

How To Designed To Move

5 Steps to Success

1 Understand Your Situation, Understand Designed To Move

- Physical inactivity is a global epidemic affecting every country. Understand exactly what your situation is and what Designed To Move has to offer so you can address your unique needs.

2 Be a Role Model - Align with Designed To Move

- KEY ACTION
- Review your current activities for their alignment with Designed To Move, current and potential.

3 Build a Network - No One Can Fix This Alone

- Approach key people and organisations who have influence and the ability to act in your country.
- Involve all sectors that can influence participation in physical activity - sport, education, health, transport, finance, urban design, media and entertainment, the private sector, municipalities and communities.

4 Spread the Message

- Keep your messaging simple - focus on the 2 Asks and 3 target groups:
 - Ask 1:** Create early positive experiences for children in sports, physical activity and physical play.
 - Ask 2:** Integrate physical activity into everyday life.
 - Target Groups:** Change makers, role models, kids

5 Celebrate Your Success

- #dtmtoolbox - @TafisaOffice
- Share your good work and stories with the world. Send them to use at TAFISA for inclusion in our website and eNewsletter.
- The best photos and stories will be published in the annual TAFISA Bulletin and presented at the 25th TAFISA World Congress in Korea, 2017.

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Key Action: Be a Role Model – Align with Designed To Move

Designed To Move's goal is to create a world where sports and physical activity are not only highly valued, but an expected and enjoyable part of life. To do this, we need to align our efforts and focus.

Review your current activities for their alignment with Designed To Move, current and potential. Assess whether, and how well, what you are doing responds to the 2 Asks:

Ask 1

Create early positive experiences for children in physical activity and sports

Ask 2:

Integrate physical activity into everyday life

Once you align your activities with Designed To Move, you will be a positive role model for others.

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One Vision: Two Asks

We are Designed To Move

Vision:

Future Generations Running, Jumping and Kicking to Reach Their Greatest Potential

Ask 1

Create Early Positive Experiences

1. Special Emphasis on Childhood: Before Age 10
2. Design for Early Positive Experiences in Physical Education, Sports & Physical Play
3. Special Emphasis on Schools as a Foundation for Impact
4. Combine Resources at the Community Level
5. Leverage Digital Platforms
6. Invest In & Recruit Diverse Role Models

Ask 2

Integrate Physical Activity into Everyday Life

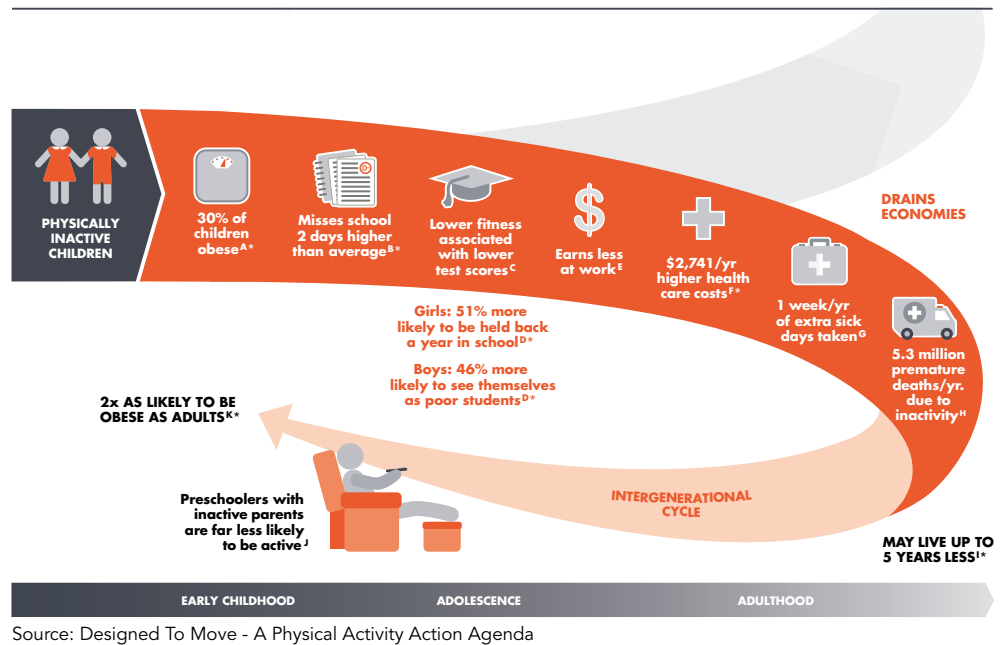
1. Design Physical Activity into the Built Environment
2. Align Sectors that Share Goals
3. Challenge Misaligned Incentive Structures
4. Challenge Everyday Signals that Reinforce the Current Norm

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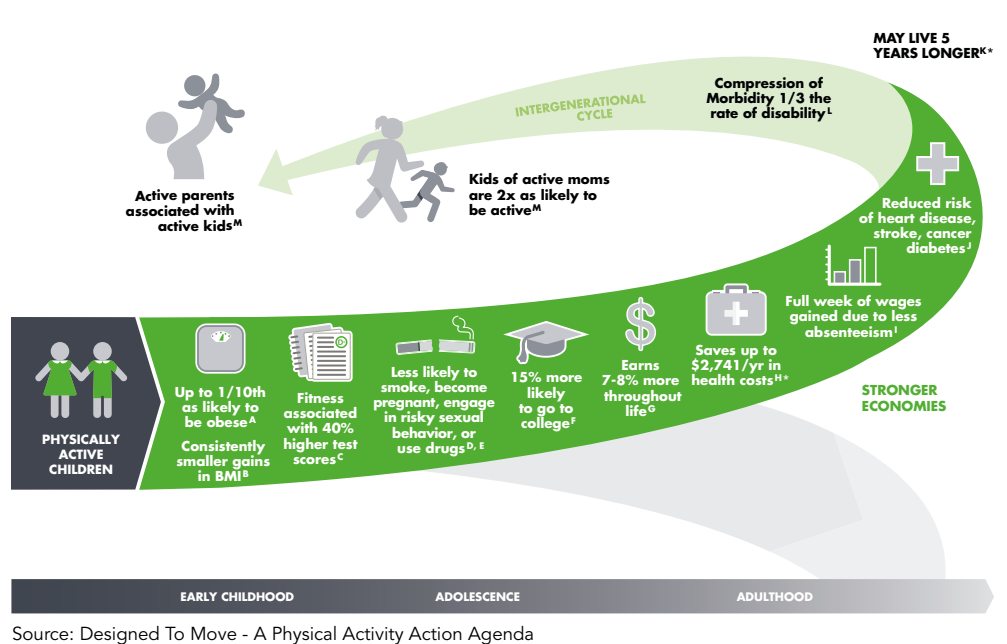
Physical (In)Activity Lifecycles

Which Would You Choose for Your Kids?

The Physically Inactive...



The Physically Active...



DTM – 7 Design Filters

How to “Ask 1”:

Designing for Early Positive Experiences

Experts say there are seven factors that play into a great experience for kids (but they don’t just apply to kids!)



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Source: Designed To Move - A Physical Activity Action Agenda

1. Universal Access: Design for the hardest to reach.
2. Age Appropriate: Six is not sixteen. Make it fit.
3. Dosage & Duration: Make sure it’s optimal.
4. Fun: Let kids be kids.
5. Incentives & Motivation: Make ‘em want it.
6. Feedback: Tell them how they’re doing.
7. Teach / Coach / Mentor: Make or break. It’s all in the leaders.

DTM-Human Capital Model

A Closer Look at the Benefits of Sport for All and Physical Activity

The comprehensive benefits of physical activity, sports and physical education are underestimated today. Take a look at the wide spectrum of benefits to an individual and the economy.

SOCIAL CAPITAL:

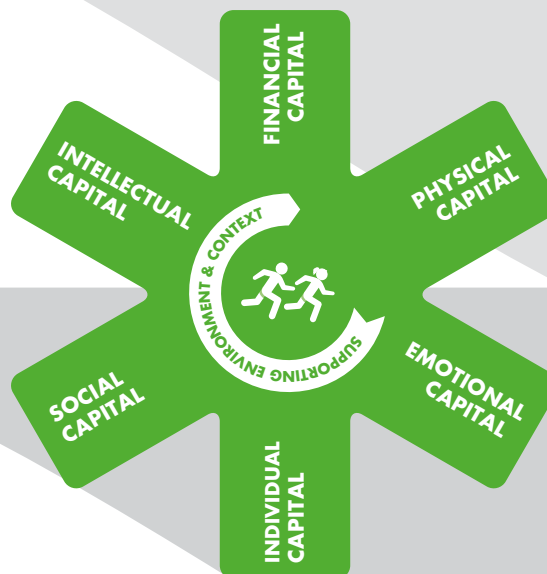
IMPROVEMENTS IN:
Community Cohesion
Social Networks
Teamwork
Collaboration
Civic Participation
Safety & Support
Gender Equality

INDIVIDUAL CAPITAL:

IMPROVEMENTS IN:
Social Skills
Initiative
Courage
Leadership
Responsibility

INTELLECTUAL CAPITAL:

IMPROVEMENTS IN:
Concentration
Decision-Making
Attention Span
Grades / Graduation Rates
Executive Function
Problem Solving
ADHD Management
Dementia Management



Source: Designed To Move - A Physical Activity Action Agenda

EMOTIONAL CAPITAL:

IMPROVEMENTS IN:
Self Esteem
Body Image
Mood
Prevention / Treatment of:
Anxiety & Stress

PHYSICAL CAPITAL:

IMPROVEMENTS IN:
Joint Mobility
Motor Skills
Prevention / Treatment of:
Type 2 Diabetes
Obesity
Osteoporosis
Colon/ Breast Cancer
Cardiovascular Disease
Smoking
Drug Use

FINANCIAL CAPITAL:

IMPROVEMENTS IN:
Productivity
Income
Job Performance
Reduction in:
Absenteeism & Healthcare Costs

Physical Inactivity In [Country] – The Facts

Physical inactivity isn't someone else's problem, it's ours too!

In [your country], ...% of children between 11 and 17 are inactive*.
That means, [#] individual children under 14 years of age, just here in [your country], are inactive.** Their generation is the first to have a life expectancy shorter than their parents'.
This just isn't good enough. The time to act is now!

Physical inactivity is an epidemic that affects everyone, in every nation, including here in [your country]. It is compromising not only our physical health, but our emotional health, social health, and economic health. What's worse, it is eroding our potential. Designed To Move is a physical activity action agenda designed to align what changemakers, like you, can do to turn this critical situation around. It is founded on a robust evidence base, and supported by hundreds of international organisations globally.

Designed To Move is not a new program, but a call to, and framework for, action. It is open, free, easily accessible, and will add value to what we are already doing, as well as inspire new action. Designed To Move is a solution, and we invite you to use it to tackle physical inactivity head on!

One Vision: Two Asks We Are Designed To Move

Vision: Future Generations Running, Jumping and Kicking to Reach Their Greatest Potential

Ask 1: Create early positive experiences

Ask 2: Integrate physical activity into everyday life

Why Designed To Move?

- Be a part of a global movement
- Give a face and name to your work
- Add value to your existing programs, and inspire new action
- Connect with others around the world
- Easy access to relevant and evidence-based data and research
- Create opportunities for future generations
- A complete package ready for your use
- It's free!

How to Designed To Move?

TAFISA has created a 'How to Designed To Move' Toolbox for its members as a guide for creating our own Designed To Move movements:

- Step 1** Understand Your Situation, Understand Designed To Move
- Step 2** Be a Role Model: Align with DTM
- Step 3** Build a Network:
No One Can Fix This Alone
- Step 4** Spread the Message
- Step 5** Celebrate Your Success: #dtmtoolbox

Got your interest? For more information or to join our initiative, please contact [contact details].

* Data is taken from WHO survey 2010. Data is self-reported and varies in quality. "In-active" is taken to mean those not meeting WHO's recommendations for physical activity.
** Data is an estimate based on the reported average percentage of children 11 to 17 years who are inactive.

Press Release: [Country] Is Designed To Move

Let's run, kick and jump to reach our full potential!

Physical inactivity here in [your country] is an epidemic compromising not only our physical health, but also our emotional, social, and economic well-being. What's worse, it is eroding our potential, and the potential of future generations. Unfortunately, [...] % of children between 11 and 17 years of age are physically inactive.* This means [#] of [your country]'s children under 14 years of age are inactive!^ Their generation is the first to have a life expectancy shorter than their parents'.

Thankfully, there is a solution. Designed To Move is a physical activity action agenda, and a global movement [your country] has become a part of. [Your Organisation] has adopted Designed To Move as their physical activity platform, with the aim to enable future generations to once again run, kick and jump to reach their full potential. Our Designed To Move movement will respond to two asks:

Ask 1: Create early positive experiences in Sport for All and physical activity

Ask 2: Integrate Sport for All and physical activity into everyday life

This philosophy, designed to break the deadly cycle of physical inactivity, will be translated into concrete actions and measures, which will include [describe concrete measures to be implemented along with national and local partners you will work with on this issue].

Tackling the epidemics of physical inactivity is an issue that no one can fix alone, and we call upon any interested party to contact us and join [Your Country]'s Designed to Move movement.

For more information on Designed To Move,
see www.designedtomove.org.

Contact:

[Add name, address, phone and email address]

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Celebrate your Success

Don't keep your success to yourself. Share your good work and stories with the world and motivate others to act too. Here's how...

1. Post, Post, Post!

Post photos and comments using:

#dtmtoolbox
@TafisaOffice

2. TAFISA Website, e-Newsletter & Annual Bulletin

Send us your success stories for inclusion in the TAFISA website and eNewsletters. TAFISA will select the best stories to be published in the annual TAFISA Bulletin.

3. Feature in the 25th TAFISA World Congress 2017, Korea

Those members with the best photos and stories will feature in the 25th TAFISA World Congress in Korea, 2017. Don't miss this opportunity!

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How To *Designed To Move* Toolbox Feedback

Let us know what you think!

Please complete and return this form by 31st December 2015 to:
e-mail: info@tafisa.net • fax: +49 (0) 6997 3935 9925

Had you heard of Designed To Move before seeing this Toolbox?		<input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, how did you first hear of Designed To Move?		<input type="checkbox"/> TAFISA Congress 2013 <input type="checkbox"/> TAFISA CLC, Reach Out, Forum or other event <input type="checkbox"/> TAFISA eNewsletter, website, bulletin <input type="checkbox"/> TAFISA Regional Body event <input type="checkbox"/> TAFISA Member event <input type="checkbox"/> Other			
Please indicate how strongly you agree or disagree with the following statements.					
I/we found the TAFISA How To Designed To Move Toolbox:	Strongly Agree	Agree	Unsure	Disagree	Strongly Disagree
Interesting					
Informative					
Inspiring					
Useful / helpful					
User friendly					
Attractive					
Easy to understand					
I/we are interested to know more about Designed To Move					
The TAFISA Toolbox has inspired me/us to start a local Designed To Move movement/initiative					
The TAFISA Toolbox has inspired me/us to start a local physical activity alliance					
The TAFISA Toolbox will help us in building a local Designed To Move movement and/or physical activity alliance					
What did you find to be most useful in the TAFISA Toolbox?					
What could be improved about the TAFISA Toolbox?					