ACTIVE PREGNANCY FOUNDATION



OUR BIG PUSH 2025



PregnancyActive

ActivePregnancyFoundation

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Registered Charity Number: 1190780

ACTIVE PREGNANCY FOUNDATION



ABOUT US

Set up during the first lockdown in 2020, The Active Pregnancy Foundation are a registered charity dedicated to breaking down barriers to engagement with physical activity during the preconception, pregnancy and the postnatal life stages.

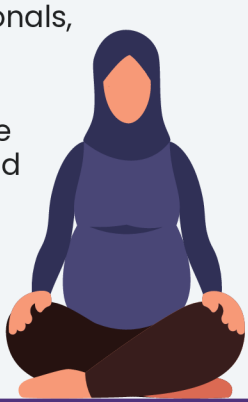
OUR VISION

Our vision is to create a society where every woman feels empowered to be physically active throughout their childbearing years, in ways that suit their unique needs and lifestyle. For some, this might mean participating in sport or structured exercise, while for many, it involves building activity into daily life. Whatever the starting point, we are dedicated to supporting women on their journey by raising awareness, advocating for systemic change, and providing access to the resources and opportunities needed to enhance health and wellbeing.

OUR PRIORITIES

We champion the physical activity needs of women throughout their childbearing years. Working with them, healthcare and fitness professionals, researchers, and other industry stakeholders, we aim to:

- **Change the narrative** around being active during the childbearing years through research, education, and advocacy.
- **Increase visibility and representation** of active women, thereby increasing the number of role models who influence and motivate.
- **Create a support network** of women and professionals, where experiences and learning can be shared.
- **Work collaboratively across the physical activity and health system** to ensure high quality provision and access to qualified professionals, and safe active spaces.
- **Empower women to take ownership of their own health**, to make informed decisions by dispelling myths, emphasising benefits and safety messages, and encouraging meaningful conversations.



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EXPERIENCING THE BENEFITS

It is recommended that healthy pregnant and postnatal women are regularly active throughout their week. By accumulating 150 mins of moderate intensity physical activity across the week, and incorporating strength based activity on two days of the week, they can experience a range of physical and mental health benefits.

REDUCING THE RISKS

Being active before, during and after pregnancy can help to reduce potential heath risks for mother and child.



- Decreased risk of pre-eclampsia
- Reduced risk of gestational diabetes
- Decreased risk of excessive weight gain
- Reduced risk of gestational hypertension
- Fewer newborn complications
- Decreased risk of postnatal depression

THE BIG STATS



1 in 4 women meet guidelines for activity during and after pregnancy.

591,072

Recorded births in England & Wales during 2023.

64%

Pregnant women or new mums have experienced nervousness or anxiety about being active.

8%

Only 8% of Personal Trainers hold a specialist pre-& postnatal qualification.

? 1/3

Approximately 1/3 of healthcare professionals rarely or never talk about being active with pregnant women.

443,304

Women are potentially missing out on the benefits of an active lifestyle each year.

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OUR KEY ACTIVITIES FOR 2025

Active Pregnancy Foundation Awards

Our second Awards ceremony will be held in June 2025, helping to recognise and celebrate the people, programmes, products & organisations supporting women to be active during their childbearing years, as well as shining a light on leadership, good practice, innovation, and research.

ACTIVE PREGNANCY FOUNDATION AWARDS 2025

Image Library

We are taking a positive step towards visibility and inclusivity by creating a image library that is more representative of women and the activities they enjoy.

Directory

We are bringing together a free directory of trusted professionals and locally based activities, so pregnant and postnatal women can find opportunities near them.

THIS MUM MOVES AMBASSADOR

This Mum Moves Ambassadors

Together with the Institute of Health Visiting, we will continue to deliver our This Mum Moves educational programme. We will also support ongoing learning and sharing by providing the platform for This Mum Moves Ambassadors to connect.

Endorsement Scheme

We are continuing our efforts to raise industry standards, and provide reassurance to our community, through our APF Endorsement Scheme; an official recognition that a physical activity programme has met our specified requirements and/or best practice standards.

ENDORSED ACTIVE PREGNANCY FOUNDATION

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THREE WAYS TO ENGAGE WITH US

1 FOLLOW US

Follow, like and share content from The Active Pregnancy Foundation on social media. You can find us on Instagram, Twitter, Facebook & LinkedIn.

2 SUBSCIBE TO OUR MAILING LIST

Be the first to know by signing up to the Active Pregnancy Foundation Newsletter, where we'll send out news, updates and exclusive opportunities.

SCAN ME

3 PARTNER WITH US

If you would like to explore potential ways to work with the Active Pregnancy Foundation please contact, **hello@activepregnancyfoundation.org** to have a conversation about how we can help.

SOUND GOOD?

We're a small charity with big ambitions, committed to supporting women so they can enjoy and benefit from physical activity throughout their childbearing years. Please help us to continue our good work by making a donation!

