

INACTIVITY DESIGN PRINCIPLES CHECKLIST

Organisation, activity, location		
Question		Notes
Principle 1	UNDERSTAND THE COMPLEX NATURE OF INACTIVITY	
1	A Are you targeting your activities at inactive people, and if so are you focusing on a particular group?	
1	B Do you have a sense of how much physical activity people are doing before they join your activity?	
1	C Have you adapted your sessions to cater for different age groups, disabilities or health levels?	
1	D Have you adapted your sessions to help people attend in Autumn and Winter?	
1	E Have you been alleviate the concerns of people with health conditions? If so, how?	
Principle 2	USE BEHAVIOUR CHANGE THEORIES	
	B Do you prompt people to attend sessions?	
2	C Do you provide any other support for people to attend sessions?	
2	D Do you have any support for people who take a break to start re-attending?	
2	E Do you have a way for people to commit on Facebook or other social media?	
2	F How do you make your activity attractive to your target audience? Who spreads the word?	

G Are there any rewards or incentives for inactive people to continue attending?

2

Principle 3

USE AUDIENCE INSIGHT

A Do you know if any research has been done to find out what stops people joining your activity, and what would help them?

3

B Can you think of practical barriers you have addressed in your marketing or activity design?

3

C Can you think of any emotional barriers that have been addressed?

3

D What sort of community boundaries are there here, and how have you dealt with these?

3

F Do you collect any feedback?

3

Principle 4

REFRAME THE MESSAGE

A What do your participants want out of your project activity?

4

B Do you think your activity name has helped to attract inactive people?

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C Is there any wording or images used in the marketing specifically designed to attract inactive people?

4

D Do you think there are any words or images in your marketing which could put inactive people off?

4

E What do the coaches and other participants wear? Could new participants feel like they don't have the right gear?

4

Table with 5 columns and 14 rows for notes.

