









Moving Well

Reaching under-served communities affected by cancer



One Challenge



Paula

MOVE Mentor: Turning Engagement into Participation

ANGOLAN WOMEN VOICE ASSOCIATION UK

Lucy

Clinical & Research

MOVE AGAINST CANCER.

Indy

MOVE Mentor: Turning Engagement into Participation

apnapan

Debs

MOVE's Learning and Adaptation





Partners Working together!

MOVE AGAINST CANCER.

FOR EVERY SINGLE PERSON IMPACTED BY CANCER TO LIVE AN ACTIVE AND FULFILLING LIFE

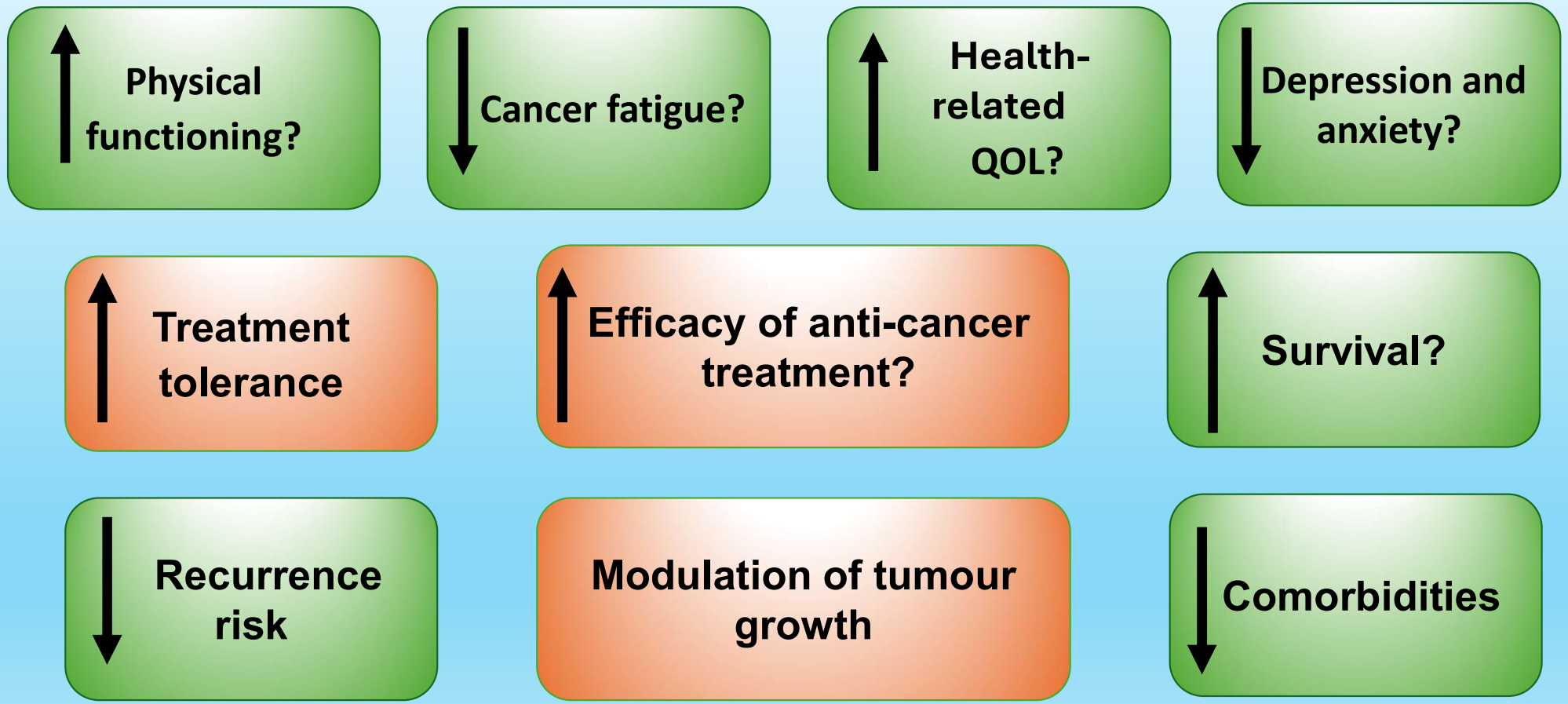
1) 1-2-1 Programme for 13 to 30 years

2) Move Mentors

3) Resource Hub

4) 5k Your Way

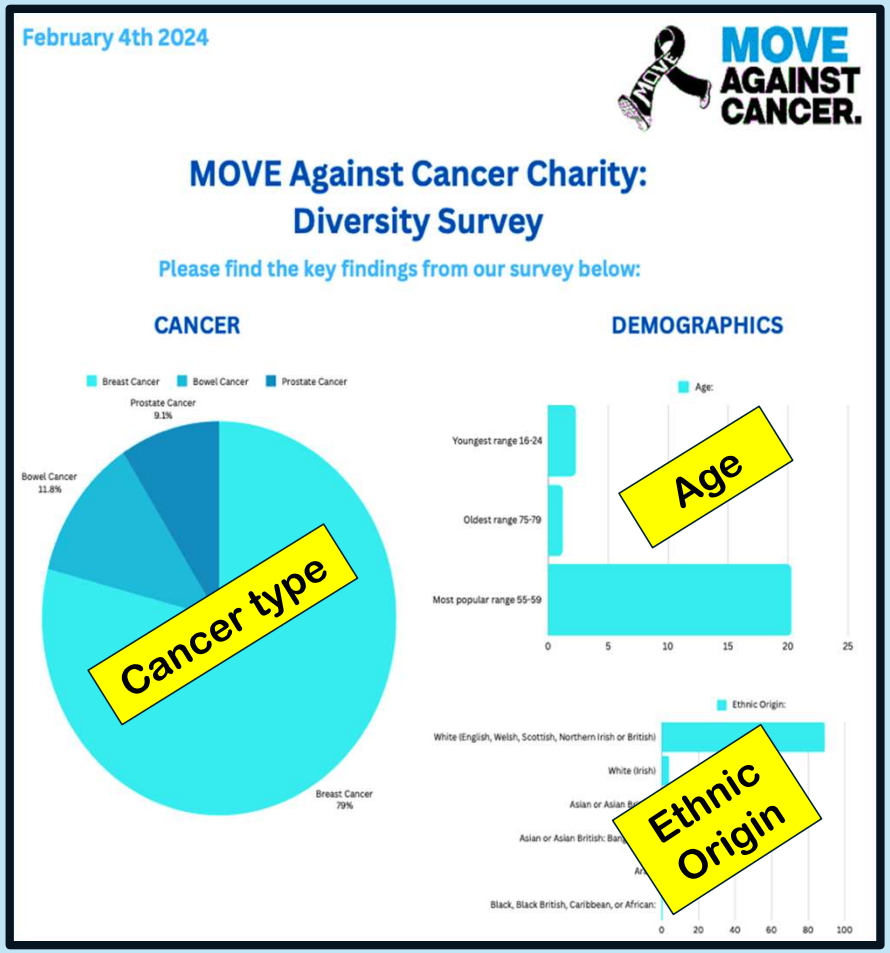
Potential benefits of exercise during and after cancer treatment

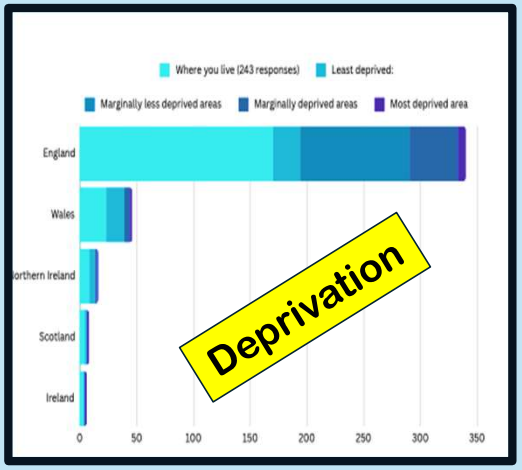


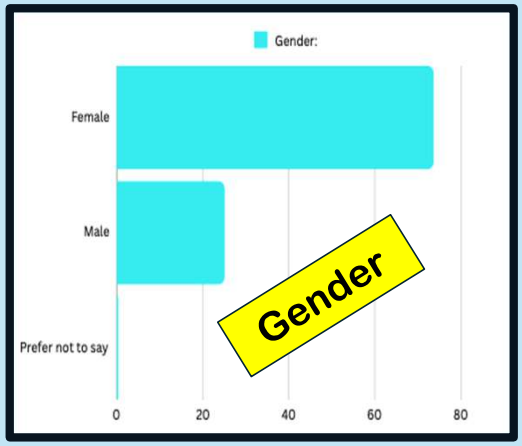
If the evidence is so compelling, **why** isn't **everyone** benefiting?



In response, Move conducted a 2024 EDI survey: 256 responses in one month!







The majority were older, white females, from more affluent areas, with English as their first language.

Heard about Move through word-of-mouth.

61.7% had a cancer diagnosis – the majority breast cancer.

FOR EVERY PERSON IMPACTED BY CANCER… TO LIVE AN ACTIVE AND FULFILLING LIFE

DELIBERATE STRATEGY → **Reduce inequalities in access to physical activity** → **Understand barriers** → **Create inclusive opportunities**







EMERGENT STRATEGY → **Listen to Diverse Communities** → **Adapt old** *or* **design new approaches** → **Amazing diverse activities**

To implement the Emergent Strategy we adopted Problem-Driven Iterative Adaptation (PDIA)



















1. **Listen** (to identify the problem/issue)
2. **Try**
3. **Learn**
4. **Try *again***
5. **Learn *some more!***
6. **Adapt**
7. **Grow**



No ready-made solutions!

Andrews, M., Pritchett, L. and Woolcock, M., 2012.

Problem-Driven

iterative adaptation

(Listen!)

apnapan

ANGOLAN WOMEN VOICE ASSOCIATION UK

Indy and Paula, please tell us what it meant to you when MOVE came to chat with you in *your* community spaces?





















What do you think the community told us?

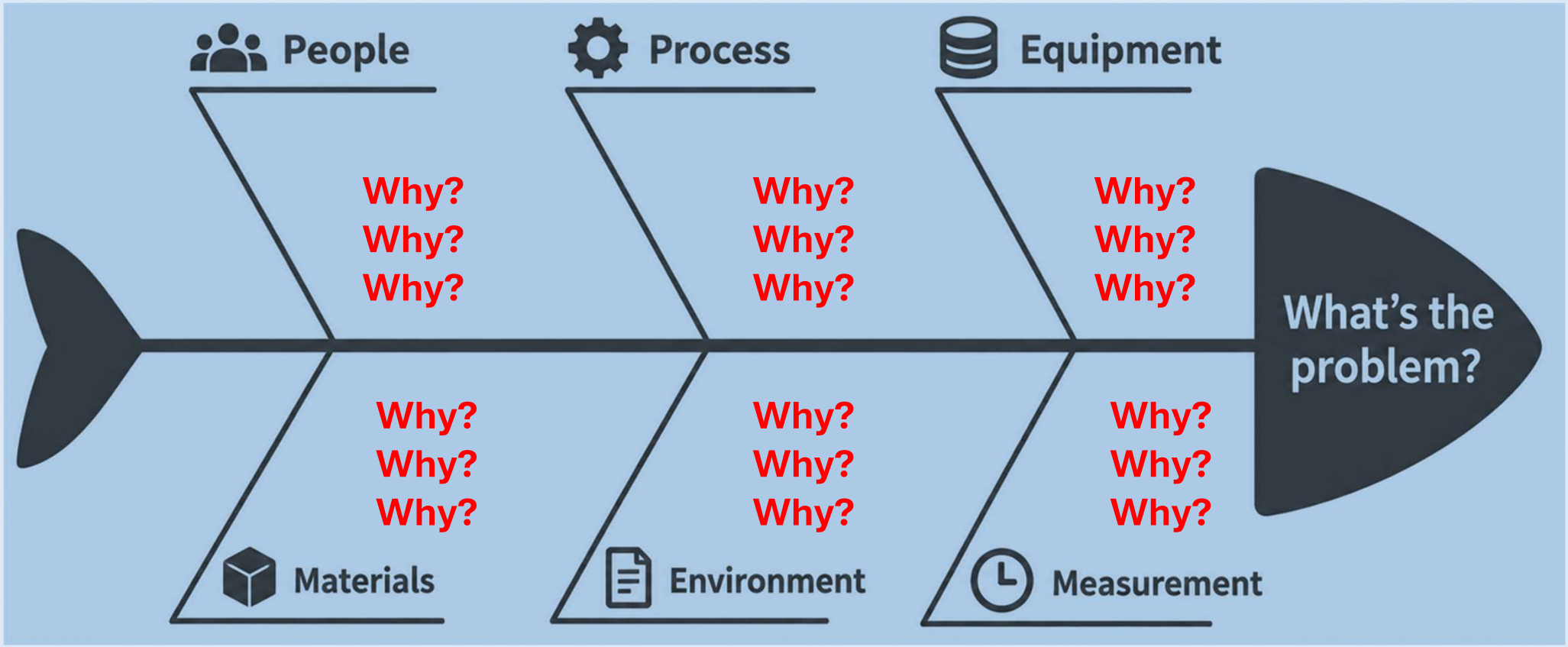
Please discuss with the person next to you for a few minutes.
We will then ask for your feedback.



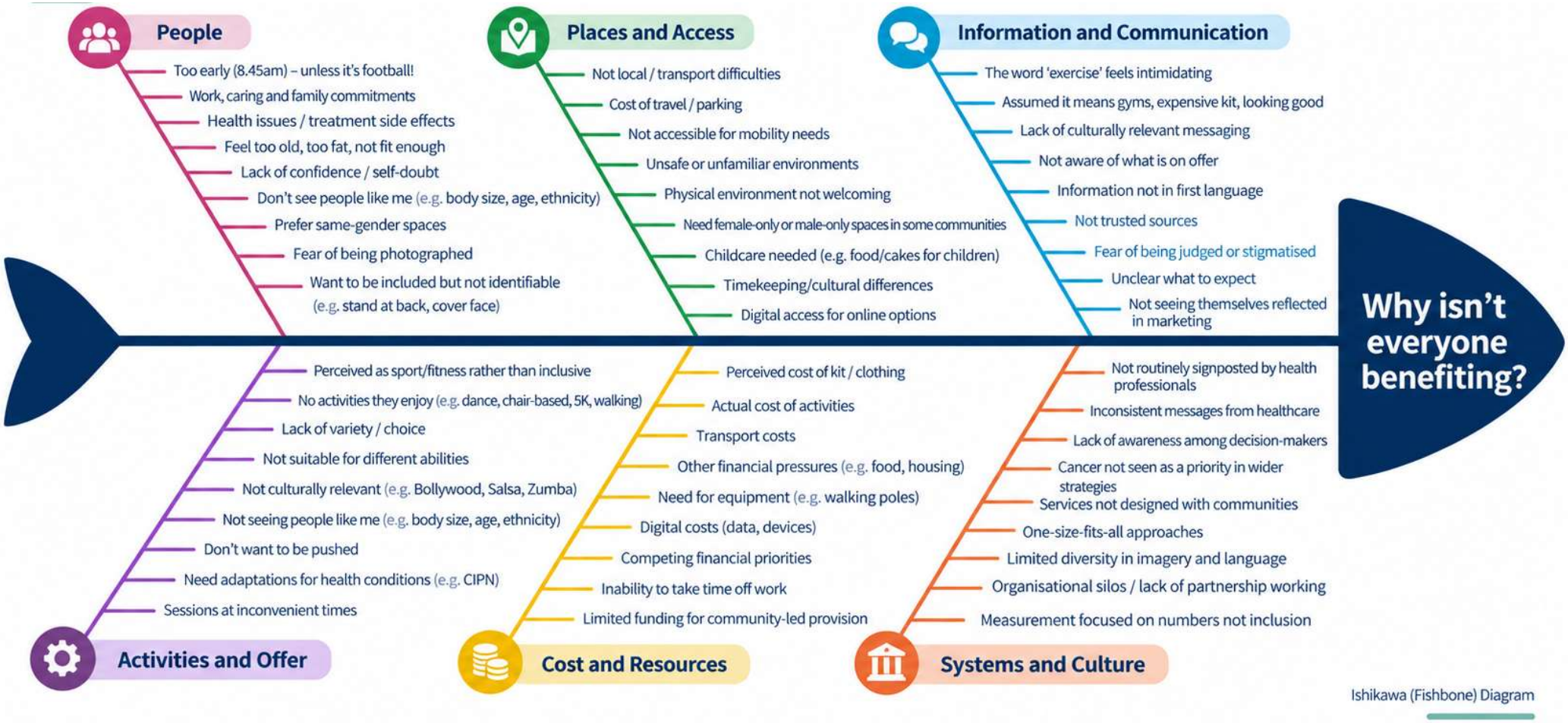




Bringing structure to the huge amount of data:

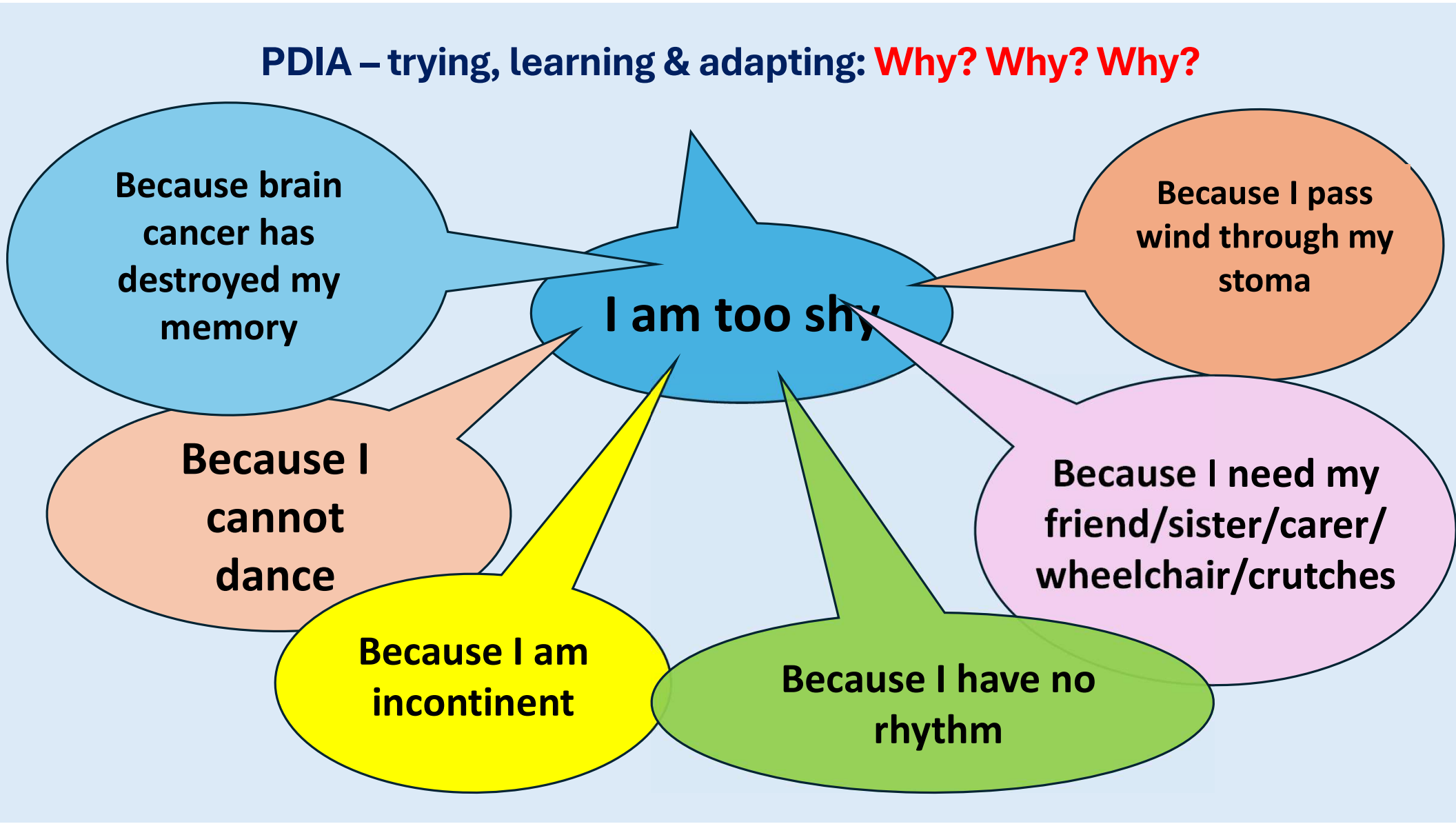


Ishikawa: Cause and Effect Model



Ishikawa (Fishbone) Diagram

We LISTENED - this is what we heard!


PDIA – trying, learning & adapting: Why? Why? Why?
Because brain cancer has destroyed my memory
I am too shy
Because I pass wind through my stoma
Because I cannot dance
Because I need my friend/sister/carer/ wheelchair/crutches
Because I am incontinent
Because I have no rhythm

PDIA

Trying, Learning & Adapting

Cultural differences



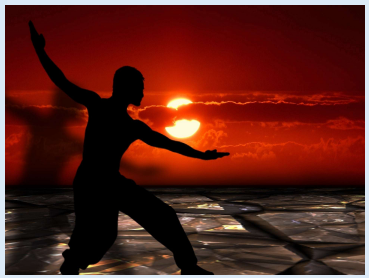
Achieving Balance



Many cultures focus on running, gym-based exercises and/or attending classes (in-person or virtual) – often in athletic clothing



Other cultures are mind- and body- focused, e.g. Tai-Chi, Qigong, Yoga





Others are rhythm-based

PDIA

Trying, Learning & Adapting

THE MEANING OF WORDS: Why? Why? Why?

EXERCISE v MOVEMENT



Look at us!



PDIA

Trying, Learning & Adapting – 'Normalising Intelligent Failure'
OR
"Your brilliant idea may not be brilliant at all!'









PDIA: ***Trying, Learning & Adapting to build trust***

How was trust built?



Indy

Paula

Debs







apnapan

ANGOLAN WOMEN VOICE ASSOCIATION UK

MOVE AGAINST CANCER.





Thank You – What will YOU do differently?