New ways to promote physical activity and reduce sedentary behaviour

Thursday 22nd November
East Midlands Conference Centre, Nottingham

This conference will challenge delegates’ thinking and explore creative solutions to promote physical activity and reduce sedentary behaviour.

Join in the conversation on Twitter #innovatepa

Book your place today by phone 01245 328777 or at www.equity-events.co.uk/bhfnc12
**Keynote presentations**

**Sit less: Why sedentary behaviour should be a priority for public health professionals**

*Professor Stuart Biddle*  Professor of Physical Activity and Health, Loughborough University

Explaining what is meant by sedentary behaviour and clarifying how this differs from physical inactivity. This presentation will provide an overview of the importance of ‘sitting less’, including evidence on the negative health outcomes of sitting too much and ideas to reduce sedentary behaviour.

**Take your tablet: Using new technology to promote physical activity and reduce sedentary behaviour**

*Dr Simon Marshall*  Associate Professor, University of California San Diego

This presentation will provide an overview of new and emerging technologies to promote physical activity for public health and offer a series of evidence-based principles for using and evaluating new technology to increase physical activity across different settings.

**Change4Life: Using marketing to change behaviours**

*Alison Hardy*  Director, Headstrong Thinking

An overview of what’s happening with Change4Life at a national level and the effects of Change4Life on physical activity knowledge, attitudes and behaviour. This presentation will highlight how social marketing approaches can deliver social media or mass media campaigns.

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Full delegate £185+VAT

Student or voluntary sector £155+VAT

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**Workshops**

**Electronic gadgets for physical activity promotion: What’s on offer?**

*Dr Dale Esliger*  Senior Lecturer Physical Activity and Health, Loughborough University

*Sue Collins*  Promoting Health Engagement Lead, based at South Tyneside PCT

*Dr William Bird*  GP and Director, Intelligent Health

An introduction to a range of electronic gadgets and devices used to promote and/or measure physical activity, how they are used and the pros and cons of the different devices.

**Tackling the chair: Planning and evaluating interventions to reduce sitting time**

*Dr Trish Gorely*  Senior Research Associate, Loughborough University

*Professor Stuart Biddle*  Professor of Physical Activity and Health, Loughborough University

Examining the factors that influence sedentary behaviour, considering ways of planning a sedentary behaviour intervention and exploring how best to evaluate intervention effectiveness.

**Social marketing and avoiding exclusion**

*Bob Cope*  Online Content Manager, British Heart Foundation

*Alison Hardy*  Director, Headstrong Thinking

Exploring best practices in social marketing and considering ways of involving users in content generation. Looking at YouTube and Facebook and exploring how social media can work hard for you on a budget. Looking at an example of a social marketing strategy that allows for communication with the digitally excluded.

**Interactive exergaming technology: Saint or sinner?**

*Dr Simon Marshall*  Associate Professor, University of California San Diego

*Professor Gareth Stratton*  Professor in Exercise Physiology, University of Swansea

*Dr Matthew Taylor*  Lecturer in Biomechanics, University of Essex

*Dr Murray Griffin*  Senior Lecturer in Health and Exercise Psychology, University of Essex

An overview of the latest exergaming devices and technologies; the pros, cons and practicalities of using exergaming in physical activity promotion; examples of interventions using the latest exergaming technology.

**Methods and strategies for recruiting participants to physical activity interventions**

*Dr Graham Brennan*  Strathclyde University

An overview of the evidence base on recruitment to physical activity interventions with findings from recent studies. New and novel frameworks designed to support the planning and delivery of recruitment campaigns will be demonstrated.

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Delegates will be asked to select two workshops to attend.

**Case study and exhibition zones**

The conference case study zone will feature poster presentations from a selection of projects which have used innovative ways to promote physical activity and reduce sedentary behaviour.

The conference will also feature an interactive exhibition zone. We welcome organisations who are interested in exhibiting. Visit the conference website www.equity-events.co.uk/bhfnc12 for further details.

For further detail on the content of keynote presentations and workshops please visit www.equity-events.co.uk/bhfnc12