

“A Closer Look Strategy” Seminar  
Austin Court, Birmingham  
PAN -WM

Stoke on Trent’s Approach – FTAP Physical  
Activity

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*Stoke on Trent*

# Presentation to cover

- Rationale for setting ambitious target
- Key recommendations
- Key Challenges – take home messages

# Stoke on Trent's Approach

- Floor Target Action Planning Model
- Local Area Agreement – NI08 level 1 indicator and link to child and local adult obesity/  
Nutrition
- PCT's World Class Commissioning Strategic Plan – Obesity
- Primary care quality standards (physical activity & obesity)
- WHO Healthy City status (phase 5)
- Sports & Physical Activity Partnership (Sports England)

**Target Population Change**  
188,061 >16yr olds

**Active People Survey, 2005/2006**

**Population Movement**

**Potential Contributing Organisations**

87824 people  
46.6%

**Barriers**  
Health  
Transport  
Company

0 sessions/week  
118,329 (60.9%) people  
Sporting Segments  
16,18&19

**Activities**  
Bowls, Tai Chi,  
Keep fit,  
Walking

14.2%  
26705  
people  
22.6%

12600 people  
6.7%

**Barriers**  
Time  
Company

>0<1 (6.7%) sessions/week  
13,018 people  
Sporting Segments  
14,15&17

**Activities**  
AquaFit, Tenpin  
Bowling,  
Keep fit,  
Walking, Tai Chi

14.2%  
26705  
people  
205.4%

18242 people  
9.7%

**Barriers**  
Opening  
hours  
Price

≥1<2 sessions/week  
18,847 (9.7%) people  
Sporting Segments  
9, 10 & 13

**Activities**  
Martial Arts,  
Weights,  
Keep Fit

14.2%  
26705  
people  
141.7%

13164 people  
7%

**Barriers**  
Opening  
Hours  
Childcare

≥2<3 sessions/week  
13,601 (7%) people  
Sporting Segments  
4, 7 & 8

**Activities**  
Swimming, Circuit,  
Aerobics, Gym,  
Badminton, Yoga,  
Horse Riding

14.2%  
26705  
people  
196.3%

26329 people  
14%

**Barriers**  
Free time

≥3<5 sessions/week  
15,155 (7.8%) people  
Sporting Segments  
3, 11&12

**Activities**  
Swimming,  
Cross  
Training,  
Conditioning

8%  
15045  
people  
99.3%

Total  
56418 people  
30%

30090  
people  
16%

**Barriers**  
Facilities  
Time,  
Prices

≥5 sessions/week  
15,544 (8%) people  
Sporting Segments  
1, 2, 5 & 6

**Activities**  
Football, Cricket,  
Tennis, Squash,  
Canoeing, Climbing

- Voluntary sector
  - Age Concern
  - Sports Clubs
  - YMCA
  - Federation Stadium Communities
  - Beth Johnson Foundation
  - Saltbox
  - WEA
- Public Sector
  - LSP members

- City Council Leisure Services
- NGB's and sports clubs
- Private Sector Leisure providers



# Physical Activity Target

## Local ambition (LAA NI 008)

30% of the SOT population (16+) to undertake at least 30 minutes physical activity of at least moderate intensity on 3 or more days per week by 2012

- 15.8% (Active people Survey 2006)
- 14.4% (Active people Survey 2008)

# Physical Activity Scale of the Challenge

- Approx 10.600 sedentary adults per year (doing zero to less than 3x30min per week)
- 53,000 over 5 years if we are to hit 30% by 2012
- £2,285,629 total cost per 100,000 population physical activity to PCT

(Be Active Be healthy Feb 2009)

# Key Recommendations

- 1 - Habitual activity – e.g. walking, cycling, built environment
- 2 - Healthy Workplace
- 3 - Leisure service provision
- 4 - Understanding what motivate people
- 5 - Urban environment, green spaces, parks & allotments
- 6 - Transport
- 7 - Community & Voluntary Sector capacity
- 8 - Brief Interventions

# Recommendations & Proposals (Health led in partnership)

<p><b>1. Habitual activity – e.g. walking, cycling, built environment</b></p>	<p><b>Healthy Walks Programme (3 focused areas 1000 beneficiaries per area per year=3000) Pool of Volunteer Walk Leader Network</b></p>
<p><b>7. Community &amp; Voluntary Sector capacity</b></p>	<p><b>Community Development Worker for Health Posts WEA community gym (CHEST) Planet Sound – dance * Age Concern North Staffordshire – Ageing Well Programme/ Cycling</b></p>
<p><b>5. Urban environment, green spaces, parks &amp; allotments</b></p>	<p><b>Scoping study: green-spaces, parks e.g. Outdoor Gyms, Trim trails, signage  Health Impact Assessment</b></p>
<p><b>4. Understanding what motivates people</b></p>	<p><b>Market research &amp; communication plan Pilot Personalised Health Planners &amp; Incentives (Credit Union)</b></p>
<p><b>8. Brief Interventions</b></p>	<p><b>Physical Activity Brief intervention Training &amp; Step O meter</b></p>

# Local Authority Led (in partnership)

<b>2. Healthy Workplace – people enabled to undertake physical activity during- work</b>	<b>NHS Stoke on Trent and Local Authority – Staff Wellness programme – 14,000 staff Combined</b>
<b>3. Leisure Services</b>	<b>Energise Plus cards – target 8000 per year Free swimming Street games / Street cheer Sports Unlimited School Sports Partnership 2 – 5 hour offer Elected Mayor Green paper– City of Sport * 2012 coordinator and action plan * Building Schools for the Future (PE &amp; Sports sub-group) * Sports Clubs</b>
<b>6. Transport</b>	<b>Cycling City Status – health linked Health Impact Assessment School Travel Survey</b>

# Key Challenges

- Population Vs self led & bespoke
- Embedding cultural and diversity
- Social and environment factors - influencing policy, infrastructure
- Wider access, coverage and choice
- Need to get smarter in understanding our audience (realities of social marketing - How)
- Data and tracking of local progress – Outcome Vs Outputs



For further information about Stoke on  
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