



Health and Wellbeing Board 21st November 2014

LAUNCH YEAR OF PHYSICAL ACTIVITY 2015

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1. Summary

“The benefits of regular physical activity to health, longevity, wellbeing and protection from serious illness have long been established. They easily surpass the effectiveness of any drugs or other medical treatment.”

Sir Liam Donaldson, Chief Medical Officer, 2009

- 1.1 Physical inactivity is the fourth largest cause of disease and disability in the UK, leading to 37,000 premature deaths a year, more than all deaths from murder, suicide and accidents combined. One in four women and one in five men do less than 30 minutes of physical activity a week and are 'inactive'. We are now 25% less active than we were in 196's. If we don't act now we will be 35% less active by 2030.
- 1.2 Public Health England have published 'Everybody Active Every Day', an implementation and guidance reports which outlines the options for action by local government, NHS commissioners and providers, schools and colleges, business and the voluntary sector. All actions could yield real population level return on investment if delivered at scale and are based on existing policies or evidence-based NICE guidance.
- 1.3 This paper proposes that the Shropshire Health and Well-being Board adopt 2015 as the Year of Physical Activity to raise the profile of physical activity and to the roles and responsibilities partners in contributing to creating a more active society.

2. Recommendations

- a) That the Health and Wellbeing Board make 2015 their 'Year of Physical Activity' to address physical inactivity as a major risk to health.
- b) That the approach of the 2015 Year of Physical Activity be based on 'Everybody Active Everyday' principles and structure (Appendix A attached).
- c) That organisations assess their contribution to the physical activity agenda based on the 'Everybody Active Every Day' options.
- d) That the Year of Physical Activity action be based on optimising opportunities across organisations, departments and services, within existing resources.

REPORT

3. Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

Physical Activity is a key component of reducing health inequalities.

4. Financial Implications

None at this time.

5. Background

5.1 Key facts:

- Around one in two women and a third of all men in England are damaging their health through a lack of physical activity
- It is an unsustainable situation, and one that cost an estimated £7.4 billion a year.
- Over one in four women and one in five men do less than 30 minutes of physical activity a week, so are classified as 'inactive'¹
- Physical inactivity is the fourth largest cause of disease and disability in the UK. It leads to 37,000 premature deaths a year: more than all deaths from murder, suicide and accidents combined.
- Just 51% of children, reach the daily recommendations for young people. Physical fitness in children is decline by 9% per decade.
- In comparison to 1961 levels, we are now 24% less active. If we don't act now, we will be 35% less active by 2030.

5.2 If current trends continue, the burden of health and social care will destabilise public services, and take a real toll on quality of life for individuals and communities

5.3 How active should we be?

5.3.1 The four UK Chief Medical Officers recommend at least:

- Adults: 150 minutes per week of moderate physical activity in bouts of 10 minutes or more. Older adults to include balance and co-ordination exercise.
- 5-18 yrs. should engage in moderate to vigorous intensity physical activity for at least 60 minutes and up to several hours every day.
- Physical activity should be encouraged from birth, particularly through floor-based play and water-based activities. Children of pre-school age who are capable of walking unaided should be physically active daily for at least 180 minutes (3 hours).
- All ages should minimise the amount of time spent being sedentary (sitting) for extended periods. Sedentary behaviour is a separate and independent risk factor for health.

5.4 Recent Key documents:

Everybody Active Everyday (Public Health England) Sept 2014

Provides the evidence and implementation guidance for intervention for the physical environment, social environment, community-wide interventions, group interventions, one-to-one interventions and life course interventions

Start Active, Stay Active (Dept. of Health): A report on physical activity for health from the four home countries' Chief Medical Officers giving recommended levels for physical activity and sedentary behaviour across the whole life course

Tackling Physical Inactivity report by All-Party Commission on Physical Activity, 2014. Describes and makes recommendations to achieve cultural and individual behaviour changes required to address the "toxic tide of inactivity":

- Population wide communication: young people , parents, health , social care and education professionals
- Designing activity back into everyday lives, though active towns, workplaces through active travel, active recreation (streets, parks, green spaces)workplaces
- Making physical activity a lifelong habit: active schools
- Proving success; development of standardised measures of physical activity.

Moving More, Living More (HM Government) 2014: the Physical Activity Olympic and Paralympic Legacy for the Nation reiterates

- the ambition to increase the number of adults taking at least 150 minutes of exercise per week and reduce the number taking less than 30 minutes per week, year on year.
- The necessity of working across government and sectors to ensure physical activity no longer occupies a silo in any one department

Department of Transport consultation on Cycling Delivery Plan October 2014

Cycling Delivery Plan (10 yrs.) (formerly the Cycling and Walking Delivery Plan and still covering walking as active travel) is out to public consultation for four weeks at: <https://www.gov.uk/government/consultations/cycling-delivery-plan-informal-consultation>

- Sets an ambition to double the number of cycling stages and increase percentage of children 5-10 yrs. walking to school from 48%to 55%

NICE PH Guidance 44 May 2013.Physical Activity: brief advice for adults in Primary Care

Provides recommendations for identifying inactive adults, delivering brief advice, incorporating brief advice in commissioning, systems to support brief advice and providing information and training

NICE public health guidance 54 Sept 2014 Exercise referral schemes to promote physical activity

Provides recommendations for Exercise referral for people who are sedentary or inactive and have a health condition or other health risk factors.

Sport England Get Healthy Get Active Fund

Sport England's new £5m 'Get Healthy Get Active' fund for local projects launched October 2014

<http://www.sportengland.org/funding/our-different-funds/get-healthy,-get-active/>

6. Additional Information

n/a

7. Conclusions

See recommendations above.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Everybody Active Every Day option summary
Cabinet Member (Portfolio Holder)
Karen Calder
Local Member
Appendices
Appendix A: 'Everybody Active Everyday' principles and structure.