

Long Term Health Conditions

How can we reach the target audience? Promote local opportunities

- Targeting existing healthcare services:
 - GP Centres
 - Social prescribing
 - Healthy living centres
 - Primary care networks
 - Occupational health teams
- Existing Support Groups:
 - FACE
 - WECIL
- Sheltered Housing Services:
 - Housing associations (e.g. Curo)
- Neighbourhood Networks:
 - Southern Brookes
 - Voscur
 - Care forum
 - Local community centres e.g. Barton Hill Settlement (the network project)
 - Use data to find areas with high health deprivation (quality of life data)
- Employment Support Services:
 - Remploy
 - Future Bright
- Facebook Groups and Repeat Promotion:
 - Some form of information portal
- Social Media:
 - Links and websites
 - Share Facebook posts
 - Re-tweet messages
 - Family approach
- Local charities that support people with a long term health condition; physical handouts/directories
- Tasters Sessions:
 - "Go To"
 - Using this offer as part of GP referrals/healthcare (clinics, GP's and NHS)
- Olympic Messages:
 - Next year 2020

Workforce Support required? Confidence/Awareness of CTHC/Resources and Face to face workshop

- Online Resource:
 - UK Coaching Guide

- More Medicine
- TACK:
 - Ask what they can do
- An introductory sessions with a social prescriber/sport scientist (try a range of activities)
- Separate groups setting up different training
- Activity alliance= basic disability training to adapt coaching sessions
- Motivational interviewing- level 1
- Work with professional health professionals:
 - Chartered society of physiotherapy (love activity hate exercise)
 - Occupational therapy
 - Social prescribers
 - Who is training them?

Personal Case Studies: How to Gather them and how should we then promote?

- Go out and talk to people
- Approach charities to ask about people doing activity
- Identify ambassadors/club champions to promote
- Leisure centres: identify participants from existing sessions
- Identify younger people for success stories- targeted promotion
- Use high profile people as role models to influence people with similar stories
- Acknowledge small achievements as well as big sporting achievements

Promotion:

- GP Surgeries
- Community associations/centres/care homes
- Social media/online presence
- Events (signposting)
- Link with charities
- Encourage providers/clubs to promote stories to their members
- Schools/colleges (fresher events)
- Pop up: Q&A with case studies and success stories
- Promote stories in a local/national exhibition, using audio, video, pictures and real people
- Promote through schools/children's centres
- Promote through GP waiting room- screens-PH (BCC) able to make this connection
- Social Media: Instagram with an image and short story
- Buddy up (mentors)
- Online Community- prompt, share, learn and support (create a page)
- T.E.A.M- face to face

