

Making physical activity fun

Care Act 2014

Advocate for peoples' right to benefit from physical activity
No matter how small, every bit of movement makes a difference

Physical activity should feel good

Explore what
might be
enjoyable and
feel safe

Explore what
suits their own
interests and
abilities

Make movement social and part of daily life



Be active while
connecting
with people,
animals, and
nature



Encourage
moving whilst
doing favourite
things

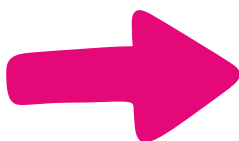
All movement counts

Encourage people to move
at pace that always feels
pleasant for them

Need some motivation

Encourage people to imagine
how much better they will feel
after being active

Break up
periods of
inactivity



Move more in
ways you enjoy



Improve quality of
life, health and
wellbeing