



Identifying the barriers and enablers of physical activity

There is process for developing a deep understanding and (shared) knowledge of what supports and/or prevents people being physically active, within the local context.

Actions which are based on a deep understanding of the barriers and enablers of physical activity are more likely to lead to effective and sustainable outcomes. Actions which are based on shallow or skewed understanding of the barriers and enablers of physical activity could inadvertently widen inequalities. Sharing knowledge of barriers and enablers can help drive a common purpose and common strategy - increasing likelihood of collective impact on what matters most.