

Community systems entrepreneurship: extending approaches to policy and practice for action on determinants of physical activity

Dr Benjamin P. Rigby

12th Fuse PAW – 2nd July 2024

Outline

- What are systems?
- Benefits and problems of systems perspectives
- Introducing entrepreneurship
- An example from a healthy ageing project



From Newcastle. For the world.

Physical activity system

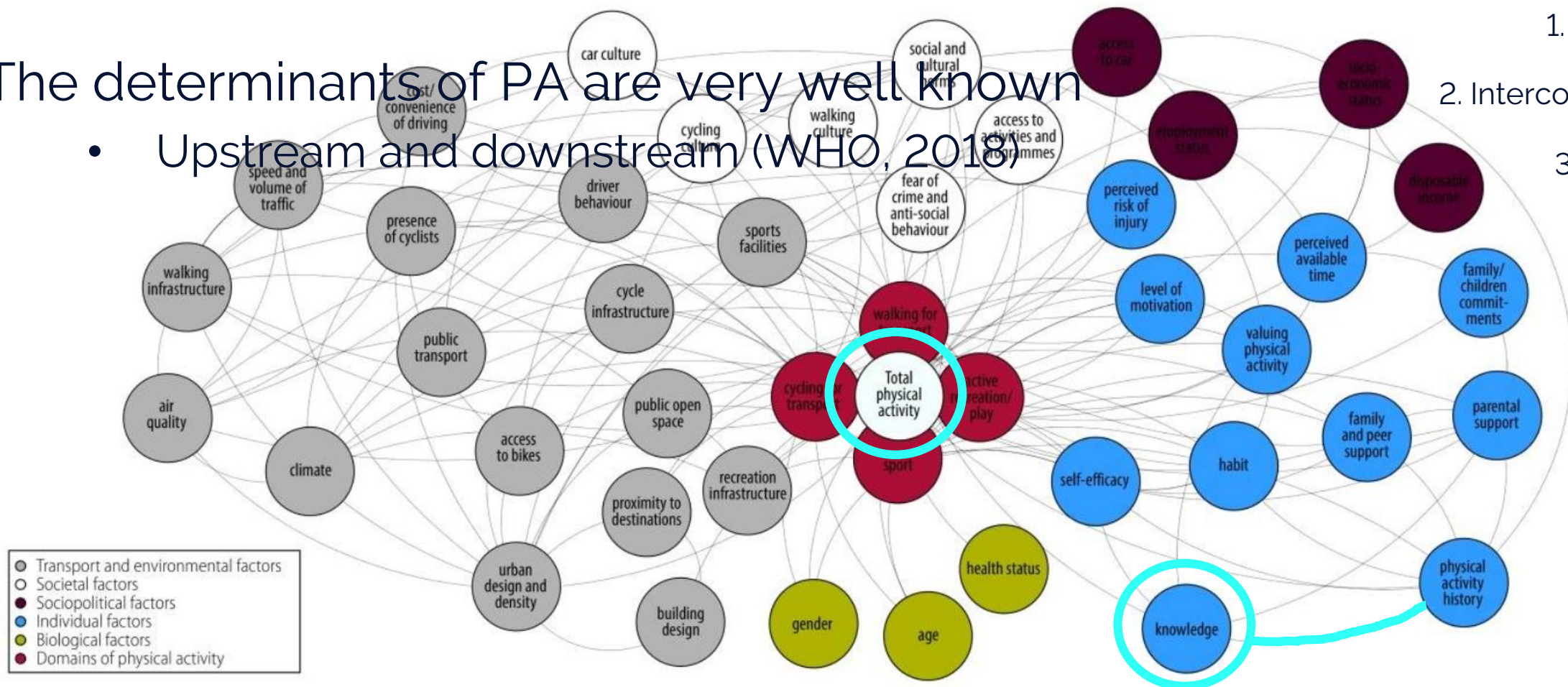
The determinants of PA are very well known

- Upstream and downstream (WHO, 2018)

1. Elements

2. Interconnections

3. Function



Benefits and problems of systems approaches

Benefits

- Challenge accepted models of evidence
- Understand drivers of inequalities
- Help understand context
- Promote collaboration and bottom-up approaches
- Emphasise more upstream determinants

Problems

- Methodological consistency and rigour

- Lots of description
- **But inequalities persist!**
- Unsure about the roles and actions of key stakeholders
- Unsure how to **optimise** and **enable** systems approaches

Entrepreneurship

Identifying and
responding to
opportunities

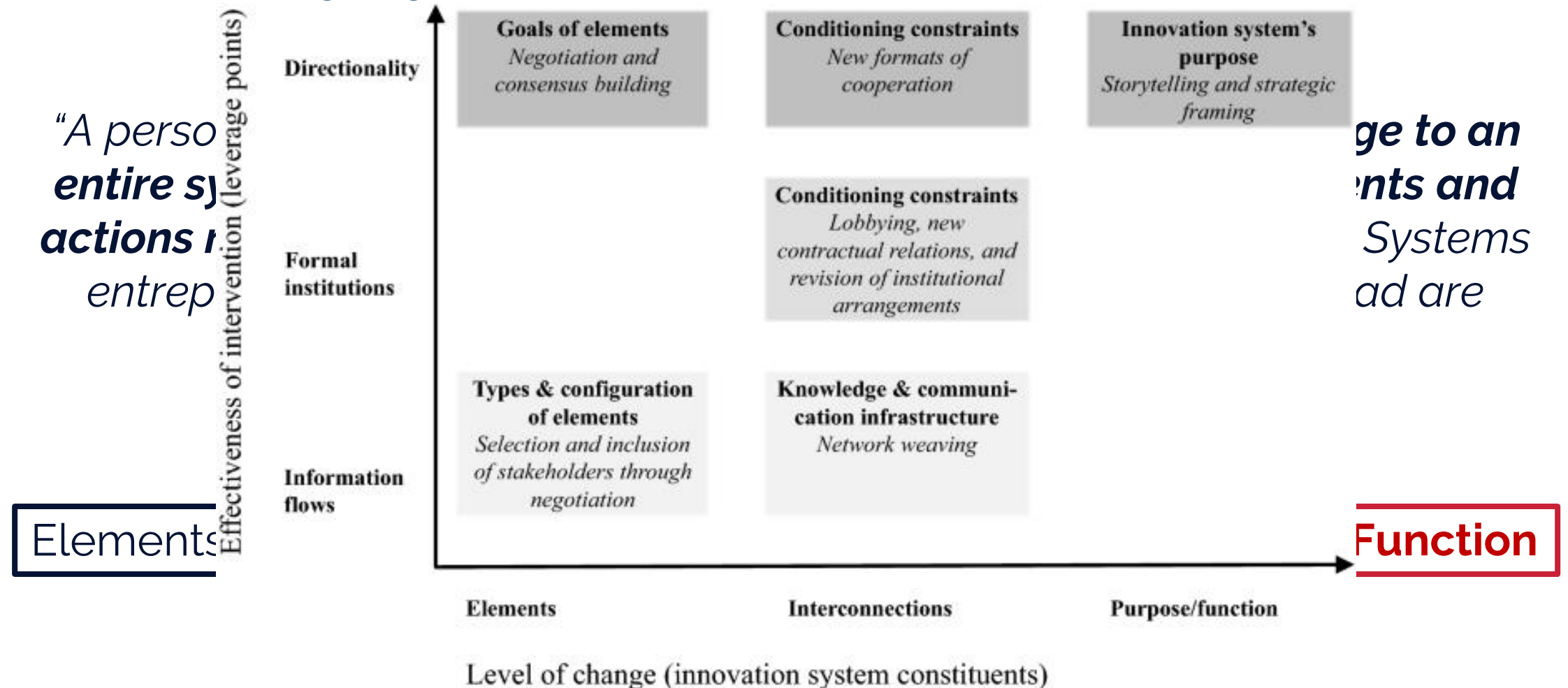
Timing

Innovation

Connecting
ideas with
those who can
make things
happen



Community systems entrepreneurs





PACES – supporting healthy ageing

Only 37-58% of Scottish older adults meet PA guidelines (general population = 65%)

Understand how multiple interacting factors influence older adults' experiences of place, PA and SC, to identify innovative interventions

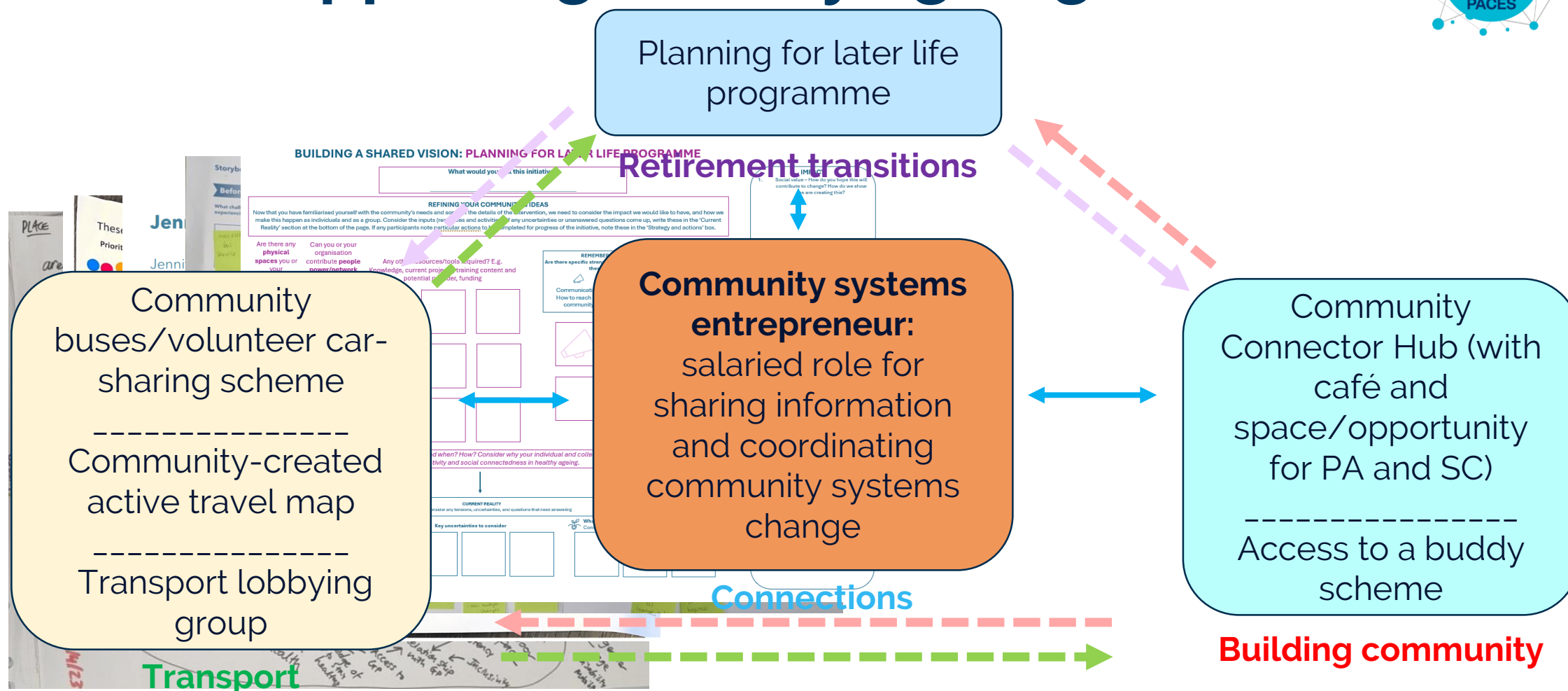
Ages: 55-75 years

Focus on more deprived communities

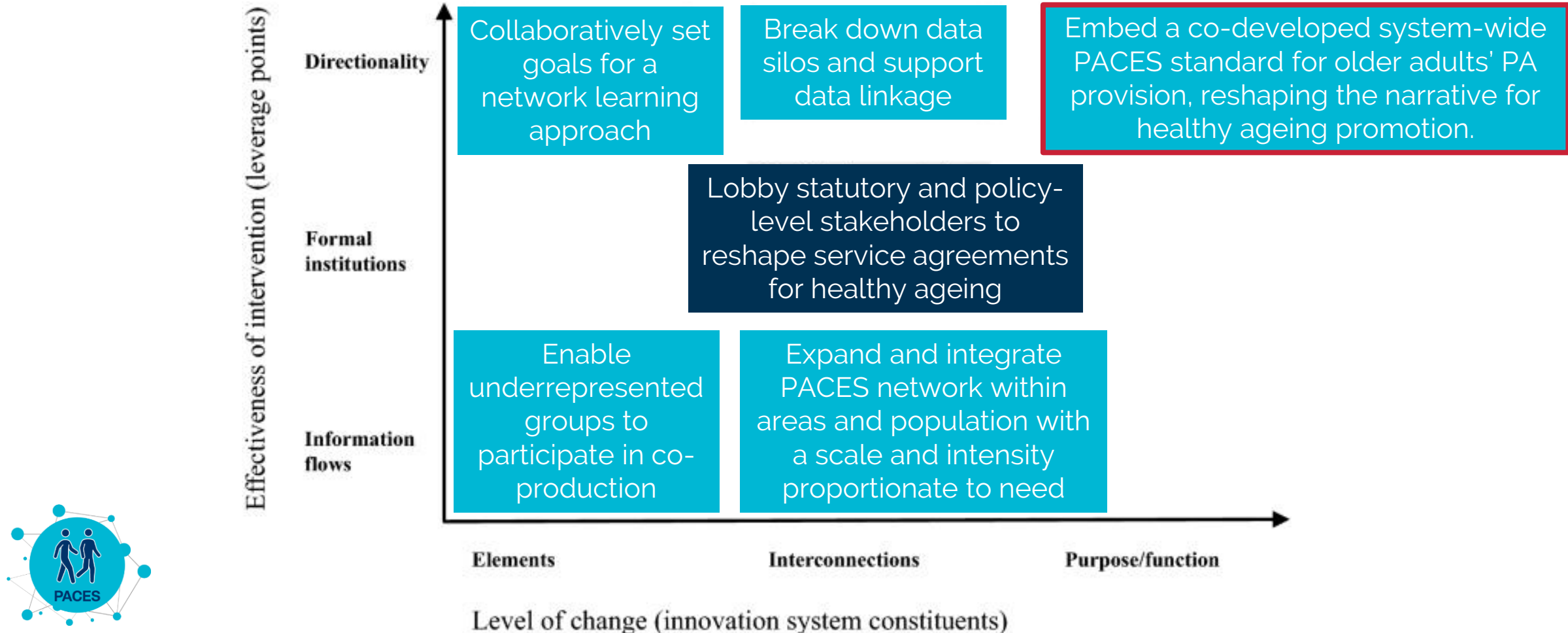




PACES – supporting healthy ageing



PACES – supporting healthy ageing



Concluding remarks

Systems approaches are increasingly common – but **can be optimised**

- Integrate different knowledge systems

Systems entrepreneurship has the potential to **enable systems and change their architecture**

- A dextrous role - required to address determinants of inactivity
- Identify and connect opportunities for change that impact the most disadvantaged

Thank you for listening

Acknowledgements

- Colleagues at SPHSU, University of Glasgow
- UKRI Medical Research Council

Contact details:

 benjamin.rigby@newcastle.ac.uk

 @benjamin_rigby