

Buckinghamshire County Council

Bucks Physical Activity Strategy Update

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Why it matters

- Important for healthy growth, confidence, behaviour, school grades and likelihood of university
- Good for economic productivity
- Reduces risk of depression, diabetes, heart disease, some cancers, dementia, falls
- Good for social cohesion
- If every local authority was able to reduce **inactivity** levels by 1% each year over 5 years they would save local taxpayers £44 per household
- Could save 100 lives pa in Bucks by 10 mins extra walking

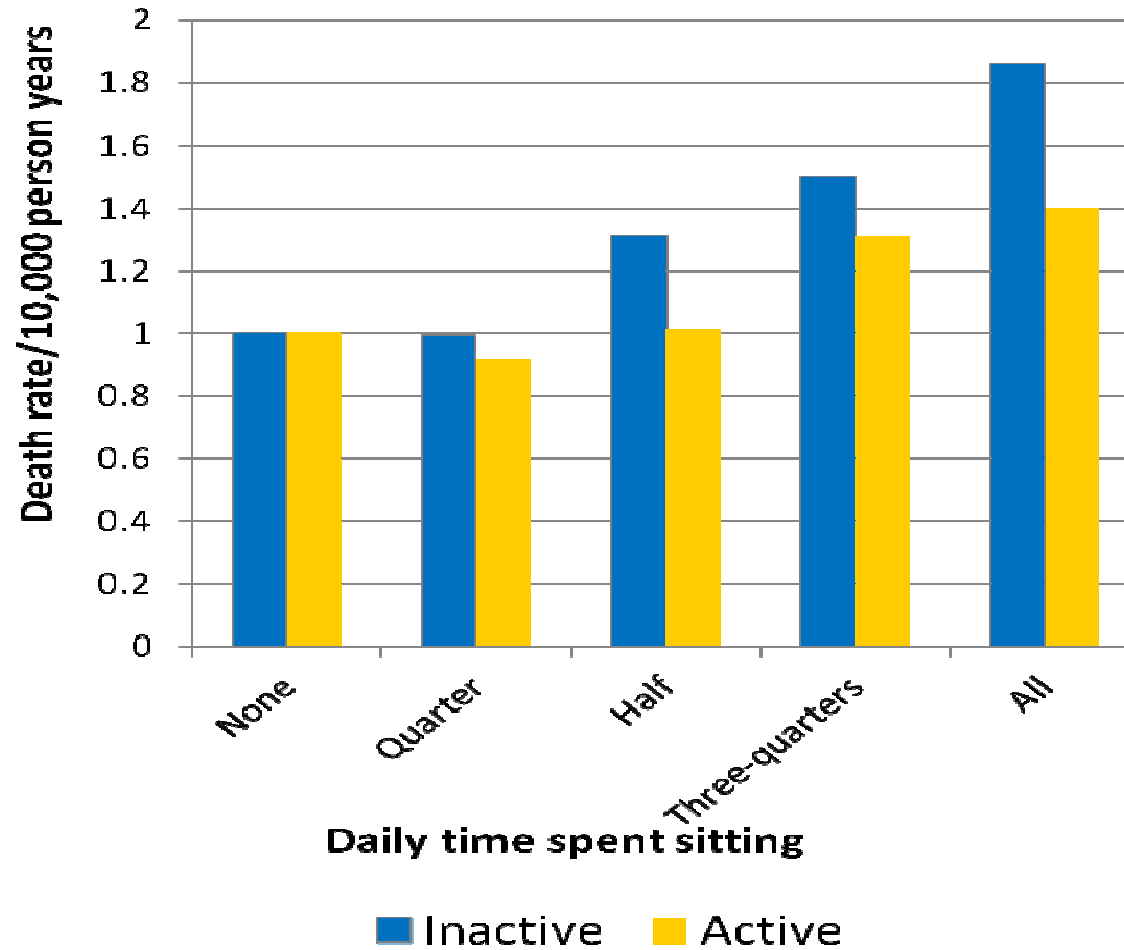


What and How much should we do ?

ADULTS (19–64 years)

1. Adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
 2. Alternatively, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous intensity activity.
 3. Adults should also undertake physical activity to improve muscle strength on at least two days a week.
 4. All adults should minimise the amount of time spent being sedentary (sitting) for extended periods.
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Sitting time and all cause mortality



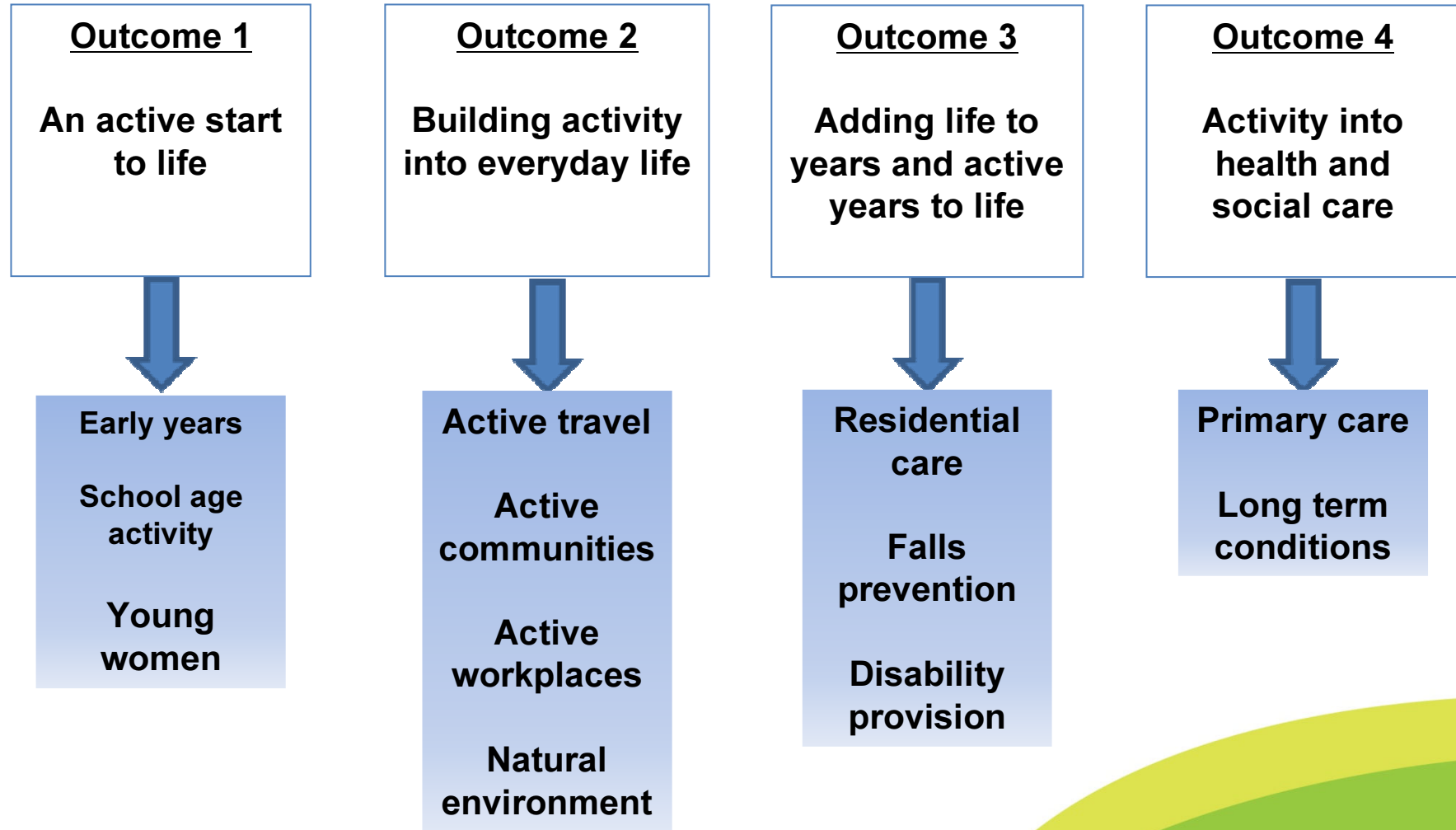
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www.getbritainstanding.org/



Physical Activity Strategy 2014-17



Update from HWBB Members

- Last year
- Next year...



An Active Start to Life

- Physical literacy project
- School physical education, sport and physical activity strategy
- School travel planning
- Bikeability



Building Activity into Everyday Life

- Active Travel
- Simply Walks
- Workplace Challenge
- Green Space Means Health



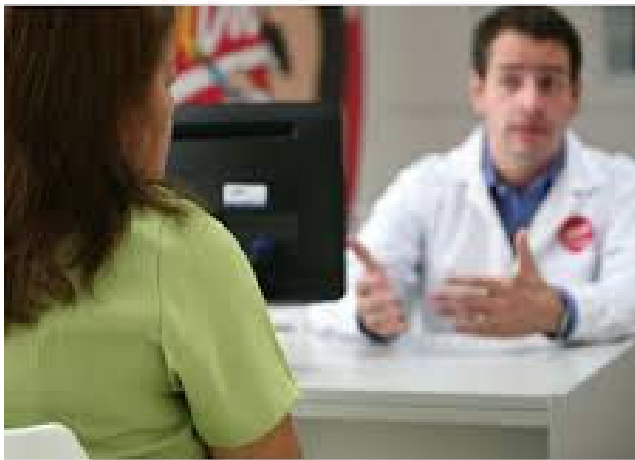
Years to Life and Active Life to Years

- Residential care homes
- Falls prevention
- Disability review



Activity into Health and Social Care

- Exploring physical activity pathways in primary and secondary care
- Links to social care programmes such as Prevention Matters



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Stakeholder Launch

- 23rd April 2015
- 100 stakeholders, over 40 organisations
- National speakers
- Interactive session that identified key areas to progress:
 - Recruiting Community Champions: e.g. engaging existing volunteers; link to Prevention Matters; range of ages
 - Engage isolated communities: e.g. utilise existing local events; engage smaller, local networks/groups/publicity; Community Champions key
 - Remove barriers to inactivity: e.g. Appropriate and FUN offer; strong marketing that highlights movement not gym/sport
- Clear next steps and commitment
- Guide to support stakeholders to engage communities
- Project commences 1st May 2015



Engaging Communities



- In each of the 19 local areas
- Exploring what physical activity communities want to engage with
- Understanding the motivations, barriers and opportunities to being active
- Engaging the whole community, with a particular focus on inactive/low active residents





What will it look like?

| Timescale | Area |
|-------------------|--|
| May 15 – Sept 15 | <ul style="list-style-type: none">• Community Engagement• Community Development• Understanding Assets• Developing Recommendations |
| Sept 15 – Sept 17 | <ul style="list-style-type: none">• Physical Activity Provision• Community Development |





Recommendations

- Separate recommendations developed for each of the 19 local areas
- Based on:
 - Community engagement
 - Local population data
 - Local assets
 - Ways we know work to get people more active
- Including a menu of evidence based/best practice physical activity options to choose from
- Sustainability key



Community Champions



- Bespoke training and ongoing support
- Participate at a level each person is comfortable with
- Advocates
- Rewarded
- At least 2 community champions in each local area



Time Credits

- To thank people for contributing their time to support the project
 - Community engagement and understanding assets
 - Community champions and advocates
- Developing physical activity opportunities for spending time credits



Which areas will be targeted first?

From 1st May

- Beaconsfield
- Buckingham
- Chesham & Chiltern Villages

From 27th May

- Greater Aylesbury
- High Wycombe
- Waddesdon



How can you help?

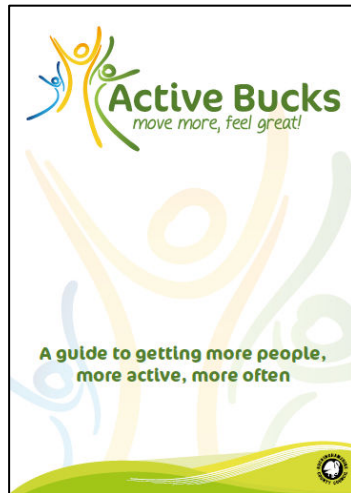


- Promote the project to your local networks and residents
- Tell us about any local events/meetings/groups the Active Bucks team could attend
- Organise/Come to an event
- Participate in delivery
- Signpost people/clients/patients/ to local activities once set up





To support you to promote Active Bucks



- Guide to getting more people, more active, more often
- Flyer
- Website
- Online toolkit at www.buckscc.gov.uk/activebucks to download resources



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How can HWBB members support to Active Bucks?



THANK YOU

