

Research Space

Journal article

**2019 Women in Sport and Exercise Conference abstracts:
Introducing This Mum Moves: an educational campaign to
support pregnant women and new mothers in enjoying and
benefiting from an active lifestyle**

DeVivo, M. and Mills, H.

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This Mum Moves: an educational campaign to support pregnant women and new mothers in enjoying and benefitting from an active lifestyle.

Marlize de Vivo¹ and Hayley Mills¹

¹*Canterbury Christ Church University, UK*

The Chief Medical Officers' recommend that pregnant women engage in 150 minutes of moderate intensity physical activity (PA) every week and do muscle strengthening activities twice per week. However, it is estimated that only 3-15% of women meet these guidelines and that activity levels rarely return to pre-pregnancy levels. This Mum Moves (TMM) is a multi-partner project aiming to support women to be active throughout motherhood by providing healthcare professionals with the tools (training and resources) to deliver physical activity advice and guidance as part of routine care. A Patient and Public Involvement (PPI) approach adopted during the development phase involved: (1) an online survey of healthcare professionals' knowledge and confidence in providing PA advice and guidance (N = 404); and (2) seven focus groups involving pregnant women, new mothers, midwives, and health visitors (N = 43). Key findings include: advice to be received early in pregnancy, if not pre-conceptually, and continued postnatally; information to be delivered by a trusted professional; clear and consistent advice to be available throughout pregnancy and beyond; generic information to be available in print with more specific guidance and signposting provided by professionals; advice to be part of routine conversations; information about local PA opportunities to be current and accessible through a range of mediums; and campaigning to be inclusive and relevant to the local community. These findings form the foundations on which the TMM project is based, the effectiveness of which will be tested in two pilot sites, before upscaling and launching nationally.