

THOSE LIVING WITH OR AFTER CANCER

A tool for sport and physical activity practitioners working to tackle inactivity with an interest in targeting hard to reach groups.



Produced by,
MSP Research & Insight

1 BACKGROUND

Historically, people living with or after cancer have been advised that rest is best and told to avoid any strenuous activity. However, research suggests that this is false. In fact, those living with or after cancer stand to gain added benefit from participating in physical activity. In general, it is recommended that cancer patients partake in the same level of activity as the general population.

Despite this, 75% of cancer sufferers still report that their physical activity levels fall post diagnosis.

2 HOW TO ENGAGE THEM

Those living with or after cancer want experiences that make them feel as if they are returning to normal alongside people who understand what they are going through.

To effectively engage people living with or after cancer in physical activities regularly, coaches need to understand the participant's needs as well as the journey they are/have embarked upon.

A positive experience for one participant might differ to another. However, MSP's research has found the following coach attributes/characteristics to be key in creating the best experience for this hard to reach audience.



**ACTIVATORS
COACHES
INSTRUCTORS**



**WE ARE
MACMILLAN.
CANCER SUPPORT**



INCLUSIVE

Create an environment where everybody is welcome and catered for

- Cancer affects people in different ways and there is no one size fits all approach to activity. Each activity must be tailored to the participants
- Allow friends and family to join participants in activities to help them feel more at ease



FRIENDLY

Be friendly, fun and approachable

- Place less emphasis on high performance and more on creating fun and engaging sessions
- Sessions should incorporate a social element to allow participants to meet and engage with others in a similar situation



KNOWLEDGEABLE

Know your audience and how best to help them

- Qualifications such as the Level 4 in Cancer and Exercise Rehabilitation help activators to understand the effects cancer and its treatment has on the body and how physical activity can help
- Have knowledge of their motivations and barriers to activity



EMPATHETIC

Understand that low self confidence and self-esteem can be barriers to participation

- Adopt an open and understanding delivery style to encourage greater participation
- Understand that participants may need to talk



MOTIVATIONAL

Be an encouraging and inspirational leader

- Being a motivated and positive role model can help empower them to improve their own circumstances
- Keep goal setting simple and linked to their own specific goals

HARD TO REACH YOUNG PEOPLE

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1 BACKGROUND

This intervention looked at hard to reach young people through the use of a non-mainstream activity. Statistics from the 'Childhood Obesity: a plan for action' publication shows that nearly a third of children are overweight or obese and younger generations are becoming obese at earlier ages and staying obese for longer.

Physical activity has been shown to have a strong link when helping with mental health problems including improved mood, reduced stress, better self-esteem, dementia and cognitive decline and depression and anxiety.

2 HOW TO ENGAGE THEM

Young people want experiences that are fun, make them feel good and keep them fit and looking good.

For more young people to take part in physical activities regularly, coaches need to understand their needs in order to effectively engage them.

A positive experience for one young person with might differ to another. However, MSP's research has found the following coach attributes/characteristics to be key in creating the best experience for this hard to reach audience.



UNDERSTANDING

Being able to relate to the young people creates the unique connections needed.

- Speak to the young people and ensure you understand their needs and wants
- Consider working with the young people outside the activity sessions to build a relationship and trust



ROLE MODEL

As someone the young people look up to, they will respect and trust you

- Be enthusiastic when leading & learn the skills you will teach well
- Be available for when young people want to raise concerns or worries and take them seriously



PASSIONATE

Authentic excitement about your activities will show your passion about what you do.

- Enjoy the activities and skills you are teaching, else how will the young people get excited about it and have fun?



ENGAGING

Engaging with young people allows you to mold and develop your sessions around them.

- Allow the young people to help you make the session the best it can be, to help keep it engaging for longer.



INCLUSIVE

Being inclusive means adapting, creating activities that everyone can play, all the time.

- Try changing elements of sessions that prevent young people from taking part.
- Ensuring each young person feels like they can take part and belong is what inclusivity it all about.

WOMEN WITH COMPLEX NEEDS

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pss*
person shaped support

1 BACKGROUND

Only 23.4% of all females in Liverpool participate in 30 minutes of activity at least once a week, which is significantly lower than the English average of 31.2%.

A woman's relationship with physical activity and sport can be complex, with personal, social and environmental factors that combine with previous experiences and ongoing perceptions to create significant barriers and challenges to participation (Women in Sport, 2015).

2 HOW TO ENGAGE THEM

Women with complex needs want experiences that aid their personal development when they take part in sport or physical activity.

For more women with complex needs to take part in physical activities regularly, coaches need to understand their needs in order to effectively engage them.

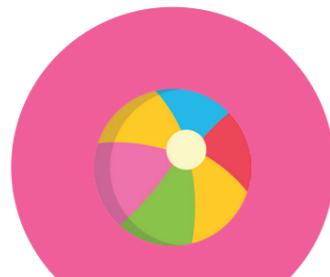
A positive experience for one woman with complex needs might differ to another. However, MSP's research has found the following coach attributes/characteristics to be key in creating the best experience for this hard to reach audience.



SAFETY

Ensure a safe environment where they can feel relaxed

- Establish provisions that gives your audience confidence that you've taken the relevant precautions to ensure their safety
- Consider closed sessions or women-only sessions



FUN

Create a fun environment where women can 'blow off steam'

- Incorporate uplifting music into your sessions
- Place less emphasis on high performance on more on creating fun and engaging sessions that enable them socialise with others



TRUSTWORTHY

Be an authentic activator to enable better engagement

- Take time to nurture connections with your audience beyond your role as an activator



EMPATHETIC

Understand that low self confidence and self-esteem can be barriers to participation

- Adopt an open and non-judgemental delivery style to encourage greater participation



MOTIVATIONAL

Be an encouraging and inspirational leader

- Being a motivated and positive role model can help empower them to improve their own circumstances
- Keep goal setting simple and linked to their own specific goals