

Workforce Development in Our Sector

Lee Booth





SPORT
Across Staffordshire
and Stoke-On-Trent
GET ACTIVE

Why Behaviour Change?



... because
we are only
human!



Sport England: The People Strategies

Coaching



Sport England: Workforce Ambition

- A more customer focused workforce
- The impact of the workforce to support behaviour change is recognised by key stakeholders and the wider public



How does the UK compare with the following countries for inactivity?

- USA
- France
- Netherlands
- Germany
- Australia
- Finland



International comparisons of physical inactivity (at ages 15 and over)

- Netherlands 18.2%
- Germany 28%
- France 32.5%
- Finland 37.8%
- Australia 37.9%
- USA 40.5%
- UK 63.3%



Using EAST

- **E**asy
- **A**ttractive
- **S**ocial
- **T**imely



Emotional Engagement

- Cookies v Radishes
- 'Lightning'
- Social norms: Tax Letter and framing
- Understanding motivations



Developing a Diverse Workforce: Challenges

'I don't have time to get my patients physically active'
(Dementia nurse)

'I don't know where to signpost patients to'
(Carer for home visit patients)

'I am not active myself so feel like a fraud asking them to be active'
(Dementia nurse)

Developing a Diverse Workforce: Opportunities

'There are so many of us you could deliver this training to' (Quality nurse)

'I would be happy to deliver exercises to my patients, I just don't know what would be appropriate' (Carer for home visit patients)

'We need it to be as easy as possible to get patients, and their families, to be active' (A&E nurse)

Time Inconsistency

Decision 1: Would you rather have:

- a) £100 now
- b) £105 tomorrow

Decision 2: Would you rather have:

- a) £100 in 365 days
- b) £105 in 366 days



Time Inconsistency

Decision 1: Would you rather have:

a) £100 now

b) £105 tomorrow

Decision 2: Would you rather have:

a) £100 in 365 days

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We value immediate gain



Thank You

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