



Helping GP's Promote Exercise: Motivate 2 Move

"The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure' " Professor Sir Liam Donaldson, 2010.¹

The vast majority of GP's acknowledge that promoting physical activity is important in primary care². However, many GP's cite *lack of time and resources* as barriers to routinely give advice on physical activity² and a recent review³ of primary care perceptions of physical activity cited *lack of training and lack of knowledge as a primary barrier to counselling efforts*.

The [Motivate 2 Move](#) website has been developed as a comprehensive educational package designed to tackle the barriers identified above. It aims to increase the health professional's ability to incorporate exercise advice routinely within patient consultations.

Designed as brief bites of information but with links to more detailed material for those who need it, the site comprises five main sections:

- ✓ [UK physical activity guidelines](#)
- ✓ [Health benefits](#) - for 33 different medical conditions
- ✓ [Motivation](#) - using two different methods
- ✓ [Starting to exercise](#)
- ✓ [Resource](#) section of further information and practical tools.



With downloadable and printable resources for both professionals and patients, short instructional videos and case studies the website covers all aspects of exercise and health from general recommendations to disease specific information.

References

1. Donaldson L; Chief Medical Officers Annual Report, On the State of Public Health, DoH, March 2010
2. Douglas et al. Primary care staff's views and experiences related to routinely advising patients about physical activity a questionnaire survey. BMC Public Health 2006;6:138
3. Hebert ET, O Caughy M, Shuval; Primary care providers' perceptions of physical activity counselling in a clinical setting: a systemic review. BJSM 2012;46:625-631