

MOVEMENT FOR HEALTH



Highlights
2024/2025

We move together

Introduction

Movement, in all its forms, has been proven to be of great benefit for physical, social, and mental health and wellbeing. Movement looks different depending on a person's circumstances. Those living with long term health conditions face more barriers and require more support to enjoy movement and understand that the movement they can do is valuable. Meeting the person where they are, understanding what is important to them, using the right language, and creating accessible and inclusive opportunities is paramount to successful experiences and sustained behaviour change.



By working with the ISPAH 8 investment principles for physical activity, Movement for Health contributes to the Scottish Government's Physical Activity for Health Framework, focusing on the least active and inactive members of Scotland's communities.

Movement for Health strives to connect carers, volunteers, academics, systems, health and social care professionals, and physical activity practitioners. By connecting and working across our sectors we can see more people living with long term health conditions enjoy movement, and move more for themselves and their conditions.

We Move Together

Our Members and Partners

Movement for Health is a collaboration shining a light on the sector and its supporters. We're a coalition of organisations working together to see more people living with health conditions able to move in ways that suit them and their circumstances.

Members:

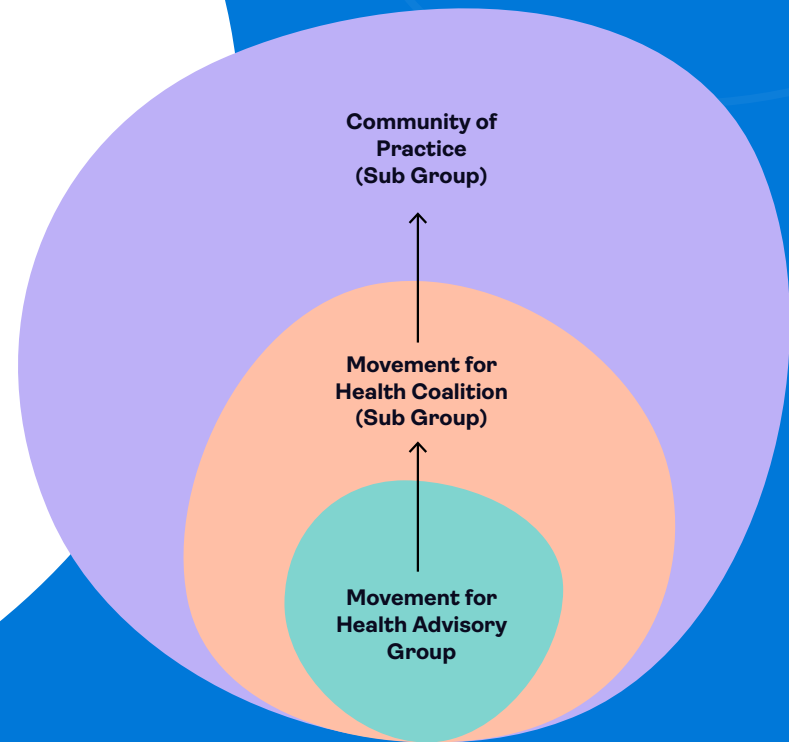


Partners:



Governance and Structure

In order to move together, Movement for Health provides regular opportunities for our members and partners to unite and collaborate across our community of practice. This year, we delivered coalition meetings, Advisory Group meetings, monthly updates, seasonal newsletters, and regular communications with our funder, Active Scotland. These activities strengthen working practices, give space to share resources, and identify the shared needs of the coalition. The newly formed Advisory Group supported the development of the evaluation and monitoring tool, OutNav, in collaboration with evaluation specialists at Matter of Focus. This is a source of truth for Movement for Health's impact and reach moving forward, with the aim of all coalition members being active contributors to the platform.



Engagement

Further developments to the Movement for Health website have been completed, making the site more navigable and making space for exciting developments of sub-brands, which include My Movement for Health, Our Movement, and Movement in Conversation. We expanded our social media presence with the addition of a YouTube channel and Instagram and LinkedIn accounts. This has increased our ability to create more visual information and reach more physical activity specialist providers who use these platforms.

Knowledge

To grow the national strength of Movement for Health and its community of practice, we deliver learning and networking opportunities.

In 24/25 we delivered the first Movement for Health Conference. This was informed by the previous year's work with the Knowledge Exchange and the Social Prescribing Panel event. The conference welcomed over 170 delegates from across Scotland's third, academic, and public sectors. This was also the first event where we welcomed people living with long term health conditions to contribute to the learning. The day showcased the latest evidence, interventions, and partnerships at work across Scotland supporting people living with long term health conditions to move. Interactive movement demonstrations and poster presentations added more dimension to the day.

Attendees reported an increase in knowledge, a raised awareness of the community, and improved confidence in delivering impactful movement opportunities for Scotland's least active communities.



Conference paper

To capture the themes and discussions of the community of practice, we produced a paper and distributed it amongst our community, policy makers, MSPs, and our national and local government colleagues. The paper opened doors to discussions and consultations to improve movement opportunities for people living with long term health conditions and the workforce supporting them, as well as raising the profile of the Movement for Health Coalition. For example, Movement for Health met with Brian Whittle MSP to garner his support for the MfH agenda. Also, the University of Edinburgh and other academic colleagues have created more links to strengthen research into long term conditions and physical activity in Scotland.



**CLICK TO WATCH
CONFERENCE FILMS**









Impact

“
Comprehensive and thought-provoking discussions on movement and active travel, and how it impacts our physical health.
”

“
A collective will to improve. Brilliant pieces of work taking place. Importance of collaboration and collegiate approach. Shared resource and shared values and outcomes
”

“
Collaboration among different partner/sector is really important to achieve impact within the context of limited resources. Primary prevention should receive more focus and support.
”

“
Keep working together with other groups within our area to come together for the same cause, to get Scotland moving more and to keep pressure on the government to fund initiatives .
”

Digital Highlights	2024/2025	2023/2024		2024/2025	2023/2024
 Website Users	5,360 ▲ 52%	3527	 Newsletter Subscribers	309 ▲ 33%	233
 Instagram reach	14,962 ▲ 21%	12,341	 LinkedIn Impressions	2,293	—
 Instagram Followers	258	—	 LinkedIn Followers	116	—
 Podcast Listeners & Viewers	611	—	 Event Attendees	172 ▼ 6%	183