

GM Moving In Action - Active Ageing

11th March 2021



What are your hopes for the next 10 years of GM Moving in action? (People communities, places and policy)

- Positive elements during COVID-19, take what we have learnt from COVID-19 forward.
- How do we get the wider importance of strength and balance out across GM?
- Importance of carrying out everyday tasks and what that means to people.
- Short and small walks within neighbourhoods
- Broader range of choices
- Social infrastructure is key
- Health inequalities/affordability
- Benches massively matter to older people (age-friendly seating and benches).
- What has worked in each specific area and why did it work? It's like we are trying to reset and restart but perhaps we don't need to?
- There has been a huge richness of work that has been done and we aren't even looking at that. We need to look back rather than forward on this.
- Walking to the shop. People need to want to do it as part of another activity rather than just for the sake of it.
- Real danger that we keep doing pilots and starting again and testing new things.-we know works and how do we roll this out.
- Benches-there is a really good programme in Wythenshawe and Whalley range. it is so successful it's easy to attract extra funding. This is a practical element that would be implemented.
- The local approach for older people is key, older people don't like to travel out the neighbourhood.

- More affluent areas often have much more green space-there needs to be much more investment in infrastructure within relatively deprived areas.
- Are people clear on what constitutes physical activity? If so, this language may be preventing individuals as viewing themselves as physically active? (The 'That Counts' campaign was very good here).
- Places need to build in opportunities for exercise, so it becomes normalised to view participation at a range of community venues, and not confined to a particular location.
- Policy should seek to foster much more inclusion and promote the benefits of increased PA, in terms of day-to-day health functioning, less prone to illness, better mental wellbeing.

What will it take for you to get there? & what could get in the way?

- A lot of the activities that are available and are free, there seems to be a lack of commitment to keep things going in hard times. They are welcomed by the community and then they disappear.
- How do we tie mental health & physical activity together in terms of framing what we do and how people do it?
- Digital cycling programme for care homes, digital cycling is safer.
- Giving staff the information and inspiring them to adopt the activity themselves, framing it in a way that would really improve how the care homes works.

- So much is generally postcode led, and other areas have very little. Could this be brought into the conversation to make this more equal across GM?
- Emphasise the point around involving older people promoting to older people. Older people to (images, translation into language etc)
- Do people know where to go, in their local area, for activity or information to help them decide what works for them?
- Can people have their say in what would work best for them, in improving chances to take part and avoid stigmatising?
- Need to be aware of digital exclusion, and ensure those without access to technology, do not suffer disproportionately, in terms of their ability to participate.
- Physical activity should become integral part of social prescribing offers.
- Areas will be approaching this from different starting points in GM, so this needs to be clearly recognised and a suitably tailored and flexible response put in place.
- Recognise the limiting effect of poverty and how this may affect people's ability participate.
- Emphasise the benefits of engaging in physical activity in terms of better health.
- Can we ensure that professionals within communities have confidence in speaking to people about physical activity levels and know what is available within an area and works well?
- Ensuring physical activity becomes everyone's business will help to ensure effective system ownership.
- Funding may be a barrier, where the starting point is much lower, greater levels of investment will be needed.
- Visible role models in communities help to model benefits of getting involved.