day centres, health support groups etc
- making sure participants are welcomed and supported during their first few sessions to decrease anxiety e.g. train venue receptionists to provide a high-quality experience
- create beginner's guides to the activities, to help decrease anxiety and fear of judgement e.g. what to expect, what to wear, venue directions, images of people participating etc.

### 2) Friendly leaders

Friendly, adaptable, enthusiastic, empathetic group leaders, staff and volunteers are crucial to good delivery:

- make sure they are trained to understand the needs and wants of inactive people
- consider training community members to give peer support and lead sessions, so the community has ownership of sessions.

### 3) Offer a range of activities that can suit varying abilities

- informal activities seem to be particularly popular with inactive people, rather than formal structured ones

#### TOP TIP

*People often need to know what day of the week an activity is happening - they relate to routine events on particular days of the week not dates. People need to know where practical things, like the nearest toilets are, the nearest cafe, transport links - not everyone has a car. e.g. What is the bus route, what's the name of the stop etc*

Also, harness the "someone like me" factor by recruiting and training a range of ambassadors, peer support workers and volunteers.



## DFCJ-8 B; 'GI DDCFH': CF'69<5J-CI F'7<5B; 9'

Word-of-mouth is crucial – if you have people that enjoy sessions, get them to bring along new people. They are your advocates who can sell the benefits because they are already feeling the benefits. Word of mouth can be via friends, family, partner organisations etc. Ensuring a high quality experience will maximise your chances of getting more participants via word of mouth.

#### Train and support coaches/volunteers to provide a quality experience

- They'll need to adapt sessions and pitch them at the right level for new people

#### Provide a buddy system for new participants

- Using people who are confident in an activity to help a new person, can make it easier and more enjoyable for new participants

#### Be adaptable in your delivery

- Leaders/deliverers of activity will need to arrange sessions to meet a range of fitness levels

#### Incorporate social elements

- Like post-session tea or coffee. Encourage people to talk to each other and make commitments to be active together

#### Minimise the risk of people relapsing

- Get people to publicly commit to their activity goals and help them plan for potential lapses, so that missing a few sessions doesn't become a full relapse into inactivity

#### Contact people who have missed a couple of sessions

- Understand what the reason is and help them to understand that missing a few sessions is really common. Reassure them that they will be welcomed back again when they are ready

#### Celebrate people's achievements

- Promote and celebrate what they have done. The 'I did it' factor is incredibly important in improving confidence in their ability to be active. Leaders should help people see what they have achieved, how much more they could achieve, and what they would lose by stopping

#### TOP TIP

Remember that providing little nudges along the way can help to keep people motivated. Some people send reminder texts, motivational emails or a quick call.

Attending something for the first time can be very daunting, so these nudges can be crucial to whether someone connects with an activity and therefore whether they make the choice to come or not.



## How to target your audience

Take time to understand who your core audience are, take time to understand them and their world and then you can advertise to them specifically.

### Activity 1

#### Sell the benefits of coming to an activity

- Understand the benefits people are looking for – frame your project marketing and delivery to sell these. Ideas:
- a healthy way to spend time with the family
- a good way to meet friends or new people
- an energiser before work or going out
- a fun way to de-stress after work/school
- a chance to get new skills or be outdoors.

#### Promote the experience

- What people remember is the experience, not so much the activity. Make sure what you promise matches what you deliver.

#### Advertise your activity in places where your audience spends their time

- Make it easy for people to get the information – promote your project where people you want to involve usually go or look.

### Activity 2

#### Create emotional connections

- Use the right images and words so that people can see the activities are for someone like them

#### Show people like them

- Identify your target audience and show images of people like them in your posters, social media etc

#### Use social media

- If appropriate to your audience, use Facebook/WhatsApp groups etc. to help participants form friendships that motivate them to keep coming, and where instructors can build more rapport

#### Videos

- Videos can bring your activities to life –film a session, or people talking about it. This will help them feel confidence to attend because it will answer a lot of their questions i.e. what do I wear, what sort of people go, what's the place like, will I like it?

#### TOP TIP

*Most of us want to fit in with the people around us. If you develop 'SOMEONE LIKE ME' approaches by using 'relatable people' in images, case studies, blogs and videos, this will help your audience know the offer is for people that are genuinely like them.*



Use your partnerships to work on your behalf. Identify individuals and organisations that work with your target audience that can refer or recommend to your project or service. Build a relationship with and provide training to these partners, so they understand how the project will benefit them too.

Make recommending outdoor activities, like yours, the norm for partners. Consider training or supporting your partners or other referrers so they're more likely to signpost to you.

### People have complex needs

- People's needs are complex and getting active might not be everyone's top priority – linking to other services to help meet people's wider needs, such as transport, health and mental health, can support them to consider and prioritise activity in the longer term

### Utilise locality expertise

- Identify individuals and organisations that work with your target audience that can refer or recommend to your project or service – build a relationship with and provide training to these partners so they understand how the project will benefit them too

### Support partners to deliver your message

- Especially if they've already developed trust and rapport with the communities you are working in

### Bring in support to broker relationships when needed

- For instance clinicians may respond best to other clinicians selling them the project benefits.

#### TOP TIP

It will help you to build quality partnerships if you can prove that you know your audience and have consulted with them. Partners respond well when there is a proven need or problem and that you are clear in your response to tackling that need or problem.







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