

UK Physical Activity Expert Committee for Communications

The UK CMOs wish to establish a new working group to support the implementation of their new 2019 Physical Activity guidelines and ultimately realise their potential to increase physical activity levels across the population;

The aim of this group is to develop a strategy for communicating the messages from the revised 2019 CMO guidelines on physical activity.

The group will be called *The UK Physical Activity Expert Committee for Communications*. It will be convened to develop strategies that support the communication and implementation of recommended actions to improve UK physical activity and sedentary behaviour levels.

There has not been a communications strategy for any previous CMO physical activity guidelines. Specifically, the committee will:

- examine what is known about the communication of physical activity for health messages
- examine what is known about implementation of CMO UK Physical Activity Guidelines with key professional groups and stakeholders
- make recommendations to the four UK CMOs and UK national physical activity policy leads regarding the various strategies that should be considered regarding communication and implementation
- identify specific options for implementing those recommended actions, including indicative costs
- prepare a short report of its findings and conclusions
- identify next steps for various agencies who should be involved in communication of the PA guidelines

We will appoint members to a Core Committee with applications sought in October 2019. Additional members will be appointed to the committee as Specialist Committee members, at the request of the Core Committee.

Core and Specialist members will be drawn from a range of physical activity policy leads, experts in social marketing approaches to health behaviour change, senior physical activity practitioners and academics with a special interest in communication. Applications from individuals and organisations with relevant experience of public health communications are particularly welcome.

The Communications Committee will meet up to three times over a 12-month period.

Please submit your application to UKCMOPA@bristol.ac.uk by 17.00 on Friday 1st November.

The appointments process will be supported by Centre Exercise, Nutrition and Health Sciences at University of Bristol.