

“Socialising makes it enjoyable – like-minded people, it would make me more likely to do it.”

- Male, Inactive, Norfolk

GOGA Key Learning - Rising to the challenge of inactivity

Get Out Get Active (GOGA) and Age UK

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 ambition is that everyone has the opportunity to enjoy a fulfilling later life with good health and wellbeing, and being physically active to an appropriate level is a key part of achieving this for many older people.

Age UK acted as a link between the GOGA localities and local Age UK partners, and also contributed to the development of the Talk To Me principles, particularly from the perspective of working with older people.

Whilst the GOGA project has been running, Age UK has also been undertaking some research and insight, funded by Sport England through the Richmond Group of Charities, into why people become physically inactive as they get older, and the behaviour changes needed

to support older people to become, and stay more active.

Our insight report will be available from the end of September 2019 and we will be using the findings from this, the GOGA programme and previous research to work with partners and stakeholders to develop resources and support for the sector, so that more older people can be engaged in physical activity, and appealing and appropriate programmes can be developed.



‘It’s not just your life, it’s other people’s lives it affects, your grandchildren. It’s a great motivation to keep healthy.’

- GOGA participant

“This week it wasn’t my legs that were aching it was my cheeks from smiling”

- GOGA participant from Lincolnshire

Doing things differently:

- We want to see long-term behaviour change, and will be using these insights to engage with partners.
- Seek to develop new partnerships with stakeholders from across the sector to develop activities based on local need and demand.
- highlight the opportunities available for older people to participate in and benefit from physical activities within their communities.



Resources and further information:

- Engaging older people in physical activity- GOGA factsheet.
- Later Life in the United Kingdom 2019.
- Active Aging- An Anchor Hanover report in association with Demos
- Age UK website- www.ageuk.org.uk
- Loneliness research and resources
- The Loneliness Heat Maps will provide risk of loneliness for specific geographical areas.
- All the lonely people- Loneliness in later life

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

✉ fitasfiddle@ageuk.org.uk

🏠 www.ageuk.org.uk

☎ 0800 1696565

#GetOutGetActive

Talk to me principles to help drive participation

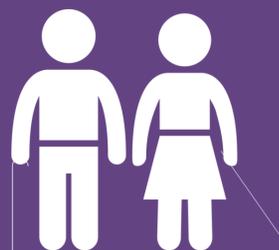
Drive awareness

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

