Challenges that we haven’t covered that you need support with?

- Reaching relevant prospects – marketing!
- Transport issues have been identified but not discussed/addressed
- General marketing, whether this is online or physical
- Having enough volunteers to guide/support visually impaired
- Transport to access activities
- Companion or support to build confidence
- Ways of encouraging people that they can do it
- Volunteer vs paid – many self employed activity providers can be excluded from older age group programmes because they are expected to volunteer their services.
- Having qualified coaches/organisers that have knowledge on working with visually impaired.
- Communication supports
- Engaging 50-60’s who don’t see themselves as older but are isolated
- Encouraging what is active and what is not to help provide motivation to those who feel they ‘do enough’ when really it is very little.
- Logistics for transportation
- Funding for initiatives
- Breaking down ‘cliques’ to ensure all people feel part of a group/activity
- Reaching out to communities who don’t have internet access.
How do we engage more older men?

- Hold activities/groups at pubs/social clubs (safe space) in morning or afternoon weekdays which wouldn’t impact on business.
- Communication
- Walking Football
- Providing sessions specifically for men, lead by men.
- ‘Men in Sheds’ groups designed for men only to tackle loneliness
- Develop a space that’s fun and challenging that encourages communication.
- Building something together – projects that are a few weeks long.
- Engage them/events around football teams. Also rugby or other popular sports.
- Encourage friends or companions to go for 1st visit.
- Offer a variety of activities
- Male champions
- Tap into nostalgia
- Use peer support – either to speak about a group to encourage participation or to meet before or at the group
- Advertise in both active and non active groups/facility areas. A reading club for example may still encourage those who have not taken it up or tell their family/friends. Don’t just do direct marketing.
- Active Pub games/walks
- We heard earlier that ‘exercise’ should follow the advertising of tea/biscuits to encourage participation. As many mean dread (or perceive that they’ll dread) interaction, would it be worth promoting a ‘doing’ group that doesn’t need/expect interaction (like Men in Sheds).
- Always include food and beer.
How can we make the connection between activities/services happening in the community and the older people that will benefit?

• Preparing the group organiser so they know a ‘new’ visitor is coming – make them welcome.
• Better use of physical activity finder on the GBA website
• Accompanying people to groups can help ‘break the ice’ encourage participation and overcome confidence issues.
• Research group around neighbourhoods, clubs, centres that are popular. Send what people like about them and offer familiar session. Promote at these sessions. Finding something new is not what’s always needed, more of what works still provides more activity. Those who enjoy a group will attend more of the same.
• More information available through advertising campaigns such as bus stops etc.
• More publicity and partnership working.
• Working with deaf organisations – local and action on hearing loss.
• Communication support
• Deaf role models needed
• Have instructors from other organisations and services to come and introduce themselves in a familiar environment before the activities.
• Common locations where older people go? (surgeries/libraries)
What training/skill development support does your workforce need to support older people to be more active?

- Finding/engaging volunteers to help support exercise classes being run
- Communication support
- Deaf aware
- Befriending
- Make accessible videos for hearing loss and using sign language
- Women only activities, specifically for women with hijab
- Knowing what training might be available and if there are basic requirements ie access/foundation qualifications
- Mapping service for organisations to know about each other
- Where do we find information on how to include people who have just come out of hospital or have just experienced a recent decline in ability/mobility.
- We need to know what is available in the community to refer our patients onto.
- Dementia Friends
- Falls prevention
- Information should be accessible/upfront at surgeries and local places to let older people know about services available in the community.
- How do small providers/self employed activity providers get involved? Affordable training to upskill in this area.
- Training on how to deliver safe gentle exercise for older people
- How to overcome built in prejudice by the so called experts
- How do we initially introduce exercise to tenants who are very resistant to the idea?
- Motivational interviewing to promote communication with users, this helps encouragement for them to exercise, finding reason for themselves
- Looking at programme design