ACTIVE PREGNANCY FOUNDATION



OUR BIG PUSH 2023



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 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 is physical activity. Regardless of their starting point, we aim to meet women where they are at and support them throughout that journey.

OUR AMBITION

To 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 and advocacy.
- **Increase visibility and representation** of active women, thereby increasing the number of role models.
- **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 throughout and after pregnancy.

625,000

Recorded births in England & Wales 2021

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.

468,000

Women are potentially missing out on benefits found from an active lifestyle each year.

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OUR KEY ACTIVITIES FOR 2023

Active Pregnancy Foundation Awards

Our first ever Awards will be held in June 2023, 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 2023

The APF Endorsement Scheme

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

ENDORSED ACTIVE PREGNANCY FOUNDATION

'Trusted Professionals' Vetting Service

We will be piloting a professional vetting service, which will ensure women have access to a directory of qualified professionals.

Annual Survey 2023

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

Launch of the 'Get Active Questionnaire for Pregnancy - UK Version

A self-administered pre-screening tool to help identify the small number of women who should seek advice from a healthcare professional.

The companion 'Healthcare Professional Consultation Form' enables healthcare providers to have meaningful conversations about the benefits and risks of physical activity.

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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 with APF.

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 in their childbearing years. Please help us to continue our good work by making a donation!

