



SERVICE SPOTLIGHT

Identifying effective solutions
Chartered Society of Physiotherapy

FORWARD

Move Consulting are a learning and development organisation. We help our clients to understand physical activity related behaviour change, supporting them to develop cost effective service solutions that engage and support the least active people in society.

We believe 'how' physical activity interventions are designed is as essential as 'what' is delivered. Tapping into our insights of physical activity commissioning, development and delivery, we can help you understand what works when designing physical activity strategies and programmes that reach and engage more people.

What our clients said about us.

“

WE WERE DELIGHTED TO BE ABLE TO WORK WITH MOVE CONSULTING ON OUR STRENGTH MESSAGING PROJECT. WORKING TO VERY TIGHT TIMESCALES, CRAIG AND ELAINE STARTED BY ASKING ALL THE QUESTIONS TO TAKE OUR VALUABLE INSIGHT TO THE NEXT PHASE. THEIR EXPERT KNOWLEDGE OF APPLYING BEHAVIOUR CHANGE CONCEPTS TO REAL LIFE EXPERIENCE, AND THEIR ENTHUSIASTIC APPROACH HELPED TO ENGAGE OUR MEMBERS IN SHAPING RECOMMENDATIONS TO DEVELOP AN INTERVENTION.

”

SARAH CURGENVEN | PROJECT MANAGER | CSP

INTRODUCTION

This document showcases a project commission from the Chartered Society of Physiotherapy (CSP) to develop a concept to support physiotherapy staff to enhance their practices in providing strength messaging, guidance, and support to their patients.

The project ran from 1st January to 15th April 2021 and was a continuation of a broader programme of work related to strength messaging entitled **#TalkAboutStrength**.

More information can be found via www.csp.org.uk/strength

Special thanks.

We would like to thank the following people who helped contribute to this project; Sarah Curgenvin, Jon Ryan, Sara Hazzard, Kathryn Ker, Matt Liston, Gill Rawlinson, Uzo Ehiogu, Sarah Cox, Doreen Ceasar, Tom Maden-Wilkinson, Patricia Smith, Jay Milomo, Caroline Appel, Prof Charlie Foster, Dr Catherine Lester, Dr Hamish Reid, Honorary Associate Prof Ann Gates, Sarah Dewhurst, Rhian Horlock and Dr Brian Johnson.

*Thankyou,
Craig & Elaine*



BACKGROUND

Strength for health and wellbeing.

Maintaining and improving muscle strength and balance is crucial to both helping people live independently as they age and in empowering them to manage long-term health conditions (LTCs). Activities that improve muscle strength are a central part of the **Chief Medical Officer's (CMO) Physical Activity Guidelines** which recommends that strengthening activities are undertaken twice a week by all adults.

In 2018 the CMO's Expert Committee for Muscle Strength, Bone Health and Balance published '**Muscle and bone strengthening and balance activities (MBSBA) for general health benefits in adults and older adults**'. This publication highlighted the importance of MBSBA for health. It also noted that strength and balance activity is often overlooked within current CMO physical activity guidelines, in favour of cardiovascular activity (minutes active).

Physiotherapy staff have a highly specialised knowledge and skill set to support their patients. With the right tools and support, physiotherapy staff would be perfectly positioned to play a much wider role in promoting the CMO physical activity guidelines and supporting their patients to move more often.





However, insight from the **CSP 2018 Members Survey** highlighted that physiotherapy staff felt they did not always have the knowledge to be able to consistently support patients with making wider lifestyle and habit changes.

In 2020 the CSP commenced a scheme of work to help understand how to address concerns, and to shape concepts and messaging to engage patients with LTCs in strengthening activities. It was identified that to successfully activate a campaign, physiotherapy staff needed to be adequately prepared and supported, helping to provide a connected pathway for patients.

The commission.

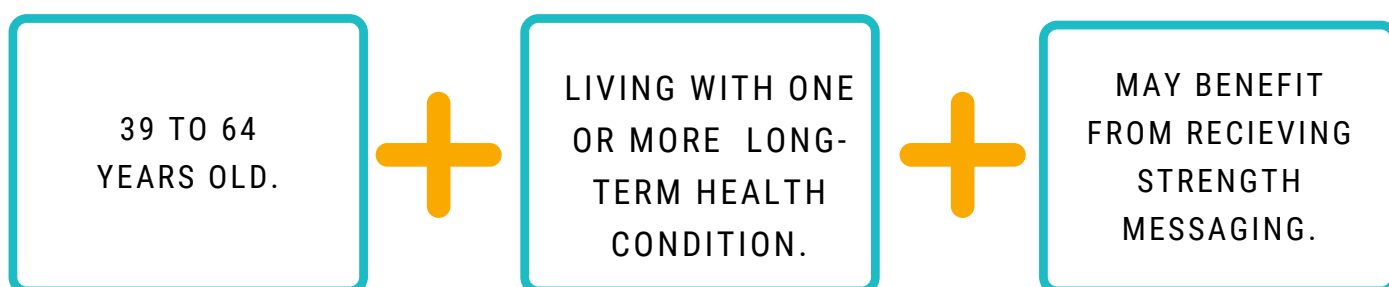
In January 2021, The CSP commissioned Move Consulting to identify a 'proof of concept' for key behaviours, tools and resources to support a model for effective practice to deliver strength messaging, guidance and support for patients.

The outcomes for the project were to;

-  Identify concept characteristics to support behaviour change in physiotherapy staff to deliver strength messaging to patients.
-  Highlight good practice and tools being utilised across existing programmes and campaigns.
-  Co-design options for delivering strength messaging to patients, targeting physiotherapy staff.
-  Identify, co-develop and test concepts and tools to support delivery of strength messaging to patients.

The audience.

The end benefactors from this project were to be patients that met the following audience persona;



The focus.



METHODOLOGY

Using the process outlined in the [Behaviour Change Wheel and Guide to Designing Interventions](#) (Michie et al 2014), the team at Move Consulting undertook an analysis of physiotherapy staff behaviours relating to providing strength messaging, guidance, and support to their patients.

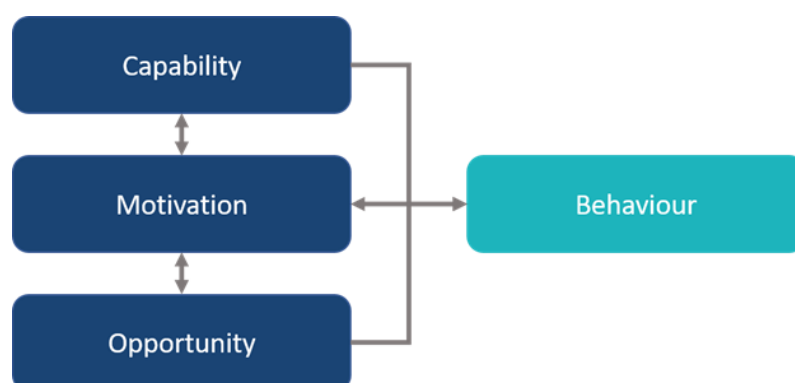


FIG 1: COM-B MODEL (MICHIE ET AL (2014))

The aim of the analysis was to determine the behaviours that physiotherapy staff exhibit - or need to develop - in order to support patients to engage in strengthening activities which complement their treatment, general health, and wellbeing. Once identified, the behaviours were prioritised with relevant enablers and solutions highlighted to help enhance the practice of physiotherapy staff.

Throughout the project, it was recognised that the 'experts' in terms of understanding what practical considerations may be acceptable as part of ongoing practice, were the physiotherapy staff themselves. As a result of this, collaboration and co-design formed a key feature of the approach taken in this project.

There were two main vehicles used to facilitate physiotherapy staff to contribute their experiences, views and thoughts throughout the project.

Cross-Profession Expert Working Group

Set to provide insights and opinions to help identify target behaviours and to check, challenge and support the development of fit-for-purpose and relatable project outcomes.

iCSP Strength Community

A specialist interest group for CSP members was created. Titled the 'iCSP Strength Community' this group contributed as part of the collaborative process for the project, sharing their feedback and experiences in physiotherapy settings and helping to shape project outcomes.

As part of both of these engagement strategies, as well as in-depth discussions and live question and answer sessions, surveys were used to uncover more detailed feedback on identified behaviours and supporting tools and resources.



OUTCOME

Resulting from this project Move Consulting provided a series of evidence-based recommendations to support practice in providing strength messaging and guidance to patients.

These included;

- Recommended behaviours.
- Suggestions on how to support practice.
- Tools, resources and training.
- Wider industry recommendations to support population engagement in strengthening activities.

“THE RIGOROUS METHODS AND IN-DEPTH STUDY INTO BEHAVIOURS MOVE CONSULTING USED WAS FASCINATING, THEY TAUGHT US SO MUCH! THEY HAVE PROVIDED US WITH AN EXCELLENT FOUNDATION ON WHICH TO DEVELOP OUR STRENGTH MESSAGING CONCEPT FURTHER AND WOULD THOROUGHLY RECOMMEND WORKING WITH THEM.”

SARAH CURGENVEN | PROJECT MANAGER | CSP

If you wish to find out more about the recommendations please contact the CSP via email strength@csp.org.uk

WORK WITH US

If you or your organisation would be interested to learn more about this project and how approach taken could be applied to your organisation, or how we could support you with developing cost-effective solutions that support people to move more often, get in touch with Move Consulting Director, Elaine McNish via email Elaine@moveconsulting.co.uk



moveconsulting.co.uk

