

Buckinghamshire County Council

# Buckinghamshire Physical Activity Strategy

29<sup>th</sup> March 2018

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# Introduction

- 5 year strategy 2018 - 2023
- Multiagency strategy – over 30 organisations involved
  - Steering group
  - Development workshop
- Key contributor to delivering the Health and Wellbeing strategy



# Why?

- Physical inactivity contributes to 1 in 6 deaths in Buckinghamshire, is a major cause of disease and disability and costs the Bucks economy around £85m each year
- Around 40% of children and young people (aged 5-15) and 1 in 5 adults aged 16+ are 'inactive' (< 30 minutes activity per week)
- Physically active students have better educational attainment
- Regular physical activity reduces risk of disability, dementia and frailty and prevents or delays need for social care intervention
- Older adults, women & girls, lower socio-economic groups, certain black and minority ethnic communities and those with a disability or long-term health condition are more likely to be inactive.
- Increasing activity levels in inactive people provides the greatest health benefits



# Benefits

- Enable a system wide approach to making being active the easy choice for residents, particularly for those who are currently inactive.
- Supporting all stakeholders to deliver evidence-based, best practice physical activity services based on local need to deliver sustained behaviour change
- Improved collaboration between existing stakeholders and building on the great work already taking place. Providing a framework for partners to work together to make the best use of resources and optimise outcomes
- Supporting wider services to incorporate physical activity into their work



# Aims

1. Increase levels of activity by encouraging **inactive** residents into regular activity throughout life
2. Increase the number of residents achieving the Chief Medical Officer guidelines for physical activity throughout life



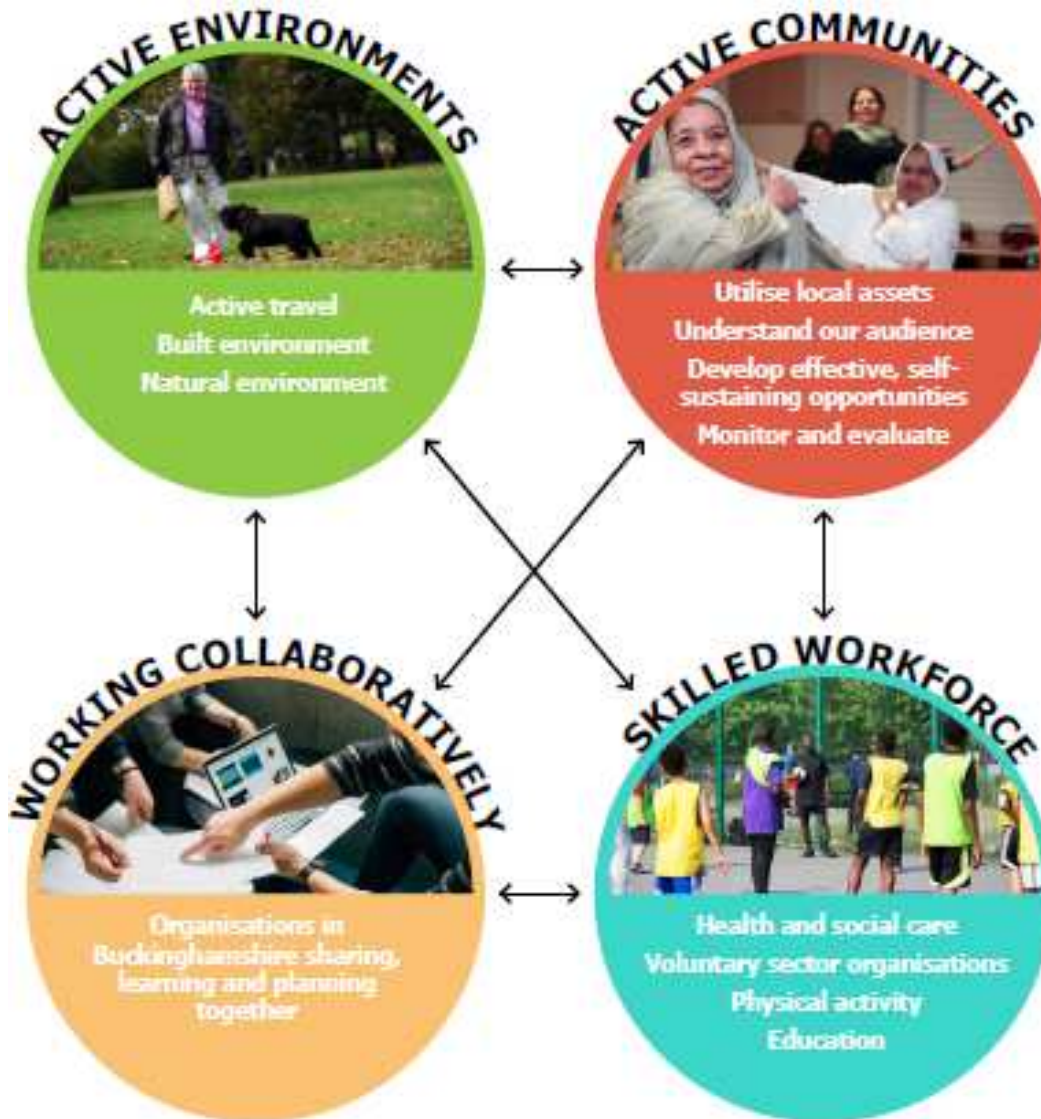
# High Level Outcomes

- A reduction in the proportion of Buckinghamshire residents who are **inactive** by 2023
- An increase in the proportion of Buckinghamshire residents who achieve the Chief Medical Officer guidelines for physical activity by 2023

More detailed outcomes will be determined by what each organisation chooses to deliver against the framework set out by the strategy.



# Four Principles



# Action Plan

- The multi agency action plan will be developed working with a wide range of partners once the strategy has been approved.
- Each organisation will be responsible for agreeing and delivering their own actions.
- Public Health will co-ordinate the compilation of the multi agency action plan and the recording of any outcomes reported by each organisation.
- The action plan for year 1 will be in place by the end of Q1 of 18/19





# Examples of actions planned across partner organisations for year 1

- Projects targeting older people, men, BAME communities and disabled resident to get more active
- Influence on major infrastructure schemes – e.g. cycling opportunities on HS2 route
- New country park opening
- Developing under used parks and open spaces in Aylesbury
- District level physical activity profiles to inform and support commissioning and external funding bids
- Expanding simply walks to offer more walks that will engage inactive residents



## More examples...

- Developing a heritage trail app
- Developing tools and training to encourage consistent monitoring and evaluation, and how this can be shared
- Care navigators in GP practices
- Ensuring physical activity is in care pathways as they are developed (Diabetes, Respiratory, Obesity, Dementia)
- Launch of new integrated lifestyle service
- Partnership forum focusing on physical activity and mental wellbeing



# Recommendation for the Board

- To approve and adopt the Buckinghamshire Physical Activity Strategy
- To commit to supporting the development and delivery of the strategy action plan.



# Any Questions?

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