

10 ways to improve your physical activity communication: the Bristol recommendations

1

Work with multi-disciplinary teams, and ensure (social) marketers are involved.

2

Understand, and work with, your target audience to develop tailored messages.

3

Keep language simple. You may not need to include the physical activity guidelines!



4

Promote the benefits of physical activity, including physical, mental and social health.

5

Identify influential and trustworthy individuals to deliver the message.

6

Use different mechanisms (e.g. posters, social media, TV) to spread a consistent message.



7

Terminology matters. Physical activity is more than just exercise and sport.

8

Consider how resources can be pooled between organisations to promote a consistent message.

9

Documents for health care professionals (e.g. infographics) are not designed for the public.



10

Reflect on current physical activity messages, and how they might be interpreted by the public.