

# B18 Promote physical activity and its benefits to people who are not currently active

## Introduction

### Summary

This unit is about promoting moderate intensity physical activity to people who are not currently active in order to achieve health benefits.

The unit is divided into two parts. The first part (pages 2-5) describes the four things you have to do. These are:

- B18.1      Develop your understanding of the target population**
- B18.2      Identify the need for physical activity, motivational factors and potential barriers**
- B18.3      Identify key messages and appropriate materials and methods of promotion**
- B18.4      Communicate key messages to the target population**

The second part (pages 6-7) describes the knowledge and understanding you must have.

### Target Group

This unit is for practitioners who promote physical activity and its benefits for people whose physical activity is less than the recommended level.

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## B18.1

### Develop your understanding of the target population

#### The National Standard

##### What you must do

To meet the national standard, you must:

- 1 collect and organise information about the **target population**
- 2 analyse this information and identify the **key features** relevant to physical activity
- 3 check that your analysis is valid through discussion with the **target population**
- 4 explore and challenge assumptions where necessary
- 5 identify organisations and individuals who may help you to promote physical activity
- 6 regularly review and enhance your information and analysis

##### What you must cover

This element covers the following:

- a target population**
  - 1 children
  - 2 young people
  - 3 adults
  - 4 older adults
  - 5 people with health issues
  - 6 people in 'hard to reach' groups
- b target population activity levels**
  - 1 always low
  - 2 previously medium
  - 3 previously high
- c key features of the target population**
  - 1 demographics
  - 2 physical environment
  - 3 ethnic mix
  - 4 social and economic issues
  - 5 health issues that may have some impact on physical activity
  - 6 barriers to participation and adherence

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## B18.2

Identify the need for physical activity, motivational factors and potential barriers

### The National Standard

#### What you must do

To meet the national standard, you must:

- 1 research existing evidence-based and good practice work with similar **target populations**
- 2 identify realistic levels of physical activity
- 3 identify motivational factors relevant to the **target population**
- 4 identify real and perceived barriers to raising levels of physical activity
- 5 identify strategies to overcome real and perceived barriers
- 6 test your conclusions with colleagues and members of the **target population**

#### What you must cover

This element covers the following

- a target population**
  - 1 children
  - 2 young people
  - 3 adults
  - 4 older adults
  - 5 people with health issues
  - 6 people in 'hard to reach' groups
- b target population activity levels**
  - 1 always low
  - 2 previously medium
  - 3 previously high

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## B18.3

Identify key messages, appropriate materials and methods of promotion

### The National Standard

#### What you must do

To meet the national standard, you must:

- 1 identify key messages for the **target population** about physical activity and its benefits
- 2 identify and prepare **information** on physical activity and its benefits relevant to members of the **target population**
- 3 identify methods of communication that are appropriate to the **target population**
- 4 ensure the **information** is evidence-based and reflects good practice
- 5 ensure the **information** links increased levels of physical activity to identified motivational factors
- 6 ensure the **information** effectively addresses real and perceived barriers to physical activity in the target population

#### What you must cover

This element covers the following

- a target population**
  - 1 children
  - 2 young people
  - 3 adults
  - 4 older adults
  - 5 people in 'hard to reach' groups
- b target population activity levels**
  - 1 always low
  - 2 previously medium
  - 3 previously high
- c information**
  - 1 information prepared by others
  - 2 information prepared by yourself

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## B18.4

### Communicate key messages to the target population

#### The National Standard

##### What you must do

*To meet the national standard, you must:*

- 1 identify and agree appropriate opportunities and methods to communicate key messages with the **target population**
- 2 communicate **information** in ways appropriate to them and their needs and interests
- 3 deal effectively with queries and objections
- 4 work with the target population to evaluate the impact of the **information** you have communicated and the methods you have used
- 5 enhance the **information** and methods of communicating in the light of your evaluation

##### What you must cover

*This element covers the following*

- a target population**
  - 1 children
  - 2 young people
  - 3 adults
  - 4 older adults
  - 5 people in 'hard to reach' groups
- b target population activity levels**
  - 1 always low
  - 2 previously medium
  - 3 previously high
- c information**
  - 1 information prepared by others
  - 2 information prepared by yourself

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## What you must know and understand

*To be competent in this unit, you must know and understand the following*

- K1 what is health enhancing physical activity
- K2 the potential which physical activity has for enhancing levels of health in the target populations and preventing future ill-health
- K3 the associated risks of physical inactivity
- K4 recommended levels of physical activity for members of the target populations
- K5 strategies to achieve those levels of physical activity
- K6 your own organisation's strategies and policies for working with the target population
- K7 the different types of target populations and how their different features and needs will influence the way you work
- K8 risk factors for physical activity and the types of people who would need specialist advice and information
- K9 why it is important to develop an accurate understanding of the target populations and their individual needs
- K10 sources of information and research methods you should use to develop an understanding of your target populations
- K11 how you should analyse the information you have collected and draw conclusions based on this analysis
- K12 the importance of exploring and challenging assumptions that you or others may have about the target population
- K13 motivational factors and real and perceived barriers to participation in physical activity that exist in the target populations
- K14 types of physical activity that are realistic and achievable for members of the target population
- K15 how to identify, organise and present evidence-based material that will influence the

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target population on the benefits of physical activity

K16 how to research, identify and if necessary adapt information that could be used with the target populations

K17 how to communicate effectively with members of the target populations on issues to do with physical activity

K18 types of queries and objections you may encounter when engaging with members of the target population and how to address these effectively

K19 the importance of evaluating and improving how you communicate with the target populations and how to do so