Create better physical activity opportunities by working in partnership with local people.

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Introduction

All physical activity interventions have good intentions to get more people more active but many fail to achieve their aims because they do not effectively engage and inspire the target audience. Co-creating new physical activity interventions in partnership with communities improves intervention outcomes by ensuring that physical activity opportunities are tailored 'to a target group by the target group'.

Steps to Physical Activity Co-Creation Success

1. Start the conversation

The first step is to identify "who" would benefit from the intervention. Once a target group has been selected, recruit individuals to form a co-creation group.

As part of starting the conversation it is important to outline the purpose and process of cocreating the physical activity opportunity. To encourage and maintain engagement, it is important to create a co-created timeline plan with actionable meetings, for example holding weekly meetings for 12-weeks. If the activity is taking place in-person the meeting location should ideally be local, familiar and accessible for the target group. Online meetings may also be a suitable alternative and have proven invaluable for keeping activities going during COVID-19 lockdowns.

2. Follow the Gamification process

To stimulate different ways of thinking and bring new ideas to the surface, a set of planning principles can assist. The novel four-step Gamification framework can be used to guide the co-creation process and determine the intervention duration, for example a weekly session over a six-week period.

The Gamification framework has the following four steps which can be used to help guide the planning conversation:

DISCOVERY	ONBOARDING	SCAFFOLDING	END-GAME
The initial engagement and perception of an activity, formulating an attitude towards it.	A critical phase; the first experience of the activity.	The progression of the activity.	The 'future' of the activity and/or transfer from it.
Begins when people hear about the activity and ends when people sign up to it.	Begins when people attend the first session and ends when people feel fully equipped to continue sessions.	Begins when they are regular participants and ends when they feel they have excelled within the activity – effectively they are veteran users.	Begins when participants have reached their highest level. The participant can either finish the activity by quitting or continue their involvement in the activity.



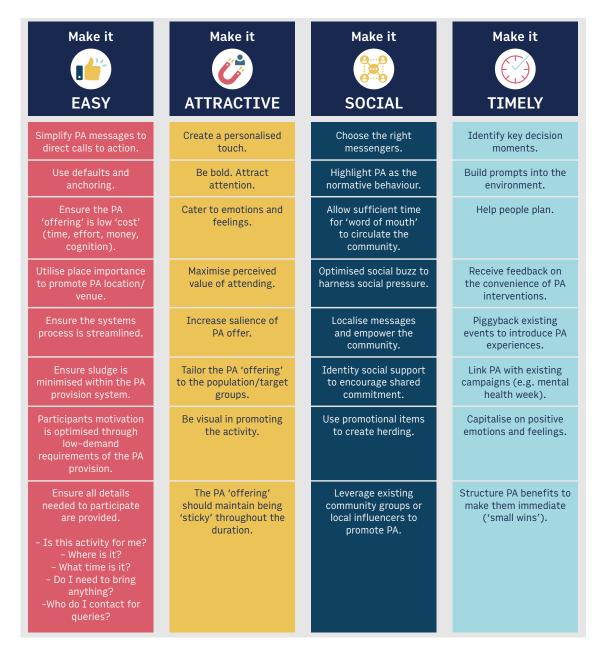
Gameplan Physical Activity Co-Creation Template

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3. Review the intervention design using the EAST framework

The EAST framework for physical activity shown below supports the Gamification process by providing a checklist to refine the physical activity opportunity before it is launched. As the 'lead' of the co-creation group, review the framework and identify whether any tweaks are needed to enhance the physical activity opportunity for the target group.

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EAST framework for physical activity