



# CPOC SPECIAL INTEREST GROUP

*Insights from people living with cancer on movement and being active*



BREAST  
CANCER  
NOW

ASTHMA+  
LUNG UK



PARKINSON'S<sup>UK</sup>



VERSUS  
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BritishRedCross

MACMILLAN  
CANCER SUPPORT



Stroke  
Association

MS Society

DIABETES UK  
KNOW DIABETES. FIGHT DIABETES.



# SESSION OVERVIEW

Richmond Group of Charities & We Are Undefeatable

Insights: Physical activity attitudes and barriers

Insights: Sources of support for people living with cancer

Insights: Reaction to We Are Undefeatable

We Are Undefeatable Resources / Q&A

## Session objectives:

- **Understand the needs** and lived experiences of physical activity for people living with cancer
- Learn how you can **connect with We Are Undefeatable** to inspire and support people living with cancer to move more



# ABOUT US

The Richmond Group of Charities is a coalition of 14 leading health and care charities working together to support people living with multiple and long-term health conditions. We do this by influencing policy and practice, with a priority around physical activity.

We Are Undefeatable is our campaign to support people with long term health conditions to be active, led by a cast of real-life storytellers and underpinned by a bank of practical resources and tools to help people find ways to move.



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PARKINSON'S<sup>UK</sup>



British Heart  
Foundation

VERSUS  
ARTHRITIS

British Red Cross

MACMILLAN  
CANCER SUPPORT



Stroke  
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**WE ARE  
UNDEFEATABLE**

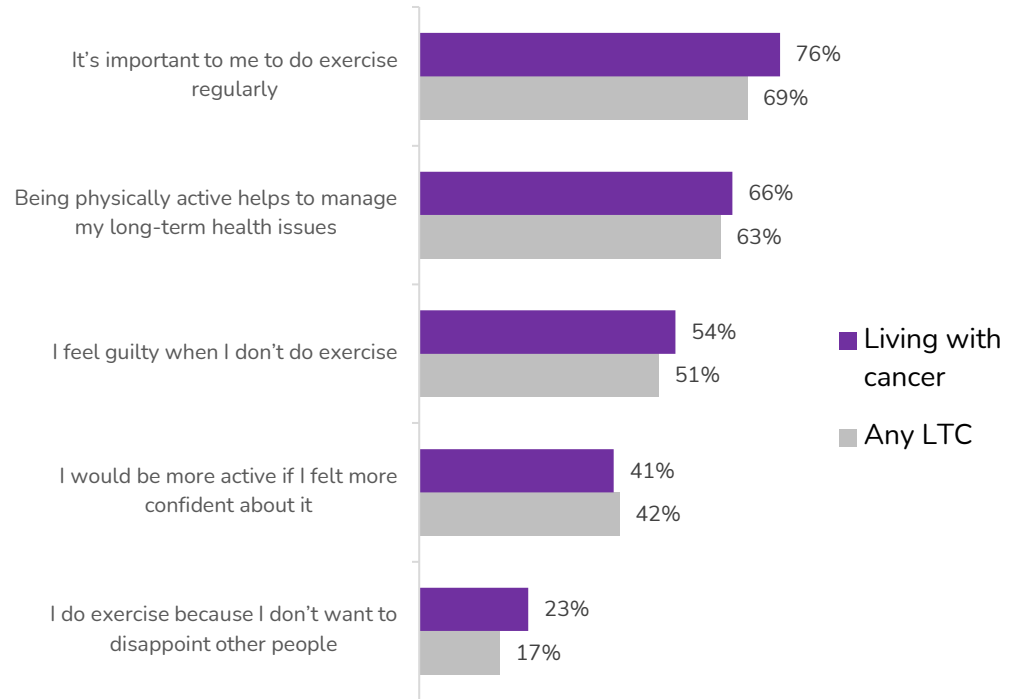


**PHYSICAL ACTIVITY ATTITUDES &  
BARRIERS**

# THE IMPORTANCE OF PHYSICAL ACTIVITY

- Most people living with cancer recognise the importance of regular physical activity and its benefits for managing their condition.
- Over half feel guilty when they do not exercise.

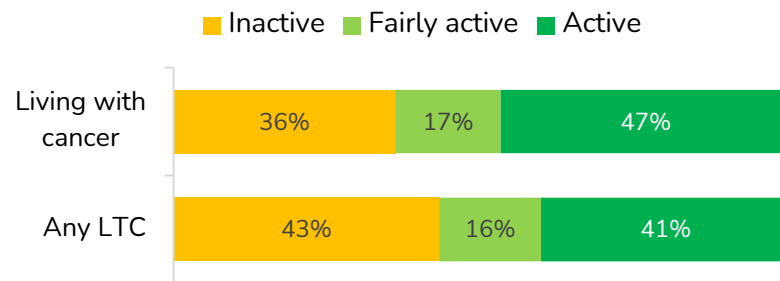
Attitudes and beliefs: proportion agreeing with each statement  
Ranked by people living with cancer



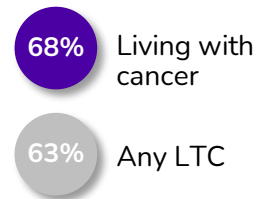
# OVERVIEW OF PHYSICAL ACTIVITY LEVELS

- While their levels of activity are slightly higher than the wider LTC sample, most people living with cancer still feel they would like to become more active.
- However, over half find it difficult to increase their levels of activity.

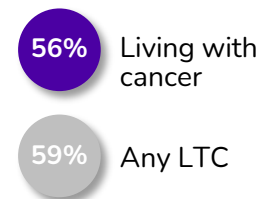
## Level of physical activity



## Would **like** to be more active



## Find it **difficult** to be more active

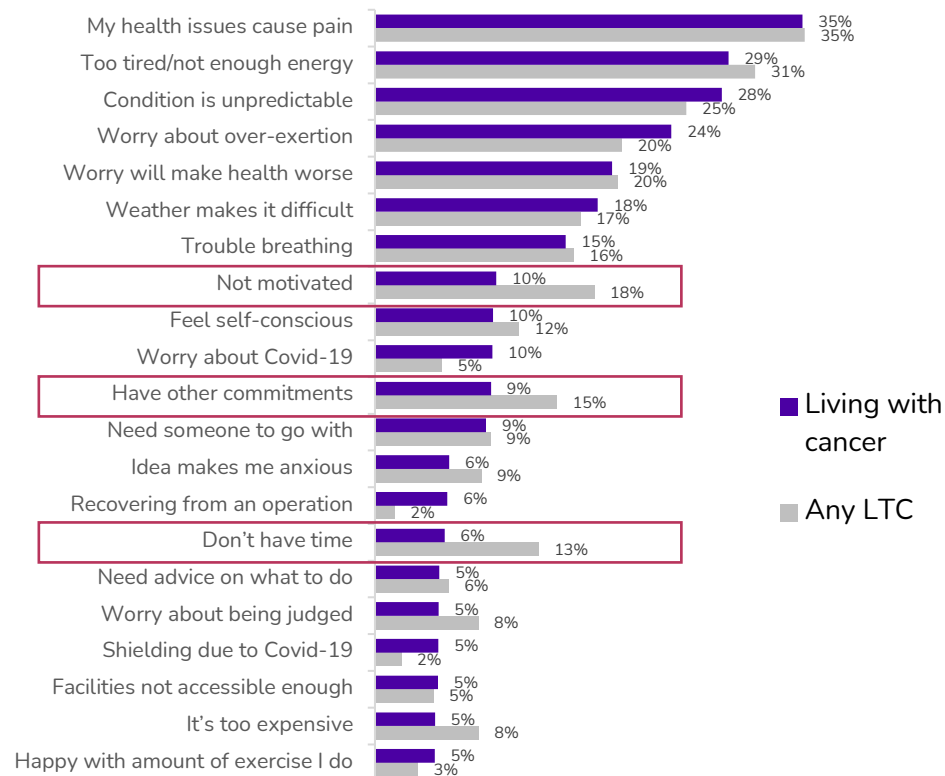


# BARRIERS TO PHYSICAL ACTIVITY

- The top barriers to physical activity among people living with cancer are the same as for the broader LTC audience: pain, low energy, and the unpredictable nature of their condition.
- Reflecting their slightly higher levels of activity, people living with cancer are less likely to cite motivation and opportunity-related barriers.

## Barriers to increasing physical activity (all mentions over 5%)

Ranked by people living with cancer





# BARRIERS TO PHYSICAL ACTIVITY: THE IMPACT OF TREATMENT

## DIRECT IMPACT OF CANCER TREATMENT

“Chemotherapy can be **debilitating.**”

“**Peripheral neuropathy due to chemo.**  
Risk of infection for swimming.”

“Because of my medication I **pick up injuries easily.**”

“**Depression/lack of sleep** related to hormone suppressants preventing cancer recurrence.”

“**Fatigue** which is a side effect of brain radiation.”

“My treatment can leave me feeling **tired and low on energy.**”

“**I had major surgery and have a major horizontal scar** across my abdomen (Whipple). I am prone to incisional hernia and need to be careful.”

“**Muscle weakness and** breathlessness from treatments and major surgeries.”

### PAIN, WEAKNESS & FATIGUE

“Unable to walk and **pain during any movement.**”

“**Severe fatigue and weakness.**”

“I’m **too weak and infirm.**”

“My energy levels and capacity fluctuate.”

### LOSS OF FITNESS AND MOTIVATION

“Recognising that levels of **stamina may never be the same again.**”

“I was far fitter before cancer, but now I feel like **my body has let me down. I have gained weight from the meds, which is really upsetting.**”

“**Being negative about myself,** thinking back to how fit I was pre illness and not wanting to admit how unfit I am.”

### LACK OF ADVICE / UNDERSTANDING

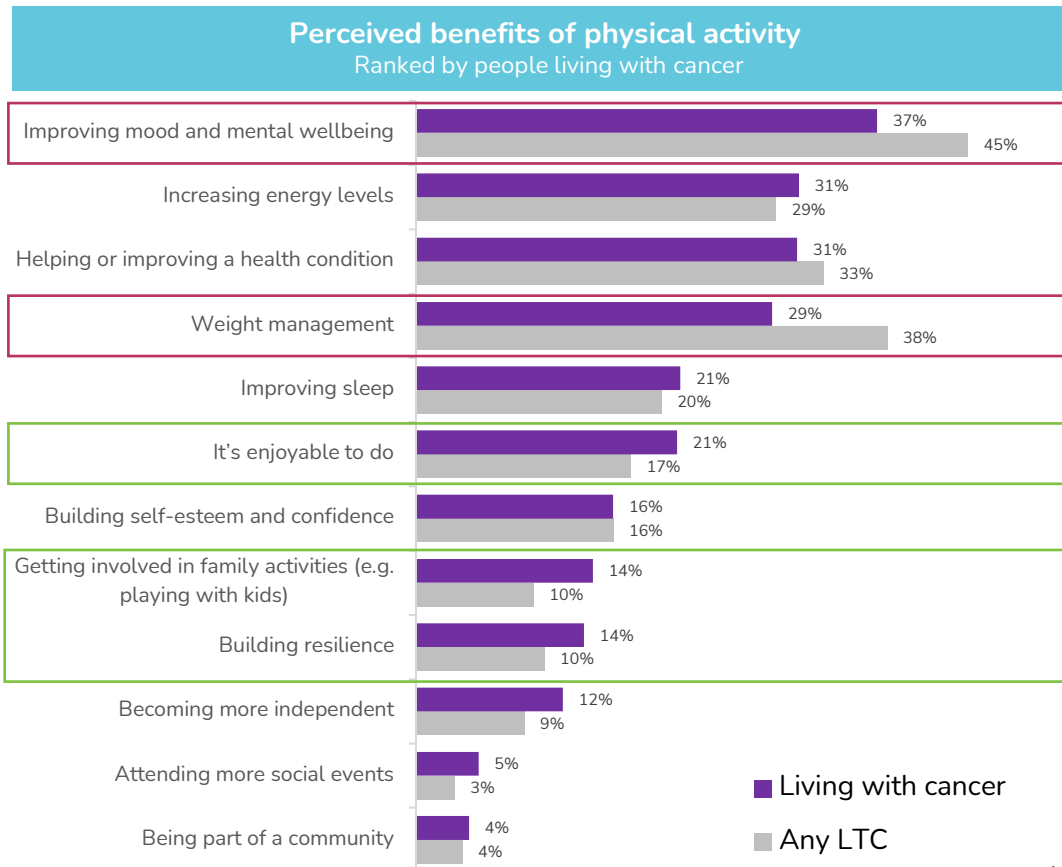
“**The lack of medical advice** when undergoing medical treatment or surgeries. It was very non-specific – “keep active”.”

“**Access to a qualified PT who knows about cancer.**”

“**People don’t understand my limitations.**”

# BENEFITS OF PHYSICAL ACTIVITY

- People living with cancer are most likely to say that improving their mood / mental wellbeing is a benefit of being active. This is the same top benefit as for the wider LTC sample (albeit at slightly lower levels).
- Some secondary benefits are more pronounced among this audience, such as getting involved in family activities and building resilience.



# MOTIVATORS

## RESILIENCE TO TREATMENT (PHYSICAL & MENTAL)

“To keep my body healthy to **tolerate treatments and fight cancer.**”

“There’s a huge **link between physical and mental fitness** so by staying fit, I feel mentally healthier.”

“Increased fitness means **stronger immune system and ability to fight off bugs** which I’m more susceptible to as a result of chronic illness. Plus it might not directly prevent cancer progression but maybe it will.”

## PRESERVE STRENGTH & ABILITY

“Since I was diagnosed with pancreatic cancer in 2014, I needed major surgery and 6 months chemo. Following this I lost a lot of weight, stamina and strength. I now suffer from fatigue, malnutrition and malabsorption. **Exercise helps to restore a little strength, stamina and a sense of wellbeing.**”

“I am scared that if I just slump in a least-pain corner, **I’ll lose more of the ability to move.**”

## ENJOYING MORE OF LIFE

“**I want to be able to go walking with my wife** – something we enjoyed prior to my operation.”

“**I want to live as long as possible** to see my young children grow up. I have stage 4 breast cancer and want the treatment to work for as long as possible. The best chance for this is to be fit and healthy.”

“**To be able to continue my part-time employment** as a bus driver. My volunteering at a transport museum which includes climbing ladders and crawling under vehicles. My usual 2 mile walk with my wife. To be able to walk to the shops rather than use a car or bus.”

“**I want to live a full life.** I want to run, do activities without restrictions from my health issues. I want to live a long life to see my family and friends go through milestones in their lives.”

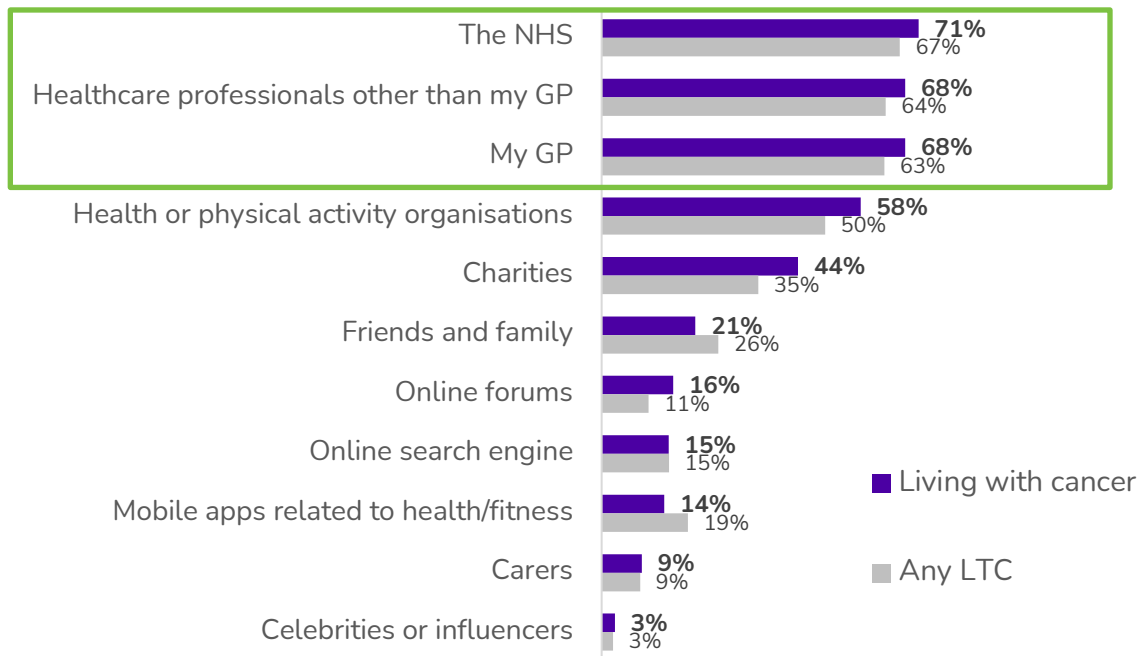
WE ARE  
UNDEFEATABLE

**SOURCES OF SUPPORT**

# PHYSICAL ACTIVITY ADVICE AND INFORMATION

- The NHS and healthcare professionals are a key source of information and advice when it comes to being more physically active with cancer – at slightly higher levels than for the wider LTC group.
- People living with cancer are more likely than the broader LTC population to cite charities as a key source, as well as health/physical activity organisations. Conversely, they are a little less likely to turn to ‘informal’ sources such as family and friends.

## Most trusted sources of PA advice / information

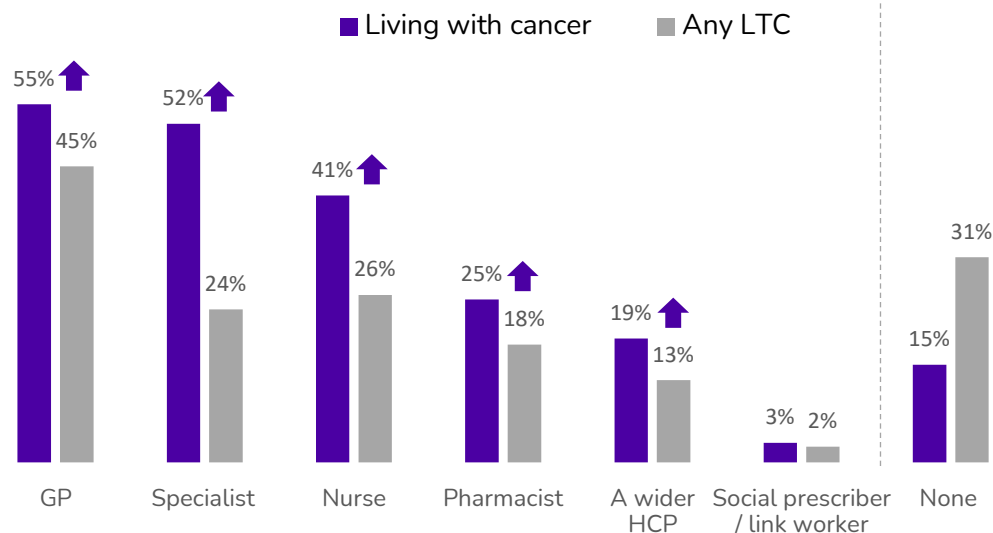


# HEALTHCARE PROFESSIONAL INTERACTION

- People living with cancer are extremely likely to have spoken with a healthcare professional within the last month.
- They are most likely to have interacted with their GP or a specialist.

## Proportion who have spoken to / visited HCPs within last month

Ranked by people living with cancer



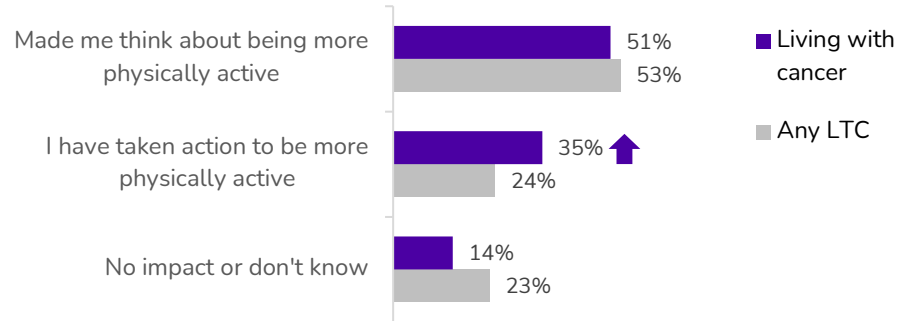
# THE IMPACT OF PHYSICAL ACTIVITY CONVERSATIONS

- 2 in 5 people living with cancer had a conversation about physical activity with their healthcare professional – similar to the wider LTC sample.
- These conversations are more likely to drive physical activity.

## Proportion whose HCP spoke about physical activity



## Impact of HCP conversation about physical activity



# BUT THERE IS A GAP IN UNDERSTANDING THE BARRIERS

What people with **living with cancer** cite as the top barriers to physical activity:

What **healthcare professionals** think are the top barriers for them:

1<sup>st</sup>

**Lack of energy / fatigue**  
(26%)

**Motivation/  
mindset** (36%)

“Chemotherapy can be debilitating.”

A person living with cancer

1<sup>st</sup>

**Physical limitations**  
(26%)

**Cost**  
(29%)

“They don’t believe they can do it.”

A healthcare professional

2<sup>nd</sup>

**Pain**  
(16%)

**Lack of information /  
knowledge** (22%)



# SUPPORT FROM TRUSTED CHARITIES

- 1 in 4 people living with cancer have recently contacted Macmillan for advice or support.
- This is above the broader LTC benchmark.

82% of people living with cancer think that supporting physical activity is a priority for health charities – higher than for any other type of organisation

## Recently contacted Macmillan for advice or support

27%

Of people living with cancer have recently contacted Macmillan Cancer Support

23%

Of the wider LTC sample have recently contacted ANY of the WAU partner charities

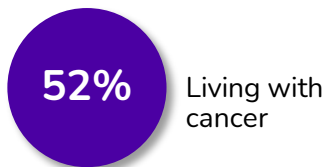
***“Following my operation a couple of Cancer charities have been helping me with fitness routines. I have to be very careful what exercises I do.”***

A woman with glasses and a white towel draped over her shoulder is smiling. She is wearing a blue polka-dot top. The background is a soft, out-of-focus indoor setting with blue and pink tones.

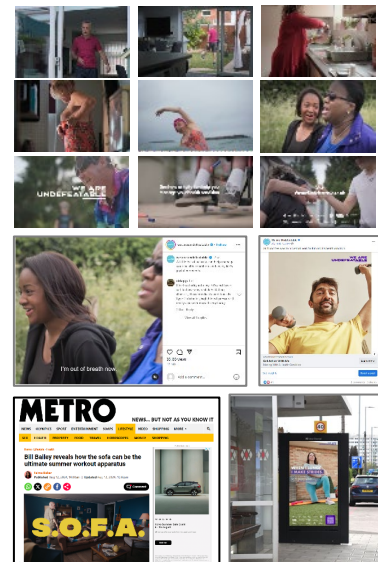
# HOW WE ARE UNDEFEATABLE CAN SUPPORT

# AWARENESS OF WE ARE UNDEFEATABLE

- We Are Undefeatable achieved one of its highest ever recall results in summer 2024, cutting through to over half of people living with cancer.



## Overall recall of WAU in summer 2024

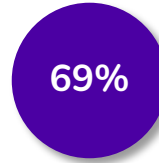


# HOW PEOPLE LIVING WITH CANCER RESPOND TO WE ARE UNDEFEATABLE

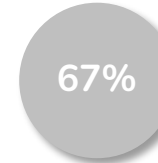
- People living with cancer were as likely as others with a LTC to find the WAU campaign relatable.
- 2 in 5 campaign recallers took action as a result of the summer burst.



## Proportion who found WAU relatable



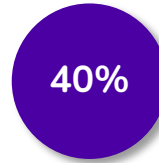
Living with cancer



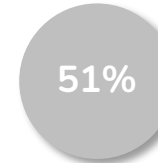
Any LTC



## Proportion of recallers who acted based on WAU e.g., started an activity, info gathered or spoke to others



Living with cancer



Any LTC

## HOW WE ARE UNDEFEATABLE CAN SUPPORT

WAU has a range of assets, resources, research and tools to help you to support people living with health conditions to be active:

**Insight and research to make the case for physical activity for people living with LTHCs**

**Case studies from other professionals and organisations sharing how they have embedded WAU into their work.**

**Supporting the workforce to understand the needs of people living with LTHCs and physical activity.**

**Comms & marketing guidance.** WAU has a range of assets, imagery, videos, messaging etc. to inspire people with health conditions to move more

**We Are Undefeatable has a range of ready-made, universal physical activity resources** that can be embedded in pathway, such as 'waiting well'



**Scan here to access our campaign hub for professionals**

<https://weareundefeatable.co.uk/campaign->

# HEALTHCARE PROMOTIONAL PACK

The promotional pack has 2 sections; for healthcare professionals, and for practice managers.

## The healthcare professionals section includes:

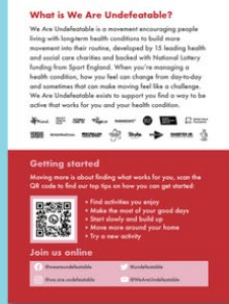
- printable **leaflets** to pass on to patients
- a **conversation starter tool**
- a **resource pack** created by the charities behind the campaign which is **aimed at the health and care workforce**.

## The practice managers section includes:

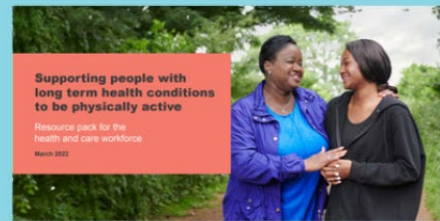
- a **campaign video file** to be displayed on **surgery screens**
- promotional **leaflets and posters** for waiting areas/consultation rooms
- digital assets for any **surgery social media channels**
- and a **text messaging template** to be added to patient management systems.

<https://weareundefeatable.co.uk/campaign-hub/resources-for-use/?&filters=Information%20Pack>

Promotional leaflets to hand to patients during or after your physical activity conversations.



We Are Undefeatable Conversation Starter leaflet to build physical activity conversations into your consultations



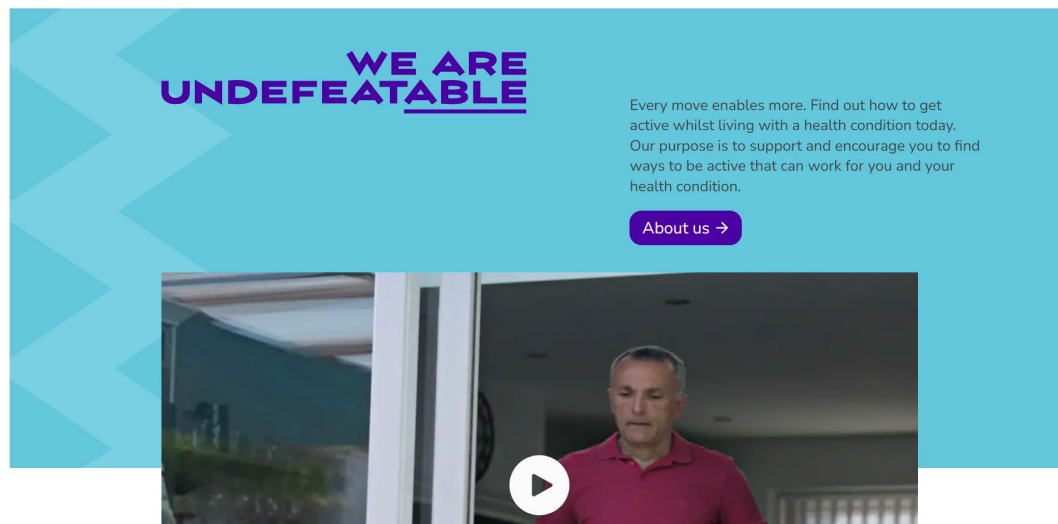
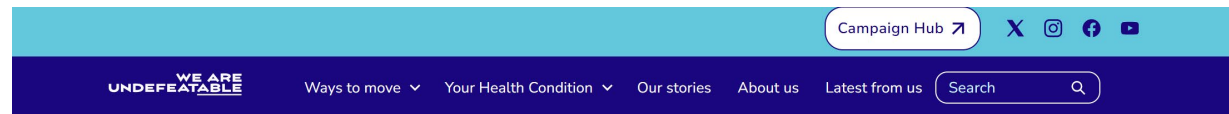
The Richmond Group of Charities' resource packs. To share best practice for people living with health conditions, and support for enabling physical activity conversations

# CAMPAIGN RESOURCES

Signpost people to the We Are Undefeatable website, there's a host of digital and printable tools that can support them to move more

These include:

- A quiz to find activities based on their preferences
- Tips on getting started
- Ideas of ways to move
- Stories of other people moving more to benefit their health and wellbeing
- Health condition-specific pages developed with our charity partners
- Follow along workouts with Bill Bailey and Gok Wan!
- And much more



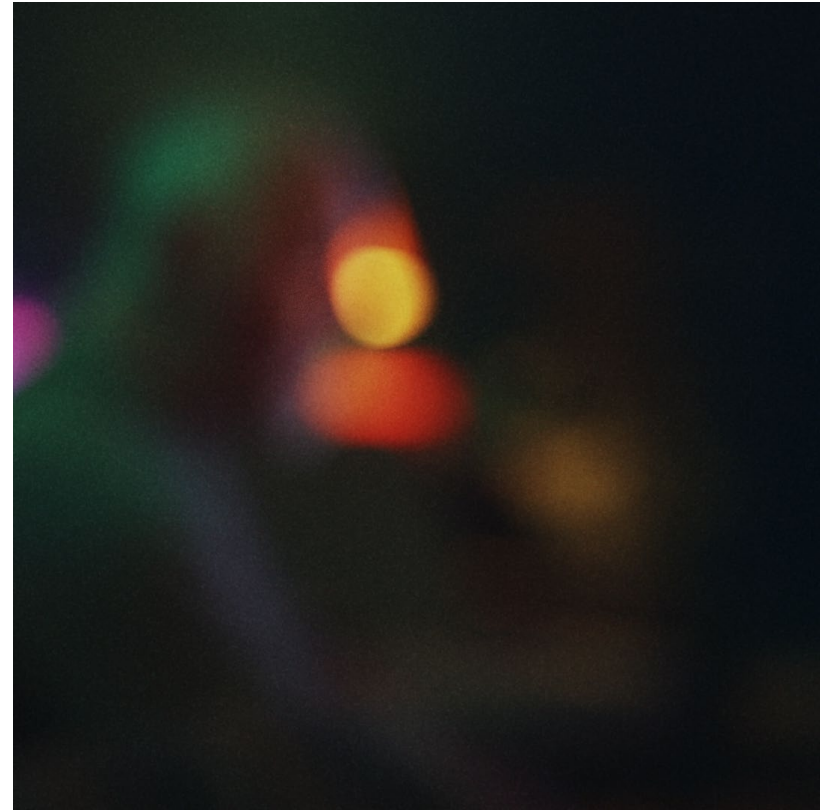
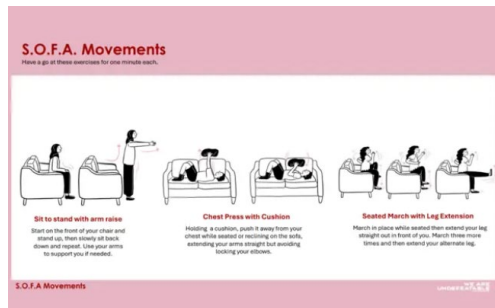
<https://weareundefeatable.co.uk/>

# CAMPAIGN RESOURCES

The S.O.F.A – Sit On Fitness Apparatus.

The campaign led by Bill Bailey is here to inspire people to move more from their sofa. Showing people that you can be active at home, even whilst watching the TV. Here's how to get involved:

- There's our promotional video that can be used on social media
- There's a follow along movement video with Bill, our PT Sandra and campaign storyteller Tania, showing these movements – linked to the summer of sport
- There's a downloadable/printable resource showing different movements from the sofa!



<https://weareundefeatable.co.uk/latest-from-us/sofa/>



# CAMPAIGN RESOURCES

We have redeveloped our Five in Five resource with **new customisable mini-workouts** that people can do from home, or the office!

These workouts include:

- Warming up
- Stress-busting
- Mood-boosting
- Exercise with accessories
- Whilst watching the TV
- While outdoors
- In the kitchen
- Or design your own!!

**WE ARE UNDEFEATABLE**

**GOT FIVE?  
GET MOVING.**

In the same time it takes to make a brew you can get active with just five small moves.

Find your Five in Five at [WeAreUndefeatable.co.uk](https://weareundefeatable.co.uk)

**MOVING FOR JUST FIVE MINUTES CAN MAKE A DIFFERENCE.**

Five in Five helps you get active by building a personalised routine that works for you and your health condition.

Find your Five in Five at [WeAreUndefeatable.co.uk](https://weareundefeatable.co.uk)

Partners: mind, SAGE, RETURN, egle, PARKINSONS, VERSUS, BritishRedCross, MACMILLAN, Alzheimer's Society, Strokes, NHS, DIABETES UK, British Heart Foundation, Diabetes UK, Alzheimer's Society, British Heart Foundation.

<https://weareundefeatable.co.uk/five-in-five>

## SHARE YOUR KEY TAKEAWAYS



**What are your main takeaways  
from today's session?**



**Menti.com – Join Code:  
8345 2476**

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**Any questions?**

**Website - <https://weareundefeatable.co.uk/>  
Contact - [weareundefeatable@ageuk.org.uk](mailto:weareundefeatable@ageuk.org.uk)**



## FURTHER INFORMATION

# 'MILLIONS MORE MOVING' POLICY REPORT

Three 'shifts' in the policy landscape to maximise the role of movement in health:

- Shift One: Ensuring leadership and accountability
- Shift Two: Embedding movement in healthcare
- Shift Three: Encouraging movement as part of everyday life

Find out more by accessing the full report.

[Millions more moving - Richmond Group \(richmondgroupofcharities.org.uk\)](https://richmondgroupofcharities.org.uk)

