

Health and Wellbeing Board 30 April 2015

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6 BUCKS PHYSICAL ACTIVITY STRATEGY AND UPDATE ON ACTIVE BUCKS Jane O'Grady, Director of Public Health	3 - 26

Please Note: The board agreed that when the Physical Activity Strategy was presented last May that an update would come back to the board a year later so that all partners could consider partner contributions to the county wide strategy. The paper will recommend that members attend prepared to update on contributions over the last year and any planned future activity.



INVESTOR IN PEOPLE



Bucks Physical Activity Strategy Update

Dr Jane O'Grady
Director of Public Health



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



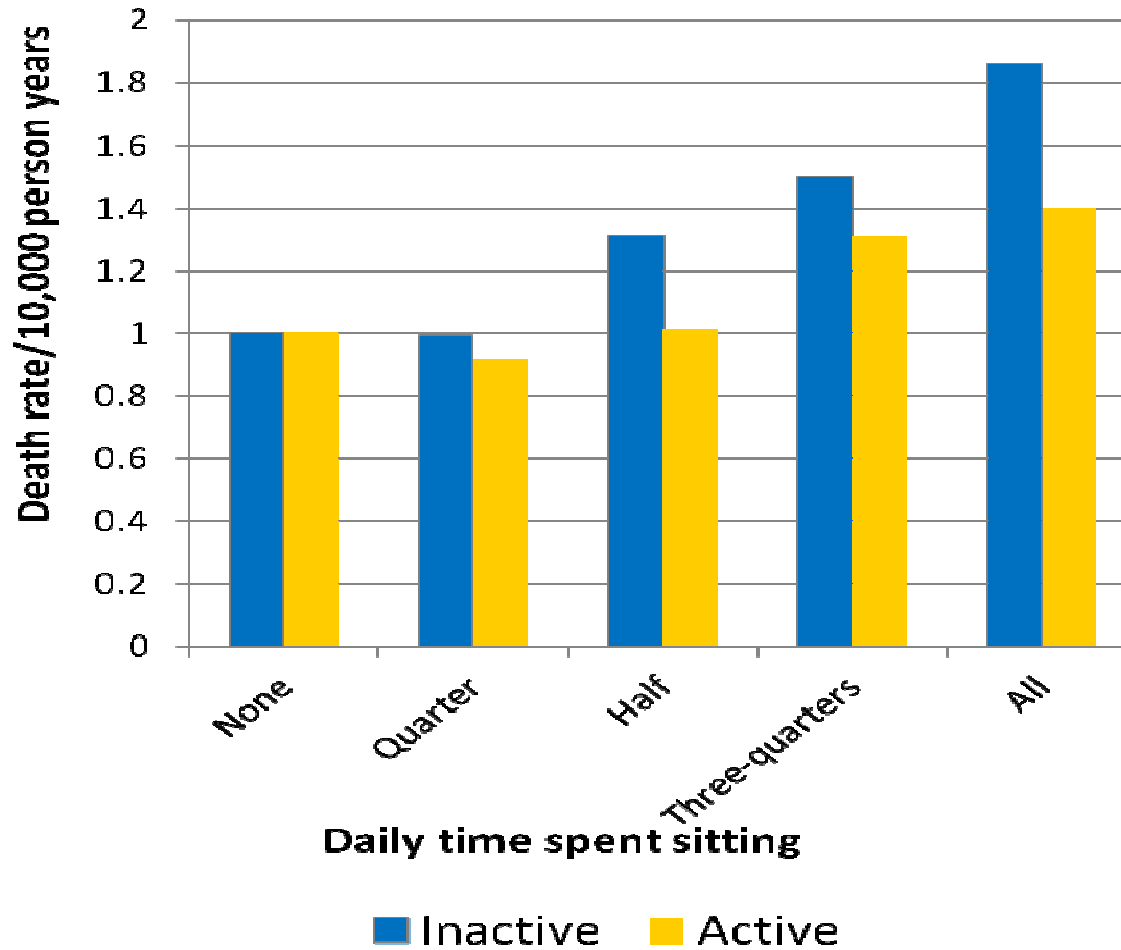
What and How much should we do ?

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.



Sitting time and all cause mortality



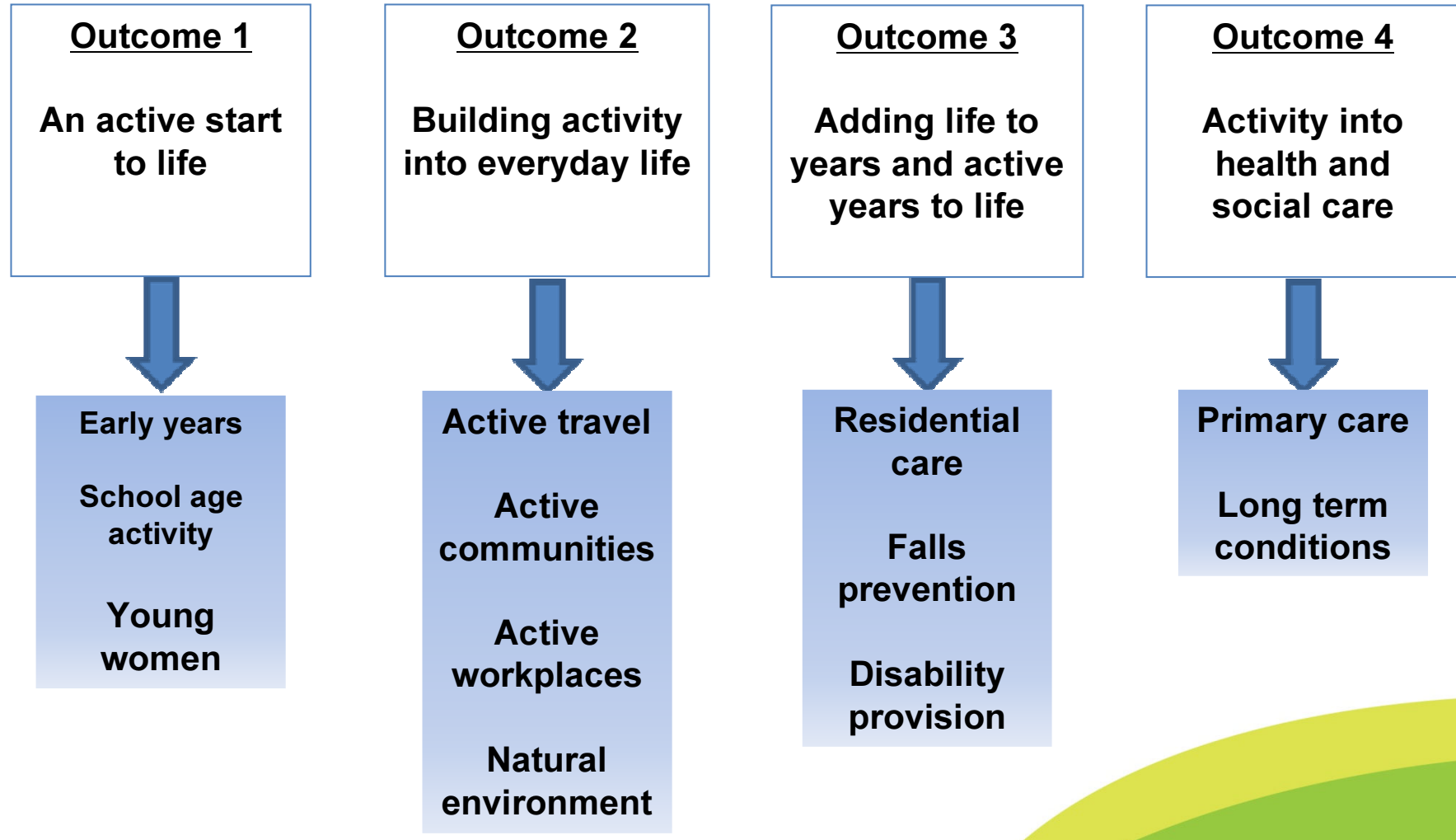


www.getbritainstanding.org/



Physical Activity Strategy 2014-17

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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

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Building Activity into Everyday Life

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



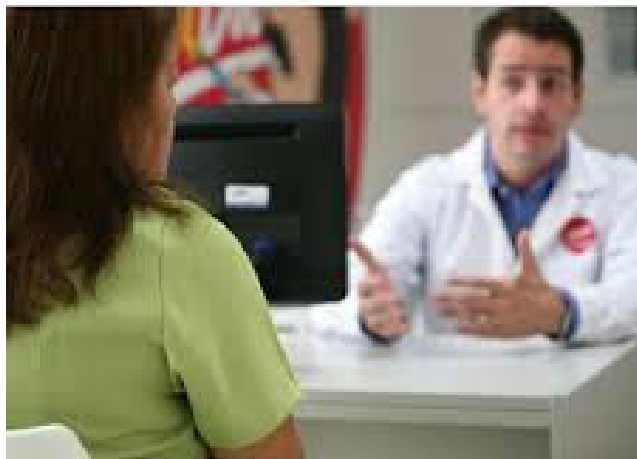
Years to Life and Active Life to Years

- 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







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

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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?

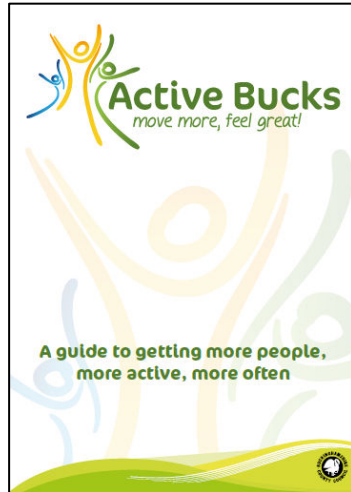


- Promote the project to your local networks and residents
- Tell us about any local events/meetings/groups the Active Bucks team could attend
- Organise/Come to an event
- Participate in delivery
- Signpost people/clients/patients/ to local activities once set up





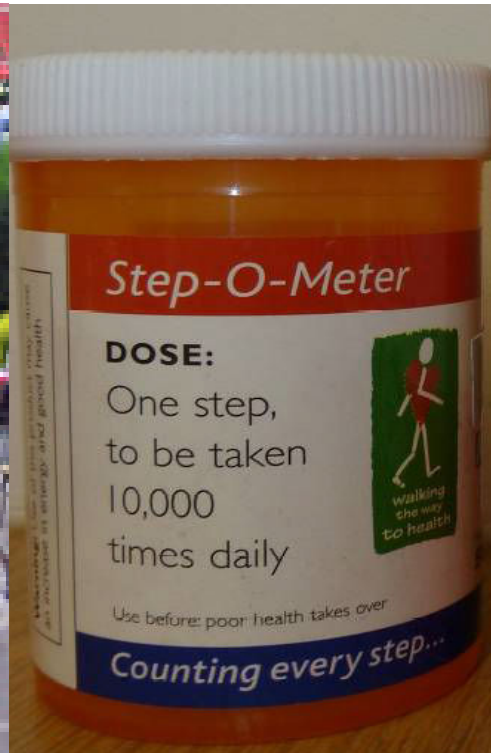
To support you to promote Active Bucks



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



How can HWBB members support to Active Bucks?



THANK YOU

