

STRONGER MY WAY



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Why focus on strengthening activity?



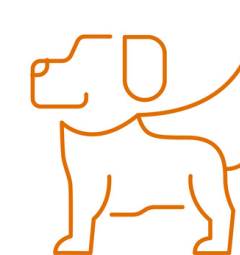
Strength helps maintain function, bone density and balance

This can mean people can live independently and not become reliant on support.



Strength helps manage long-term conditions

This makes people feel more in control by managing the condition or its symptoms, which can improve confidence to do even more.



Strength enables aerobic activity

This can simply mean ability to complete daily activities and do more of the things that matter.

'The forgotten guideline' is widely recognised as an area needing insight and intervention.

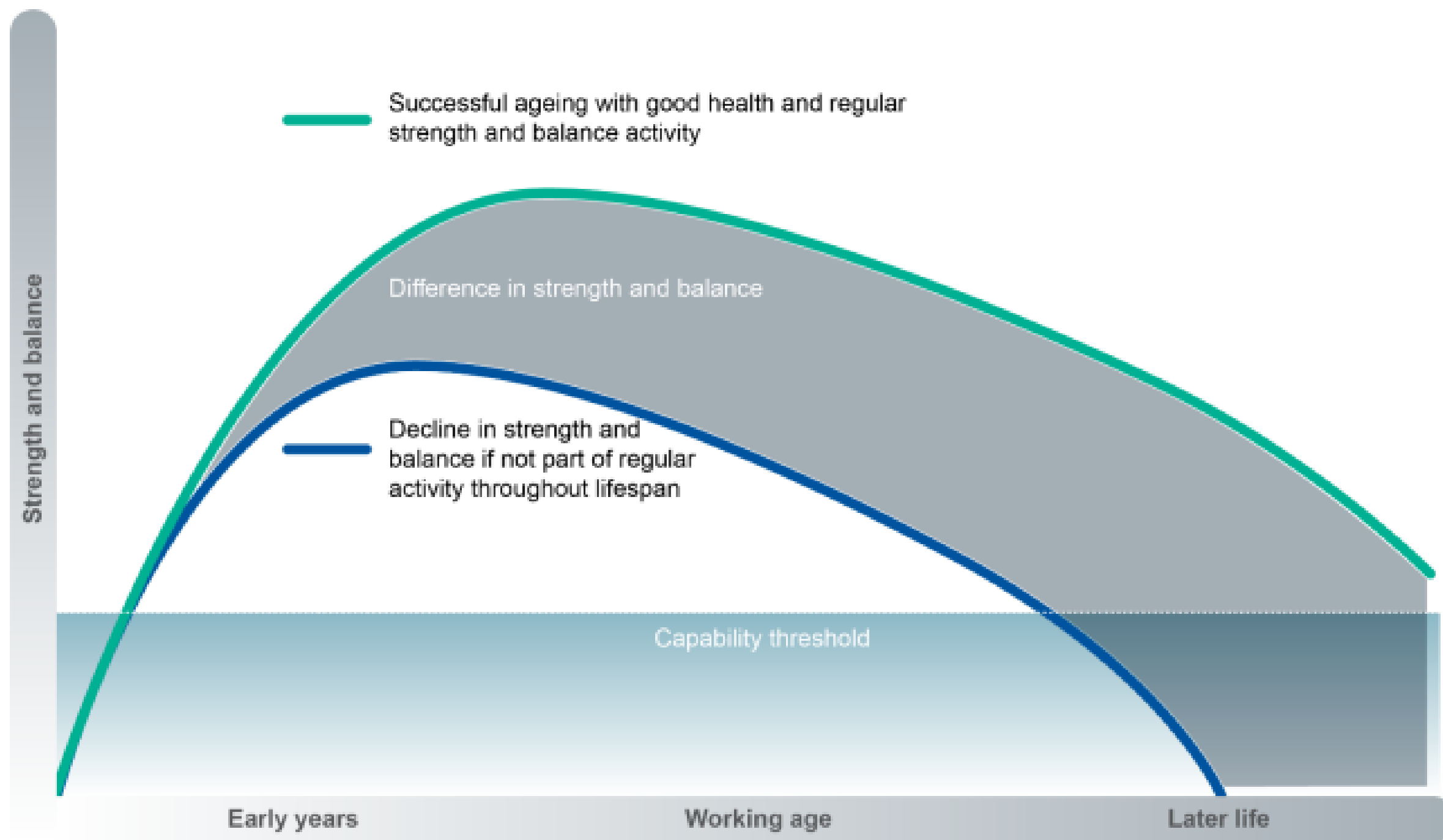


Figure 4: Physical activity for muscle and bone strength across the life course (7, 8)

- 90% of bone density is developed by 18-20 years old.
- Muscle and bone strength declines naturally with age.
- The 'deconditioning pandemic' increases the urgency of intervention.
- Those waiting for treatment need reliable support and practical advice.
- Those offering support need quick, trusted sources to direct their patients to.

**Over 15 million people
in England live with a
long-term health
condition.**

Less than half of people living
with a long-term health
condition or disability are
meeting the CMO Physical
Activity recommendations.



What the guidelines say

Physical activity for adults and older adults

- Benefits health
- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduces your chance of

- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- Cancers (colon and breast) -20%

Some is good, more is better

Make a start today: it's never too late

Every minute counts

Be active

at least **150** minutes moderate intensity per week
increased breathing able to talk

OR
or a combination of both

at least **75** minutes vigorous intensity per week
breathing fast difficulty talking

to keep muscles, bones and joints strong

Build strength

on at least **2** days a week

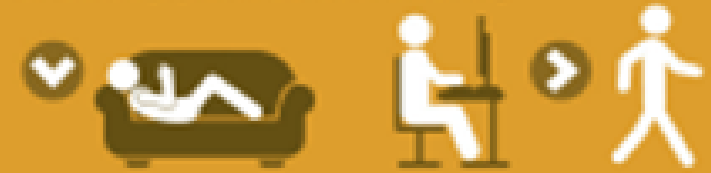
- Swim
- Brisk walk
- Cycle

- Run
- Stairs
- Sport

- Gym
- Yoga
- Carry heavy bags

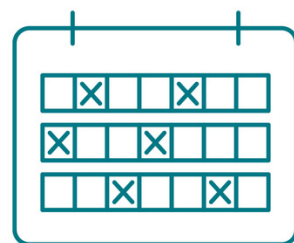
- Bowls
- Tai Chi

Minimise sedentary time
Break up periods of inactivity

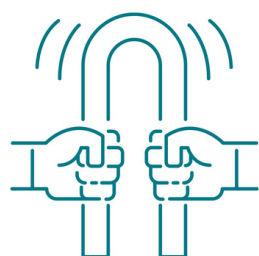


For older adults, to reduce the chance of frailty and falls
Improve balance
2 days a week





Do strengthening activity at least twice a week



Effective activities should make muscles feel tension, shake, or feel warm

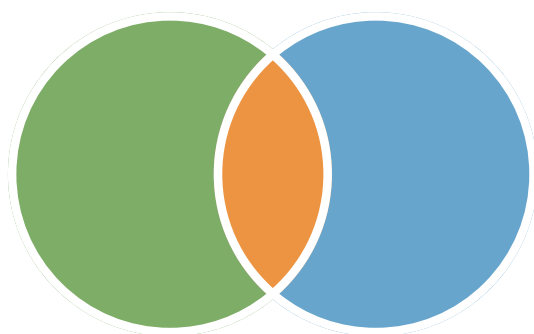


Strongly effective activities include: resistance training; aerobics; ball games and racquet sports



Daily activities also count including: gardening; carrying heavy shopping bags

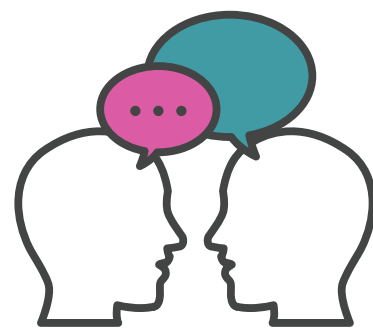
How we created Stronger My Way



Responded to the gaps

Too few people living with long-term conditions do strengthening on a regular basis.

Little was known or available on how to support the uptake of strengthening activity.



Learned from...

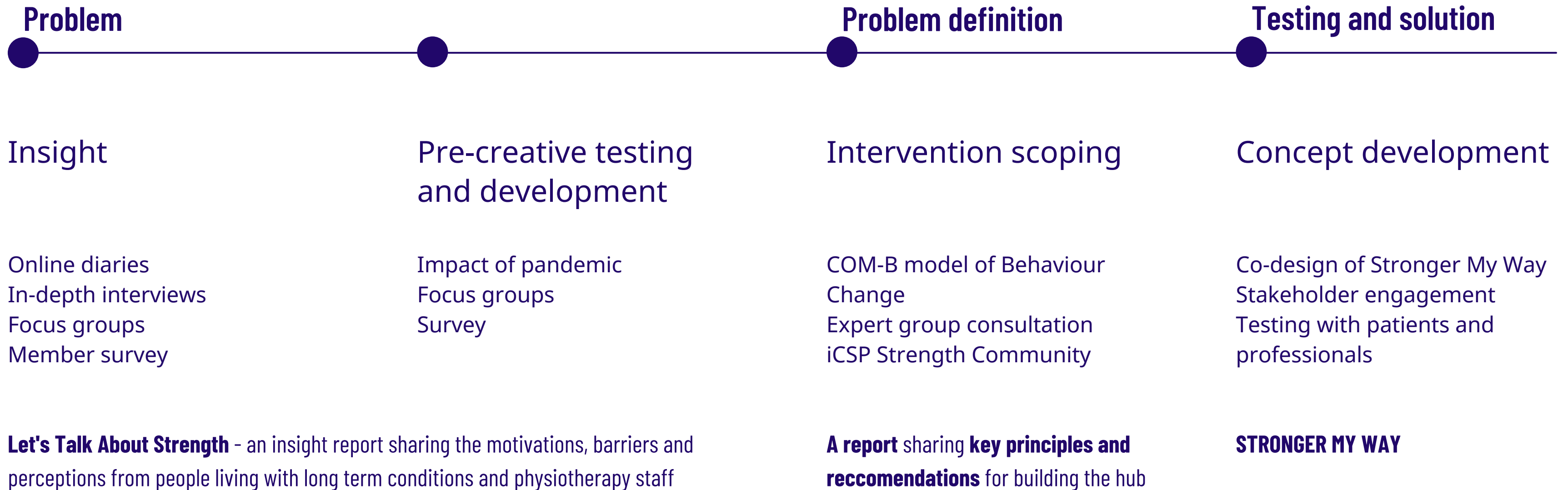
People aged 39-64 living with long-term health conditions about their thoughts on strengthening.

Physiotherapy staff and other healthcare professionals.



Shared the insights

Let's Talk About Strength, an insight report which shares all the learnings about perceptions, barriers and motivators when it comes to strengthening activity provided the foundations for Stronger My Way.



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What we learned from people living with long term conditions



Barriers

1

Knowledge

Not knowing what strengthening activity is and confusion over difference to general physical activity.

2

Fear

Condition inhibits them or could deteriorate as a result of doing activities

3

Symptoms

Low mood and a fear of embarrassment, energy levels vary day to day.

Barriers relating to perceived capability are most prominent.

Strengthening activity isn't for someone like me.
I'd struggle to fit it in my routine.

Motivations



Feeling better

- Managing condition or symptoms
- Improved mood or mental health
- Physical appearance / body image
- Improved self-esteem/confidence



Doing more

- Ability to complete daily activities
- Managing independence



Key learning

Generally there is a good understanding of the motivations and barriers – but softer, more emotional motivators (e.g. body image, self-esteem) and barriers (e.g. embarrassment, low mood) can be underestimated.

Daily function, managing pain and improving balance were offered to be most commonly mentioned when talking about strength.

Effective messaging

1

Make inclusivity and relevance explicit

2

Avoid negatives and focus on positives

3

Remind of the (future) benefits

4

Avoid references to 'pain' or 'tiredness'

5

Use the notion of starting small and improving

6

Offer a range of options for strengthening

7

Avoid use of 'technical' language

8

Use a target and ensure it is realistic and flexible

Most trusted messengers of the topic: health charities, the NHS, physios, GPs, nurses.

How to talk about strengthening

Suggest choosing from approved exercises to get started.

Talk about 'maintaining' and 'improving' strength, not one or the other.

Use simple language and avoid jargon, technical words and patronising terms. For example, say 'raising your leg' instead of 'calf raises'.

Say 'gradually increase', not 'gently increase'. This allows control over the activity and feels more accessible.

Convey that strengthening can be easy and accessible, don't explicitly say it is. For example, it can be done at home with no special equipment.

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What professionals told us



Key principles

1

Communication

Communicate information and guidance in a way that is understood by the patient.

2

Empowerment

Place the patient at the centre, empowering them to access information and support they need to engage with strengthening activity.

3

Partnership

Use a collaborative approach to co-design any treatment plans with the patient.

There's a need for:

An easy and accessible toolkit, housing all available resources and links.

1

Curates current tools
and resources

2

Kite marks materials
for consistency

3

Offers options for
peer review

4

Create of an image /
video bank of
exercises with diverse,
relatable images to
create plans.

5

Supports signposting
of patients to other
opportunities.

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**We built Stronger My Way, it's a
behaviour change campaign
that provides everything
needed to empower people to
get stronger.**



csp.org.uk/stronger

Professionals I help people feel stronger

The evidence base

Perceptions of strengthening

Evidence for strengthening

National guidelines

Health inequities

Tools for talking about strength

Physical activity insights

Training

Behaviour Change

Culturally competent services

Health coaching

Shared decision making

Health inequities

Mapping your local need

Promotional resources

Infographic

Posters

Social assets

iCSP Strength Community

Patients I want to feel stronger

What is strengthening activity?

Strengthening exercises

Andy's exercises

Sara's exercises

Strong stories

Andy

Kat

Sara

How to set a strength goal

Goal setting template

Daily brew routine

Other activity campaigns

Getting stronger with your condition

For professionals it provides

1

Evidence

...for strengthening, collating expert articles, blogs and published insight.

2

Training

Signposting to the best training for behaviour change, motivational interviewing, health coaching and shared decision-making.

3

Resources

Exercise films and a goal-setting planner, to support conversations with patients.

4

Community

The iCSP Strength Community, open to all professionals speaking to people living with long term conditions about strength.

For **patients** it provides

1

Advice

Guidance on how to approach strengthening activity when living with long term conditions, addressing fears that it could make conditions worse.

2

Videos

A series of films from Andy and Sara demonstrating different exercises that can be done at home, with no special equipment.

3

Motivation

Explanation of what strengthening activity is and stories from people with lived experience to offer reassurance that strengthening is for 'people like me'.

4

Goal setting

A guide on how to set a goal and use a strengthening activity planner.

STRONGER MY WAY



People living with long-term conditions have specific challenges and barriers when it comes to strengthening. You can empower your patients to improve and maintain their strength, so they can do the things that matter the most.

STRONGER MY WAY **My Strength Journey**
Gradually getting stronger can help you do more and reach your goals

I want to be able to...	Date
-------------------------	------

Activity title	Activity title	Activity title
Completed on: M T W T F S S	Completed on: M T W T F S S	Completed on: M T W T F S S
How I felt before I started	How I felt before I started	How I felt before I started
How I felt during	How I felt during	How I felt during
Things I found challenging	Things I found challenging	Things I found challenging
How I felt afterwards	How I felt afterwards	How I felt afterwards

#StrongerMyWay



Doing these strength exercises has made me feel a lot more confident, capable of going out and doing things - basically living my life more independently.
- SARA

Why focus on strengthening?

- Strength helps maintain function, bone density and balance**
This can mean your patient can live independently and not become reliant on support.
- Strength helps manage long-term conditions**
This makes people feel more in control by managing the condition or its symptoms, which can improve confidence to do even more.
- Strength enables aerobic activity**
This can simply mean ability to complete daily activities and do more of the things that matter. Finding an exercise ambition can be a powerful motivator.

Over 15 million people in England live with a long-term health condition. Less than half of people living with a long-term health condition or disability are meeting the CMO Physical Activity recommendations.
ACTIVE LIVES SURVEY
SPORT ENGLAND, 2021

What do the guidelines say?

For adults, and older adults, the UK CMO Physical Activity Guidelines say:

- Do strengthening activity at least twice a week
- Effective activities should include muscle-fortification, shake, or feel warm
- Strongly effective activities include resistance training, aerobics, ball games and racquet sports
- Daily activities also count including gardening, carrying heavy shopping bags

What people told us

Benefits of strengthening that highly resonate	Most common barriers	Overcoming barriers
<ul style="list-style-type: none"> Maintain independence Ability to complete daily activities Manage condition or symptoms (or pain) Physical appearance Improved confidence Improved mood and mental health 	<ul style="list-style-type: none"> Fear that their condition inhibits them or they could deteriorate as a result of doing activities Fear of embarrassment Low mood and little motivation to get started Their symptoms vary day to day and are exacerbated by the bad days 	<ul style="list-style-type: none"> Set a specific, short-term, measurable goal Offer a range of options, so they can adapt depending on how they feel that day Share that strengthening activity is for everyone Direct them to Stronger My Way where they can find physio approved resources

How to talk to strengthen

The CSP, supported by Sport England and the Centre for Ageing Better, conducted multiple rounds of interviews and focus groups with people living with long term conditions and healthcare professionals. The findings from this work will help you deliver care to your patients.

- Suggest choosing from approved exercises to get started.
- Talk about 'maintaining' and 'improving' strength, not 'lose or the other'.
- Use simple language and avoid jargon, technical words and potentially 'limiting' phrases like 'losing your leg' instead of 'self-harm'.
- Convey that strengthening can be easy and accessible, don't explicitly say it is. For example, it can be done at home with no special equipment.
- Say 'gradually increase', not 'gradually increase'. This shows control over the activity and feels more accessible.

More information from our hub

Stronger My Way is a new online hub from the CSP. It provides evidence, learning and resources to support you to get people strengthening. Together with your support, the resources you provide to your patients can also build confidence and motivate to strengthen.
csp.org.uk/stronger



FIND YOUR STRENGTH AT
CSP.ORG.UK/STRONGER



FIND YOUR STRENGTH WITH PHYSIO-APPROVED RESOURCES AT CSP.ORG.UK/STRONGER



csp.org.uk/stronger

Sara's strong story



Andy's strong story



Chris' perspective



Kat's perspective



Professional feedback

“

I am an MSK physiotherapist who provides rehab in gyms for patients. I am looking forward to using the hub to learn more and make sure my recommendations fit with the most up to date evidence and guidelines. Its a great resource and I will be sharing it with my team!

“

A brilliant and timely resource, a valuable tool for all.

“

I feel this offers not only physios, but other professionals clear information on how to implement strengthening and physical activity into their practice with more confidence.

“

There are some fantastic links that can be shared and discussed with patients, using real people examples who patients can relate to better. Helpful for both face to face and remote consultations to deliver help and advice which can be tailored to the patients personal needs.

“

Stronger My Way is a clear, concise and inspiring resource for all physios that helps promote and engage patients with the wonderful benefits of resistance based exercises... go check it out now

“

This platform provides a great amount of digestible, relatable and useful information for patients and professionals alike, and fits well with our local priorities at system level to promote physical activity - great stuff!

Patient feedback



Easy to use and navigate with helpful information at your finger tips



This will help me to do some of the exercises, in my own time, that I need to do to get me more active and in less pain.



I will use Stronger My Way for inspiration and guidance, it will be a useful additional resource



I didn't know about Stronger My Way before and wish that I had.....it seems realistic and easy to fit in to an every day routine.



Good to help me understand what I can be doing - taking small steps to help improve my health.

What you can do

1

Share with your networks

Use our promotional pack which includes social assets and copy for newsletters.

Email strength@csp.org.uk to request the pack.

2

#StrongerMyWay on social media

Download the social assets from the hub and share on your social channels.

Use the #StrongerMyWay

csp.org.uk/stronger

3

Go and put the kettle on...

Think of ways you can add strengthening activity in your daily routine.

Start small.

STRONGER MY WAY

csp.org.uk/stronger
#StrongerMyWay

