

“The clients and staff have really enjoyed the session with the bikes and sports wheelchairs. It provided much needed exercise and fun for everyone”

- Care Worker, Western Trust

GOGA Key Learning - Rising to the challenge of inactivity

- Work with partners who have existing relationships with the local community to ensure you are reaching the most inactive people – don't try and do it alone!
- Communicate with your audience, listen to their views, understand their challenges and allow them to help you overcome them.
- Break down barriers to an activity by creating a fun, welcoming and supportive atmosphere.
- Your measure of success should be whether you have changed the habits of the people that you have engaged with as opposed to the volume of people that have participated in your programmes.
- We have found that inactive people are more drawn to the social side of getting involved in physical activity as opposed to the nature of the activity itself – Family Fit opportunities have been a big success for us.
- Inactive people are more attracted to non-competitive activity than traditional sport. Be creative, try something new, take feedback and make changes until you get it right.



What is Get Out Get Active (GOGA) Derry and Strabane (NI)?

Launched in 2016, the Get Out Get Active (GOGA) programme, funded by Spirit of 2012, is providing opportunities to reach the UK's very least active disabled and non-disabled people in fun and inclusive activities together.

Our programme is community focused and engaged inactive people with a particular emphasis on people with a disability or a long term health condition. We have supported individuals to integrate activity into their daily lives in local and accessible settings.

Through GOGA we have formed great partnerships, especially with local disability groups, but also had a strong focus on getting active together with family and friends, hence removing some of the barriers to participation for inactive people, especially women.

We developed a wide range of family fit opportunities that were fun, social and inclusive. These included Buggy Fit, Toddler Fit, Push to Pedal cycling courses, and 2k Superfamily events, introducing people to their local facilities and

encouraging the use of accessible outdoor spaces.

Feedback from participants has included:

“I recently had a baby and found it hard to fit exercise in because I had to get a babysitter...the social aspect of this class is great for my mental and physical health”

- Buggy Fit Participant

“GOGA has been priceless, I don't know how else to describe it. We can't go back to how things were before...our service users have become much more independent.”

- Care Worker

“I feel it is very good for my mental health as well as my physical health and having a social circle of friends makes me attend weekly.”

- GOGA Walking Club participant

GOGA achievements to date:

- Delivered over 70 varied regular activities and established a series of family friendly activities and events such as our Superfamily 2k, inclusive summer camp, Family Fun for All and Junior Park Run.
- Successfully influenced the working practices of a number of our partner organisations who now embrace the GOGA inclusive activity ethos.
- Fostered a strong partnership working practice in the Derry and Strabane area allowing new partners to regularly network, share ideas and plan projects /events together.
- Empowered hard to reach groups to establish and sustain their own clubs.
- Engaged with over 1,000 participants and have had over 1,200 individuals attending our events.



What's next for GOGA in Derry and Strabane?

- We are working with the local authority and our volunteers to ensure our most successful programmes continue to be delivered in the area.
- We are progressing conversations with the local authority in the hope that we can continue our relationship with them and sustain a GOGA presence in the area.
- We will continue to support local groups to apply GOGA learning when planning future programmes and activities.
- We plan to maintain and develop the GOGA forum to ensure that the strong partnerships created are retained.

Talk to me principles to help drive participation

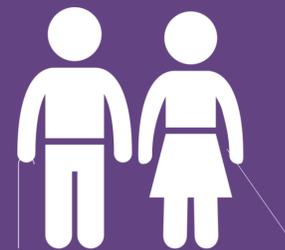
Drive awareness

1. Use the channels I already trust
2. Stay local to me



Engage the audience

3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways



Offer support and reassurance

6. Reassure me I'm going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me through existing advocates



Get in touch and find out about opportunities available to you in your local area:

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#GetOutGetActive