



Explore the needs, motivations and barriers towards continuing an active lifestyle for physically active women who are pregnant or new mothers with no previous children

Overview

- Sport England is investing in a 3 year project focusing on maintaining active lifestyles through key life changes for already active people (the core market). In Plymouth the target group will be pregnant women and new mothers with no previous children.
- We would value understanding when is the best time to have the conversation with the pregnant women about physical activity, suitable activities and the benefits of staying active to self and unborn child ? We assume this lands well at time of scan but is this an appropriate time and does the message land effectively? Do the women feel supported and engaged? What would help women to maintain good levels of physical activity during pregnancy and in the 12 months post-partum? How can we time the offer best and design the offer to meet their needs? Incentives?
- Qualitative research by focus groups and individual interviews to understand this
- Who should deliver the offer and raise the issue? Midwives and health visitors? ? Who is best to do this? Which communication channels are likely to be most effective? Peer supporters in services?
- Are the services required different for different mums?
- What are the demographic characteristics of pregnant women and new mums who are classed as being in the core market? Age, postcode, socio-economic group, working status, relationship status. What are the differences in the characteristics of those pregnant women who continue being active and those that reduce their activity levels or stop altogether?
- Inform our understanding of the support that women would find most helpful and appropriate and inform service design to maximise benefit

Contact [Paul Johnson](#) for further information