

Web Appendix: A movement for movement: Exercise as everybody's business?

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A Brief Community of Practice Case Study

The Impressionists were radical 19th Century artists whose works have now become some of the best known and most celebrated pieces of art. Less widely acknowledged are the struggles and discouragement that these individuals faced from the establishment of the time. Their work represented a break from the social and political 'norm'. Etienne Wenger notes how the artists created a community of practice – they shared a common identity and met regularly in café bars and art studios to collectively discuss, develop and share: style; skills and techniques.

Juxtapose this community of practice to the modern day, and we can see the tantalising promise that a contemporary 'Salon' approach could take place within: social media, professional discussion forums and best practice sharing via the internet.

The current day disruptive innovation model could be catalysed by a community of practice that creates change from within and across the physical activity advocacy movement, and transcends the barriers and the doubters. It could also provide the stimulus for new ways of working, increasing productivity, building capacity, and by solving the disease burden that physical inactivity generates.

The Impressionist movement itself lasted 20 years. However, the group as a whole effected a fundamental change in the way in which future generations would perceive and understand the concept of what might constitute 'art'.

A Movement for Movement mirrors the aspirations and struggles of these artists. Indeed, the very concept of a community of practice for physical activity is as challenging to society, as the novel realism of the art masters of that age, but may also be destined to ensure world-wide success.