

A GUIDE FOR ACTIVITY PROVIDERS



This evidence-based and locally consulted guideline sets out the vision for sport and physical activity for all people with disabilities and long-term conditions in Norfolk. It aims to support activity providers to ensure their organisation and practice is accessible, high quality, and represents the wants of the targeted population.

VISION

“To improve the quality and experience of physical activity for individuals with disabilities and long-term conditions of all ages in Norfolk, and ensure the opportunity to participate by improving access and reducing barriers.”

WHY IS THIS GUIDE IMPORTANT?

People with disabilities + long-term conditions are half as likely as people without disabilities to be active¹

7 in 10 people with disabilities + long-term conditions want to participate more in sport and physical activity²

Norfolk has a higher percentage of individuals with disabilities + long-term conditions (20.1%) compared to England’s overall population (17.6%)³

The targeted population faces barriers to physical activity including:

- fear of worsening symptoms
- negative views of self
- physical accessibility
- lack of information sharing
- staff training issues
- stigma
- resource availability^{1,4}



References

1. Public Health England (2014). Everybody Active, Every Day: An Evidence-based Approach to Physical Activity. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf 2. Activity Alliance (2013). Disabled People’s Lifestyle Report: September 2013. Available at: www.activityalliance.org.uk/how-we-help/research/1873-disabled-peoples-lifestyle-reportseptember-2013 3. Norfolk County Council (2014). Life Opportunities Study. Available at: <https://www.gov.uk/government/statistics/life-opportunities-survey-wave-one-results-2009-to-20114>. Rimmer, J., Riley, B., Wang, E., Rauworth, A. and Jurkowski, J. (2004). Physical activity participation among persons with disabilities: Barriers and facilitators. American Journal of Preventive Medicine, 26(5), pp.419-425.

WHAT DO I NEED TO DO?

HOW CAN I INCREASE PARTICIPATION OF INDIVIDUALS WITH DISABILITIES AND LTC IN PHYSICAL ACTIVITY?

- Embed sport and physical activity into your centre
- Encourage staff and participants to use their expertise to become a volunteer or coach for a local activity
- Train staff members to become physical activity Sporting Champions
- Ensure your staff has a general understanding of the health benefits and personal, physical and social barriers that individuals face
- Signpost to local and national inclusive physical activities
- Consider opportunities available: for example, Norfolk County Council's TITAN transport support and training

HOW CAN I SUPPORT MY ORGANISATION TO BE MORE INCLUSIVE AND ACCESSIBLE?

- Review your website to be accessible and work with assistive technology
- Inform about local disability sports and inclusive physical activity on website or in newsletters
- Consult with individuals with disabilities + long-term conditions and their carers when beginning a new physical activity project
- Join or create a diverse network that aims to improve physical activity and sport in the local area
- Create or attend disability physical activity forums and events
- Create recurring competitions and events with other organisations
- Participate in the collaboration of physical activity interest groups and online forums
- Link adults and children and young people with similar disabilities to serve as role models in physical activity including presentations or as coaches
- Promote continuous sport and physical activity across the life span and for different skill levels

WHAT SUPPORT IS AVAILABLE?

ACTIVE NORFOLK

We can offer general disability and physical activity support and guidance including coaching advice and a Safer in Sport course developed with Norfolk Safeguarding Child Board. Find inclusive activity ideas and other resources on our website.

Contact: Ellen.vanlint@activenorfolk.org
www.activenorfolk.org/disability-and-physical-activity

EQUAL LIVES

Equal Lives assists individuals in Norfolk to know their rights, access services, and get the support they need. equallives.org.uk/info-and-advice

ACTIVITY ALLIANCE

Supports organisations to engage more individuals with disabilities. They offer training, accessibility audits, and additional online resources.

Contact: Nicola.File.Nicola@activityalliance.org.uk
www.activityalliance.org.uk

