

# How?

Get Out  
Get Active

Led by  
**activity  
alliance**  
disability  
inclusion  
sport



## Making activity more accessible and appealing

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

**Activity Alliance's Talk  
to Me Ten Principles  
underpin the entire  
Get Out Get Active  
(GOGA) programme.**

They give those involved the guidance they need to get things right from the start, always putting the needs of people first. And they also act as a vital resource for making sure things stay on track.











# How?

## Making activity more accessible and appealing





### Drive Awareness Work with me



#### Use my channels

-  Enter my world, speak to those I trust.
-  Explain the benefits to me.
-  Let's decide the format together.
-  Use the right language and images.
-  Let me try things myself.
-  Link new activities to what I know.
-  Use my places.
-  Communicate in my ways.

#### Be in my local area

-  Offer activity close to my home.
-  Let me be active in places I know and feel safe.
-  Consider bringing your activity to me.
-  Talk to local people to promote activity.





### Engage the audience Understand me







#### Treat me as a person

-  Talk to me, ask me what I want.
-  Show me trust and understanding.
-  Provide support and help (if I need it).
-  Respect my culture and religion.
-  Focus on what I can do, not what I can't.
-  Help me have fun and enjoy activity.
-  Ask for my feedback and ideas.

#### Respect my values

-  Explore my values and motivations.
-  Fit into my routine and lifestyle.
-  Adapt activity to make it work for everyone.
-  Show me how activity can benefit my friendships, family, health, mental strength, wellbeing and personal progression.

#### Learn my life story

-  Things change, keep talking to me.
-  Let me share my ideas and goals.
-  Inspire me with role models.
-  Learn, improve and evolve.

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### Offer support and reassurance



#### Reassure me



I may feel unsure, I may not fit in.



Ask me what time, location, routine, format or culture would help.



Help me to feel safe and happy.

#### Include me



Be sensitive to what I need.



Provide reassurance and support.



Help me to feel like I belong.

#### Listen to me



Talk with me.



Let me feel a sense of ownership.



Let me help to shape the activity.



Collect my feedback and ideas.

#### Welcome me



Give me a good first impression.



Focus on the social side.



Ensure everyone is well informed.



Consider roles that might suit me.

#### Show me



Ask me to 'bring a friend'.



Share good experiences with me.



Offer open days for me test and try.

### Get in touch to find out more about GOGA:



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