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The RIC Hub

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Making Movement Irresistible

OBJECTIVES

Making Movement Irresistible (MMI) is a Cardiff Metropolitan University, Arts Council of Wales, Arts and Health Lottery Fund research project over 12 months and concerns improving digital, online and wearable accessory interventions. The product will be open access resources. The target audience are older people in residential settings.

CTM RIC HUB OBJECTIVES:

- Contribute to steering group as Health Lead in partnership with Arts and Health members.
- Involve health and social care partners from across CTM in a series of workshop co-creation activities to develop.
- Raise awareness of the project in CTM across health and social care sectors through digital and online means, and through established relationships
- Disseminate outcomes, training and further networking.

BENEFITS

Benefits One

The product will support the challenges of exercising with an aging body, within space limitations, alongside being enjoyable.

Benefits Two

The project promotes innovation between health, social care and the arts, locally and nationally.

Benefits Three

The project strengthens relationships between health and social care in CTM, paving the way for future collaboration.



We are delighted to work with the RIC Hub. RIC ensures that the voice of those living and work in CTM shape the project appropriately to meet the needs of our elderly population.

Wendy Keay -Bright, Cardiff Metropolitan University

