

How to support people through each stage of their behaviour change journey



| Stages | | Top tips |
|--------------------------|-------------------|--|
| Pre-contemplation | Not on my radar | <ul style="list-style-type: none">● Speak to people experiencing mental health problems to identify if they would like to be more physically active and what prevents them from doing so.● Identify how physical activity can be integrated into activities that your target audience is already doing. If you're delivering wellbeing sessions, for example, could you offer physical activity as part of the menu of activities on offer?● It can be challenging to influence the pre-contemplation stage unless you have the resources to reach your local community. The We Are Undefeatable campaign highlights how to market activities to people with long-term health conditions, including mental health problems, and provides free resources and marketing templates. |
| Contemplation | Thinking about it | <ul style="list-style-type: none">● Take time to understand why people are interested in coming to your sessions. Getting more active may not be their primary motivation.● Explore what people's current or future barriers to participation might be and help them to think of ways of overcoming them. If they have any safety concerns then think about how you can address these to reassure them.● See EAST: making your physical activity offer more attractive. |

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| Preparation | Planning to do something soon | <ul style="list-style-type: none"> ● Provide information about the session. What will people be doing – can you share any information about the specific activities or exercises? Where will they be going? What do they need to bring? What should they wear? Who will they meet? What will it cost? ● Help people make achievable commitments to themselves. Setting goals that are SMART (specific, measureable, achievable, realistic and timely) can be useful here. Find more information on SMART goals in our Get Set to Go Plan. |
| Action | Getting started | <ul style="list-style-type: none"> ● If you're working with a group of people then take time at the start to talk through rules or agreements participants want to ensure everyone is comfortable taking part. Examples of questions you could consider when developing a group agreement can be found in the Appendix 3 of Guide 6: Engaging volunteers in a physical activity and mental health service. ● Make sure everyone knows that it's OK to not attend every session. Some people may be unwell for a number of weeks, but may intend to return when they feel better. |
| Maintenance | Sticking with it | <ul style="list-style-type: none"> ● Rewards and incentives can be a great way of keeping people engaged in programmes lasting four weeks or more. For example, is it possible to reward participants for taking part in three-quarters of your sessions? Again, it's important to find out what kind of incentives appeal to people, as well as investigating what you and your partners can practically offer. ● Always relate the activity back to the person's aspirations. Research from Get Set to Go shows that people are more likely to continue if they see the value and benefit of the programme for themselves. |