



Tackling Inequalities Fund Evaluation Report



the national governing body for group exercise

Introduction

- **The Tackling Inequalities Fund** was created in response to the coronavirus pandemic to help people from under-represented groups maintain their activity levels and ensure that participation gaps do not widen during this period. One of these underrepresented groups includes people with long-term health conditions.
- We, Move it or Lose it, aimed to create an online community to replace our face-to-face exercise classes and provide a safe and welcoming place for people with long-term health conditions (LTHC) to exercise and stay connected and engaged.
- As stated by Professor Sir Muir Gray, if we don't act now, we face the real risk of a deconditioning pandemic among the nations older adults who have faced several months in lockdown due to the coronavirus pandemic.
- The online community we created is called The Move it or Lose it Club (The Club). **The Club** is a subscription service costing £4.99 per month.
- The Club launched in October 2020 from its website www.moveitorloseitclub.co.uk

The Live Club

The Live Club shows a series of videos streamed live. They span a range of topics including exercise classes, health discussions, medication use, book club, nutrition talks and even a monthly quiz!

There a live chat function so members can comment and chat while watching the video.

LIVE FABS CLASS



LIVE CHAT

Chat

- Roger Snee
Hi, Gwen - Roger - Newcastle Upon Tyne here
- Anne from Clitheroe
Hello Kim, looking forward to your enthusiasm.
- Pam Fordham
Hi Kim. Pam from overcast Devon here, looking forward to class
- Myra
Hello kim

Type a message

BROADCAST GUIDE

Check out upcoming Move It or Lose It Club live events or catch-up with our previous broadcasts

COMING UP

CATCH UP

SOCIALS

COMING UP

LIVE QUIZ

LIVE QUIZ
FRIDAY 8 JANUARY 2021 - 04:00 PM

Time to get your thinking caps on! Join professional entertainer and quiz master Krazy Kryn for a fun quiz to start the year!

GO TO EVENT



LIVE CLASS WITH MARTHA

LIVE FABS CLASS
MONDAY 11 JANUARY 2021 - 11:00 AM

Join Martha for a live class to improve your flexibility, aerobic health, balance and strength. This class can be done seated or standing. Please bring a resistance band for the strength section, or some tin if you don't have one.

GO TO EVENT



PAIN RELIEF DISCUSSION

PAIN RELIEF
TUESDAY 12 JANUARY 2021 - 02:30 PM

Join The Club resident pharmacist and Move It or Lose It instructor Martha as she talks to us about pain relief.

GO TO EVENT



LIVE CLASS WITH KIM

LIVE FABS CLASS
WEDNESDAY 13 JANUARY 2021 - 02:30 PM

Join Kim for a top to toe FABS workout. This class can be done seated or standing and you'll need a resistance and or some tin for the strength section.

GO TO EVENT



The Exercise Club

The Exercise Club has a library of exercise videos available to watch 24/7 and on-demand. These range from short 5 min energy boosters and coordination challenges, to full 40 min FABS exercise sessions. Members can pick 'n' mix and do the routines they feel like doing each day.

FULL FABS ROUTINE

Written by The Club on January 6, 2021.

[GO BACK TO LIBRARY](#)



FULL FABS ROUTINE

SEATED OR STANDING

Full session

In this video, Move it or Lose it instructor Yvonne takes you through a top to toe workout. The full session includes:

- Warm up routine to music
- Aerobic routines to music
- Strength exercises
- Balance routines
- Cool down

The whole session can be done seated or standing. *If you choose to stand, please ensure you are safe to do so by using our balance guide.*

If you liked this exercise session, why not tell us in the Social Club?

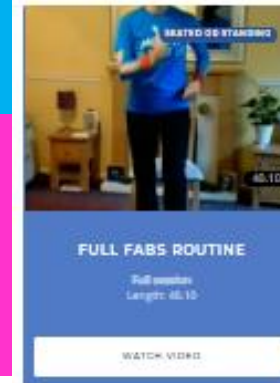
Collection: Solo Video
Duration:40.10

EXERCISE CLUB - VIDEO LIBRARY

Choose your Balance Level

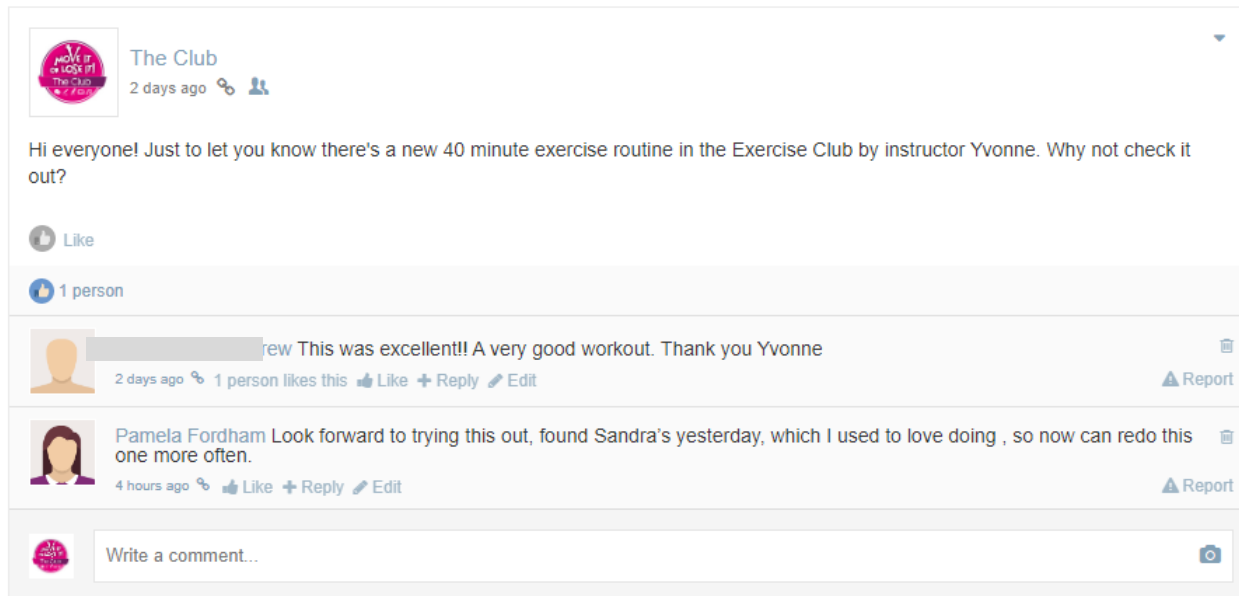
Show All

1 2 3 4 5



The Social Club

The Social Club provides a place for social interaction and engagement. We post comments and information such as how to become a Dementia Friend and tips from our resident physiotherapist. There's also videos of things for members to try such as art class, cooking and baking recipes, meditation, journaling and dog training! We've also had special guest videos about health and wellbeing from Professor Janet Lord, Professor Sir Muir Gray and author of 'How to Age Joyfully' Maggy Pigott.



The Club 2 days ago

Hi everyone! Just to let you know there's a new 40 minute exercise routine in the Exercise Club by instructor Yvonne. Why not check it out?

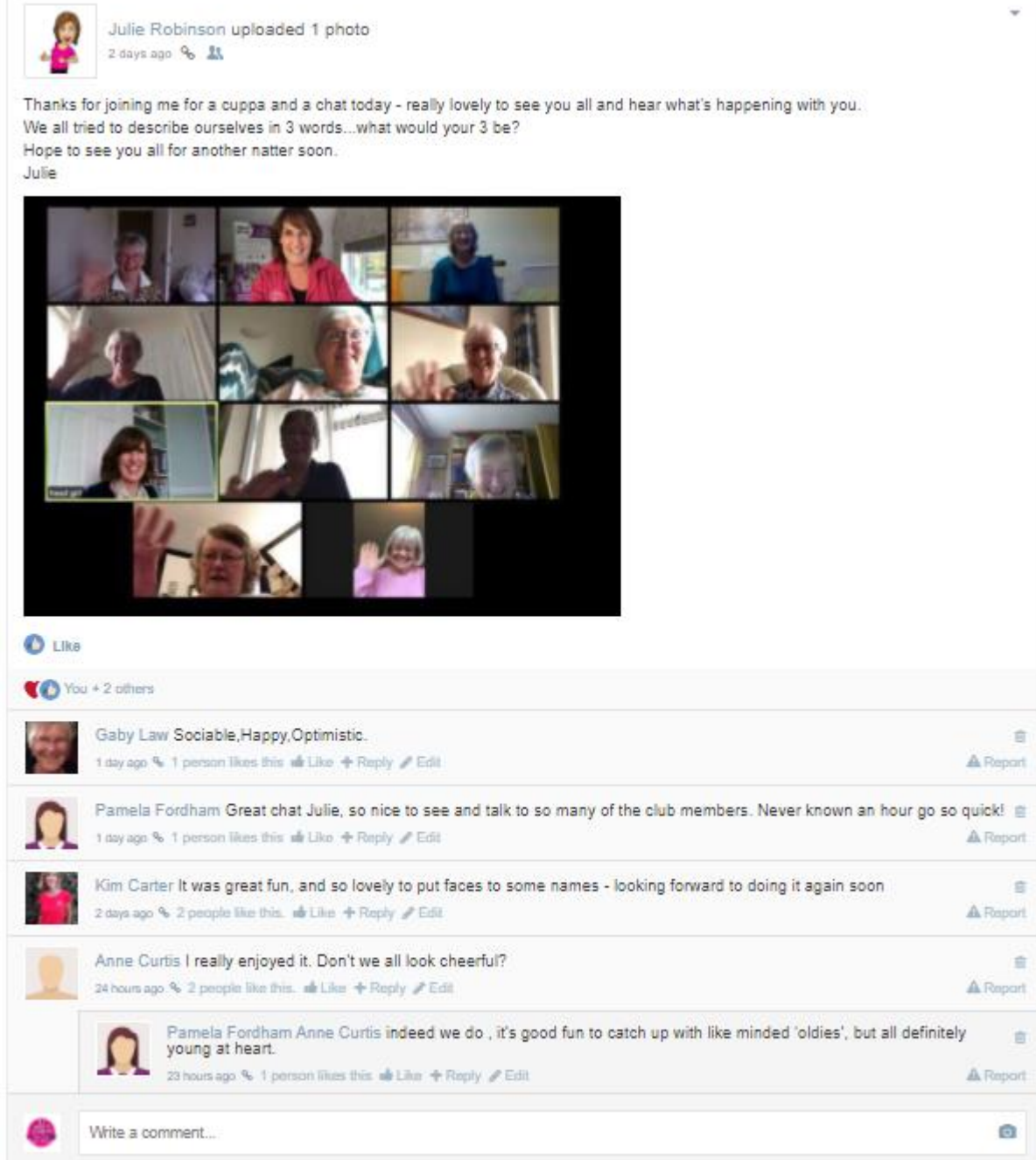
Like

1 person

[Profile] 2 days ago 1 person likes this Like Reply Edit Report


Pamela Fordham Look forward to trying this out, found Sandra's yesterday, which I used to love doing, so now can redo this one more often. 4 hours ago Like Reply Edit Report

Write a comment...



Julie Robinson uploaded 1 photo 2 days ago

Thanks for joining me for a cuppa and a chat today - really lovely to see you all and hear what's happening with you. We all tried to describe ourselves in 3 words...what would your 3 be? Hope to see you all for another natter soon.
Julie



Like

You + 2 others

Gaby Law Sociable,Happy,Optimistic. 1 day ago 1 person likes this Like Reply Edit Report

Pamela Fordham Great chat Julie, so nice to see and talk to so many of the club members. Never known an hour go so quick! 1 day ago 1 person likes this Like Reply Edit Report

Kim Carter It was great fun, and so lovely to put faces to some names - looking forward to doing it again soon 2 days ago 2 people like this Like Reply Edit Report

Anne Curtis I really enjoyed it. Don't we all look cheerful? 24 hours ago 2 people like this Like Reply Edit Report

Pamela Fordham Anne Curtis indeed we do, it's good fun to catch up with like minded 'oldies', but all definitely young at heart. 23 hours ago 1 person likes this Like Reply Edit Report

Write a comment...

How we work/ways of
working



Partnerships and collaborations

- We approached *We Are Undefeatable* to reach the target audience of people with LTHC but this was not possible due to high volume of current partners, despite their interest to know more about The Club.
- Activity Alliance shared tweets about the Club
- The Social Prescribing Network circulated information to their regional leads.
- We are establishing a partnership with “My Foothold” (supporting engineers and their families) who will nominate and sponsor their members who wish to join the Club.
- House of Sport, London, shared information on their Get Active Facebook page
- University of Birmingham shared with their 1,000 Elders network
- We collaborated with University of Wolverhampton to assist with the evaluation of the project and produced two bespoke questionnaires to evaluate impact of The Club.

Expected outcomes and impact

KPI	Target	Total	Active members
Number of active Club members	150	171	142
Number of MIOLI Instructors	200	181	n/a

Growing The Club is a vital part of its success. The more members it has, the more people that can benefit from its services. We therefore set a target to reach 150 active members before the end of the TIF project. Although we surpassed this target, some members have left and are not longer active.

As part of the project involved paying our instructor network to produce video content, we aimed to maintain the number of instructors in our network. However, the inability to run classes due to the pandemic has meant many instructors have sought alternative sources of income. This has led to a decline in our network

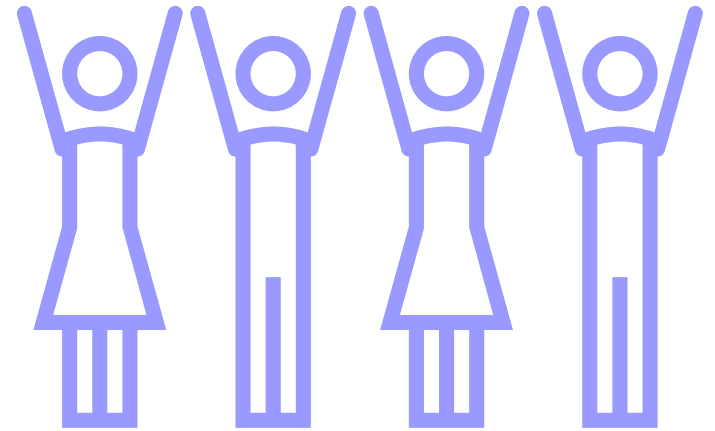
In line with the Tackling Inequalities Fund (TIF) objectives, we wanted The Club to help older people and those with Long Term Health Conditions to continue to be active, whilst isolated at home.

We therefore set the following aims for our TIF project:

Aims

- To aid the prevention of deconditioning among older adults
- To increase activity levels and reduce sedentary time
- To reduce perceptions of loneliness
- To engender a sense of community among Club members

Audience Understanding



Working with older adults

- We have used our existing online customer database and use video content to explain more about The Club through direct emails, newsletters and through social media. The barriers faced are regarding accessing The Club through log in and problems seem to occur with members remembering their password.
- To combat these issues, we have provided technological support guides in text and video and have a dedicated email address for support so customers know someone is there to help with their queries.
- We know from 10 years experience of running exercises classes for older adults, a primary motivating factor for taking part is the physical benefits of exercise.
- We have found a similar pattern when we asked Club members '*How will the Club benefit you?*' when they signed up. Responses are reported over the next two pages.
- Motivation for exercise is a key theme followed by socialising.
- As we intended for The Club to imitate our face-to-face community classes but in a digital community, it is encouraging to see members believe The Club can help them in the same way as the classes.

How will The Club benefit you?

“I hope it will give me different and **fun exercises to do at home**”.

“By helping me to be **flexible fit and stay mobile and healthy** in my old age”.

“Living alone it will encourage me to **exercise** with other people”.

“As I don't do any **exercise**, I think it will benefit me enormously, both physically and mentally”.

“Motivate me to get **moving again**”.

“Hoping it will **motivate me to exercise** more. I like the online exercises more than going to the venue and doing it live, as have some social anxiety, and also, I get exhausted very easily, so can do the classes whenever I feel inclined to, and in the catch up ones, I can pause the video. Also it works out cheaper than the classes”.

“Enabling me to keep **exercising**”.

“Access to age-appropriate content, to include **exercise routines** that can be undertaken at home. **Online chats** about books would be welcome”.

“Prior to lockdown I was attending a breathing and exercise club run by physios twice a week for an hour each. I have tried to motivate myself but find it difficult. So **motivation** please”.

How will The Club benefit you?

“Help with finding the right **exercise** regime”.

“Help me get **fitter** as no physio after op due to lockdown”.

“It **encourages me to move**, as I cannot get out on my own”.

“I need more **motivation**”.

“Had so much fun and benefit from attending the Swaffham sessions but am now **unable to get there**”.

“Hoping to **Keep Fit** as much as possible - not swimming at the moment due to Covid”.

“I lost my husband two years ago while I was very ill. Now with the pandemic and **very very lonely** and housebound”.

“I hope it will give me the incentive to do **exercises more often** in my own home and it would be lovely to take part in **socialising** (at a distance)”.

“Getting **information targeted** on an older disabled woman”.

The Club - members and evaluation

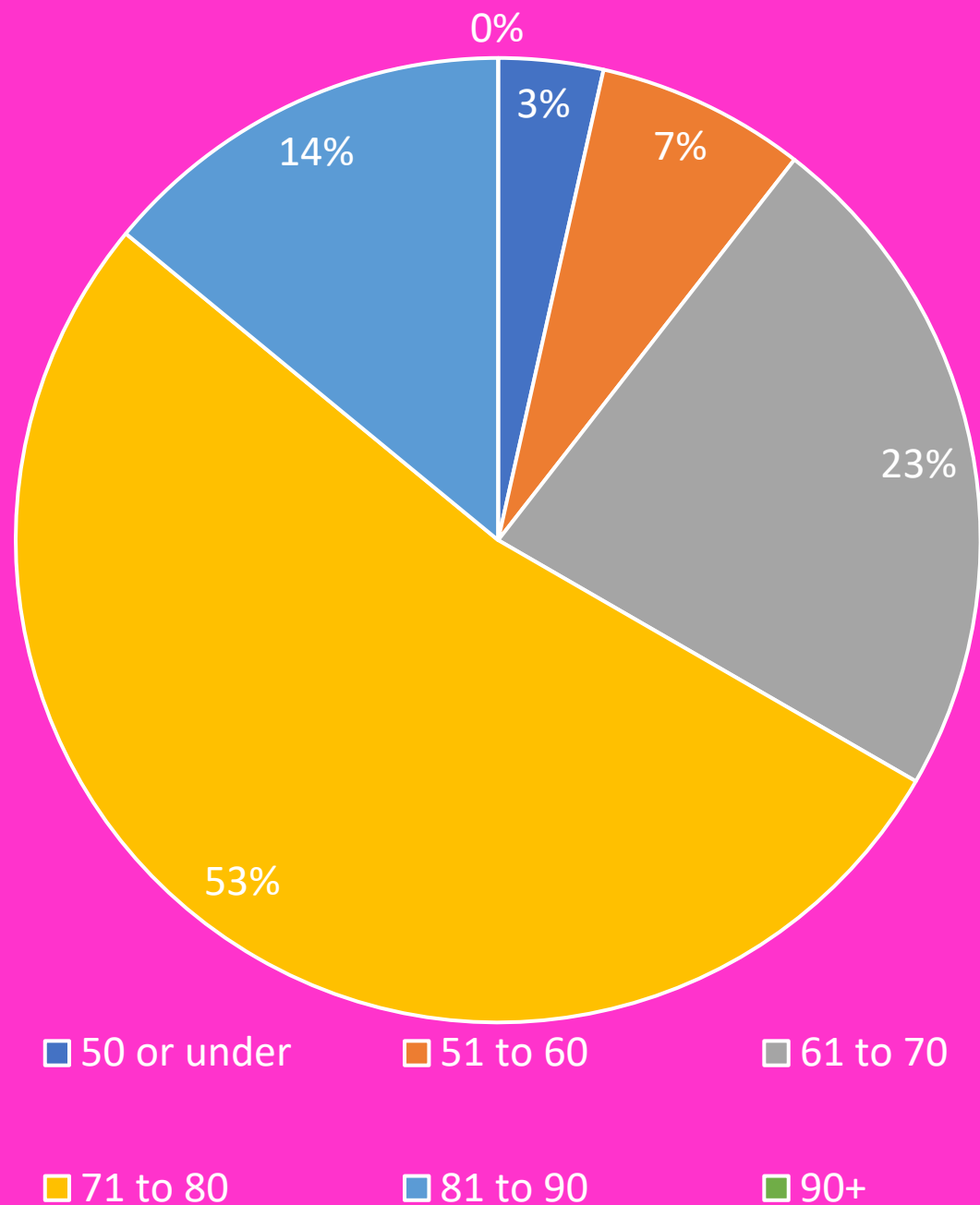
- To gain insight into The Club members and evaluate The Club, we used two bespoke surveys developed in conjunction with the University of Wolverhampton. This was achieved via meetings on Microsoft Teams.
- Due to the coronavirus pandemic our only form of data collection was through online surveys. The surveys were influenced by validated questionnaires and customised to ensure we could measure the impact of the Club. Therefore, our aims were also an important influence when constructing the surveys.
- Club members were sent the first survey when they signed up to The Club, which was sent as part of a 'Welcome to The Club' email. The survey was designed to provide us with information on who our Club members are.
- The second survey was emailed to all Club members on 1st December 2020. This survey was designed to provide information on the impact The Club has had on the members.
- 56 members completed the first survey by 1st December 2020.
- Between 1st December 2020 and 31st December 2020, 22 members completed the second follow up survey. 17 of these had completed both surveys.

Who we reached – geographical spread

- As an online platform, The Club can be accessed anywhere. This is demonstrated by the large geographical spread of members across the UK, predominantly in England where funded places have been available through the funding from Sport England.
- Of these, 51% of members stated they live alone, 46% live with at least one other person and 3% did not provide an answer.



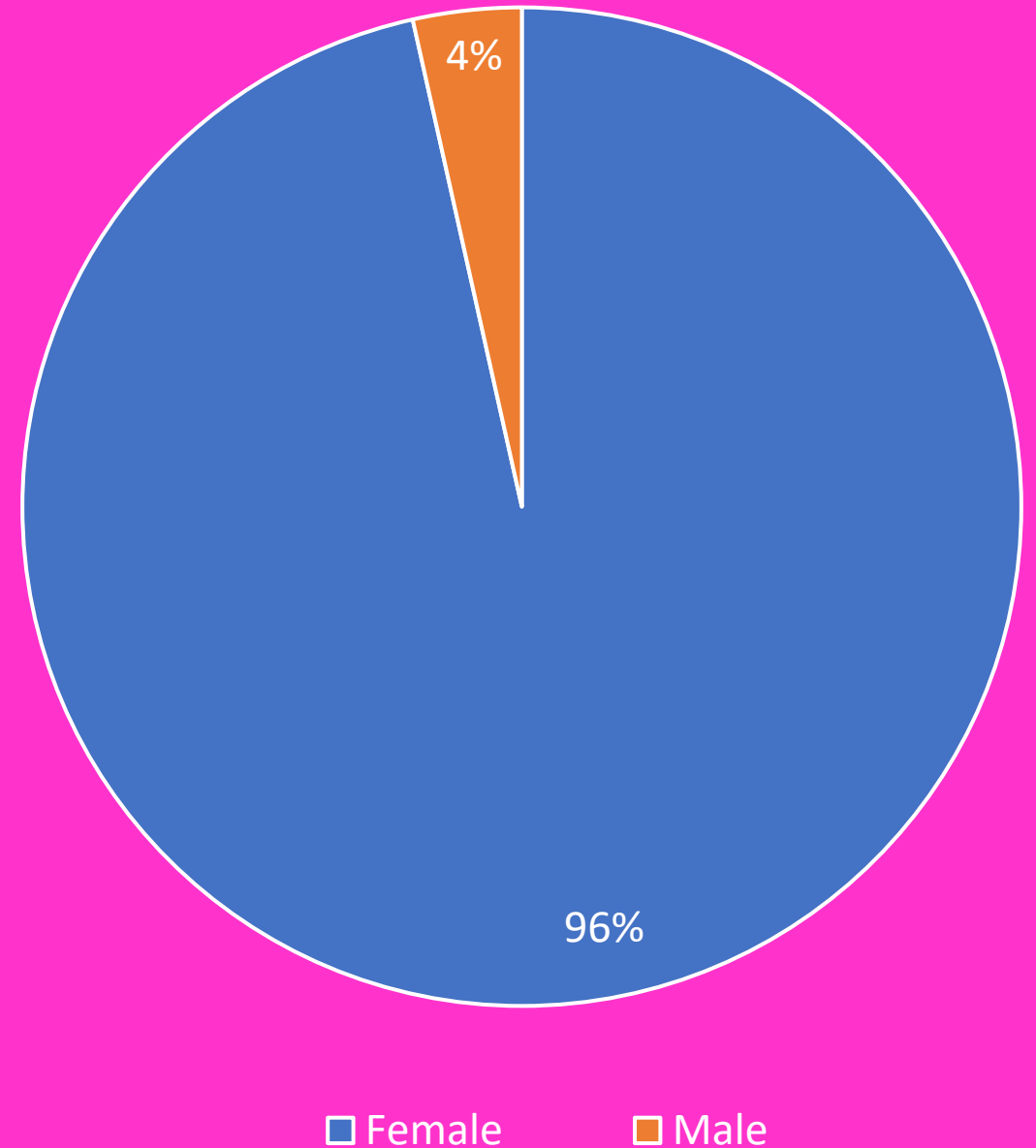
Who we reached - age



- Over half (53%) of the Club members during the data collection period were aged 71 – 80 years.
- The next most common age group was 61 – 70 years representing almost one quarter (23%) of all members
- 81 – 90 year olds represented 14% of members, 51 – 60 year olds make up 7% and those aged 50 and under, 3%.

Who we reached – gender & ethnicity

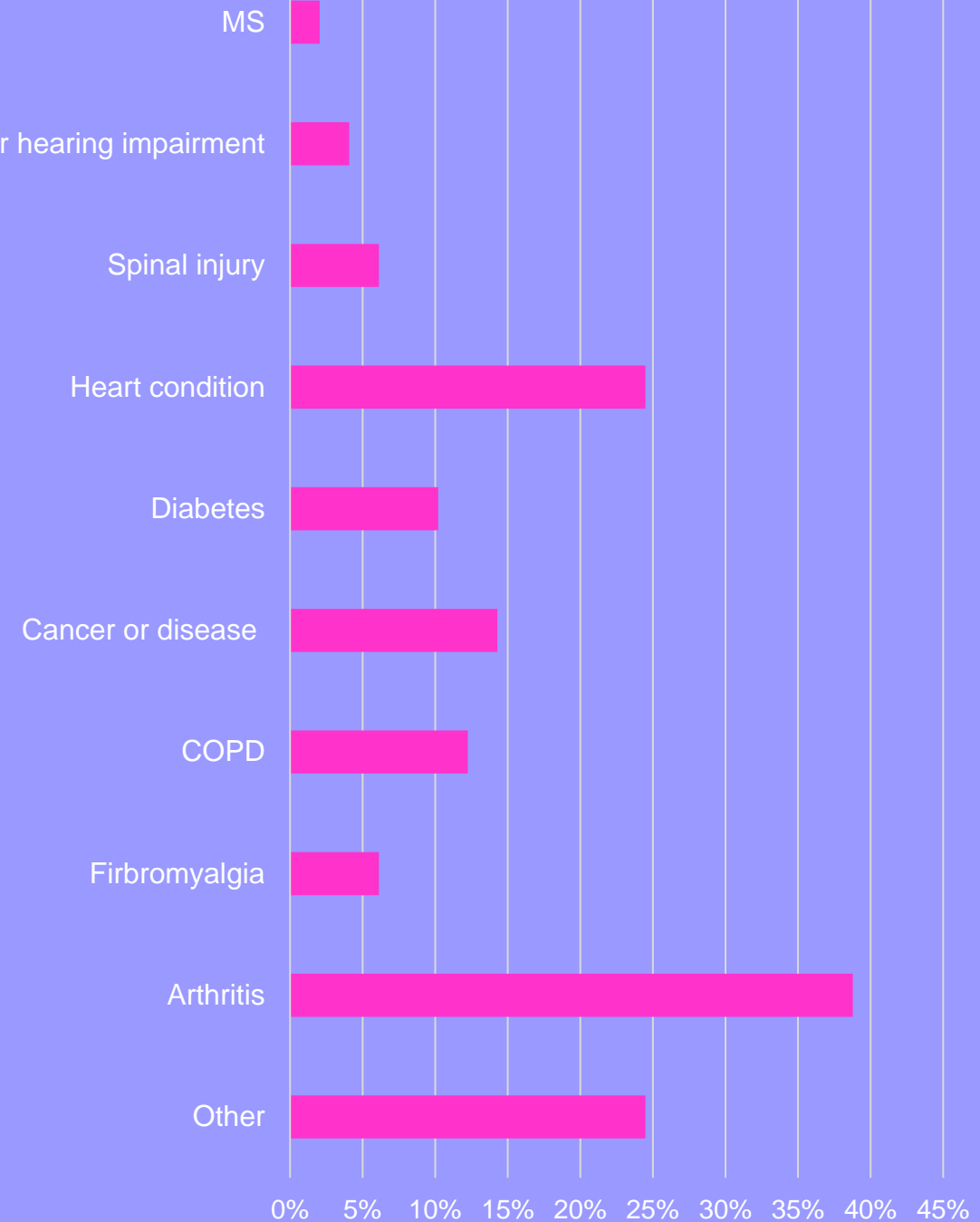
- The vast majority of Club members identify as being female (96%).
- Only 4% identify as being male.
- All members (100%) reported they associate their ethnicity as White.



Who we reached - Long Term Health Conditions

- 70% of Club members reported they have at least one LTHC.
- Of these members, 26% have one LTHC, 32% have two LTHC's and 42% have three or more, known as multimorbidity.
- The most common LTHC was arthritis, followed by a heart condition (including complications with blood pressure e.g. hypertension).

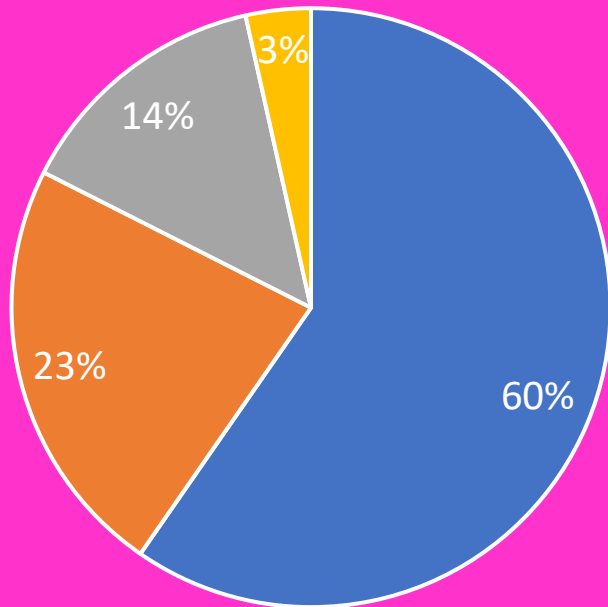
Sight and/or hearing impairment



Who we reached – LTHC continued...

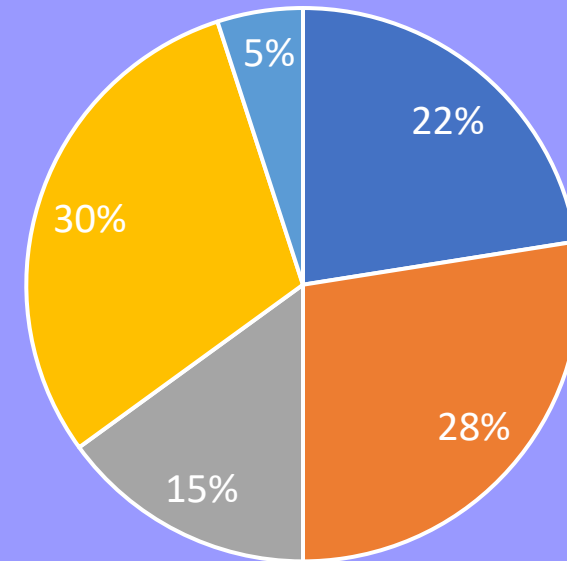
For the majority of those with LTHC, they do not need help to complete Activities of Daily Living. However, 95% reported that their LTHC create at least some difficulties in partaking in physical activity.

Do you need help to complete ADLs?



■ No ■ Occasionally ■ Sometimes ■ Often

Due to your long-term health conditions have you had difficulty partaking in physical activities?



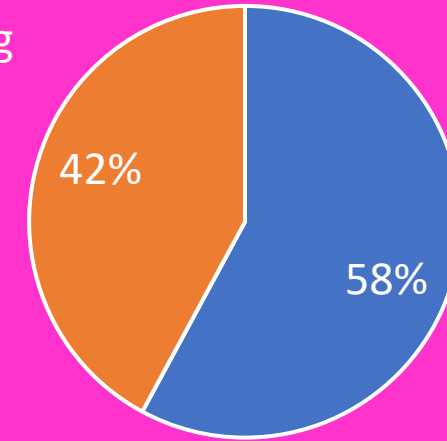
■ Always ■ Often ■ Occasionally ■ Sometimes ■ Never

Who we reached - membership

- Interestingly, almost two thirds (58%) of Club members were new to Move it or Lose it, with 42% having transferred from an alternative Move it or Lose it service.
- Furthermore, the vast majority of Club members (79%) stated the Covid-19 pandemic was an influencing factor in their decision to join The Club. The Club has therefore provided a vital service for these people in response to the pandemic.

New or existing Club member

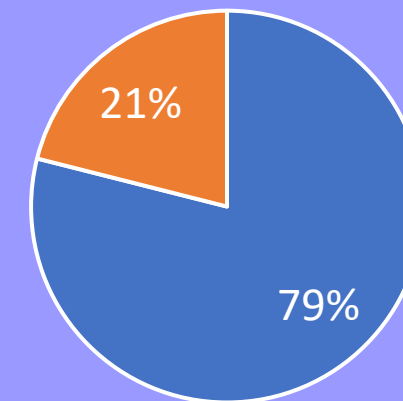
■ New ■ Existing



Did the COVID-19 pandemic influence your decision to join the Club?

■ Yes

■ No

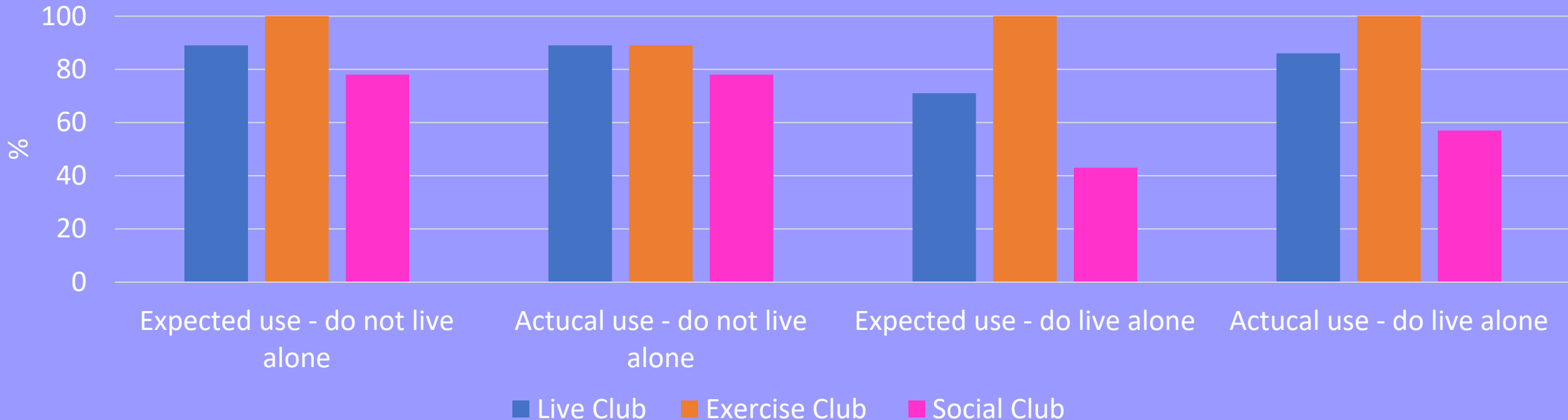


Impact

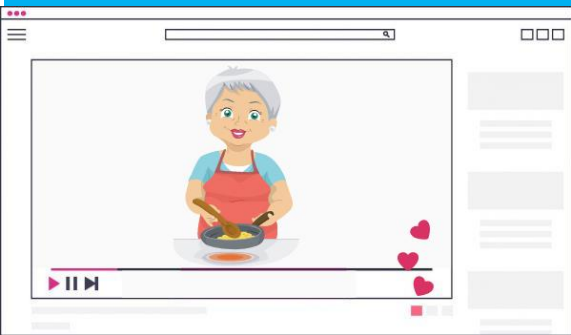


Impact - Expected vs actual use

- In general, expected usage at baseline matched actual usage at follow up. However, split into subgroups of those reporting they live alone with those who do not live alone, shows a slight difference.
- Only 43% of those living alone thought they would use the Social Club, however almost two thirds (57%) report they use the Social Club.
- The same patterns occurs for the Live Club where 71% expected to use it which increases to 86% actual usage among those who live alone.



Impact – comments on Club usage



It is likely that more people are using the Live and Social Club than expected to due to the social elements of those parts of The Club. These comments show what members like about each club:

Live Club

- “Communicating, socialising, being part of a group”.
- “Live exercise class gives me incentive to join in”.



Exercise Club

- “I choose type of exercise to do each day according to how my body/joints feel on that day”.
- “I miss my face to face group and was very pleased when this started”.



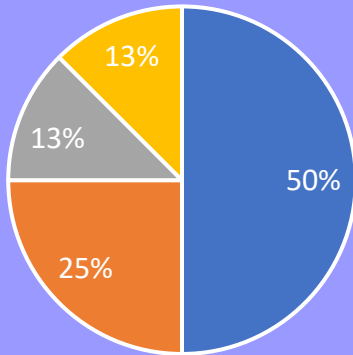
Social Club

- “I enjoy the company”.
- “The chance to communicate with other people in different parts of the country”.

Impact - ADLs

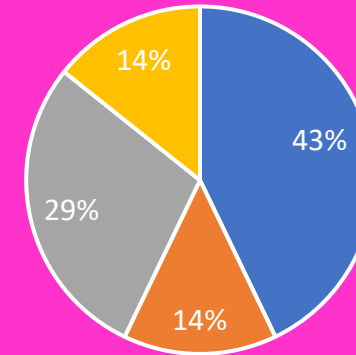
- Before using The Club, 40% of those surveyed said they needed at least some help with Activities of Daily Living.
- After the using The Club, 53% have reported an improvement in their independence.
- Of particular significance, 57% of those who report they live alone have stated they can do more ADLs at home after using The Club.

Of those that do not live alone



- No, there's been no change
- Yes, I can do more heavy household chores e.g. vacuuming
- Yes, I can do more moderate household chores e.g. ironing
- Yes, I can do more light household chores e.g. dusting

Of those who do live alone



- No, there's been no change
- Yes, I can do more heavy household chores e.g. vacuuming
- Yes, I can do more moderate household chores e.g. ironing
- Yes, I can do more light household chores e.g. dusting

Impact - Activity Levels

- After using The Club, over two thirds (67%) of members stated they feel more confident to be active at home. Under lockdown restrictions in response to the coronavirus pandemic, a very positive result.
- Further investigation of this data shows that members who live alone have become more confident to be active at home. And 25% of members who live with at least one other person are more confident to be active with family.
- There was also some reports that members now feel more confident to be active with friends.

“I can find exercises I can manage”.

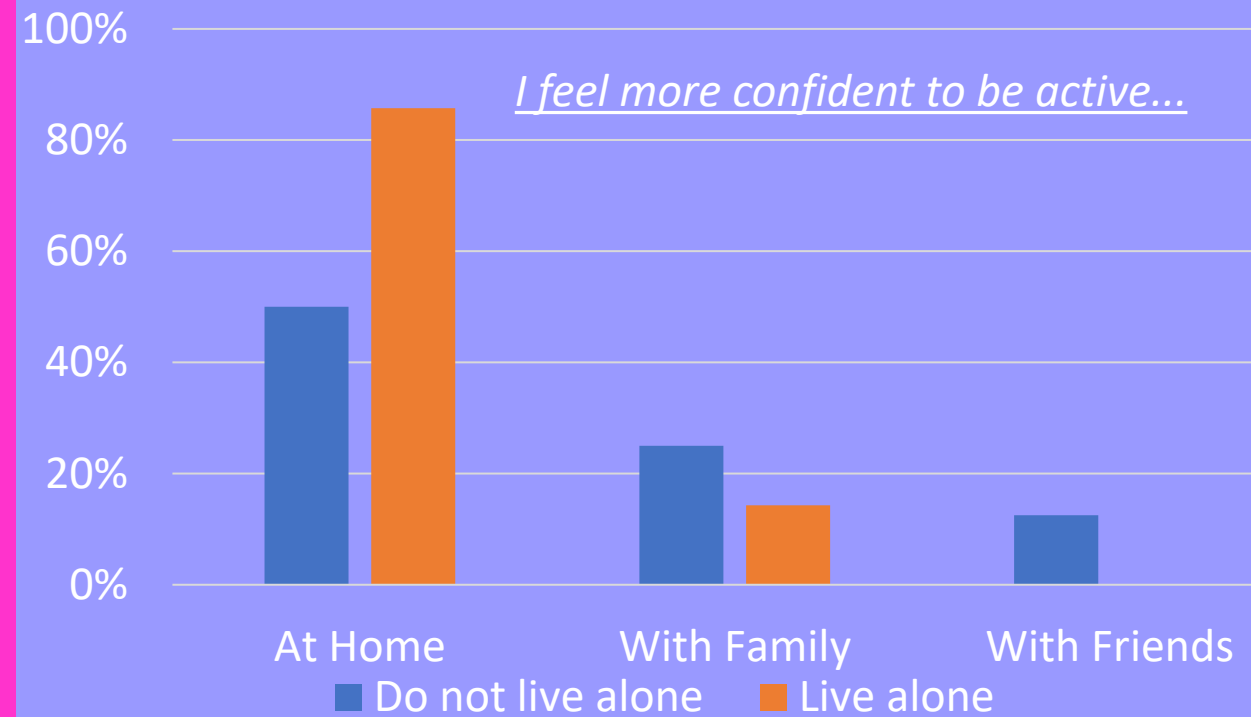
“I can exercise at a time that suits me”.

“Terrific exercises with good variety of styles and lengths”.

“Get up and go enthusiasm, something to follow, in private”.

“The different lengths of the routines, so that I can fit exercising round other commitments”.

“The routines are designed for "real people" rather than the super athletic young people shown in many of the current ads for home exercise routines e.g. Fiit”.

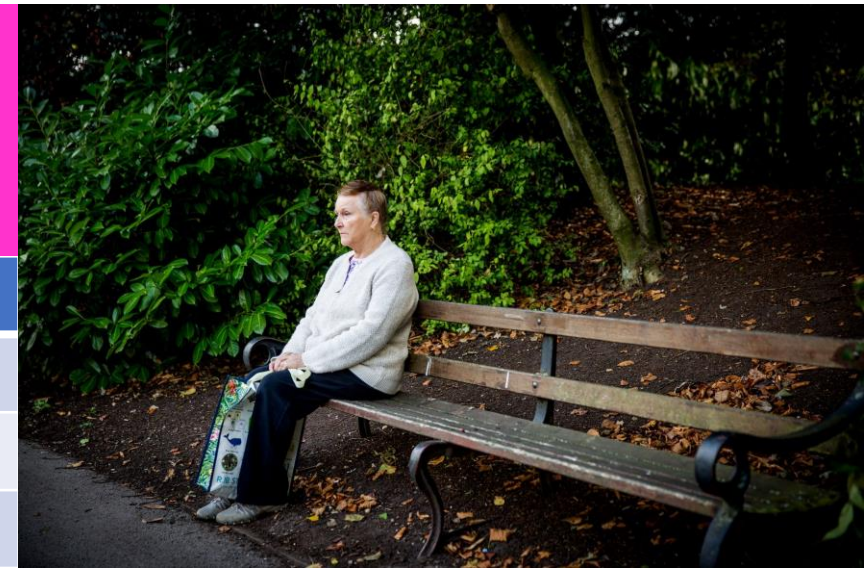


Impact - Perceptions of loneliness

- We used the UCLA 3-item questionnaire to measure perceptions of loneliness.
- The questionnaire is a valid and reliable tool for use among older adults and has been used in the English Longitudinal Study of Ageing.
- There are 3 questions each with a 3 possible answers, which each have a numerical value for quantifying the results.
- The lowest score possible is 3 indicating the least lonely. The highest score possible is 9, indicating the most lonely.

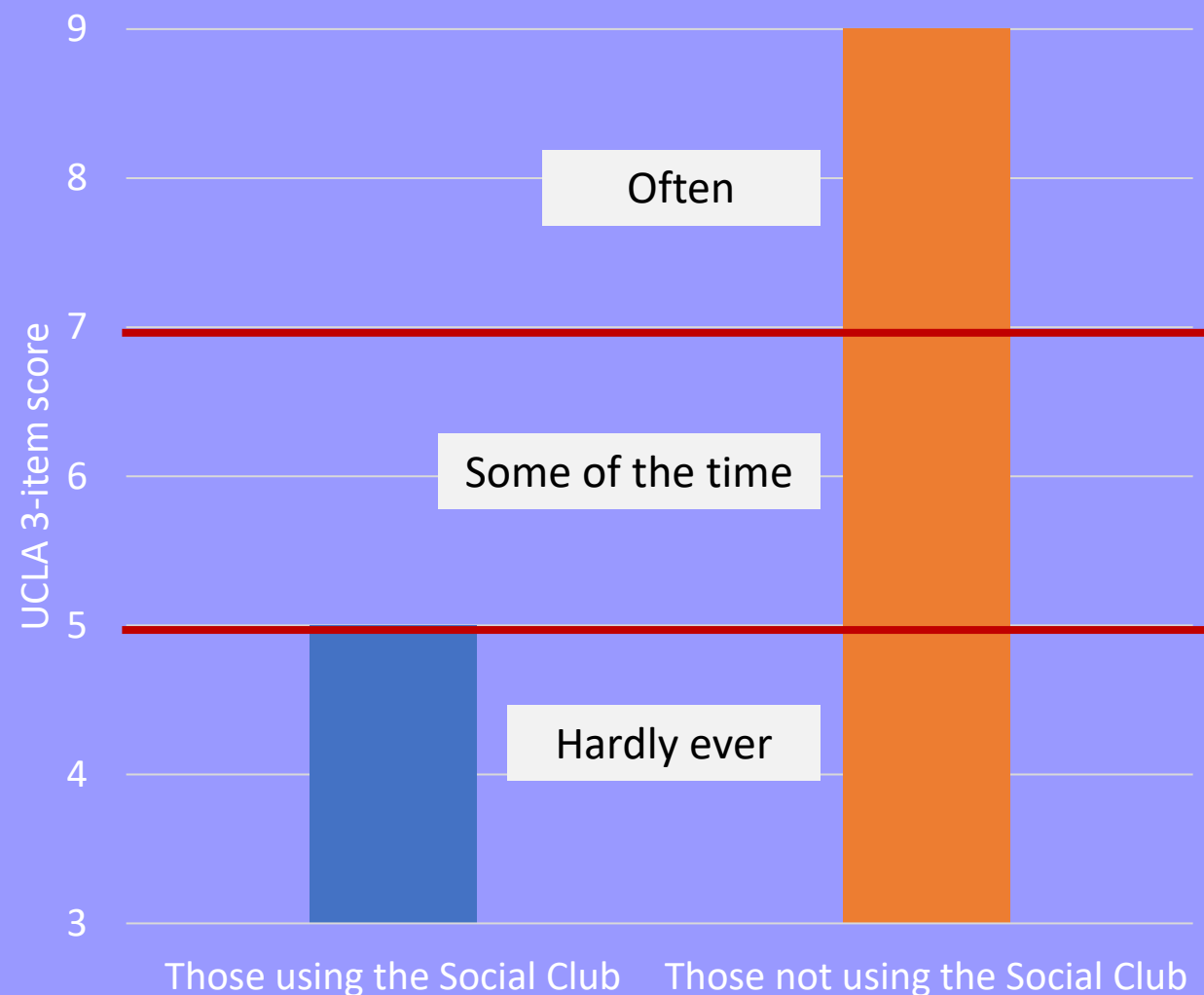
1. How often do you feel you lack companionship?
2. How often do you feel left out?
3. How often do you feel isolated from others?

Answer Options	Value
Hardly ever	1
Some of the time	2
Often	3



Impact – Perceptions of loneliness

- Perceptions of loneliness can be a delicate subject and there are often several contributing factors.
- The national lockdowns due to the coronavirus pandemic which have kept many people at home is a significant factor to increase perceptions of loneliness through social isolation.
- It might be unsurprising that our data reports those living alone to record higher loneliness values than those living with at least one other person (average score of 6 (some of the time) vs 4 (hardly ever) respectively).
- However, of all members, those who report they use the Social Club record lower loneliness values than those who do not use the Social Club.
- This finding demonstrates the potential for digital interventions that promote social activity to influence, and reduce, perceptions of loneliness.
- We need to ensure all members use the Social Club to benefit from its service.



Achieving our aims

We set out to **prevent deconditioning and increase activity levels among older people and those with long term** health conditions. 67% of Club members say they feel more confident to be active at home. In light of the current lockdown, this is a very positive outcome helping to ensure that the activity gap is not widened among this demographic group. Furthermore, 95% of Club members use the Exercise Club at least once per week ensuring they are being active on a regular basis.

We also aimed to **reduce perceptions of loneliness**. While not all members of The Club have reported reduced perceptions of loneliness, those who have been using the Social Club do report as significantly less lonely than those who do not. We therefore intend to help all Club members access the Social Club as we believe this can significantly reduce perceptions of loneliness whilst isolated from others during lockdown.

Our final aim was to **engender a sense of community**, replicating (as best we could) our face-to-face community class environment online. Although this is difficult to measure, as a subjective variable, the increased activity on the Social Club, the chat comments during the Live Club videos and the feedback we have received suggests that Club members do feel part of a wider group. For example, members have said *“I enjoy the company”*, and that they like *“The chance to communicate with other people in different parts of the country”*.

Case Study

Pam, 71, is retired and lives in North Devon with her husband. Prior to the coronavirus pandemic, they were both active regularly cycling and swimming.

Since the first lockdown in March 2020, they have isolating indoors and all their regular means of physical activity were stopped. Pam found Move it or Lose it through our Facebook page and became a member of The Club .

Due to having arthritis, she finds it difficult to get up and down from the floor. She has said that The Club helps make lockdown life “not so bad” because she enjoys the exercises which make her feel energised each day.

“I did three standing sessions and couldn’t face another one so I did a seated session... I felt quite relaxed afterwards and it didn’t feel like I’d exercised, but I had.”

She had to persevere with the technology side of things but now loves using her iPad!

“I feel uplifted and I look forward to doing exercise.”



“When I started, I was worried about the joints... but because you’re at home, and no one can see you I can do it. I wouldn’t have done any of these exercises if I hadn’t found Move it or Lose it, so thank you for giving this energy I now find myself having. And I look forward it! I couldn’t recommend it highly enough! “

Future work

Growing the Club membership

Although advertising is an important way to raise brand awareness, without a sustained campaign and bigger budget, this has not been the best way to recruit new members. Social media, individual contacts, recommending a friend are more successful and we would like to further develop the 'recommend a friend' option in future.

Our evaluation has given us an insight into what our Club members want and the most popular content. We intend to use this information to maintain members and provide a service that they are happy to refer to a friend. For example, we are exploring how we can have subtitles on our videos, so that more people can confidently watch them.

Future work

Improving the Club

The Social Club has become far busier and shows members engaging with each other and commenting on videos more frequently in recent weeks. Members need to have the confidence to contribute and we would like to encourage this by holding more frequent Zoom chats where you can establish whether members are aware of all aspects of the Club. Our data from the impact of the Social Club show how vital this is, and we want to ensure all members are receiving the full Club experience.

We already share 'how to' guides on video and with screenshots but would like to further develop our support for new members. We would like to get our more confident members to help their peers and explore how we could offer a 'buddy up' system for those who need it. We would also like to encourage members to share their wisdom and experience by demonstrating how to make and share their own videos in future. This would lead to a Club for the members, by the members.

Future work

Widening our reach

It is apparent that we are successfully reaching an audience of white, female, age 70+ members who make up the majority of our membership. Facebook adverts have been a successful way to reach new people but does not allow you to select ethnicity when targeting groups. We would like to explore ways to reach more men and BAME communities in future to increase our diversification and reach all members of society, regardless of their protected characteristics.



"It's changed my life, so I thank you"