

A movement of movements tackling inequalities?




Our Dorset 
A Movement for Movement

Our Physical Activity Strategy
A Movement for Movement

Live Longer Better.
in Hertfordshire



WE STAND FOR EVERYBODY,
from every background,
in every place having an
equal chance to be active
and benefit from it.



SPORT ENGLAND
UNITING THE MOVEMENT

Why movements?

“No social movement has had a unitary strategy for victory.”

But the common ingredients have, and are, creating change...

[What makes social movements succeed? Professor Hahrie Han](#)

What are we learning about movement building?

“The most successful social movements are simultaneously bold and pragmatic. They simultaneously negotiate but also hold big ideas.”

[What makes social movements succeed? Professor Hahrie Han](#)

What are we learning about movement building?



Don't mistake attention for power, enable powerful participation



Stick with the things we really care about



Organise outrage, make it work for the aims of the movement



Make decisions in constant conversation with people experiencing inequalities



Be quick, seize the moment

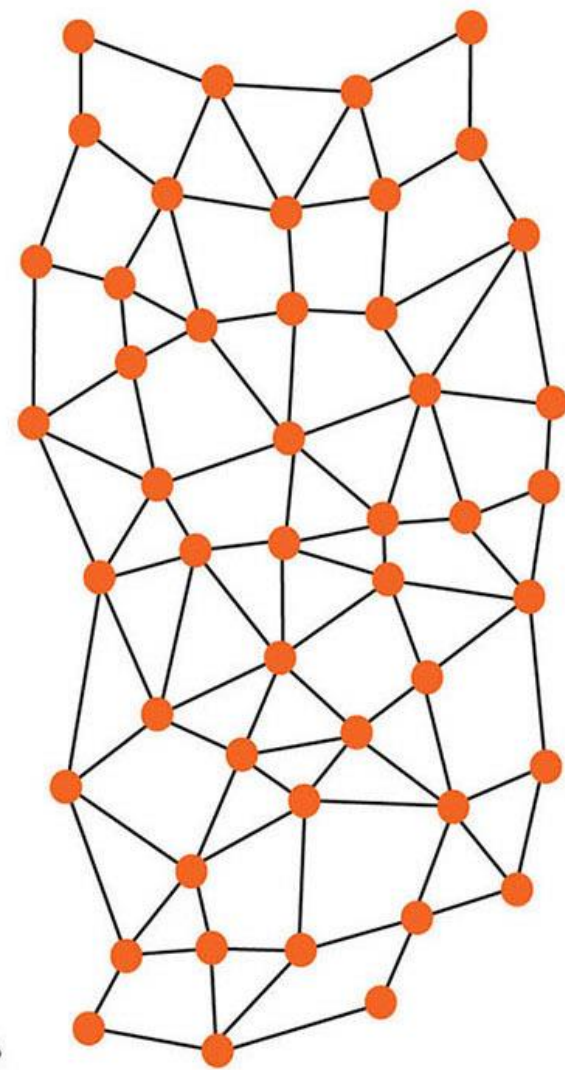


Connections and culture create longstanding change, programmes will come and go

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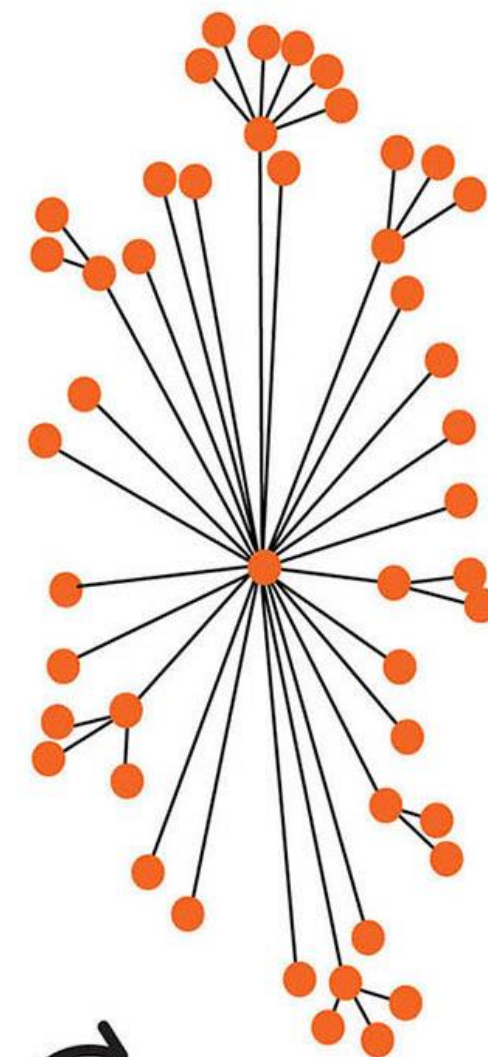
How do you get critical mass? Strong social ties ...

The key accelerant for conversion to new ideas is social reinforcement: strong ties among friends and neighbors, even friends of friends, and across different social groups. Extensive reach is less important than close relationships and redundancy.



**Strong social ties
look like this:**

- Abundance of social redundancy with each person connected to friends of friends
- Trust and intimacy
- A foundation for cooperation or solidarity



**Weak social ties
look like this:**

- Acquaintances and long-distance relationships
- Each person has little redundancy of connections
- Information travels quickly — but not persuasion

We can build a critical mass
around enabling people to
Live for Longer and Better

The learning is out there...

[Change: How to make big things
happen \(Damon Centola\)](#)