



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 co-creating 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

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.

 Make it EASY	 Make it ATTRACTIVE	 Make it SOCIAL	 Make it TIMELY
Simplify PA messages to direct calls to action.	Create a personalised touch.	Choose the right messengers.	Identify key decision moments.
Use defaults and anchoring.	Be bold. Attract attention.	Highlight PA as the normative behaviour.	Build prompts into the environment.
Ensure the PA 'offering' is low 'cost' (time, effort, money, cognition).	Cater to emotions and feelings.	Allow sufficient time for 'word of mouth' to circulate the community.	Help people plan.
Utilise place importance to promote PA location/venue.	Maximise perceived value of attending.	Optimised social buzz to harness social pressure.	Receive feedback on the convenience of PA interventions.
Ensure the systems process is streamlined.	Increase salience of PA offer.	Localise messages and empower the community.	Piggyback existing events to introduce PA experiences.
Ensure sludge is minimised within the PA provision system.	Tailor the PA 'offering' to the population/target groups.	Identify social support to encourage shared commitment.	Link PA with existing campaigns (e.g. mental health week).
Participants motivation is optimised through low-demand requirements of the PA provision.	Be visual in promoting the activity.	Use promotional items to create herding.	Capitalise on positive emotions and feelings.
Ensure all details needed to participate are provided. - Is this activity for me? - Where is it? - What time is it? - Do I need to bring anything? -Who do I contact for queries?	The PA 'offering' should maintain being 'sticky' throughout the duration.	Leverage existing community groups or local influencers to promote PA.	Structure PA benefits to make them immediate ('small wins').

EAST framework for physical activity