

How?

How we built an inclusive framework for engaging the least active

Get Out Get Active

Funded By



LONDON MARATHON CHARITABLE TRUST

In association with
Wavehill and **Sheffield Hallam University.**

Get Out Get Active (GOGA) aims to reach the very least active disabled and non-disabled people in activity together.

The content below is based on the learning from the GOGA programme. It aims to present the do's and do not's of inclusive delivery in reaching the least active.



How?

How we built an inclusive framework for engaging the least active

What to do...



Inclusive principles work for everyone...

-  Start the conversation. Fancy a cup of tea?
-  Talk my language and reach me through my channels.
-  Consider how we 're-frame' activity to make it more appealing.
-  Focus on fun and social elements.
-  Get friends and families active together.
-  Respond to my motivations. Help me to set my own targets.
-  Build my confidence and make me feel like I can do it!
-  Bring activity to me.
-  Support the workforce to have confidence and competence in inclusion.
-  View people as individuals not as 'target groups'.
-  Support and develop a diverse group of volunteers, helpers and coaches 'people that get me!'.

What not to do...



Avoid these ways of thinking...

-  I know best.
-  This is a sports development challenge.
-  This is a tick-box exercise.
-  Let's just get on with delivering.
-  If we put it on, people will come.
-  We already know how to reach the inactive.
-  Engaging the inactive and engaging disabled people are mutually exclusive.
-  Our existing partnerships work.
-  We do not need expert insight on women, diverse ethnic communities etc.
-  We already have inclusive delivery approaches.

How?

How we built an inclusive framework for engaging the least active

What to do...



Make a real difference...

- Understand individuals. Explore their values and motivations.
- Learn, improve and evolve: ask for ideas and feedback.
- Show benefits to health, mental strength, wellbeing, personal progression.
- Raise awareness.
- Be aware of intersectionality and person-centred approaches.
- Improve diversity of workforce.
- Enable communities to lead, engage, consult, co-create and co-produce.
- Focus on what people can do, not what they can't.
- Show how activity can benefit friendships and family.
- Show other organisations the impact of embedding inclusive practices.
- Inspire lasting organisational change.

What not to do...



Don't base delivery on preconceptions...

- Not considering a person-centred approach.
- Delivery in usual places which cater for 'active' people.
- Prioritising numbers / outputs over outcomes and change.
- Promoting via the wrong channels or in ways which do not appeal.
- Labelling people or groups ('inactive', 'disabled' etc).
- Having a lack of flexibility or responsiveness to insight and feedback.
- Making assumptions on what people want.
- Deliver exclusively via usual partners and networks.
- Leaving barriers to engagement that aren't fully addressed.