

A GUIDE FOR THE VOLUNTEER, COMMUNITY, AND SOCIAL ENTERPRISE (VCSE) SECTOR



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 the VCSE sector to ensure their organisation is representative of the wants and improves the health and well-being 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?

Physical activity can improve individuals' physical, mental, and social health

Physical activity can prevent the worsening of symptoms for individuals with long-term conditions

Preventative healthcare can reduce strain and cost on social and health services to increase public savings^{3,4}

KEY CONSIDERATIONS

People with disabilities + long-term conditions are half as likely as people without disabilities to be active⁵, but 7 in 10 people with disabilities + long-term conditions want to participate more in sport and physical activity⁶

The highest rates of disability are often in areas with the highest levels of physical inactivity⁷

Norfolk has a higher percentage of individuals with disabilities and long-term conditions (20.1%) compared to England's overall population (17.6%)⁸

Norfolk is currently performing worse than approximately 75% of the other counties in England in the following health categories:

- a. People reporting bad or very bad health in general⁹
- b. The number of adult carers who report having as much social contact as they would like¹⁰

References

1-UK Chief Medical Officer's guidelines 2011 Start Active, stay active: <https://www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity>; 2-Powell, K.E., Paluch, A.E. and Blair, S.N., 2011. Physical activity for health: What kind? How much? How intense? On top of what?. Annual review of public health, 32, pp.349-365; 3-NHS (2014). Five Years Forward View. [online]. Available at: <https://www.england.nhs.uk/wp-content/uploads/2014/10/5yfv-web.pdf>; 4-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; 5-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; 6-Activity Alliance (2013). Disabled People's Lifestyle Report: September 2013. Available at: www.activityalliance.org.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013; 7-Murray et al. (2013). UK health performance: findings of the Global Burden of Disease Study 2010. The Lancet, 381, pp.997-1020; 8-Norfolk County Council (2014). Life Opportunities Study. Available at: <https://www.gov.uk/government/statistics/life-opportunities-survey-wave-one-results-2009-to-2011>; 9-Office for National Statistics 2011 Census; 10-NHS (2015 – 2016). Digital, Personal, Social Services of Adult Carers in England

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 liaising with partner organisations. Find inclusive local activities and other resources on our website.

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

ACTIVITY ALLIANCE

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

East of England contact:
[Nicola File Nicola@activityalliance.org.uk](mailto:Nicola.File.Nicola@activityalliance.org.uk)
www.activityalliance.org.uk/