

Strength Training Messaging Guidelines





What are these guidelines for?

This guidance is produced following a research project by GM Moving and Ashley Gluchowski, a University Fellow at the University of Salford and a Clinical Exercise Physiologist.

It is hoped that by developing relevant, clear, and consistent strength-based physical activity messaging, we can increase the number of people completing this element of the Chief Medical Officers' guidelines.

Success would see more communications and marketing that positively influences awareness, informs people on guideline targets, signposts to opportunities, provides inspiration and motivation, impacts attitudes and social norms, and increases desirable health behaviours.

For more information on the evidence base for the guidelines, [click here](#).

1. Imagery

Real people being active and strong in variety of ways

- Focus on diversity of body types, ethnicities, and ages.
- Avoid stick people or cartoon icons.



2. Success Stories

Quotes and success stories are an excellent use of text.

3. Peers

Preferred source of information and inspiration

- Peers are the preferred source of information and inspiration.
- Capitalise by asking more people to share their stories and experiences (see guideline 1 and 2).



4. How to do it

Taking precedence over 'why' and 'what'

- It's not enough to tell people to do strength training (even when including frequency, muscle groups, or intensity).
- People need more details to know **how** to practically participate in strength training.
- People who don't know how or who don't feel confident they know enough, simply won't start

5. Benefits

Include benefits other than appearance/performance

- People think strength training is only for appearance or performance.
- Including other benefits may be key to moving more people along to the next stage of behaviour change (from contemplation to preparation or from action to maintenance).



6. Short and long-term

Benefits should cover both time periods

- Both short-term benefits (like, blood glucose regulation) and long-term risk reduction (for instance, of dementia) are effective and should be used simultaneously.

7. Progressive overload

Important for continued benefits and lasting results

- People self-reporting to be participating in strength training are admittedly 'going through the motions' or are quite inconsistent in their approach (as a direct result of not seeing any tangible benefits from their initial efforts).
- These people are further encouraged with information about the importance of progressive overload for continued benefits and lasting results.





8. Clear and consistent

Familiar content across messengers, channels, and settings

- Messages should be clear and consistent across messengers (to avoid confusion and frustration)
- They also need to be seen across several channels and settings.
- Employers and workplaces are believed to play a major role in promoting and encouraging strength-based exercise.

9. Link

To further information and resources

- Effective messages are quickly and easily linked to more information and opportunities.
- QR codes should link to a mobile app or dedicated web page



10. Inclusive

Information and opportunities for all, beginner to advanced

- Inclusive messages include information and opportunities for all abilities, beginner to advanced.

11. Credible

Information from recognizable, relevant and trustworthy sources

- Information coming from recognisable, credible sources are more effective
- For example: Professional exercise bodies, relevant charities, and universities.



Thank you

Thank you for taking the time to read through these messaging guidelines for strength-based physical activity. We hope you've found them useful and will be able to incorporate them into your work.

Get in touch

If you'd like to get in touch, please do so:

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