

# Reducing Physical Inactivity in Adults



Developed in partnership with Public Health England

## What counts as being active?

### 3 Levels of Activity

**LIGHT**



'I am getting warm and breathing harder. My heart is beating faster, but I am able to carry on a conversation.'

**MODERATE**



**150 mins**  
per week

**VIGOROUS**



+ your health

AT LEAST MODERATE INTENSITY TO BENEFIT



Include **STRENGTH AND BALANCE** activity

**x2**  
per week

THOSE LEAST ACTIVE WILL GAIN THE GREATEST BENEFITS TO BEGIN WITH



Break up target into manageable chunks of **10 mins+**

## Why do we have inactive behaviours?



HOW DID I GET HERE?

Not always a conscious choice



Lifestyle habits and work can reduce opportunity



**OFF ON**  
Inactive behaviours can be resilient

Low confidence can make

**CHANGE**

hard to see

Getting started is the hardest part



LOW CONFIDENCE

MOTIVATION

## What can a coach do to help?

Break things down into manageable steps



RECOGNISE THAT EVERY STEP COUNTS



Develop **CONFIDENCE** to be active

Learn even more with our 'Behaviour Change Tactics' resources.

**SUGGEST OTHER ACTIVITIES TOO**

**ACTIVITY**

**ACTIVITY**



Listen out for old-habit tripwires

Interested in learning more about physical activity? Check out our physical activity animation and more here.

