



Get Active Chichester case study

Summary

The results were fantastic and we have beaten all the targets set by Chichester Council.

- Over 1000 people registered
- Over 650 people are more active at 6 months
- 67% of people accessing the service live in areas of deprivation
- 94% of participants self report improvements in mental wellbeing, with an average increase of 18% (using WHO5 wellbeing survey)
- 88% of participants self report being less socially isolated
- 100% of participants rate the service as satisfactory or better
- The average cost per person active is £100
- The cost per Quality Adjusted Life Year is £3750 (calculated using the National Social Marketing Centre's Value for Money tool). This is well below the £30,000 threshold NICE recommend.

Background

Chichester has a higher than average proportion of older people living across the district, many of whom are socially isolated and inactive, and this is only set to increase over the coming years. The over 65s are a hard-to-reach audience and have very low physical activity levels. In September 2013 Chichester District Council hired Make Sport Fun to support over 65s to become more physically active and become more socially connected.

What we did

We have a 6-stage process which we follow for physical activity behaviour change campaigns. This process is based on the latest promotional and behaviour change techniques as recommended by the National Institute for Health and Care Excellence (NICE). These 6 stages are laid out below:

1. Planning

We identified the target audience of over 65s from lower socio-economic groups as being the Frank and Elsie and Arnold segments in the Sport England segmentation model. We have previously conducted research for the Department of Health into these segments, and we used this insight to identify appropriate key messages and marketing tactics for use in our promotion.



2. Set up

We spoke with local activity providers and asked them to provide free taster sessions to anyone who turned up with one of our vouchers. The Council were also offering a week's free trial for all the activities running at their Leisure Centres across the district.

In order to track the participants we set up a Customer Relationship Management system (CRM), free-phone number, freepost address, a detailed activity database, template materials and a promotional leaflet.

3. Promotion

We used the marketing tactics that we'd identified in the planning stage to contact people about activity and find those who wanted to be more active. This included:

- Direct mail campaign
- Chichester Council's quarterly magazine and website
- Partners and groups
- Refer-a-friend
- Facebook ads

All of these marketing tactics had a direct response mechanism included (e.g. freepost address, freephone number) to allow people to register.

4. Behaviour Change Intervention

We called everyone who registered and spoke with them on a 1-2-1 basis and got to know their individual circumstances. On this call we established why they wanted to get active; their barriers to getting active; what activities they'd like to try and what activity level would be appropriate for them. It was incredibly important here to be friendly and informal.

Once we'd supported people to overcome their personal barriers (e.g. self-confidence, travel issues) we found them an activity that was right for them and posted them a voucher so they could try the activity for free. We also included them a second voucher so that they could take a friend or family member along for a bit of morale support.

The free session helped people to try the activity once but we also needed to find people an activity that was affordable long term, so we were very clear upfront about costs. We were looking at people in more deprived areas of Chichester so price was an important factor for a lot of people.

5. Active Participation

50% of people we contacted tried the activity we had found them and 10% of these people also took at least one friend or family member with them. We contacted the activity providers whenever someone was going to attend one of their sessions so they knew to expect new people. This meant they could be welcoming and friendly to these new participants.



6. Follow up

There is no quick fix in changing behaviours, it is about listening and identifying areas that people need and want to change. Some people will do something immediately; others will need more support and be ready 3 months down the line. This is why it is important to follow people up and be patient.

We sent a reminder letter out at one month after registration to say if you've used your voucher great and if you haven't it's not too late to start.

We also sent out letters at 3 and 6 months to check whether they had done the activity and to see whether they had continued. At this point we were able to provide extra support for people who had not tried the activity or had dropped out, and find them another activity if that was needed. 50% of people were more active at 3 months and 65% at 6 months.

It is not a short-term process but ongoing support that many people need to change behaviours.

Budget

The overall budget for Year 1 was £20,000 + VAT, including all set up costs. And £30,000 for each of Years 2 and 3.

Timings

The project started in September 2013, and ran for 2 ½ years.

Results

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Individual case studies

These case studies have been compiled from data collected during the review process towards the end of Year 1.

Case study 1

Male

Age 70 - 75

Ward: Chichester East

Activity level 1st sign up - 1

Activity level 3 months - 4

Rating of service 3 months - 9

He approached the service after receiving a direct mail letter. After recovering from a heart valve replacement operation he wanted to do something that would get him gently fitter. Swimming seemed to be the best option, as it was something he used to enjoy and wouldn't put too much of a strain on his body. It was also something he felt his wife may join in with. After receiving a reminder letter a month after registering, he advised us that he had been ill and hadn't been able to start yet. We had a chat about his health and interests and resent a pass for swimming and the gym. At his 3 month review, he had joined the Leisure Centre and had been going regularly with his wife. His activity levels have increased from 1 to 4 times a week.

WHO 5 data indicates a significant improvement in most areas, as indicated with the responses below:

Sign up - I have felt active and vigorous - More than half of the time

3 month review - I have felt active and vigorous - Most of the time

Sign up - I woke up feeling fresh and rested - More than half of the time

3 month review - I woke up feeling fresh and rested - All of the time

Sign up - I have felt cheerful and in good spirits - Most of the time

3 month review - I have felt cheerful and in good spirits - All of the time



Case study 2

Female

Age 76 - 79

Ward: Selsey

Activity level 1st sign up - 0

Activity level 3 months -2

Rating of service 3 months - 6

When we spoke with her the first time she reported that her husband was very ill with cancer and although she was very much needed by his side to support him during his treatment she also needed an activity that was flexible that she would be able to do when it was a good day.

At 3 months after registering, her husband has sadly died. However, she has joined the local walking group we introduced her to and she is finding it is helping to distract her and helping her to cope. She feels the Wellbeing programme is of great benefit especially to her as it is going to help her get through a particularly bad time. She is going to recommend the programme to people she knows.

WHO 5 data indicates a significant improvement in most areas, as indicated with the responses below:

Sign up - I have felt active and vigorous - Some of the time

3 month review - I have felt active and vigorous - More than half of the time

Sign up - I woke up feeling fresh and rested - Less than half of the time

3 month review - I woke up feeling fresh and rested - More than half of the time

Sign up - My daily life has been filled with things that interest me - Less than half of the time

3 month review - My daily life has been filled with things that interest me - More than half of the time



Case study 3

Female

Age 76 - 79

Ward: Selsey

Activity level 1st sign up - 2

Activity level 3 months - 4

Rating of service 3 months - 9

She initially contacted the service after receiving a letter introducing the programme. She was suffering with a bad back and wanted to keep moving. Although she was doing gentle exercises at home she knew she needed to do a little more, but didn't know what to do, or where to start. She was introduced to a really gentle activity class near to where she lived. She has been attending weekly and also has started walking regularly and is now feeling happy and active.

WHO 5 data indicates an improvement in most areas, as indicated with the responses below:

Sign up - I woke up feeling fresh and rested - More than half of the time

3 month review - I woke up feeling fresh and rested - All of the time

Sign up - My daily life has been filled with things that interest me - More than half of the time

3 month review - My daily life has been filled with things that interest me - All of the time



Case study 4

Female

Age 65 - 69

Ward: Selsey

Activity level 1st sign up - 0

Activity level 3 months - 4

Rating of service 3 months - 9

We initially spoke about free activities in the area and sent her the information for Heart Smart walks. She was also introduced to the activities available at the local leisure centre to show her what else she could get involved in if she could spare the money. She has since become a member of the Leisure Centre with her husband and goes 2 or 3 times a week. She has also been sent the information on local cycle paths in the area as she now feels she would also like to get 'back on her bike'.

WHO 5 data indicates an improvement in some areas, as indicated with the responses below:

Sign up - My daily life has been filled with things that interest me - More than half of the time

3 month review - My daily life has been filled with things that interest me - Most of the time

Sign up - I woke up feeling fresh and rested - More than half of the time

3 month review - I woke up feeling fresh and rested - Most of the time



Case study 5

Female

Age 65 - 69

Ward: Chichester East

Activity level 1st sign up - 2

Activity level 3 months - 7

Rating of service 3 months - 10

She initially contacted the service as she wasn't doing any activity other than walking. She felt she needed to do something nice and gentle to fit in with her fitness levels. A free trial was arranged for her for a local seated Yoga class. 3 months on, and she is still going weekly and very much enjoying the classes. Her activity levels have increased from 2 to 7 times a week as she is enjoying walking more frequently too.

WHO 5 data indicates an improvement in some areas, as indicated with the responses below:

Sign up - I have felt active and vigorous - More than half of the time

3 month review - I have felt active and vigorous - Most of the time

Sign up - I woke up feeling fresh and rested - More than half of the time

3 month review - I woke up feeling fresh and rested - Most of the time

Sign up - I have felt cheerful and in good spirits - Most of the time

3 month review - I have felt cheerful and in good spirits - All of the time