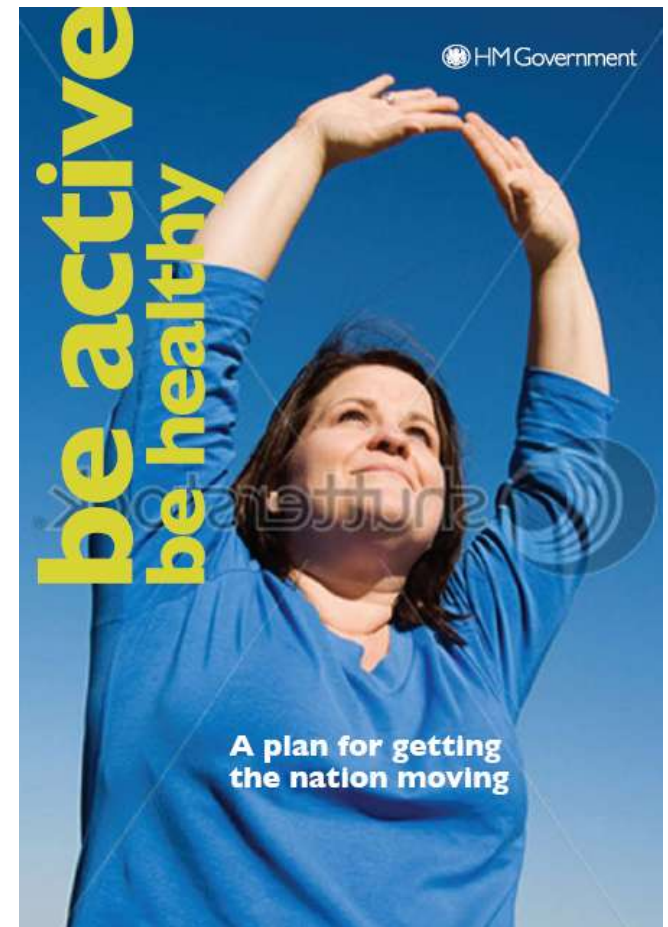


# Be Active, Be Healthy

A Plan for Getting the Nation Moving

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# A Spectrum of Activity

**Physical activity**  
(expenditure of calories, raised heart rate)

## Everyday activity:

Active travel (cycling / walking)  
Housework  
Gardening  
DIY  
Occupational activity

## Active recreation:

Recreational walking  
Recreational cycling  
Active play  
Dance

## Sport:

Sport walking  
Regular cycling (≥ 30 min/week)  
Swimming  
Exercise and fitness training  
Structured competitive activity  
Individual pursuits  
Informal sport

# Activity (both sport and physical activity) as part of everyday life has many benefits

- Major health benefits
- Reduced risk of developing major chronic diseases – such as coronary heart disease, stroke and type 2 diabetes by up to 50% and risk of premature death by about 20 -30%
- Help people to lead healthier and even happier lives irrespective of age
- Fewer car journeys can reduce traffic, congestion and pollution, feeding back into the heart of communities
- Improved mental health and wellbeing
- A reduction in osteoporosis and falls in older people – giving greater independence.

# We know that the costs of inactivity to the nation and to the NHS are high

- Physical inactivity costs the NHS between £1 billion - £1.8 billion each year.
- The costs of lost productivity to the wider economy have been estimated to be £5.5 billion from sickness absence and £1 billion from premature death of people of working age.<sup>[1]</sup> <sup>[2]</sup> Taken together, these costs may total **£8.3 billion**.
- The economic benefits of physical activity extend beyond health to other sectors of the economy such as our industrial competitiveness, transport and environment

• <sup>[1]</sup> MEDTAP Dec 2002

<sup>[1]</sup> Allender et al, The burden of physical activity-related ill health in the UK, 2007

<sup>[2]</sup> Ossa and Hutton, The economic burden of physical inactivity in England, MEDTAP International, 2002

# The CMO has given clear guidance on how active we should be



- ....at least **30 minutes a day** of at least moderate intensity physical activity on **5 or more days** of the week”
- **Children and young people** should achieve **60 minutes** of at least moderate intensity physical activity **each day**.
- Can be achieved either by doing all the daily activity in one session, or shorter bouts of activity of 10 minutes or more.
- **Older people** should take particular care to keep moving and retain their mobility through **daily activity**. Activities that promote improved strength, co-ordination and balance are particularly beneficial for older people

## At least five a week

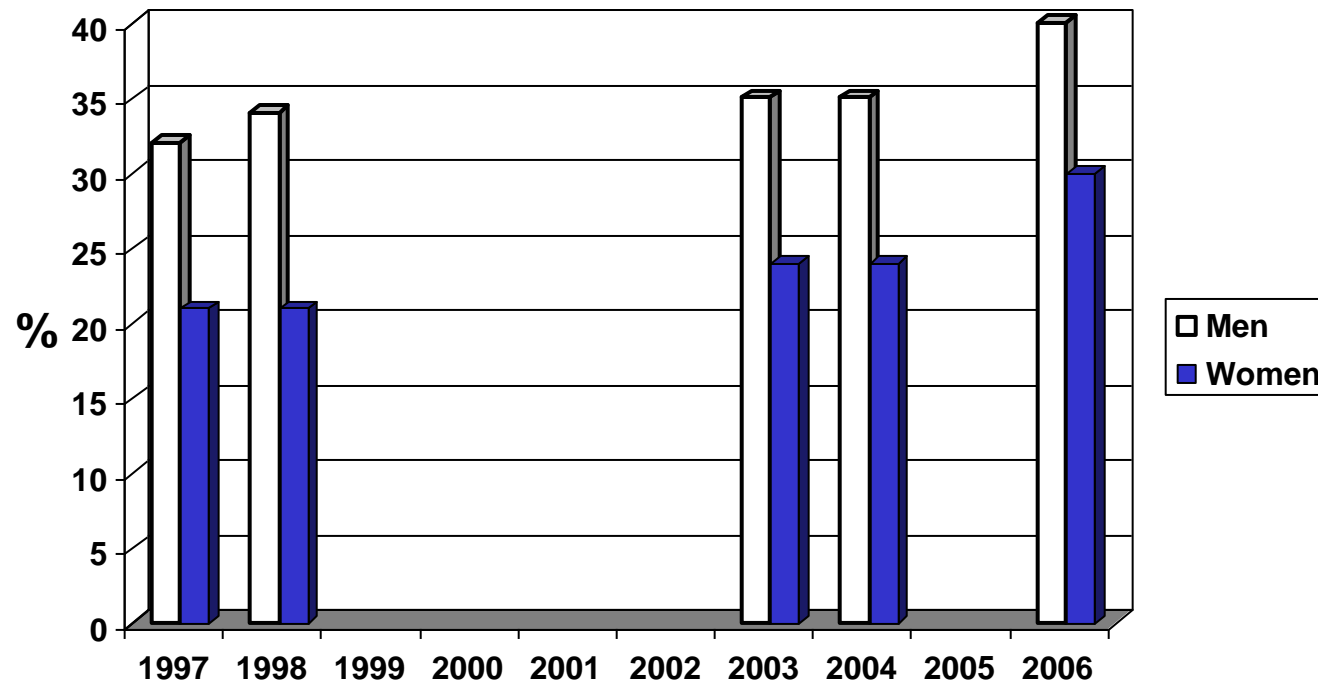
Evidence on the impact of physical activity and its relationship to health

A report from the Chief Medical Officer



**In 2006 only 40% of men and 28% of women achieved the CMO recommendations - though rates have been rising over time**

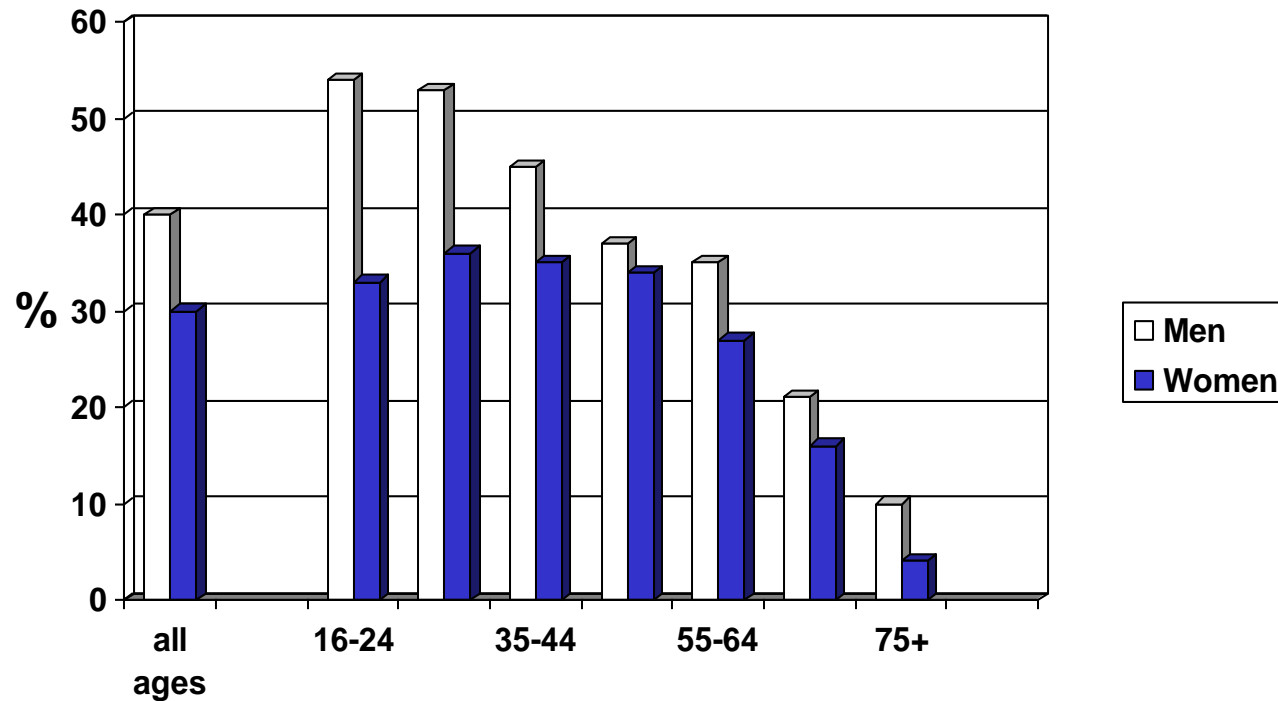
**Proportion achieving physical activity guidelines  
(5 x 30 mins moderate activity)**



<sup>2</sup>HSE 2006

# Men reported higher levels of physical activity than women, with activity generally decreasing with age

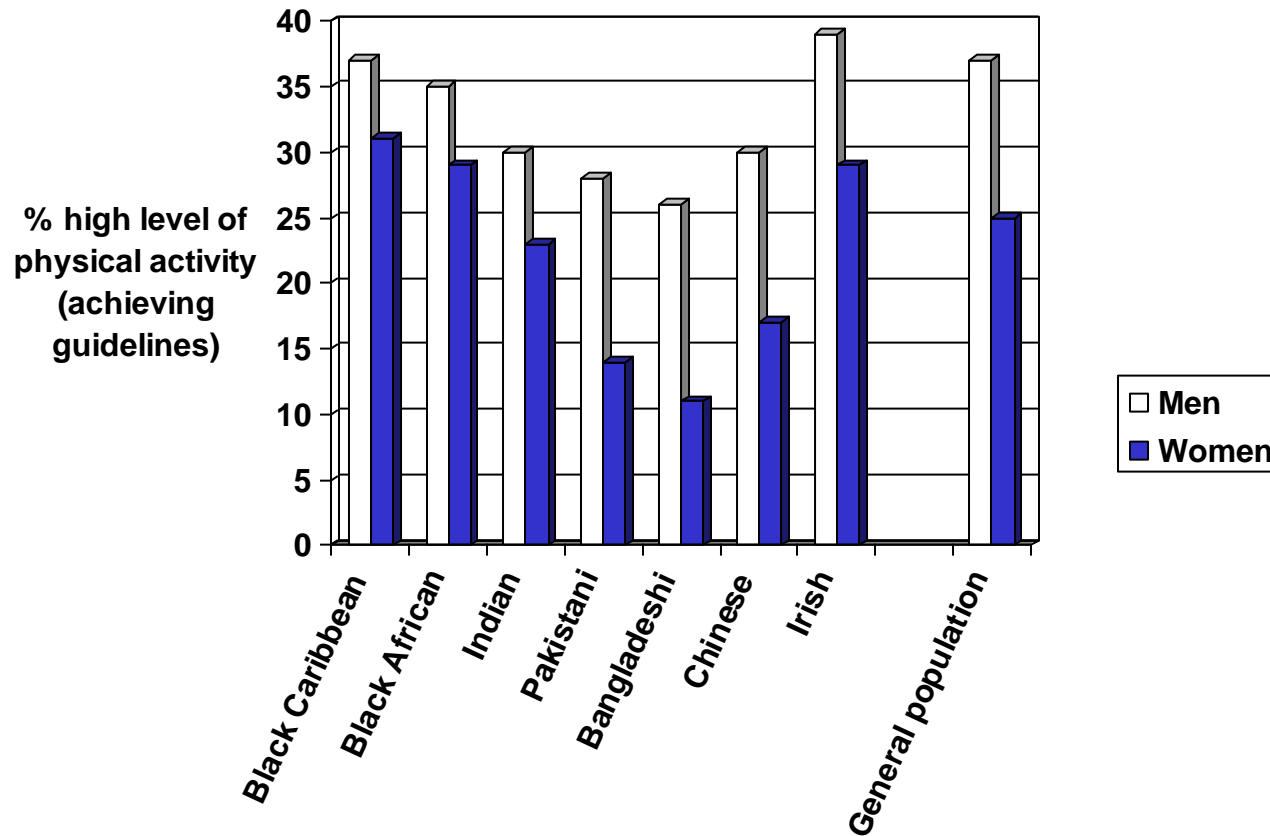
Proportion achieving physical activity guidelines  
(5 x 30 mins moderate activity), 2006



• Other countries do not see as rapid a fall as people get older

<sup>2</sup>HSE 2006

## There are also inequalities in physical activity rates



<sup>2</sup>HSE 2006

## We do not compare well with our peer group of nations

- International comparisons are difficult, but not impossible
- Whilst activity levels reflect stages of economic development, for example rates of car ownership, some countries have made significant progress in improving activity levels of their population
- Nevertheless, the maximum rate of increase in activity through concerted action has been limited to 1 percentage point
- Finland, Canada and New Zealand stand out as case studies for what can be achieved
- The Netherlands also appear at the top of the league table of active nations
- Early analysis carried out on our behalf suggests that England is placed two thirds down the league table so we have much to do

# Promoting physical activity is a core part of the Government's Health Weight, Healthy Lives strategy to combat obesity and overweight

***“Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.”***



- Theme 1 - Children: healthy growth and healthy weight
- Theme 2 - Promoting healthier food choices
- Theme 3 - Building physical activity into our lives
- Theme 4 - Creating incentives for better health
- Theme 5 - Personalised advice and support

**A one year on report is due out in late March 2009**

## The 2012 Legacy Action Plan set out the Government's ambition to get 2 million more adults active through sport and physical activity

The Government has pledged to ***help at least two million more people in England active by 2012 (= 3 \* 30)***

Action to achieve this target is being driven across Government.

DCMS and Sport England are leading on getting 1m more people active through sport.

A range of other departments will deliver programmes that will increase wider physical activity.



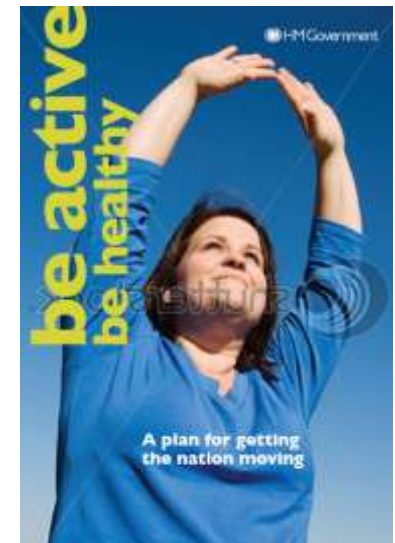
# Be Active, Be Healthy – our new Physical Activity Plan – set out how we plan to achieve a more active nation

## The Plan makes important points about “what” and “who”

1. Physical activity covers a very broad range – not just indoor fitness or even walking and cycling, but also dance, gardening, active conservation – anything that involves at least moderate intensity
2. Physical activity matters for everyone, and is especially valuable for older people

## The Plan is built on the 4 pillars that underpin DH’s programmes aimed at changing the behaviour of millions of citizens

1. Informing and empowering people to choose to be more physically active
2. Creating a wider environment that promotes physical activity
3. Identifying and supporting those most at risk
4. Energising the delivery infrastructure



# Informing and empowering people to be more physically active

- Opportunities for, and messages on, greater physical activity as a key part of the **Change4Life** programme
- Working in partnership with Natural England to scope a significant expansion of the **Walking the Way to Health** (WHI) scheme
- Developing a scheme for large employers, including the NHS, to incentivise **active commuting**
- The £140m cross-Government **Free Swimming Programme** for children, young people and older adults (DH contribution of £40m)
- Creating a **Dance Working Group** to maximise the benefits from all forms of dance
- Delivering and evaluating the '**Fit for the Future**' subsidised gym scheme for younger adults aged 16-22

# Creating a wider environment that promotes physical activity by:

- Working with communities to develop **Active Challenge** routes across England – 2,012 “signposted” 1 mile routes built all over the country, devised and developed by communities sharing in the Olympic vision.
- Working with the Peninsula Medical School to pilot the ‘**Blue Gym**’ initiative – renewing coastal paths, regenerating disused wetlands, opening up access to active conservation in both inland waters and coastal and marine environments
- Working across Government to continue to improve the quality of **parks and green spaces** so that everyone has access to good quality green spaces, close to where they live.
- Funded 11 **Cycling Demonstration Towns**, and 9 **Healthy Towns**
- Review of evidence on whether the **planning system** adequately promotes greater activity

## Identifying and supporting those most at risk by:

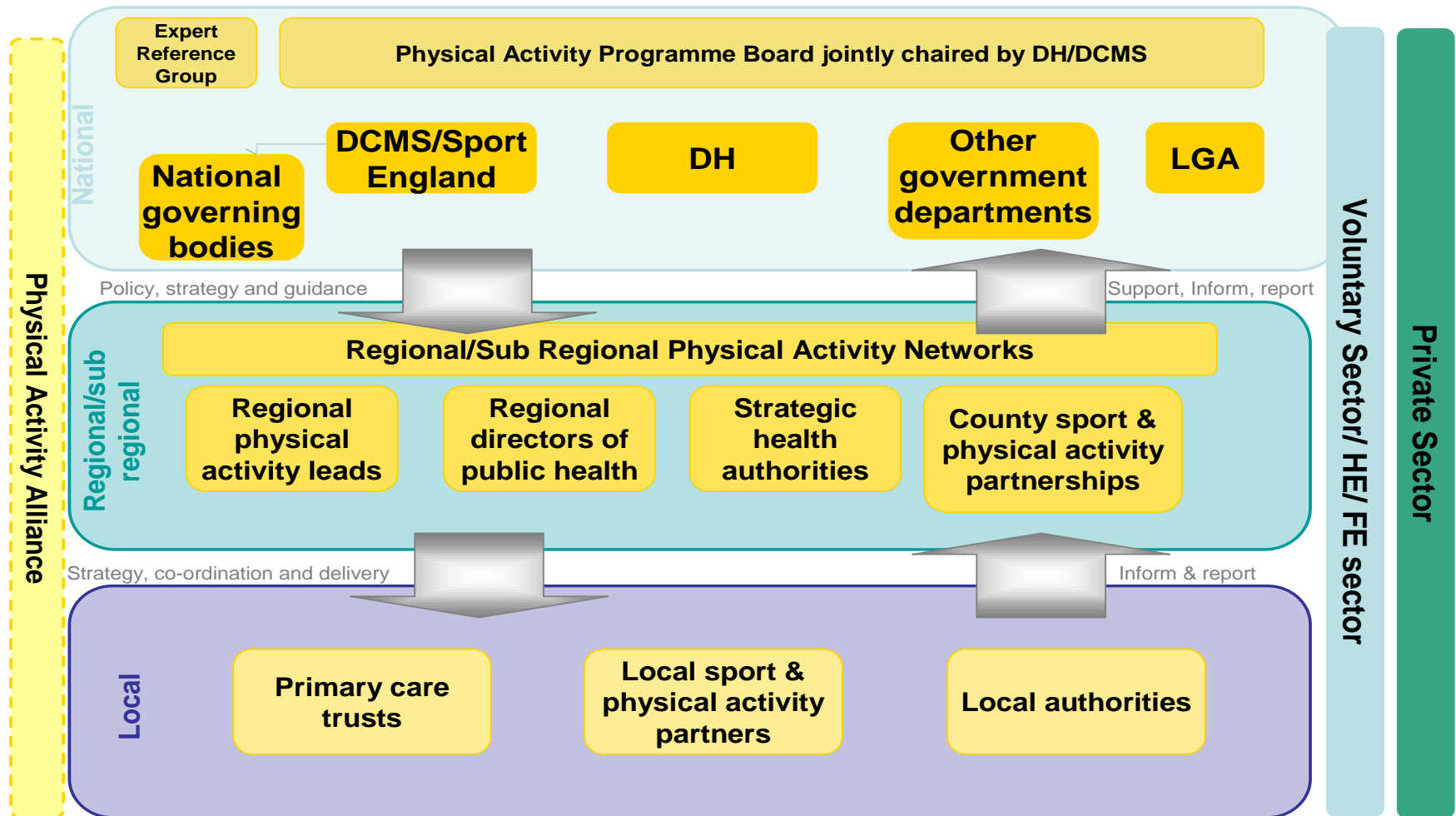
- Further developing the **Physical Activity Care Pathway**, including a Commissioning Toolkit and training materials for primary care staff
- Assessing every 40-74 year old for **vascular risk** (to be rolled out from 2009/10) and referring those at health risk into lifestyle improvement services, including exercise referral.
- Helping organisations delivering **mental health services** to develop their own capacity to promote physical activity.
- Promoting the wider adoption of the **General Practice Physical Activity Questionnaire (GPPAQ)** to embed the promotion of physical activity into primary care

## Energising the delivery infrastructure by:

- Investing new DH money (£1m in 08/09 and £3m in 09/10) in **County Sports and Physical Activity Partnerships** to enable them to continue the seamless local co-ordination of physical activity alongside sport
- Ensuring **local authorities** and **Primary Care Trusts** take ownership for delivering physical activity initiatives that meet the needs of their local populations.
- £900k annual funding across **Regional Public Health Groups** to coordinate physical activity across the regions, alongside support for obesity programmes
- Using the **80 NI8 areas** as our vanguard group for promoting local physical activity.

# The delivery infrastructure

LAP Target - help at least two million more people in England be active by 2012



# We are encouraging local investment by setting out – for the first time - the costs of physical inactivity

- Setting out – for the first time - the estimated cost of physical activity by individual Primary Care Trust. There is an average healthcare cost of **£5m per PCT**
- Estimates for annual costs to the NHS as a result of physical inactivity between £1billion and £1.8 billion
- Costs of lost productivity to the wider economy estimated at around £5.5 billion from sickness absence and £1 billion from premature death of people of working age.
- Taken together, costs to the wider economy of **£8.3 billion every year.**

# We will be measuring levels of physical activity better

- Health Survey for England captures physical activity across all domains for adults and children
- First class tracking data at national level. However, cannot be disaggregated at PLCT/LA level
- Active People can be used to measure locally sport and physical activity, but in the past has not measured the necessary wide range of physical activity eg omitted dance and active conservation
- So we have paid for Active People to be expanded, to cover the wider definition of Physical Activity defined in *Be Active, Be Healthy*. New data collection already underway.
- Have agreed common start date (2007/08) for measuring sport and physical activity components of the 2m target, and common date for evaluating success (2012/13)

# We are also introducing stronger national arrangements and partnerships to steer the agenda

- We have established a cross-government Physical Activity Programme Board, jointly led by DH and DCMS. The Board will:
  - provide the necessary governance to ensure progress against the physical activity components of the 2012 Legacy Action Plan target to help 2 million adults in England to be more active by 2012.
  - oversee the delivery of Be Active Be Healthy against key milestones and co-ordinate the seamless regional and local delivery of physical activity alongside sport.
- For the first time, a national **Physical Activity Alliance** has been established, drawn from all major physical activity sectors, sharing the common aim of increasing participation in activity.
- We have created an **Expert Reference Group** to advise the Physical Activity Programme Board, including focussing on new and emerging evidence as it relates to the implementation of Be Active, Be Healthy
- A new Business in the Community **Physical Activity Steering Group** of companies keen to invest in the physical activity of their own workforce

# We are estimating, and will track, the impact of our programmes and partners on the 2m LAP target

## National Initiatives

- |  |               |
|--|---------------|
| • The Walking the Way to Health Initiative (WHI) | 90 - 100,000  |
| • Free Swimming Programme                        | 100 - 110,000 |
| • Change4Life Programme                          | 35 - 40,000   |
| • Drive Down Journeys                            | 60 – 65,000   |
| • Mass Cycling Events (promoting cycling)        | 30 – 35,000   |
| • Incentivised active travel scheme              | 60 – 65,000   |
| • Access to Coastal Paths – ‘Blue Gyms’          | 9 – 11,000    |
| • 2012 Active Challenge Routes                   | 9 – 11,000    |
| • Dance for Older People                         | ????          |

## Local Initiatives

- |  |                |
|--|----------------|
| • The impact of Local Area Agreements, non-Govt initiatives and promotions | 400,000 approx |
|--|----------------|

## Partner Activity

- |                              |      |
|------------------------------|------|
| • Physical Activity Alliance | ???? |
| • Private Sector Activity    | ???? |

**TOTAL**

**TBD**

## Summing up, our Physical Activity Plan.....

- **Supports** existing government commitments including *Healthy Weight, Healthy Lives* and the *2012 Legacy Action plan*
- **Promotes** local investment in physical activity
- **Drives up** local leadership in physical activity
- **Energises** the delivery infrastructure
- **Highlights** how increased physical activity will contribute to the overall ambition of 2 million more people active by 2012

**ANY QUESTIONS?**

## We support the development of a Physical Activity Alliance

- **For the first time, a Physical Activity Alliance** will be established, drawn from all major physical activity sectors, sharing the common aim of increasing participation in activity. The Alliance will provide tools and grow capacity to support local delivery:
  - To provide a single voice for the physical activity sector in England
  - To work with established local and regional networks
  - To strengthen the impact of physical activity funding and promotions by coordinating activities and campaigns (for example encouraging active ageing).
  - To build upon the strengths and assets of individual members
  - To develop projects and promotions across the physical activity sector (for example adoption of common evaluation frameworks).
  - To develop national partnerships with particular focus on the private sector.
  - To undertake discrete national projects commissioned by Government

