

# How?

## Making activity more accessible and appealing

Activity Alliance's Talk to Me Ten Principles underpin the entire Get Out Get Active (GOGA) programme.

They give those involved the guidance they need to get things right from the start, always putting the needs of people first. And they also act as a vital resource for making sure things stay on track.



Get Out  
Get Active

Funded By



LONDON MARATHON  
CHARITABLE TRUST

In association with  
**Wavehill** and **Sheffield  
Hallam University.**









# How?

## Making activity more accessible and appealing





### Drive Awareness Work with me



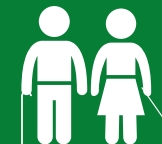
#### Use my channels

-  Enter my world, speak to those I trust.
-  Explain the benefits to me.
-  Let's decide the format together.
-  Use the right language and images.
-  Let me try things myself.
-  Link new activities to what I know.
-  Use my places.
-  Communicate in my ways.

#### Be in my local area

-  Offer activity close to my home.
-  Let me be active in places I know and feel safe.
-  Consider bringing your activity to me.
-  Talk to local people to promote activity.





### Engage the audience Understand Me







#### Treat me as an individual

-  Talk to me, ask me what I want.
-  Show me trust and understanding.
-  Provide support and help (if I need it).
-  Respect my culture and religion.
-  Focus on what I can do, not what I can't.
-  Help me have fun and enjoy activity.
-  Ask for my feedback and ideas.

#### Respect my values

-  Explore my values and motivations.
-  Fit into my routine and lifestyle.
-  Adapt activity to make it work for everyone.
-  Show me how activity can benefit my friendships, family, health, mental strength, wellbeing and personal progression.

#### Learn my life story

-  Things change, keep talking to me.
-  Let me share my ideas and goals.
-  Inspire me with role models.
-  Learn, improve and evolve.

# How?

## Making activity more accessible and appealing

### Offer support and reassurance



#### Reassure me



I may feel unsure, I may not fit in.



Ask me what time, location, routine, format or culture would help.



Help me to feel safe and happy.

#### Include me



Be sensitive to what I need.



Provide reassurance and support.



Help me to feel like I belong.

#### Listen to me



Talk with me.



Let me feel a sense of ownership.



Let me help to shape the activity.



Collect my feedback and ideas.

#### Welcome me



Give me a good first impression.



Focus on the social side.



Ensure everyone is well informed.



Consider roles that might suit me.

#### Show me



Ask me to 'bring a friend'.



Share good experiences with me.



Offer open days for me test and try.

### Get in touch to find out more about GOGA:



01509 227750



[goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk)



[@GetActiveGOGA](https://twitter.com/GetActiveGOGA)



[www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk)