

10
TODAY



Impact Report

In association with:

DEMOS



Acknowledgements

We would like to thank our 10 Today development partners for their support and commitment to making the vision a reality: Sport England, Anchor Hanover, BCB, CHBN and ReVitalyz, and Terry Keen. Special thanks are due to Rose Acton for her leadership at the beginning of the project.

We are very grateful to the community of older people who helped us develop the 10 Today content and branding, and to all of those who participated in our pilot and took the time to share their feedback. We are especially grateful to our 10 Today Champions for their enthusiastic encouragement of physical activity among their peers.

Sincere thanks are also due to the members of our steering group and partners who have advised on and promoted 10 Today:

10 Radio	Living Sport
Active Cornwall	London Sport
Active Devon	Loughborough School of Sport
Active Surrey	Macular Society
Active Westminster	Manchester University
AGILE	Merseyside Sports Partnership
Apple FM	MS Society
Arthritis Action	National Care Forum
Awaaz FM	Open Age
British Blind Sport	Open University
Cambridgeshire County Council	PLMR
Canalside Radio	Radio Verulam
Centre for Ageing Better	Red Together
Centre for Policy on Ageing	Richmond Group
Charlton Athletic Community Trust	Royal College of Occupational Therapists
Chelsea FC Foundation	Royal Society of Medicine
Connection Coalition	Shoreline FM
CSSC Sports & Leisure	Somerset Activity & Sports Partnership
Elmbridge and Runnymede Talking Newspaper	Southwark Council
Escape-Pain	Sunnybank Trust
Extend	Surrey Disabled People's Coalition
Fiesta FM	Unity 101
Fuse FM	We Are Undefeatable
Hope FM	Wycombe Sound
Independent Age	Yorkshire Sport
Internal Force Fitness	
Leap	



What is 10 Today?

10 Today is a set of fun 10-minute, audio and video workouts designed to easily fit into the day to help get older people stretching and moving at home.

It was designed by and for older people to help them keep physically active, boost their wellbeing, and maintain mobility and balance. Each routine provides engaging and easy to follow exercises. They can be done at any time, whether standing up or sitting down, and are adaptable to different fitness levels.

10 Today was developed through action research led by Demos working with Anchor Hanover, community radio stations BCB and CHBN, and ReVitalyz, supported by and in partnership with Sport England. It aimed to improve the lives of older people and tackle physical inactivity, one of the great public health challenges the country faces.

Our research found that 42% of older people are physically inactive, and people are more likely to be inactive the older they are.¹ Yet we know that physical activity protects against poor health and disease, improves mental health and maintains independence.

The 10 Today pilot reached over 20,000 older people through Peer Champions, community radio broadcasts, and audio and video content available online. The programme increased activity levels, reduced social isolation, increased confidence, reduced depression and boosted mental wellbeing, and improved strength and balance to help with everyday tasks.

¹ www.demos.co.uk/wp-content/uploads/2019/05/Active-Ageing-an-Anchor-Hanover-report-in-association-with-Demos.Final_.pdf

How we developed 10 Today

10 Today was designed by and for older people from initial market research during the programme's development, to co-designing the audio and video content alongside project partners and clinical experts, fronting the campaign and starring in the broadcasts, and volunteering as champions to lead their peers taking part in 10 Today.

Taking this approach enabled us together to take the challenge of physical inactivity and in response create something fun, relevant and easy to fit into a daily routine, that really makes a difference.

We know that physical health is an essential asset to retain independence, maintain wellbeing, and facilitate social opportunities. But older people can face significant barriers to being more active, whether those barriers are physical (such as existing health conditions), psychological (such as fear of exercise), social (such as lacking support to exercise) or practical (such as cost, or lack of time). The costs of physical inactivity are clear, not just for older people themselves but also for health and social care services.

Drawing on over 80 studies concerning physical activity, as well as the findings of a new survey of experiences and attitudes to physical activity among more than 1,000 people aged 55 and over, we distilled the following four lessons to shape a new intervention to increase physical activity among older people:

- Support is vital
- Offer both community and home-based activity
- Get the messaging right
- One size will not fit all

We worked with Terry Keen to develop the 10 Today routines: a qualified fitness instructor specialising in older people and an older person himself. Each routine and individual exercise was tested with older people to ensure they were achievable, accessible and fun, and we also developed the programme branding and communications with their input. Our project steering group of experts in older people's physical activity and wellbeing advised on each stage of content development.

10 Today was available across three main channels:

- **Radio:** daily broadcasts on BCB Radio in Bradford and CHBN in Cornwall.
- **Online:** video and audio hosted on the 10 Today website and YouTube.
- **Champions:** we recruited and trained over 100 older people as Peer Champions to facilitate small groups getting together regularly to follow the 10 Today routines using video or audio.

Our evaluation of the pilot highlighted these six things that made the 10 Today content so successful:

- **Achievable:** a 10 minute routine is easy to fit into your day and make a regular habit.
- **Accessible:** some participants had not exercised in years but 10 Today felt attainable, with the exercises simple extensions of everyday functional activities.
- **Adaptable:** each exercise can be done standing or sitting and is adaptable to different fitness levels.
- **Simple:** each routine has 10 simple exercises, with 10 repetitions. Presenters take a steady pace and talk through each exercise so it's easy to follow.
- **Relatable:** all our presenters are older people themselves, promoting the message that 10 Today is for everyone. Our promotion avoided words like 'exercise' and 'workout' instead focusing on the immediate benefits to energy, mood or mobility, or the social benefit of doing 10 Today with others.
- **Fun:** above all, 10 Today is designed to be enjoyable so that people will want to keep doing it!

"It's almost as if Terry is in our sitting room. Terry's become part of the family for us. I mean he's just a normal person isn't he? He's not some highly toned athletic person, he's the same as everybody else."

Ellen, 70, 10 Today Participant



Tune in



Watch



Join in



Terry Keen

10 Today designer

“I was inspired to get involved in developing 10 Today knowing that we had a blank canvas, we could be innovative, and we could make a difference. This was to be older-people specific. Relevant, challenging and doable.

The principle was to move away from an ‘exercise session mindset’ to just a considered, but more challenging, extension of our everyday functional activities. Simple and effective. The movements explore all the facets of fitness activity – strength, flexibility and cardiovascular capacity – with an integral focus on balance and mobility, catering for all participants. We promoted the more realistic ‘some is better than none’ approach. Do what you can, little and often is good.

And most important of all, we have tried to make exercise necessary, fun and sustainable. The programme has reached so many individuals and organisations who recognise the simple effectiveness of 10 Today. It has become a social thing for many, and the programme, we know, has been a godsend to thousands enduring the various lockdowns this year.

We are very proud of 10 Today and what it has achieved. The future is very exciting for sure, and we look forward to sharing it with you – so please watch this space!”



Reach

In our six month pilot (May–November 2019) we reached approximately 20,000 older people across all channels: online, on the radio and through our Peer Champions.

We also worked with a range of organisations promoting older people's physical activity and wellbeing to spread the message about 10 Today – for the full list, please see the acknowledgements.

"A lot of my neighbours don't do anything so I volunteered to help get them moving. I drummed up loads of people, we had about 10–12 people every session. After the videos we would put on a music video from YouTube which got everyone singing and dancing, straight after 10 Today. After that – some of them would hang around and have a cup of tea and a chat – great from a socialising point of view."

Nick, 74, Peer Champion

Mary Dowson

BCB Radio

BCB is a community radio station in Bradford. Mary Dowson, BCB's director, and her team contributed to the development of the 10 Today content, supported the recruitment and training of Peer Champions in the community, and broadcast the radio content.

"I was involved right from the start in the development of 10 Today. I was really excited by the use of radio for this. Especially in more disadvantaged communities and more isolated individuals. There is a lot of health inequality in Bradford so this is something I was very interested in pursuing.

We broadcast 10 Today every day at 2pm. There was an element of fun to it that worked really well. The idea of it being on the radio, coming into your home at the same time every day, was an important aspect and gave people some consistency. It also helped to create a sense of community – even if you were doing it by yourself. We did lots of promotion in the community too, distributing flyers in community settings and we did outside broadcasts at community events."

"10 Today helped people feel better about themselves."

"Improved mental health was key – this encouraged people to pursue improved physical health. I've noticed the difference as I even do the exercises myself.

Exercise on the radio is a really easy way for people to do some exercise without disrupting their day, or having to make any special effort. We continue to broadcast 10 Today daily on BCB. We feel it has a really important role to play as part of our response to Covid lockdown, promoting older people's health and wellbeing and reducing isolation."

Derya Filiz

Anchor Hanover

Anchor Hanover, England's largest not-for-profit provider of housing and care for people in later life, contributed to the development of the 10 Today content, promoted the programme to their residents and supported the recruitment and training of Peer Champions. Anchor Hanover has recently launched 'BeActive' for residents, a range of online resources including exercise routine videos, podcasts and tips on how to keep the mind active.

"We're proud of our collaboration with Sport England and Demos to create 10 Today, a pioneering solution which is free and available to all older people.

By taking part in 10 Today, older people can meet the recommendations for physical activity in the Chief Medical Officer's physical activity guidelines."

"By following these, health outcomes for older people can be drastically improved, thereby reducing the impact of inactivity on the NHS."

"We're delighted that so many of our customers and colleagues across Anchor Hanover are leading the way and embracing the significant benefits of 10 Today. Everyone should have a chance to live life to the full, regardless of age and 10 Today is an excellent programme that can support older generations to exercise in a way that suits their needs and can help improve their health and wellbeing."

Covid-19

When the country had to lockdown to reduce the spread of Covid-19, we wanted 10 Today to reach as many older people as possible.

With people mostly confined to their own home following government advice, and the challenge of loneliness while self-isolating, there was never a more important and relevant time to encourage and inspire older people to remain active and boost their mood, mobility and wellbeing while at home.

We partnered with the BBC to broadcast 10 Today every weekday morning on BBC Radio 5 Live Sports Extra, and on demand on the BBC website and BBC Sounds app. The response to these broadcasts was phenomenal, showing the power of 10 Today to reach such a wide audience.



“10 Today provided an invaluable service to our listeners at a time when they needed it most. When lockdown was first introduced, we quickly adapted our schedule due to the loss of live sport. 10 Today was an important output on 5 Live Sports Extra that helped to get listeners moving at home. We were happy to provide a platform for the content and were pleased with the impact it had.”

BBC Radio 5 Live Sports Extra



We also partnered with more community radio stations across the country to broadcast 10 Today to their listeners – for the full list, please see the acknowledgements.



To make sure we were also reaching older people who don't have access to the internet, we produced a printed leaflet of a selection of 10 Today exercises and worked with regional Active Partnerships to distribute these to people who were shielding.

"In our family household we are 42, 74, and 85. We have begun to access your exercise programmes since the Coronavirus lockdown began, and would like you to know how well they are working for us. They have made regular exercise seem achievable and sustainable, and they are suitable for us all."

Anonymous Participant Feedback

"Just wanted to say how wonderful these videos are. I am currently shielding at the moment and have found these exercises brilliant for me."

Gillian, 55, 10 Today Participant



Impact

To evaluate the 10 Today pilot, we conducted qualitative focus groups and interviews with participants asking them about the impact of 10 Today (a total sample of 37).

We had originally planned to evaluate the programme's impact using survey data at different time intervals, but quickly learnt that participants were not motivated to engage through an online or paper survey. Qualitative methods proved a much more fruitful way for participants to tell us what they thought of the programme, what they liked and didn't like, and the personal impact for them of taking part.

All participants reported an increase in their level of physical activity as a result of 10 Today.

They also experienced wider positive effects including:



Improved mental wellbeing



Increased confidence



Reduced social isolation



Reduced joint and muscle pain, and reduced symptoms from physical and mental conditions like arthritis or depression



Improved strength and balance to help with everyday tasks

As noted earlier, our evaluation of the pilot highlighted six things that made the 10 Today content so successful: being achievable, accessible, adaptable, simple, relatable and fun. There were very few suggestions for improvements: some felt the routines could be longer or the exercises more challenging, but they had worked around this by doing more than one routine. Several participants asked for more routines!



Brenda

10 Today Participant

Brenda, 64, takes part in 10 Today using the videos on YouTube. She has made 10 Today part of her morning routine and now follows multiple videos each time.

Brenda has arthritis, diabetes, high blood pressure and depression. She feels that doing 10 Today has helped her to manage some of her conditions, as well as improving her confidence and capability.

"I've got arthritis, and that's the main difference that it's made. It makes you a bit more supple and easier to move. Walking, getting up and down easier, things like that have all become easier.

I'm doing more odd jobs around the house, walking the dog, reaching up for high things. It's become easier, and less strenuous. Reaching into high cupboards, stepping up onto things. Being more independent in general, being able to do more things for myself."

10 Today has helped Brenda to manage her depression, and she has noticed an improvement in her mental wellbeing, and her confidence. "I think after you've done two or three sessions, it does help your state of mind and your wellbeing. On those days I'm definitely less likely to have a dip or a bad day."

"I feel more happy and motivated."

"If you can't move easily, and you feel old because of that, then I used to tend not to go anywhere, but because I can move easier, it makes me more likely to go out. I see friends more now. When I had more joint problems, I was more conscious of myself. Because I'm not quite so conscious of myself, I'm more likely to meet my friends in a cafe in town."

Claire

10 Today Participant

Claire, 81, lives in an Anchor Hanover home and took part in 10 Today once a week, in a group session facilitated by a Champion. It helped Claire to bring exercise back into her routine, as well as benefit from social connectivity.

"I didn't do very much exercise before I started doing 10 Today. Well I wasn't doing any at that time, so when I started it was like stepping back into old shoes. The exercises aren't too stressful, it's enough to give you a nice little workout. You just feel you're doing your best, and it doesn't have to be perfect."

Claire found that doing regular exercise improved her motivation for doing other activities too. "It makes me feel livelier. I find I get on and do some things that I ought to be doing and I stop being lazy. I've had so many hobbies and I work on all my hobbies now – I find I work on them more if I've done the exercises first."

Claire also enjoyed the social element of doing 10 Today in a group: "I certainly did make some new friends in the group. I was doing it right from the early days."

"I got into the routine of doing it and enjoying it and enjoying the company and the regularity of it."

The short format and accessibility of 10 Today was key to Claire taking part regularly. "It's made quite a difference to me. And it's surprising for something that you don't do very much, just 10 minutes a couple of times a week. It's just amazing how that can change your attitude. I think it's something to do with the length of time, because it's not too long and you feel you can manage that because it's not too difficult."

Brenda and Claire* both took part in our 10 Today pilot. Their case studies show the positive impacts they experienced from doing 10 Today regularly.

*The case studies have been anonymised to protect participant confidentiality.

What next?

The 10 Today team will be producing new video and audio content with new routines, generously supported by Sport England. We're keen to reach new audiences and explore new channels to promote and broadcast 10 Today.

Get in touch if you would like to talk to us about promoting 10 Today or adapting it to a new audience: **10Today@demos.co.uk**



Central Surrey Voluntary Action

Inspired by 10 Today, Central Surrey Voluntary Action (CSVA) worked with the 10 Today team and Active Surrey to adapt and pilot a new delivery model locally.

This promoted the benefits of 10 Today to people with additional challenges who need extra support to take part in weekly exercise – such as people with long term conditions and disabilities who may not have access to the internet. Support and encouragement is given over the phone by volunteers, allowing people to take part in the comfort of their home as they improve their health and wellbeing.

Local organisations including Age Concern branches and NHS Social Prescribers refer people to CSVA for this service, and people can also refer themselves. Volunteers recruited and trained by CSVA call each person once a week and play the 10 Today audio broadcast over the phone to them.

The volunteer checks in with the participant throughout the broadcast, making sure they are doing okay physically and that they understand the exercises. In some cases, the client has been able to play the video online but wants some support from a volunteer while they do the exercises. This extra support and encouragement has been essential in helping people to feel confident and capable – participants are encouraged to do what they can and to enjoy the benefits of even a small amount of activity.

Feedback from participants and volunteers has been very positive:

“I have enjoyed my weekly sessions and would have seized up if I didn’t get the encouragement to take part.”

Emile, 10 Today Participant

“My weekly sessions with Kevan have been really rewarding. It has been great to hear him getting more confident in his exercises and fitness as we progressed through six weeks.”

Jack, Volunteer

CSVA is also promoting 10 Today across Surrey to local charities supporting older people, as well as learning disability support organisations, who are all keen to share 10 Today with their communities.

10 Today team

If you have any questions – you can always speak to the 10 Today team.

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