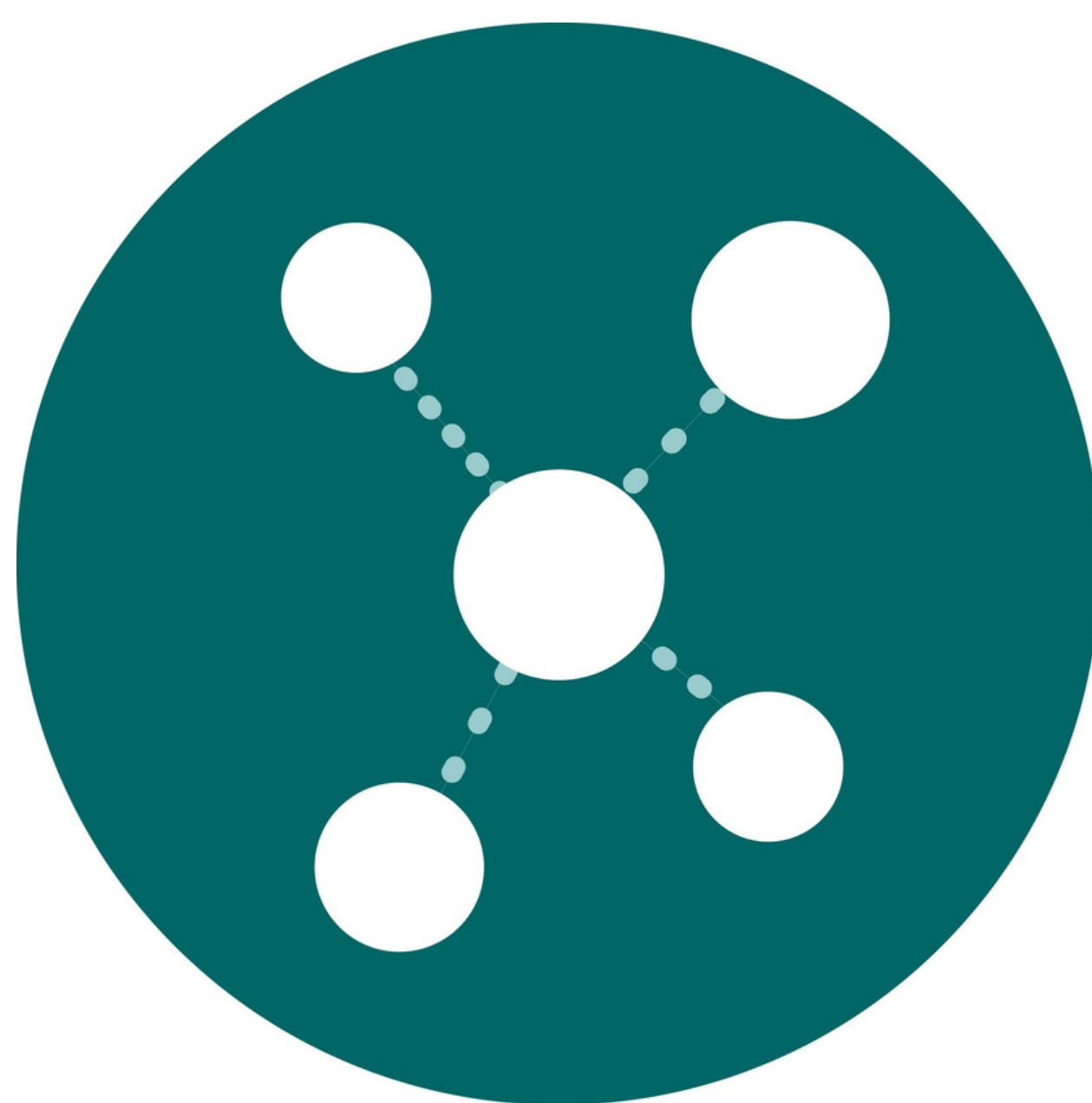




Leadership

Policymakers, workforce, volunteers and residents act together to build on strengths and remove barriers for tackling physical activity inequalities.

When decision making, resources and initiatives are less centralised, people in all roles can contribute towards enabling active lives. Everyone's contribution is equally valued. Established leaders can use their power to legitimise physical activity (alone or as a recognised aspect of wellbeing/thriving/prevention), challenge prevailing views and structures which create inequalities, and prioritise whole system and place-based ways of working.

Individuals across multiple layers of society, including people who are inactive, can shape decisions about what works to enable physical activity; this can lead to better strategies and outcomes.