

# Move More Sheffield: theory of change\*

The issue: physical inactivity in Sheffield

- The approach: proportionate approach across the city focusing on:
1. Communities that experience the greatest disadvantage in Sheffield
  2. The groups of people who face the greatest barriers to being active

	Connect	Amplify	Learn	Influence
Action by partners	<p>Adopt &amp; champion the Move More strategy. Explore your role in achieving the vision and identify how physical activity fits with your own priorities.</p> <p>Find physical activity advocates within your organisation and connect into city-wide networks. Become part of strategic alliances on issues that matter to you.</p>	<p>Support ideas for change within your organisation/group. Support staff at every level to lead.</p> <p>Support cross-organisational working on shared physical activity goals. Show your commitment to the shared vision. Contribute to city-wide events. Use your comms channels to share physical activity content.</p>	<p>Share your action &amp; your successes. Create time and opportunities to reflect on your work. Capture learning on what works and what doesn't. Feed this into Move More networks across the city. Be prepared to change tack when new information comes to light. Support others to change too. Connect into Move More networks and feed into city-wide evaluation.</p>	<p>Explore the key agendas that your organisation can influence. Identify priorities that are aligned with the shared vision.</p> <p>Link in with strategic alliances to create change. Enable and champion visible physical activity leadership across your organisation.</p>
Action by Move More Core Team	<p>Support partners to implement the strategy.</p> <p>Facilitate understanding of one another's priorities. Identify shared interest and use inclusive language. Lead annual mass-participation events.</p> <p>Create and maintain inclusive networks across Sheffield and invite people in.</p>	<p>Create &amp; maintain inclusive networks. Support relationship building across organisations &amp; sectors. Keep sharing the vision, encourage collaborative action.</p> <p>Use Move More comms channels to share partners' successes. Be cheerleaders &amp; share good practice and innovative ideas.</p>	<p>Listen &amp; respond to what the system needs. Support sharing of resources across the system. Spread knowledge &amp; resources across networks.</p> <p>Support a learning mindset &amp; lead on evaluation. Create opportunities for everyone to learn from what worked &amp; what didn't.</p>	<p>Support organisations to explore priorities and areas of influence. Create &amp; share influencing resources.</p> <p>Provide collective physical activity leadership. Promote physical activity as a key factor in the health &amp; wellbeing of Sheffield and a part of the solution to some of Sheffield's biggest challenges.</p>
Short-term Changes	<p>Widespread adoption of the Move More strategy.</p> <p>Increased understanding of the breadth of the sector.</p> <p>Increased ownership of physical activity.</p>	<p>Reduced silo working. Productive, inclusive networks.</p> <p>Coordinated approach, reduced duplication, fewer gaps.</p> <p>Sustained momentum and strong networks across the city.</p>	<p>Shared knowledge of assets &amp; resources.</p> <p>Increased capacity &amp; capability across system.</p> <p>Increased trust &amp; goodwill between partners.</p>	<p>Move More strategy shapes other plans/agendas/strategies.</p> <p>Visible physical activity leadership across the city.</p> <p>Evidence that physical activity is valued and invested in.</p>

Long-term change: Sheffield is a healthier, happier, and more connected place to live

\*This is a living document, it will be reviewed and amended regularly.