

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



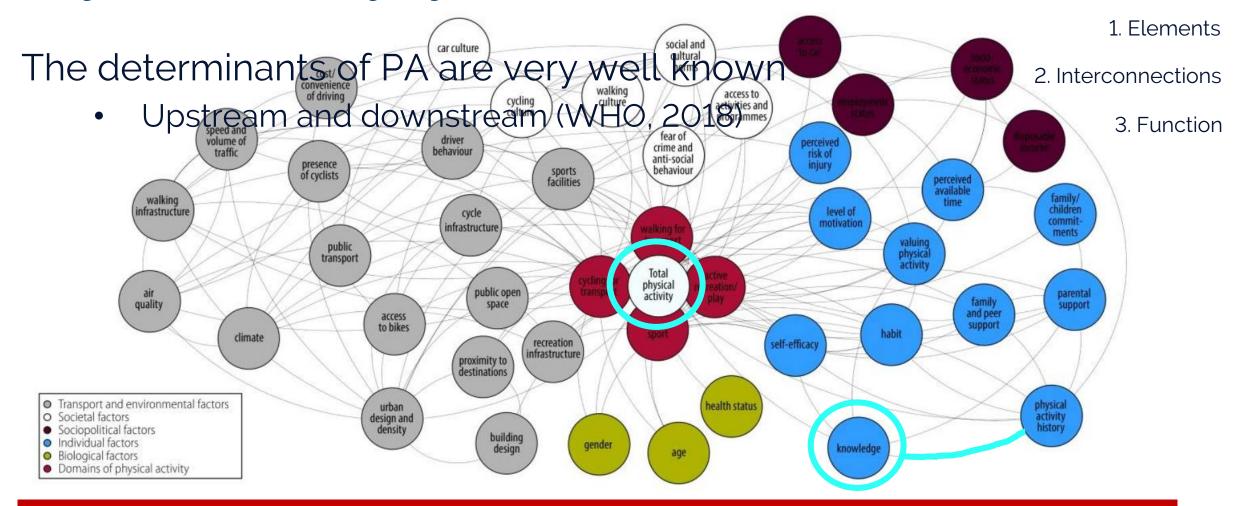
Outline

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





Physical activity system





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

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- Unsure about the roles and actions of the state of the
- Unsure how to optimise and enable systems approaches



Entrepreneurship

Identifying and responding to opportunities

Innovation

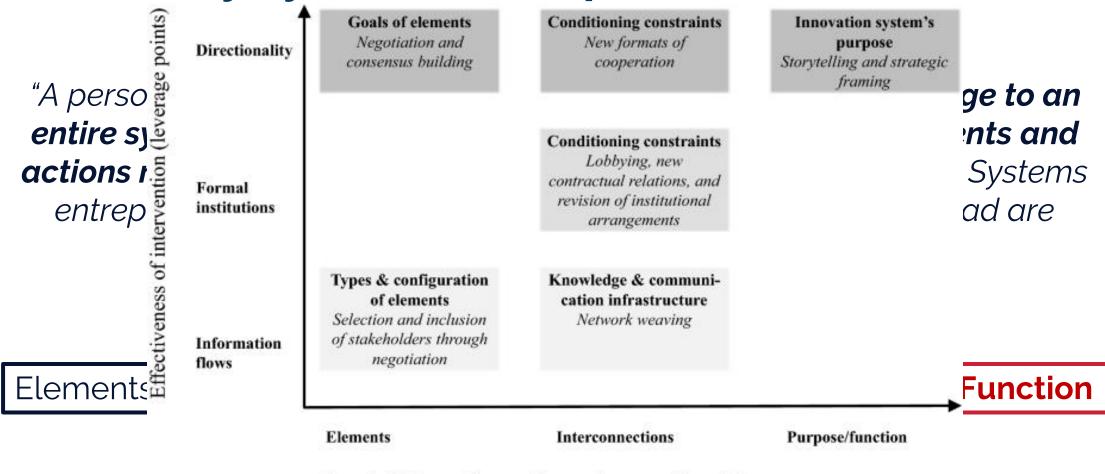


Timing

Connecting ideas with those who can make things happen



Community systems entrepreneurs



Level of change (innovation system constituents)

From Newcastle. For the world.



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

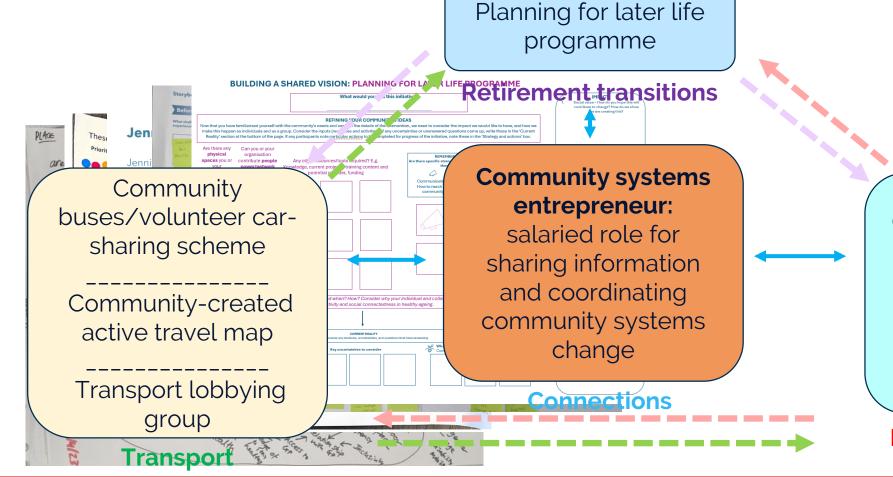






PACES - supporting healthy ageing





Community
Connector Hub (with café and space/opportunity for PA and SC)

Access to a buddy scheme

Building community



PACES - supporting healthy ageing

Effectiveness of intervention (leverage points)

Directionality

Collaboratively set goals for a network learning approach

Break down data silos and support data linkage

Lobby statutory and policylevel stakeholders to

reshape service agreements

for healthy ageing

Embed a co-developed system-wide PACES standard for older adults' PA provision, reshaping the narrative for healthy ageing promotion.

Formal institutions

underrepresented groups to participate in coproduction

Enable

Expand and integrate PACES network within areas and population with a scale and intensity proportionate to need

Information flows

Elements

Interconnections

Purpose/function



Level of change (innovation system constituents)



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

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