

# How?

Get Out  
Get Active

Led by  
**activity  
alliance**  
disability  
inclusion  
sport



## How we built an inclusive framework for engaging the least active

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

**Get Out Get Active (GOGA) aims to reach the very least active disabled and non-disabled people in activity together.**

The content below is based on the learning from the GOGA programme. It aims to present the do's and do not's of inclusive delivery in reaching the least active.














# How?

## How we built an inclusive framework for engaging the least active

### What to do...













#### Inclusive principles work for everyone...

-  Start the conversation. Fancy a cup of tea?
-  Talk my language and reach me through my channels.
-  Consider how we 're-frame' activity to make it more appealing.
-  Focus on fun and social elements.
-  Get friends and families active together.
-  Respond to my motivations. Help me to set my own targets.
-  Build my confidence and make me feel like I can do it!
-  Bring activity to me.
-  Support the workforce to have confidence and competence in inclusion.
-  View people as individuals not as 'target groups'.
-  Support and develop a diverse group of volunteers, helpers and coaches 'people that get me!'.

### What not to do...



#### Avoid these ways of thinking...

-  I know best.
-  This is a sports development challenge.
-  This is a tick-box exercise.
-  Let's just get on with delivering.
-  If we put it on, people will come.
-  We already know how to reach the inactive.
-  Engaging the inactive and engaging disabled people are mutually exclusive.
-  Our existing partnerships work.
-  We do not need expert insight on women, diverse ethnic communities etc.
-  We already have inclusive delivery approaches.

# How?

## How we built an inclusive framework for engaging the least active

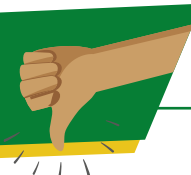
### What to do...












#### Make a real difference...

-  Understand people. Explore their values and motivations.
-  Raise awareness.
-  Enable communities to lead, engage, consult, co-create and co-produce.
-  Focus on what people can do, not what they can't.
-  Show how activity can benefit friendships and family.
-  Inspire lasting organisational change.
-  Learn, improve and evolve: ask for ideas and feedback.
-  Show benefits to health, mental strength, wellbeing, personal progression.
-  Be aware of intersectionality and person-centred approaches.
-  Improve diversity of workforce.
-  Show other organisations the impact of embedding inclusive practices.

### What not to do...



#### Don't base delivery on preconceptions...

-  Not considering a person-centred approach.
-  Prioritising numbers/ outputs over outcomes and change.
-  Labelling people or groups ('inactive', 'disabled' etc).
-  Making assumptions on what people want.
-  Deliver exclusively via usual partners and networks.
-  Delivery in usual places which cater for 'active' people.
-  Promoting via the wrong channels or in ways which do not appeal.
-  Having a lack of flexibility or responsiveness to insight and feedback.
-  Leaving barriers to engagement that aren't fully addressed.