

# Career path reflections

From physical activity interventions for pregnant women in disadvantaged neighbourhoods to NIHR PHIRST Fusion

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## History



- Sport England funding call – Helping the active stay active when life changes
- AskFuse received a request from Nuvo wellbeing
- AskFuse links up academics, practitioners and professionals
- Teesside University + Nuvo Wellbeing received funding to start the 'Bump2Buggy' project
- Recruiting a PhD candidate for the project

## Bump 2 Buggy

- Sport England funded PhD with multiple partners
- Teesside Uni – Academic/Knowledge Partner
- Nuvo Wellbeing – Delivery Partner
- Darlington and Durham Councils – Local Authority Partners
- Initial Aim – To design, pilot and deliver a physical activity intervention to improve activity levels of pregnant and postpartum women who were active before pregnancy.
- Official Start Date - Oct 2018

## Bump 2 Buggy



- Systematic Review and a Focus Group study (Oct 2018 – June 2019)
- Intervention designed with input from these studies and in frequent consultation with a steering group (July 2019 – Nov 2019)
- Participant recruitment and beginning of pilot phase (Feb “2020”)





- No face-to-face delivery of intervention
- No further recruitment
- Not able to pilot the intervention
- No data collection
- NUVO wellbeing – had to furlough staff, use the project funds to keep the business afloat.
- Finally - Not able to meet the initial objectives...



The Centre for Translational  
Research in Public Health



# Don't be shy to think out of the box

“What is now proved was once only imagined”

## The Solution

- AskFuse was immensely supportive in finding out a pragmatic solution without deviating from the initial objectives
- We tried to make absolute use of the existing resources.
- North East of England – Area with the highest inequality across various indices!
- Without deviating much from the initial objective:
  - We conducted another qualitative study and a systematic review
  - Results from the four research activities were aggregated to form recommendations on the design and delivery of physical activity interventions to expectant and new mothers.
  - A tool-kit with various resources to aid in this process along with two custom designed infographics were developed.



## DESIGNING A PA INTERVENTION FOR ALREADY ACTIVE PREGNANT AND POSTPARTUM WOMEN



### Choose the right Venue

**BE CLOSE...**  
PREFERABLY A COMMUNITY  
CENTRE/GYM THAT MOST OF THE  
PARTICIPANTS HAVE ALREADY  
ACCESSED

### Include family

HAVE SESSIONS WHERE THEY  
COULD BRING THEIR PARTNERS,  
FRIENDS & NEWBORNS




### Be Creative & Make it Social

HAVE OCCASIONAL PARTIES/EVENTS IN THE SAME VENUE  
CREATE SOCIAL MEDIA GROUPS  
ENCOURAGE PRE AND POST-SESSION MEETS

### Charge Accordingly

COMPARE LOCALLY AVAILABLE RATE  
AND CHARGE ACCORDINGLY OR ADOPT  
THE 'PAY WHAT YOU CAN' APPROACH

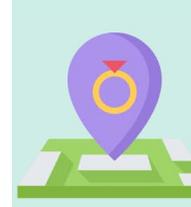



### What to Include ?

HAVE ACTIVITIES SIMILAR TO PRE-PREGNANCY  
DON'T FORGET TO INCLUDE FEW NEWER ACTIVITIES  
AIM FOR AT LEAST 150 MINS/WEEK OF MODERATE-INTENSITY ACTIVITY  
MIX OF ENDURANCE, STRENGTH, BALANCE & FLEXIBILITY ACTIVITIES



## DESIGNING A PA INTERVENTION FOR PREGNANT AND POSTPARTUM WOMEN FROM DEPRIVED NEIGHBOURHOODS



### Choose the right Venue

**BE CLOSE...**  
DELIVER THE INTERVENTION PREFERABLY IN A  
NEARBY VENUE

**BE AMONG THEM...**  
THEY VALUE DELIVERING THE INTERVENTION  
IN A VENUE THAT DOES NOT INTIMIDATE THEM

### Include family

HAVE SESSIONS WHERE THEY  
COULD BRING THEIR PARTNERS,  
FRIENDS & NEWBORNS




### Be Creative & Make it Social

HAVE OCCASIONAL PARTIES/EVENTS IN THE SAME VENUE  
CREATE SOCIAL MEDIA GROUPS  
ENCOURAGE PRE AND POST-SESSION MEETS

### Watch what you charge

ACTIVITIES THAT ARE PROVIDED COMPLETELY FREE OF  
CHARGE ARE OFTEN VIEWED AS BEING OF POOR QUALITY

COMPARE LOCALLY AVAILABLE RATES AND CHARGE  
ACCORDINGLY OR USE 'PAY WHAT YOU CAN' APPROACH

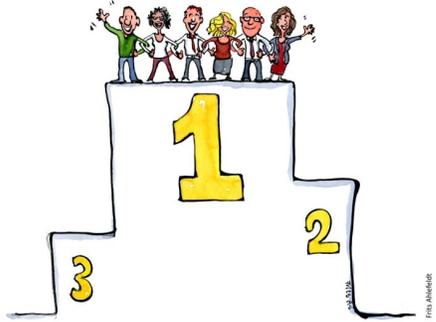



### What to Include ?

START SLOW AND INCREASE GRADUALLY  
ADAPT, CHANGE (INCREASE/DECREASE) AS PER INDIVIDUAL CAPABILITY  
AIM FOR AT LEAST 150 MINS/WEEK OF MODERATE-INTENSITY ACTIVITY  
MIX OF ENDURANCE, STRENGTH, BALANCE & FLEXIBILITY ACTIVITIES



## askfuse and Me



- Everyone wins - Turned an enquiry from a practice partner to a PhD
- Learnt a lot from collaborations – Nuvo, Public Health Practitioners
- Connections Made!
- Capacity Development
  - Medic – PhD student – Public Health Researcher (PHIRST Fusion)

