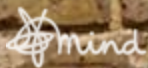


WE ARE
UNDEFEATABLE

We Are Undefeatable
Physical Activity and Long-Term Health Conditions
29th June 2023



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CANCER
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PARKINSON'S UK



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Foundation

VERSUS
ARTHRITIS

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MACMILLAN
CANCER SUPPORT



Stroke

MS Society

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



The facts about physical activity and long term health conditions

In England, 43% of the population has at least one long term health condition³

30% of people with 4+ conditions are under 65 years of age, and this percentage is higher in disadvantaged areas⁴



Percentage of people who *are active* with long term health conditions¹²

56%

with one form of impairment

48%

with two forms of impairment

37%

with three or more impairments

2x

as likely to be inactive with a long term condition as without.⁵

1 in 6

UK deaths are due to physical inactivity – it is one of the leading causes of morbidity and mortality.⁶

40%

of long term health conditions could be prevented by reducing inactivity.⁷

64%

of people living with long term health conditions would like to be more active.⁸

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What is We Are Undefeatable?

- ❖ "We Are Undefeatable" is a movement supporting people with a range of long term health conditions, developed by 15 leading health and social care charities, Sport England and is funded by the National Lottery.
- ❖ The campaign provides inspiration through real-life stories of people living with long term health conditions, finding their way to move.
- ❖ There are a range of resources and tools available for professionals to utilise in encouraging people living with health conditions to be more active, in a way that works for them.



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Stroke
Association

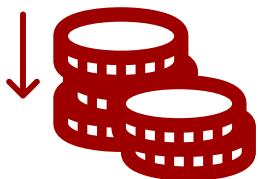
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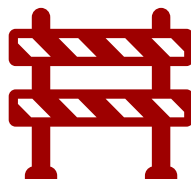


Latest Campaign Insights

The Target Audience



Physical activity is not a top area for cutting back amidst the cost of living crisis



The top barriers to activity are pain, tiredness and unpredictability of their condition

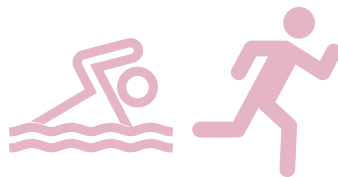


Mental wellbeing is the most reported benefit of physical activity for this audience

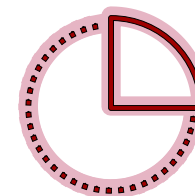
Impact of the campaign on the target audience



Of respondents feel that the campaign is aimed at 'people like me'



50% of those seeing the campaign have been inspired to take an action as a result



Nearly a third of those seeing the campaign have (re)started or increased activity levels as a result

Quotes: what did you do after seeing the campaign?

“When I saw the advertisement of people who have had very serious health issues it made think, if they can do it so can I.I find the people inspiring. I will look at the resources” (Arthritis, Asthma, fibroids)

“Taken up Tai Chi on a regular basis, obtained a printed sheet of seated yoga exercises , arranged with my wife that we take a walk every day and arranged to have a physical check up by a physiotherapist” (Cancer)

“I have started walking a lot more rather than taking public transport.” (Long term depression or anxiety)

“Spoke with rheumatologist and I now walk for 20 minutes every day. I’m waiting for a aquatherapy referral” (Arthritis)

“I pushed myself to enroll myself to the swimming pool and doing more regularly my home exercises for my back pain .” (Arthritis, Asthma, Back pain, heart disease/hypertension, Chronic obstructive pulmonary disease, long term depression or anxiety, Paranoid Schizophrenia)

Campaign Stories

Below is a summary of our most recent campaign stories, their long term health condition(s), and the way they like to keep active.



Phoebe

Lives with MS, Asthma, Depression and Anxiety

Activity: walking and swimming with her dog, Noodle.



Jagdeep

Lives with Parkinson's

Activity: boxing, walking with his family



Simon

Lives with T1 Diabetes

Activity: Table tennis, walks with his family



Zoe

Had a stroke and lives with a heart condition

Activity: home exercise, physio exercises, gym

Visit [WeAreUndefeatable.co.uk](https://www.WeAreUndefeatable.co.uk) to see the full range of campaign stories.

PHOEBE

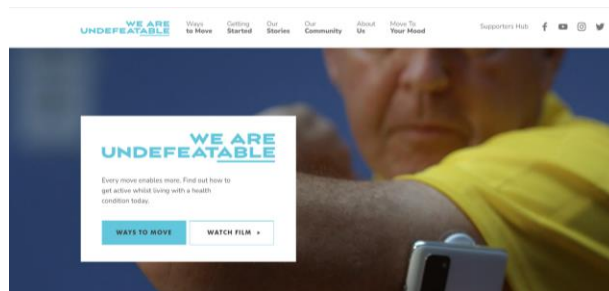


My name is Phoebe, and my conditions are MS, asthma

How can the campaign be activated by Healthcare Professionals?



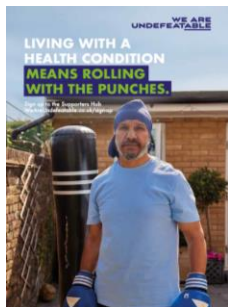
Sign up to the Campaign's ["Supporter's Hub"](#)



Signpost patients to the campaign and its resources



Share [campaign stories](#) to inspire Patients to be active

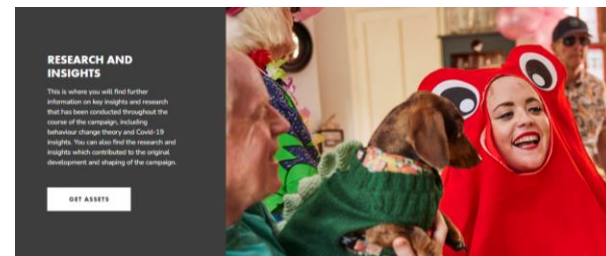


Use our [new printable promotional leaflets](#)



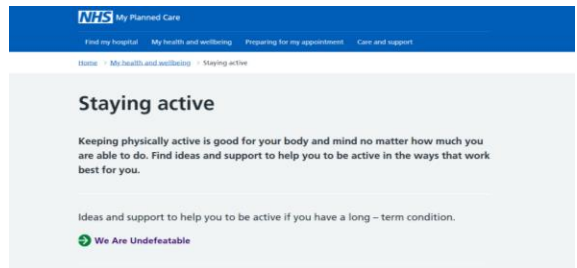
The Richmond Group of Charities
THE NATIONAL LOTTERY
SPORT ENGLAND

Utilise the Richmond Group of Charities [Movement for All Resource Packs](#)



Keep up to date with our latest [insight and research](#) to support your work

Healthcare Activation Examples



NHS My Planned Care & Active Surrey's Professionals hub websites

Social Media Activation



Stamford (Four Counties) Connected Communities Event
3rd February 10-3pm – Stamford Arts Centre

“The objectives of the day are to hear about Personalisation, techniques to support people’s mental health and well-being, and meet others in the Community to develop collaborative working”



Local We Are Undefeatable Events and Collaborations

Campaign Resources



[Five In Five](#)



[My Daily Undefeatable](#)



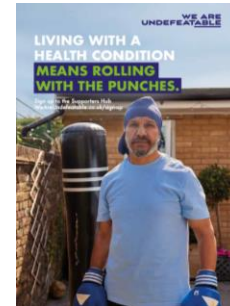
[YouTube Channel](#)



[Get Moving Around Your Home](#)



[Move To Your Mood](#)



[New Printable Leaflets](#)

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Sign up to the campaign supporter's hub

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Thank you for listening