

How?

Get Out
Get Active

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Top tips from Get Out Get Active localities: Engaging different community groups

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.

Whilst the programme is built around a person-centred approach, knowing more about our target communities has helped us to reach those that can benefit most from being more active.



How?

Top tips from Get Out Get Active localities: Engaging different community groups



The GOGA programme is underpinned by Activity Alliances' Talk to Me Ten Principles. It is through these principles that we have been able to engage the very least active people within our communities. Whilst these were initially developed to support providers to engage more disabled people, if applied effectively, they have been proven to engage all audiences.

The following examples range across our efforts to engage disabled people in the following communities:

1. Ethnically diverse communities.
2. Older people.
3. Women.

Activity Alliances' Talk to Me Ten Principles ▶

My Channels: use channels that your audience already trust

GOGA in action: Engaging ethnically diverse communities

It worked well when we:

- Used media specific to ethnically diverse communities.
- Radio MAC (a full time, Muslim community radio station in Bradford) and Paigham radio (another Muslim community-based radio station based in Bradford) both helped to raise awareness of activities.



My Locality: Take activity to people, rather than wanting people to come to the activity

GOGA in action: Engaging older people

It worked well when we:

- Delivered in community venues such as village halls, tea rooms, pubs, day centres, colleges, theatres, etc.
- Considered the practical barriers around venue accessibility and public transport.
- Used spaces with a social area for people to meet and a quiet area to escape if needed.
- Had volunteers to support participants to attend sessions.

“ Activity takes place on a weekly basis at the community hall that is based in the centre of Alford, a community hub where most people in the community are familiar with attending, this was a necessity for the attendees, familiar surroundings. ”

GOGA instructor, Lincolnshire

How?

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Me as an individual:

Take a person-centred approach.
Co-produce your activities.

GOGA in action: Engaging women

It worked well when we:

- Spoke to inactive women, asked what they wanted and shaped programme delivery around responses.
- Didn't take a one-size-fits-all approach.
- Used suitable imagery and language in advertising - ensuring both reflected the women we were trying to reach.
- Avoided use of marketing and advertising that focussed on being disabled or being an older woman.

Supporting resources:

GOGA learning: Me, not my age or impairment ▶

Women in Sport and Activity Alliance: Engaging all women in activity ▶

“ It was not what I expected. I thought it was going to be starchy, more like some other gyms. Here you can wear what you like, no one looks you up and down. ”

GOGA female participant

My values and my life story:

Respond to peoples' motivations and adapt as they change.

GOGA in action: Engaging older people

It worked well when we:

- Focussed on understanding people's barriers and motivations.
 - Provided opportunities to re-engage in activities and share memories.
 - Focussed on the social element.
- “ Sharing all your memories with other people when you are in a group is good because you realise that everybody's got their own individual memories or experiences. I know I am not alone; I know I've got lots of friends at the end of the day. It brings people out of themselves. ”

Mo, GOGA memories participant, Wandsworth

Reassure me:

Make your audience know your activity is for them.

GOGA in action: Engaging ethnically diverse communities

During sessions, GOGA Bradford deliverers covered the tops of the sports hall curtains (working with one of the participants who worked in textiles) and ensured exclusive use of the facilities to reassure their participants.

Include and listen to me:

Engage, consult and co-produce.

GOGA in action: Engaging older people

It worked well when we:

- Kept sessions informal.
 - Used volunteers to support sessions - but not just through activity delivery.
 - Had relatable deliverers run the sessions.
- “ It's friendly and welcoming each and every time I attend. ”

GOGA participant, Nottingham

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Welcome and show me:

First experiences count. Create an inclusive positive environment.

GOGA in action: Engaging women

It worked well when we:

- Used a peer or family member to encourage and support participation.
- Celebrated the impact of women's engagement in activity.
- Had great coaches and volunteers with the right people skills.

“ I couldn't run 5k on day one, but you talk to the other girls and hear how much they've progressed, it really encourages you. You think 'if I keep practising...' ”

GOGA female participant

Keen to find out more?

There are many additional resources available for the three different community groups explored here:

Engaging ethnically diverse communities:

See [Engaging ethnically diverse communities resource](#) for more information.

Engaging older people:

- [Age UK activity pages](#)
- [Engaging older people](#)
- [Dementia sport and physical activity guide](#)
- [GOGA Learning: Engaging older people through Activity Alliance's Talk to Me Ten Principles](#)
- [GOGA Learning: GOGA and Age UK poster resource](#)

Related case studies:

Engaging older people in physical activity and sport

- [Age UK and Wandsworth- Sporting Memories](#)
- [Engaging older people through the Royal British Legion](#)

Engaging Women Please visit:

- [GOGA Learning: Women in Sport GOGA Toolkit](#)
- [GOGA Learning: Women in Sport Insight and resources](#)
- [GOGA Learning: Women in Sport GOGA poster resource](#)

Related case studies: Please access ...

- [Engaging all Women in physical activity and Sport](#)
- [Supporting women to get out and active this International Women's Day](#)
- [GOGA gets Active](#)
- [Ladies night in Wrexham](#)
- [Additional case studies](#)



#GetOutGetActive

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