

Active Lives Promotional Resources Pack

June 2021

This toolbox of promotional materials has been developed as a quick and easy reference guide for those signposting others to Active Lives. Use the resources to find clear messaging, promotional posters, video and suggested wording for waiting list letters and websites. There are also top tips from the Wessex implementation pilot.

Resource	Description	Link
<p>NHS services</p> <p>Promotional poster for those signposting to Active Lives</p>	<p>Designed to give guidance and messaging advice for signposting others to Active Lives.</p> <p>This includes anyone who signposts others to Active Lives (e.g. Health and Care professionals, those working in the Voluntary and charitable sector, Public Health etc.)</p>	<p>Promotional poster for NHS collaborators</p>
<p>NHS participants</p> <p>Promotional poster</p>	<p>Designed to inform participants about Active Lives. Includes easy to follow guidance on how to access the website</p>	<p>Promotional poster for NHS participants</p>
<p>NON- NHS services / organisations</p> <p>Promotional poster for those signposting to Active Lives</p>	<p>Designed to give guidance and messaging advice for signposting others to Active Lives.</p> <p>This includes anyone who signposts others to Active Lives (e.g. Health and Care professionals, those working in the Voluntary and charitable sector, Public Health etc.)</p>	<p>Promotional poster for NON- NHS collaborators</p>
<p>NON- NHS participants</p> <p>Promotional poster</p>	<p>Designed to inform participants about Active Lives. Includes easy to follow guidance on how to access the website</p>	<p>Promotional poster for NON-NHS participants</p>
<p>Promotional Video</p>	<p>Introduces Active Lives and the evidence behind the intervention</p>	<p>video</p>
<p>Preview link for collaborators wanting to know more about Active Lives</p>	<p>Collaborators sign up using the preview link with firstname@lastname rather than real email</p>	<p>https://activelivespreview.lifeguidehealth.org/</p>

	<p>address, allowing Southampton University research team to keep track of who is looking at the website and stops those previewing the intervention being spammed with emails designed for patients.</p>	
<p>Suggested wording for physio waiting list letters</p>	<p>For physiotherapy services wishing to add a suggestion to their waiting list letters</p>	<p>While you are waiting for your appointment, we have some useful resources that may help your problem. Please review the MSK matters website for more information www.msksdorset.nhs.uk.</p> <p>Increasing physical activity is really helpful for painful conditions. If you are 65 and over and would like some help with increasing activity there's a free online program that can help just go to this link https://activelives2.lifeguidehealth.org.</p>
<p>Suggested wording for websites</p>	<p>For services where participants access information about resources via their websites</p>	<p>Active Lives</p> <p>Active Lives is an evidence-based, physical activity digital programme tailored for adults aged 65 years and older. Developed by researchers at the University of Southampton with a group of 59 adults aged 65+ years old, it is tested and designed to help you increase physical activity levels safely. For more information:</p> <ol style="list-style-type: none"> 1. Click here if you are an individual who would like to know more about how Active Lives can help you incorporate more physical activity into your everyday life. 2. Click here if you work within the voluntary service and would like to know more about how you can tell others about Active Lives.
<p>Top tips for successful implementation of Active Lives within your service</p>	<p>Top learning tips following an implementation pilot in Wessex</p>	<p>Top tips distilled from implementation learning in Wessex August 2020- March 2021</p> <ul style="list-style-type: none"> • Invaluable to have a clinical champion to lead implementation • Consider how success would be communicated. What data would you

		<p>want to know about the uptake of Active Lives in your area?</p> <ul style="list-style-type: none"> • Create a shared learning group • How does Active Lives link with other initiatives e.g. digital literacy initiatives in the area? • Implementation pathway design – how may this look for your service? At what points would communicating info about Active Lives be useful to those your service supports and engages with?
<p>Wessex AHSN report on early implementation learning</p>	<p>Learn more about the learning from Wessex following early implementation of Active Lives August 2020 - March 2021.</p>	<p>Final report under the Active Lives project resources</p>