Behaviour Change and Physical Activity: 
Exercise Professionals Delivering 
Motivational Interviews

Fred Turok - Chairman of the Fitness Industry Association and Co-Chair of the Department of Health’s 
Responsibility Deal Physical Activity Network
Physical Activity in Public Health:

- Physical inactivity is 4th largest preventable cause of deaths.
- An inactive person spends 38% more days in hospital than an active person.
- The cost to the NHS of inactivity and resulting overweight and obesity is projected to reach £50bn per year by 2050.

Physical Activity Sector:

- There are 5,800 health and leisure facilities across the UK.
- Almost 90% of the UK population live within 2 miles of a health and leisure facility.

more people | more active | more often
Fitness Industry Association

- Non-profit making representative body of the UK physical activity sector.
- Promotes the use of physical activity in the maintenance of a healthy lifestyle and both in the prevention and management of disease.
- Advocates an integrated service right along the care pathway – from prevention, treatment and care, to recovery, rehabilitation and re-ablement.
- Our primary mission is to improve the health and well-being of the UK population through encouraging more people to be more active, more often.
How do we use this to change behaviour?
Let’s Get Moving

- An evidence based behaviour change programme to promote physical activity in primary care.
- Motivational interviewing and support by Community Exercise Commissioners.
- All participants increased their activity levels substantially and evaluation has demonstrated that they have remained more active a year on.
- Cost effective - delivering Quality Adjusted Life Years for less than £440, compared to a typical £20,000 benchmark.
FIA Research Institute

- Build an evidence base for exercise interventions, as well as proving how undertaking exercise can reduce the risk of chronic disease, as well as the financial burden on the NHS.

- Exercise programme using local leisure centre facilities that evidenced the impact of physical activity counselling on behaviour change.

- Highlighted the benefits of physical activity counselling delivered by trained Exercise Health and Wellbeing Champions.
What Have We Learnt?

- Studies show how effective the provision of physical activity counselling is in changing behaviour.
- Positive impact that the physical activity sector has when acting as a community ‘hub’ to promote a healthy and active lifestyle.
- Utilise our tax-payer funded leisure facilities and the expertise of Community Exercise Practitioners to get communities to change their lifestyles.
- If we want our children to have an NHS free at the point of use then we need to focus on preventative care, and physical activity is a key part of this.
Can digital make you physical?

spogo
the sport & fitness finder

more people | more active | more often
Physical Activity Network

- Department of Health Responsibility Deal Physical Activity Network.
- Encourages business to take responsibility for the health of their employees, customers and communities through the promotion of physical activity.
- Change the attitude and culture of business, and positively influence behaviour.
- 210 businesses have now signed-up to the network resulting in millions more people being active.
Thank You

To get involved or for further information about these projects, feel free to contact me at

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