

Quick Reference Guide



A Systematic Review of the Evidence Base for Developing a Physical Activity and Health Legacy from the London 2012 Olympic and Paralympic Games



PLANNING OUR ROUTE TO A 2012 HEALTH & PHYSICAL ACTIVITY LEGACY

This quick reference guide presents the recommendations made in a recently completed systematic review of the evidence base for leveraging physical activity and health legacies from the London 2012 Olympic and Paralympic Games. The review was commissioned by five Department of Health Regional Offices, and carried out by the Centre For Sport, Physical Education & Activity Research (SPEAR) at Canterbury Christ Church University.

Introduction

The 2012 Games will aim to set a new standard for the Olympic and Paralympic movement in staging a 'once in a lifetime' event that delivers genuine nationwide legacies in the form of economic, social, health and environmental benefits for the United Kingdom.

In order to achieve a tangible and lasting legacy for the country, we need to start to prepare now. We need to be planning, creating policy and building capacity to encourage and allow more people to get more active. We have a rare opportunity to radically change the sedentary culture in the United Kingdom.

Regional physical activity teams in London, West Midlands, East Midlands, the East and the South East are already collaborating to drive this work forward.

The systematic review sets out the lessons learned from the best available international evidence. It will enable us to work with greater confidence towards securing a true and lasting health and physical activity legacy from the 2012 Games.

For anyone who is involved in legacy planning at local, regional or national level in the run-up to the 2012 Games, we hope the full report will stimulate discussion, aid decision making, generate ideas and positively challenge partnerships at all levels to maximise the opportunities before us.

This Quick Reference Guide offers a summary of the key findings.

The Review

The 2012 Games are the first to set out with a stated aim to increase participation in physical activity and improve health. No previous Olympic or Paralympic Games has planned for a legacy of this sort, and even if there has been a participation or health legacy, no evidence of this has been formally collected or collated. From the outset of this review, it was known that the hard evidence base was weak. So to achieve meaningful results, the scope of the review was widened in two ways: firstly, by including the evidence from other major sporting events and franchises; and secondly, by looking at other areas, such as tourism and volunteering which have successfully achieved a legacy from previous Olympic and Paralympic Games by engaging communities and changing behaviours.

The review concludes that the most fertile and resource-efficient elements of a legacy programme could be those which:

1. Target current or lapsed sports participants with the aim of increasing participation frequency, through a 'demonstration effect'
2. Target the sedentary and 'pre-contemplators' by stimulating contemplation towards getting active, through a 'festival effect'
3. Use this national, 'once in a lifetime' festival to promote locally owned, community-based and culturally relevant celebrations.

RECOMMENDATIONS

What we could do	How could we do it	Who should do this	What the result will be
Target current or lapsed sports participants with the aim of increasing participation frequency , through a 'demonstration effect'	<p>Capitalise on the 'demonstration effect' (athletes acting as role models, inspiring increased participation)</p> <p>Encourage sports participants to widen the range of activities in which they participate (Note: see the 'Evaluation' section below regarding 'activity switching' and 'aversion')</p> <p>Use social marketing techniques to 'stage-match' all interventions to the specific needs of the target audience</p> <p>Increase the local range and availability of new activities, especially the less traditional ones, from the Olympic and Paralympic programmes</p>	Local authorities, Primary Care Trusts, schools and colleges, other local stakeholders in physical activity and health	<p>We will have used the run-up to the 2012 Games to:</p> <ul style="list-style-type: none"> reach our targets for a more active and healthier population more quickly and more effectively strengthen the infrastructure for physical activity delivery in all its forms develop a sense of community spirit with local people running their own festivities in their own way
Target the sedentary and 'pre-contemplators' by stimulating contemplation towards getting active, through a 'festival effect'	<p>Capitalise on the 'festival effects' to encourage informal activity participation in the community</p> <p>Integrate the physical activity and health legacy plans with the wider legacy efforts, in particular with the Cultural Olympiad</p> <p>Use social marketing techniques to 'stage-match' all interventions to the specific needs of the target audience</p>	<p>All stakeholders</p> <p>Local authorities, Primary Care Trusts, schools and colleges, other local stakeholders in physical activity and health</p>	<ul style="list-style-type: none"> improve our social marketing techniques and our ability to 'stage match' interventions to suit our target audiences set new standards for the evaluation of health and participation legacies from major sporting events

Note: The systematic review covers each of these recommendations in detail, with references to the evidence sources and explanations of the proposed strategies. You can download a copy of the full review by searching online for 'A Systematic Review of the Evidence Base for Developing a Physical Activity and Health Legacy from the London 2012 Olympic and Paralympic Games'

What we could do	How could we do it	Who should do this	What the result will be
Use the 'Festival Effects' of this 'once in a lifetime' celebration to promote and deliver locally owned, community-based and culturally relevant events , aimed at increasing physical activity	<p>Develop and maintain the positive public feeling towards hosting the 2012 Games</p> <p>Promote the 2012 Games as a 'once in a lifetime', four year festival, much bigger and broader than sport alone.</p> <p>Identify regional resources (physical, human and economic) available for providing a local dimension to the national festival</p> <p>Tap into the 'once in a lifetime' feel of the 2012 Games but make all programmes locally and culturally relevant</p> <p>Utilise the 'Inspired by 2012' mark</p>	<p>Government, LOCOG and national stakeholders</p> <p>Regional networks and partnerships for 2012, physical activity and health</p> <p>Local authorities, Primary Care Trusts, schools and colleges, other local stakeholders in physical activity and health</p>	<p>We will have used the run-up to the 2012 Games to:</p> <ul style="list-style-type: none"> reach our targets for a more active and healthier population more quickly and more effectively strengthen the infrastructure and capacity for physical activity delivery in all its forms develop a sense of community spirit with local people running their own festivities in their own way
Robustly evaluate the legacy efforts and set a benchmark for the evaluation of future Olympic and Paralympic Games, and other major events	<p>Evaluate all outcomes and processes contemporaneously from the start</p> <p>Disaggregate and separately measure outcomes for sport, other forms of physical activity and health</p> <p>When encouraging uptake of new activities, monitor 'activity switching' (changing from one activity to another rather than doing more), and 'aversion' (being put off altogether) in order to ensure that 'net', rather than 'gross', participation and increased frequency is measured</p> <p>Use pre-Olympic long-term plans to establish a 'no Games' baseline</p> <p>Focus on the added value of the 2012 Games and match this to the leveraging strategies</p>	All stakeholders	<ul style="list-style-type: none"> improve our social marketing techniques and our ability to 'stage match' interventions to suit our target audiences set new standards for the evaluation of health and participation legacies from major sporting events



**Commissioned by the Physical Activity Network West Midlands on behalf of
the Regional Physical Activity Teams in the West Midlands, the East Midlands,
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