



## Health and Wellbeing Board 27<sup>th</sup> March, 2015

### UPDATE REPORT ON YEAR OF PHYSICAL ACTIVITY

**Responsible Officer** Miranda Ashwell, Public health programme Lead, Help2Change  
Email: miranda.ashwell@help2changeshropshire.nhs.uk

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#### 1. Summary

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

In November 2014 the Health and Wellbeing Board agreed that 2015 be the Year of Physical Activity, with the objective of raising the profile of the physical activity to engage all sectors in long-term collaborative working to 'turn the tide of physical inactivity' in the Shropshire population.

The Health and Wellbeing Board agreed that 2015 be a planning year in which to produce a HWBB Physical Activity Strategy based on Public Health England's national evidence-based framework for physical activity, 'Every Body Active Every Day'

- 1.1 A Health and Wellbeing launch event is to be held on 28<sup>th</sup> April, with invitations extended to commissioners and providers in health, transport, planning, education, leisure and voluntary sectors. The event will be based on the four Everybody Active Every Day domains; Active Society, Moving Professionals, Active Environment and Moving at Scale.

The event aims to gain the commitment of organisations and services to

- Work collaboratively in the short, medium and long term to address physical inactivity in Shropshire by embedding physical activity into the fabric of daily life.
- Develop their part of the shared local HWBB 'Everybody Active Everyday' strategy and associated action planning.
- Agreeing a shared cross - sector Shropshire mass participation campaign to be delivered as a short term outcome of the Year of Physical Activity

To date 50 confirmed bookings.

- 1.2 Communication campaign to raise awareness of sedentary behaviour piloted with Shropshire Council staff. 'Get Britain Standing' national campaign to be promoted through all partners.

## 2. Recommendations

The following recommendations have been approved by the Health and Wellbeing Board:

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

No further recommendations

## REPORT

### 3. Risk Assessment and Opportunities Appraisal

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

N/A

### 4. Financial Implications

N/A

### 5. Background

See PHE England national framework for physical activity Everybody Active Every day

### 6. Additional Information

### 7. Conclusions

<b>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</b>
<b>Cabinet Member (Portfolio Holder)</b>
<b>Local Member</b>
<b>Appendices</b>