



ACTIVE
PREGNANCY
FOUNDATION



OUR
BIG
PUSH
2024



PregnancyActive



ActivePregnancyFoundation



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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 women are empowered to be physically active throughout their childbearing years in a way that works for them.

For some women this may be sport, for others it involves exercise, but for most women this involves being more active as part of daily living. Regardless of their starting point, we aim to meet women where they are at and support them throughout that journey.

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.



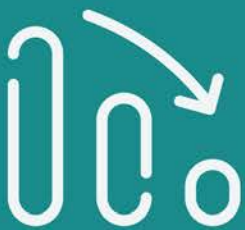


EXPERIENCING THE BENEFITS

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

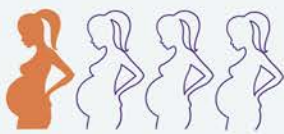
Being active before, during and after pregnancy can help to reduce potential health risks for mother and child.



- 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.



605,479

Recorded births in England & Wales during 2022.



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



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



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



454,109

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



OUR KEY ACTIVITIES FOR 2024

Conference 2024

Join us for our inaugural conference in 2024! Academics, healthcare, sports and fitness professionals will be invited to present their research, case studies, and project evaluations. This event will provide an excellent opportunity to network and celebrate the exceptional work being done in this area.

Endorsement Scheme

As part of our efforts to raise standards and provide reassurance to our community, we have launched the APF Endorsement Scheme; an official recognition that a programme, product or event has met our specified requirements and/or best practice standards.



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.



Annual Survey 2024

Our Annual Surveys gather key insights and information to underpin the work we do and support the organisations we work with.



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.



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 SUBSCRIBE 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.



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!

