

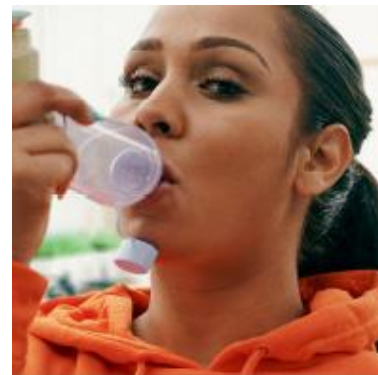
THE FOLLOWING SLIDES CONTAIN EXTRACTS FROM CAMPAIGN TRACKING RESEARCH CONDUCTED FOR WE ARE UNDEFEATABLE IN AUTUMN 2020.

THESE INSIGHTS ALONG WITH ADDITIONAL INFORMATION ABOUT CAMPAIGN ACTIVITIES WERE SHARED IN A SUPPORTER WEBINAR ON 19TH JANUARY 2021.

TO VIEW THE WEBINAR IN FULL, VISIT: <https://youtu.be/8Kduo2p0IIE>

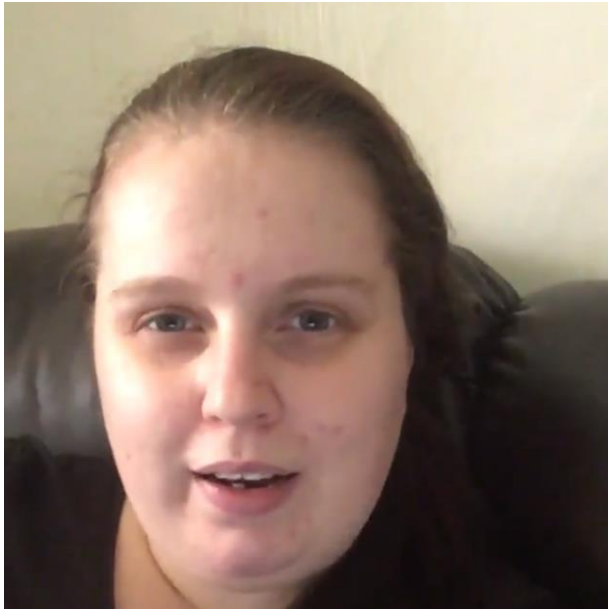
Evaluation Insights

January 2021



**WE ARE
UNDEFEATABLE**

FEAR TOWARDS THE VIRUS REMAINS TOP OF MIND



“ I feel so scared for both me, my family and the rest of the world. **I live in fear every day.** I'm so angry people are becoming ill and dying. I am at the point of giving up, I am bored every day, I am becoming a couch potato and I am so unfit due to not being able to leave the house. The virus has taken over every part of everybody's life. We are all locked up with no end in sight. 'A' – Female, 28, Low SEG, Heart disease/Hypertension, COPD/Lung Condition, LT depression or anxiety, A LT limiting mobility condition

WHAT HAS CHANGED SINCE THE SUMMER?

VIRUS HAS GOT CLOSER TO HOME

“ I have lost 2 cousins to COVID-19
'M' - Female, Low SEG, 46, Asthma

“ We have had to begin isolation yesterday as my wife has tested positive. A day that was bound to come
'P' - Male, 48, BAME, Low SEG, Stroke

IMPACT OF MISSED HEALTHCARE APPOINTMENTS

“ My sister had a mammogram cancelled due to COVID in May – now she is grade 3 breast cancer... they messed up!
'M' - Female, 57, Arthritis, A long-term limiting mobility condition, Ehlers-Danlos

SCHOOLS RETURN HAS BEEN CHALLENGING

“ I made the decision to keep my daughter off school. It caused so much worry making the decision. I was worried whether I'd get the school's support and this caused sleepless nights. The school supported my decision and understood my reasons. This helped both mentally and physically.
'V' - Female, 41, Low SEG, Arthritis, Long term depression or anxiety, A long-term limiting mobility condition

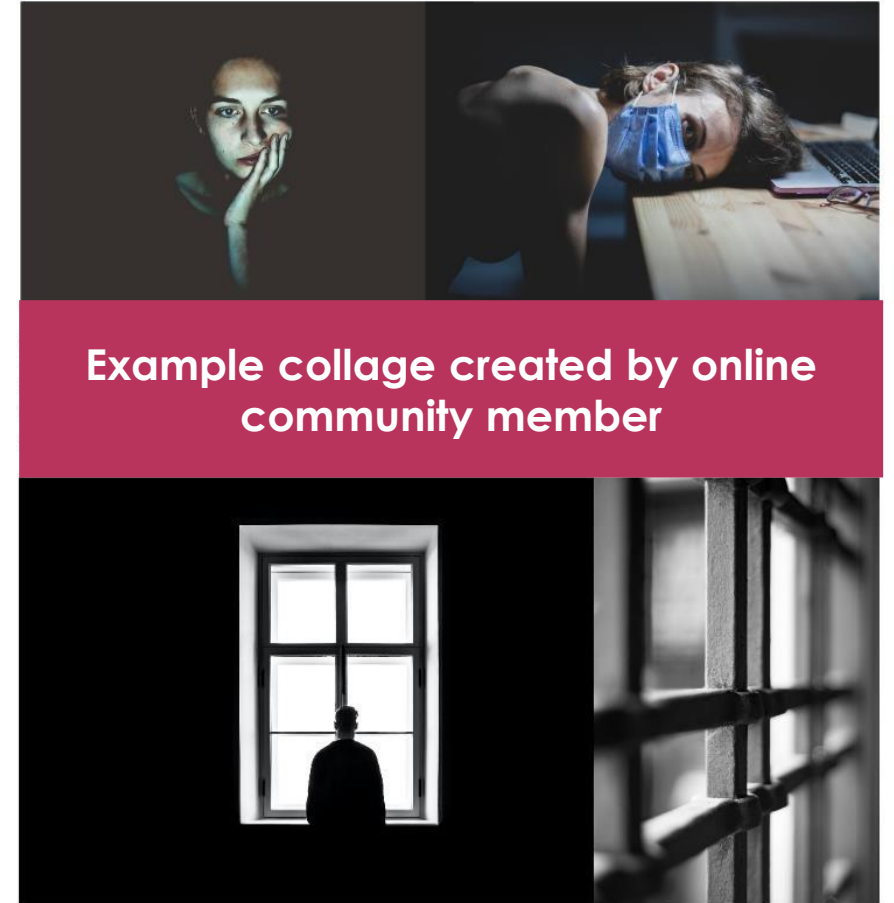
NEWER RESTRICTIONS = INCREASING LOSS OF CONTROL

“ Feeling very unsure about how my mental health will be over the next few weeks in particular, keen to use the lockdown as an opportunity to adopt healthier and happier habits, but overall disappointed about having to stay inside, and missing social gatherings with friends without concerns of Covid always looming
'R' Male, 29, BAME, LT depression/anxiety

MENTAL WELLBEING HAS BECOME HARDER TO MAINTAIN FOR EVERYBODY

- For those who already suffer with anxiety, the pandemic has only increased this - often feeling unsafe outside their secure environment, leading to isolation
- Being unable to plan for the future and a lack of control over their circumstances compounds anxiety
- Some are experiencing anxiety for the first time:
 - Can be slower to realise they're suffering and therefore it worsens
 - Lack the tools/language/knowledge to deal with it
 - Don't know who to turn to for advice/support
- They're desperate to have people to talk to, in order to reduce isolation and feel connected with the world around them

Universally, the target is seeking like-minded / people with shared experience to connect with for reciprocal support



Example collage created by online community member

Alone / Trapped / Helpless : I feel as though I should be able to do more but feel trapped/crippled by my anxiety.

THE CAMPAIGN CAN STILL REALLY INSPIRE



“ **It gives me inspiration and hope**, it is because I saw this advert that I dance around my kitchen and trying to move around as much as possible, **and stop feeling sorry for myself** which I do sometimes

It made me think "I can do that" made me feel good about myself and not see myself as old and disabled.

“ **I love it shows everyone moving in their own way.** It's not a fitness video with muscly gym goes. It show normal people with different moving abilities moving in their own way. 'A' – Female, 28, Low SEG, Heart disease/Hypertension, COPD/Lung Condition, LT depression or anxiety, A LT limiting mobility condition

“ **Makes me feel positive**, to know that there is someone like me with my medical condition that is not letting them stop being active. 'M' - Female, Low SEG, 46, Asthma

HOWEVER, IT IS CLEAR THAT A SUBSET OF OUR AUDIENCE IS LESS ABLE TO ENGAGE WITH IT AT THE MOMENT

SOME ARE FEELING OVERWHELMED BY THE SITUATION

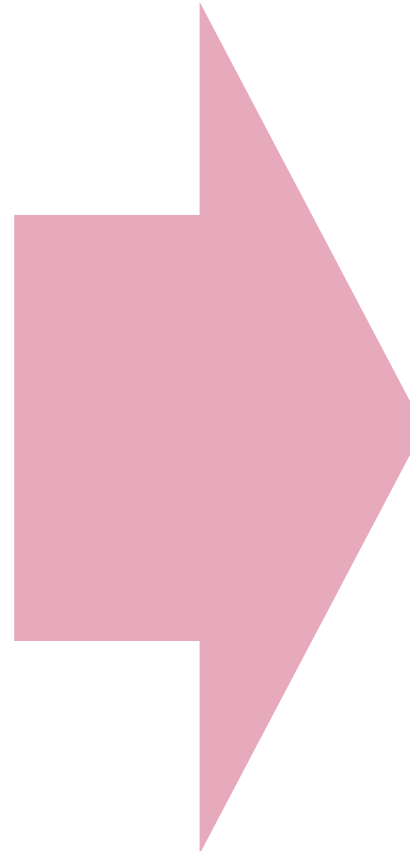
“ I feel as though I'm drowning in quicksand and I have little energy to do anything because I have the weight of COVID on my shoulders – it's a constant worry for me and is affecting every aspect of my life.

FOR THEM THE TV ADS CAN REQUIRE TOO MUCH COGNITIVE ENERGY TO PROCESS...

“ [What's needed is] some more information giving an actual explanation of what the aim is. I couldn't read everything due to the fast moving pace of the ad! A simple voiceover would be helpful to engage me more with the advert's message

...SO THE ADS STRUGGLE TO BREAK THEM OUT OF DEMOTIVATION

“ I'm sad at the lost opportunity to send an important message to the public. It doesn't really inspire me to do anything extra.

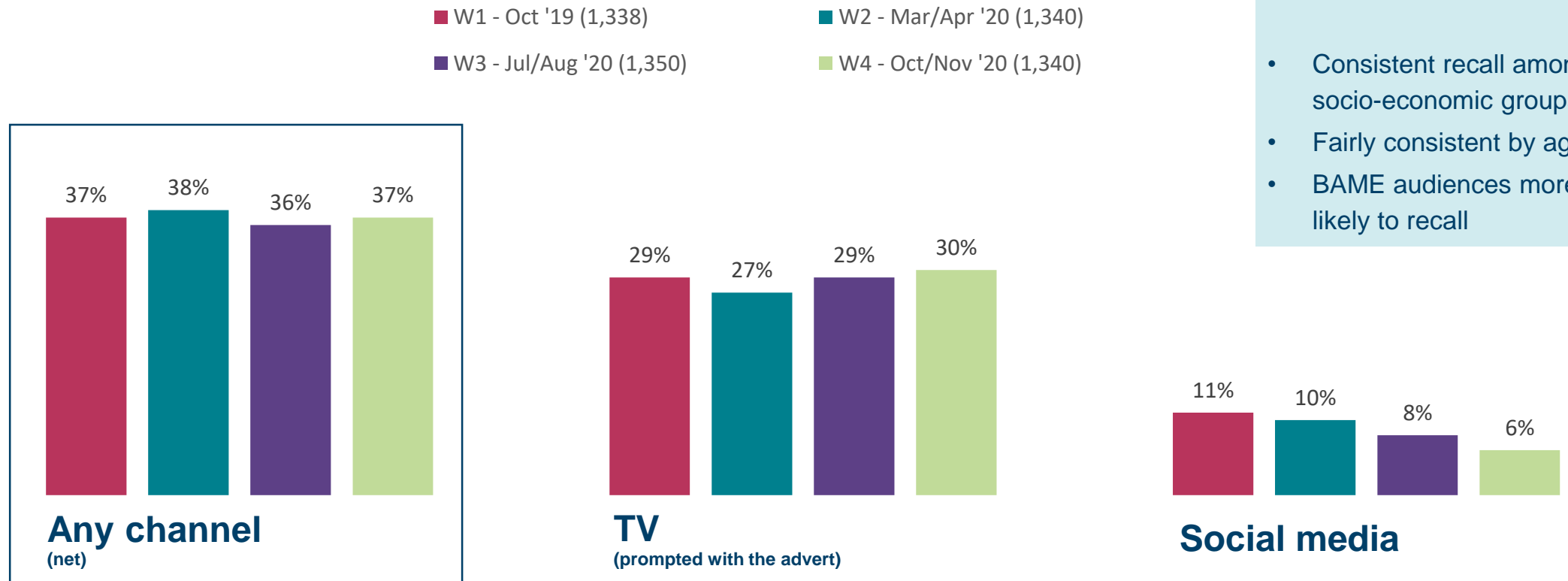


WHAT THEY NEED:

1. Strong call to action backed up by signposting to HOW to be active e.g. simple, tangible tools to start activity
2. Motivation boost (beyond pure inspiration) i.e. possibly dial up the benefits of activity
3. Peer support can also really help them

CAMPAIGN RECALL IS CONSISTENT, THOUGH THERE HAS BEEN A DECLINE IN SOCIAL MEDIA AWARENESS

Recall of the campaign across channels



Subgroup findings

- Consistent recall among socio-economic groups
- Fairly consistent by age
- BAME audiences more likely to recall

Source: DJS, Oct-Nov 2020. Q027 Here are some images from an advert that was shown on TV. Have you seen this ad on TV before today? Base: all online participants (n=1,340) Q029 Here are some example social media posts. Have you seen these sort of posts anywhere on social media before today, for example Facebook, Twitter or Instagram? Base: all online participants (n=1,340)

THE CAMPAIGN CONTINUES TO COMMUNICATE EFFECTIVELY



- The core message ‘It shows that people with health conditions can do physical activity’ continues to be strongly received: 77% agree



- Ad diagnostics remain very positive despite but there has been a slight decline in enjoyment and relatability during 2020



- The same as in the summer, 11% of people with health conditions say they have taken an action – this is higher among those with a single condition, AB social grades, those are shielding and BAME audiences

WHAT WE'LL BE WATCHING CLOSELY IN 2021

The pandemic and vaccination programme

While outside our control, it is likely to impact the target audience's relationship with physical activity

Wellbeing among the target audience

General wellbeing in terms of mental and physical health will affect receptivity to the campaign's message

COM-B factors

Understanding how the pandemic continues to affect capability, motivation and opportunity to be active

Campaign relatability in the evolving context

Ensuring that our message remains as relatable and relevant as possible

Campaign impact

Including among BAME, C2DE and shielding audiences who have been disproportionately affected