

Public Health England

Everybody Active, Every day

Implementation and evidence guide Sept 2014

- Option given are those actions with the strongest evidence base and most potential for implementation within the current climate.
- Actions run across the life course.
- Many action's are existing policy that has been or will be implemented, others are evidence based NICE guidance.
- All could yield real population-level return on investment – if implemented at scale.
- 4 Themes cover creating a social movement, professional skills and knowledge, active environment , individual change at scale

A. Active Society :creating a social movement

Options for Action

Local Government	Local leadership to increase physical activity and reduce physical inactivity through HWB Boards. Include in JSNA, Health and Wellbeing plans. Connections made to local Spatial and neighbourhood plans, Transport plans, Community Sports and physical activity plans, CCG Strategic Plans and Economic regenerations	Work with Local Enterprise partnerships, and local Chambers of trade to integrate physical activity through active travel and workplace health into economic growth and infrastructure planning	Implement national standards for the Workplace Wellbeing Charter Supports local business to take part, particularly supporting action to increase physical activity in workplaces
NHS Commissioners	Integrate ambition to increase physical activity through clinical commissioning pathways into the NHS strategic plan and delivery action plans	Clinical Commissioning groups to demonstrate local leadership to activate professionals to promote physical activity in clinical care e.g. local physical activity champions in primary and secondary care	National leadership emphasising the potential return on investment for individuals and at population level
NHS providers	Integrate physical activity into clinical assessments, and techniques such as motivational interviewing into patient care and support	Support local physical activity champions in primary and secondary care	Integrate active lifestyle messages into every service so every contact counts

A. Active Society :creating a social movement

Options for Action

Schools and Higher Education	Consistently promote the benefits of healthy lifestyles across the curriculum at primary, secondary and higher education levels	Promote campaigns for cycling and walking to school, college, university	Engage local community groups /orgs to maximise imaginative use of school college or uni. Facilities such as playing fields, gyms, dance halls, swimming pools
Businesses and Employers	Lead by example in implementing evidence-based interventions to promote physical activity in the workplace, including work-based NHS Health Checks, and encourage walking and cycling to work and other forms of active travel and physical activity in the workplace	Sports and leisure providers promote engagement and participation among populations with highest levels of inactivity, especially women, disabled and ethnic minorities	
Voluntary and Community Sector	Take community leadership on promoting physical activity , especially in ethnic minorities, faith and disable communities and organisations	Promote understanding of physical activity in an integrated way with mainstream messaging eg leadership of Breakthrough Breast Cancer and Macmillan is a good model in promoting physical activity to reduce cancer risk	

B. Moving Professionals: using networks

Options for Action

Local Government	Local Government Improve competency and skills of health and social care staff to support people , including integration of key skills around physical activity for older people	Commissioning training programme for staff to promote increased physical activity in early years	Integrate physical activity into workforce development programmes and staff training
NHS Commissioners	Require training of provider staff of the role of physical activity in the care pathway and opportunities for maximising patient care	Incorporate a requirement for brief interventions training in physical activity provider contracts	
NHS providers	Ensure all health and social care staff are trained and assessed in their competence in brief interventions and motivational interviewing techniques	Create an environment which values making every contact count approach	

B. Moving Professionals: using networks

Options for Action

Schools and Higher Education	Schools/teacher training to train education staff to understand link between Health and wellbeing and educational attainment, and ensure they have skill sort deliver PHSE effectively	Universities to work with partners to understand potential role of physical activity across undergraduate curriculum, form healthcare, planning and engineering	Medical royal colleges, chartered Associations, professional/accrediting bodies to integrate understanding of , and skills to support physical activity into post-graduate training to support professionals as they develop tin their careers	Review training needs of transport professionals in order to ensure a consistently high standard of provision of walking and cycling infrastructure on the Strategic and Local Road network
Businesses and Employers	Provide learning and development , volunteering and skills development opportunities for all staff to develop their physical literacy and build physical activity into their daily lives	Support staff volunteering in community physical activity projects for examples as community sports coaches	Sports and leisure providers ensure all staff have comprehensive diversity training and where appropriate additional training to facilitate activity for people with disabilities and impairments	
Voluntary and Community Sector	Integrate prevention methods into training of volunteers and staff so every contact counts	Support training and development for community and faith leaders to energize and activate their communities to be active every day at all ages	Utilise the support available for volunteer physical activity facilitators, such as Walking for health initiative, or Active, Connected Engaged neighbourhoods (ACE)	

C. Active Lives: creating the right environment

Options for Action

<p>Local Government</p>	<p>Align the Health and Wellbeing Strategy informed by JSNA and Local Plans (e.g. Community Plans) .LEP plans should make public health a priority in strategic planning and investment choices to deliver healthier environments</p>	<p>Develop coordinated cross sector approaches to promote walking, cycling, active transport and active play, including choice of new housing, education and health care site developments, for all ages, through effective use of the Local Plan, strategies such as Dept. of Transport 'Door to Door' Strategy to enable active travel as part of community everyday life.</p>	<p>Deliver multi-component sport leisure , outdoor activity based on insight/co-creation that are attractive to whole community (all ages)</p>	<p>Use regulatory/statutory frameworks (e.g. Local Plan)licensing and assessments to design health inclusive (e.g. age-friendly) environments that promote physical activity, social interaction and a feeling of safety and security</p>	<p>To put active transport plans in place for all settings and implement schemes to help staff and visitors to maximise active travel</p>
<p>NHS Commissioners</p>	<p>Integrate requirement for active travel plans into pre-qualifying questionnaire stage of procurement</p>	<p>In capital investment strategies and delivery plans integrate active travel planning and the promotion of physical activity</p>			
<p>NHS providers</p>	<p>To put active transport plans in place for all settings and implement schemes to help staff, patients and visitors to maximise active travel</p>	<p>Look to provide other opportunities for physical activity in everyday activity such as activating stairwells, promoting activity through corporate challenges, sports leagues, fun runs etc</p>			

C. Active Lives :creating the right environments

Options for Action

<p>Schools and Higher Education</p>	<p>Design playground to enhance physical activity</p>	<p>Integrate active travel (including supporting facilities such as changing rooms, secure cycle stores, showers/drying facilities) into school/higher education capital investment strategies and delivery plans as core requirements</p>	<p>Support and encourage cycle training for children to keep them safe on roads</p>
<p>Businesses and Employers</p>	<p>Increase physical activity opportunities in the working day through support for active travel, or for evidence-based workplace approaches</p>	<p>Participate in the Public Health Responsibility Deal and Workplace Wellbeing Charter to learn and share best practice</p>	<p>Participate in the national Cycle to Work scheme and support adults to take up cycling classes and opportunities to increase their safety on the roads</p>
<p>Voluntary and Community Sector</p>	<p>Have active travel plans and policies for staff, volunteers and users</p>	<p>Increase physical activity opportunities in the working days, through support for active travel, or evidence based workplace approaches</p>	

D. Moving at scale: making us active everyday

Options for Action

Local Government	Embed the physical activity standard evaluation framework into the commissioning of any physical activity intervention , and align these with DH 'Lets Get Moving' report	Support education and early years settings with implementing NICE guidance and recommendations of physical activity for children and young people, Similarly with wider services to support active older people	Implement integrated behaviour change programmes at population level to increase healthy lifestyles, promote wellbeing and reduce the burden of disease. This should include measures to prevent cognitive decline in later life	Work with NHS commissioners to ensure that physical activity risk assessment in clinical care pathways leads to appropriate interventions for those receiving the NHS Health Check and those on Chronic Disease registers
NHS Commissioners	Ensure pathways are in place to support healthy weight and diet for children, promote physical activity to children and young people	Utilise community pharmacy teams to support people at every age to lead healthy lifestyles through opportunistic advice on physical activity	Commission services that integrate prevention, mental wellbeing, lifestyle modification and that address for signpost to support on social determinants of health as part of all clinical care pathways, such as physical activity throughout the care pathway for cancer.	Embed the physical activity standard evaluation framework into commissioning of any physical activity intervention
NHS providers	Integrate health advice into every health and social care contact and in all care pathways	Using NICE guidance on behaviour change , process and training to make every contact count		

D. Moving at scale: making us active everyday

Options for Action

Schools and Higher Education	Promote understanding and dissemination of the evidence base and through higher education support the development of the new and emerging evidence base		
Businesses and Employers	Lead by example, being advocates for the evidence base for physical activity in the workplace to support staff to be active in their own lives and ambitious business travel standards that promote active travel		
Voluntary and Community Sector	Lead by example, being advocates for the evidence base for physical activity in the workplace to support staff and volunteers to be active in their own lives		