



Why engaging inactive people matters:

Lessons from Get Out, Get Active (GOGA)

Introduction

Engaging inactive people in physical activity is about more than just numbers. It's about breaking down barriers and creating lasting pathways to participation for those who face the greatest health inequalities. Through the **Get Out, Get Active (GOGA)** programme, we've demonstrated how targeted and inclusive approaches can transform lives, improve wellbeing, and deliver significant social and economic value.

1) Key outcomes from GOGA

GOGA's targeted approach to reaching inactive people has delivered significant results:

- **78%** of participants became more physically active after taking part.
- **81%** reported improvements in their mental wellbeing.
- **60%** felt more connected within their community.
- **74%** maintained their activity levels beyond the programme.

For every **£1 invested**, GOGA generated a return of over **£4.60** in social, environmental, and economic value.

2) Breaking down barriers to participation

Reaching inactive people requires understanding and addressing the challenges they face. These barriers can include:

- **Financial:** Limited access to affordable opportunities.
- **Physical:** Health conditions or disabilities that make participation difficult.
- **Social:** Lack of confidence or fear of judgment.
- **Cultural:** Activities that don't feel inclusive or relevant.

By focusing on practical solutions, such as providing transport and reducing costs, GOGA has shown that it's possible to create accessible pathways to activity.

3) The broader impact

Engaging inactive people doesn't just benefit individuals, it strengthens communities and delivers long-term value:

- **Social:** Increased community cohesion and reduced isolation.
- **Environmental:** Promoting active travel and sustainable lifestyles.
- **Economic:** Reduced healthcare costs and increased productivity.

To create programmes that engage inactive people, consider these key principles:

1. **Adopt a person-centred approach:** Design solutions with and for the people you want to reach.
2. **Commit to the long term:** Sustained engagement over years, not months, is essential.
3. **Build trust-based partnerships:** Work with local organisations that communities already know and trust.
4. **Address practical barriers:** Provide support for transport, costs, and confidence-building.
5. **Measure impact beyond numbers:** Focus on outcomes like wellbeing, community connection, and sustained activity.

Remember!

Engaging inactive people through events takes planning. By addressing barriers and focusing on inclusive, person-centred approaches, you can create events that leave a legacy of healthier and happier communities.

For more insights and resources, explore the [Get Out, Get Active Impact Report](#) and the [Step Change Framework](#).

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