

National Academy for Social Prescribing – Learning Together

Nicola File

Strategic Partnerships Advisor –
South East

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activityalliance.org.uk



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Workshop outcomes

- Who is Activity Alliance
- The Medical and Social Modal
- Activity Alliance research and insight
- Person Centered Approach to Social Prescribing.

Activity Alliance

- National charity focussed on disabled people's inclusion in sport and active recreation.
- Established more than 20 years ago.
- Work with members, partners and disabled people.
- Challenge perceptions and change the reality of disability, inclusion and sport.
- Disabled people twice as likely as non-disabled people to be inactive.

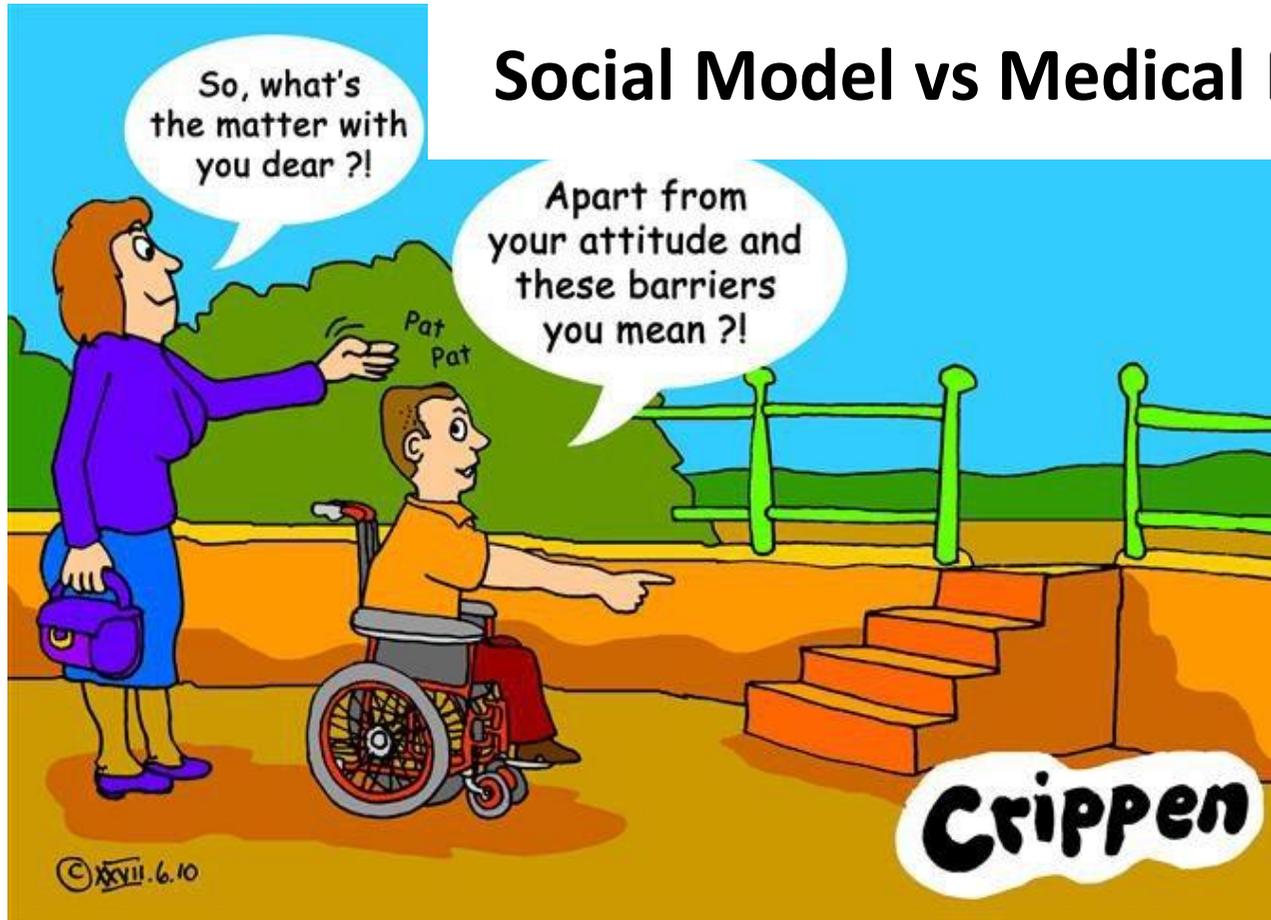
www.activityalliance.org.uk



Definitions of disability

- Long standing and limiting disability or illness: Impairments or health problems that limit or restrict activities in any way, in different areas of life. Where a limiting disability or illness is referred to it should always be considered long standing.
- Long standing disability or illness: Anything that is experienced over a long period of time or that is likely to be experienced over a long period of time (12 months+)

Social Model vs Medical Model



These challenges relate to the barriers that disabled people experience:



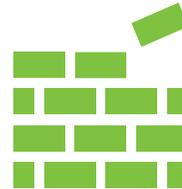
Physical



Psychological



Financial



Structural

The 10 Principles

Activity Alliance has developed these 10 principles to support providers to deliver more appealing opportunities for disabled people.

During research published in our **Talk to me report**, disabled people told us:

Principle 1



My Channels

Use communication channels that I already trust e.g. social media, local media.

Principle 2



My locality

Travelling to get to activities can be a significant barrier for disabled people. I would much prefer opportunities to be closer to home.

Principle 3



Me, not my impairment

Many people do not identify with being disabled and are put off by advertising that focuses on disability.

Principle 4



My values

Everyone has values. Understanding what my values are and linking an activity to these can make taking part more appealing.

Principle 5



My life story

As people grow older our values change. Keep me interested over time through new ideas.

Principle 6



Reassure me

Some disabled people fear standing out and need to be reassured that any activity we attend will be welcoming and suitable for our needs.

Principle 7



Include me

Some disabled people need to know we are good enough to take part. Providers should make sure that people with varying ability levels feel included in sessions.

Principle 8



Listen to me

Disabled people can be limited by our impairment and should be able to discuss our needs in a safe and private environment before starting an activity.

Principle 9



Welcome me

An unpleasant first experience can prevent anyone from taking part again. Ensure my first experience is enjoyable so I'm likely to return.

Principle 10



Show me

Engage disabled people who are already involved in your activity to promote it to others.

For more information about applying the 10 principles to your activities, please visit:
activityalliance.org.uk/ten-principles

[Ten Principles at Home](#)

Disabled people are a part of every demographic in society



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Deliver better experiences for disabled people by taking a person-centred approach. Find out how at www.activityalliance.org.uk

Inclusive activity: Tips on taking a person-centred approach

Resource available for sport and leisure organisations. Visit www.activityalliance.org.uk

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Understand



Connect



Engage



Learn and share

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Engagement factsheets

Engagement Factsheet 1

Know your audience

These statistics provide you with an overview, which can help you to build a picture of disabled people in our population.

As well as activity levels and the number of people with certain impairments, this sheet highlights facts on barriers.



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Topics:

1. Know your audience.
2. Effective engagement.
3. Engagement through research and insight.
4. Gathering and using insight on disabled people.
5. Accessible and inclusive communications.
6. Engaging older people.
7. Understanding children and young people.
8. Supporters' roles in engaging disabled people.
9. Engaging all women in sport and physical activity.
10. Performance management and learning.
11. Supporting disabled people from low-income households to be active

Available in on www.activityalliance.org.uk/engagement



Thank you for your time.