

REPORT TO: Health and Wellbeing Board

DATE: 9th September 2019

REPORTING OFFICER: Director of Public Health

PORTFOLIO: Communities

SUBJECT: Physical Activity – Key Priority for Health

WARDS: Borough Wide

1.0 PURPOSE OF THE REPORT

1.1 This report is to update members of the work of Halton's "Active Me" (adult) project (formally Get Active). "Active Me" is a community wide project and sits with-in the wider Active Halton brand; operated by Sports and Physical Activity Development Officer.

2.0 RECOMMENDATION: That

2.1 Members note and support Physical Activity as a priority for health, as physical activity is related to many of our major health problems.

3.0 Physical Activity as a Priority

3.1 Physical activity is a preventative activity whether it be done for health or other reasons including enjoyment, social or sporting competition. Effective prevention can deliver triple dividend by helping people stay well and healthy, thus reducing the demand on costly services and creating the conditions for a prosperous economy. Physical activity not only has an impact on physical health, but also contributes significantly to the mental health and loneliness agenda.

3.2 The World Health Organisation rates physical inactivity as the fourth largest cause of global mortality. In the UK 60-70% of our population take insufficient exercise. Physical inactivity is linked to many chronic health problems including cardiovascular disease, type 2 diabetes, obesity, cancer, dementia, depression, osteoporosis, and falls, lack of physical activity can be linked to over 20 diseases/disabilities, not to mention the impact on general wellbeing/quality of life. The present cost of physical inactivity in the UK and NHS when indirect costs to the economy are added, has been estimated at £8.2 billion annually. Exercise as a prevention or treatment now features in 39 UK National Guidelines.

- 3.3 It is well documented that physical activity can reduce the risk of developing major chronic diseases. The UK guidelines were drawn up to promote physical activity due the overwhelming evidence of the health benefits. The UK consensus view is that there is an approximate 30% risk reduction across all studies.

Physical activity for adults and older adults

- Benefits health
- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduces your chance of

- Type II Diabetes** -40%
- Cardiovascular disease** -35%
- Falls, depression etc.** -30%
- Joint and back pain** -25%
- Cancers (colon and breast)** -20%

Some is good, more is better

Make a start today: it's never too late

Every minute counts

Be active

at least

150

minutes moderate intensity per week
increased breathing able to talk

OR

or a combination of both

at least

75

minutes vigorous intensity per week
breathing fast difficulty talking

to keep muscles, bones and joints strong

Build strength

on at least **2** days a week

Minimise sedentary time

Break up periods of inactivity

Improve balance

For older adults, to reduce the chance of frailty and falls

2 days a week

UK Chief Medical Officers' Physical Activity Guidelines 2019

4.0 The Picture in Halton

- 4.1 Halton's death rates from coronary heart disease, strokes, cancers and major chronic diseases are considerably higher than the national average, as with other health related data, but do correlate with deprivation indices. For example 20.1% of adults in Halton smoke compared to 16.9% national average.
- 4.2 Adult physical activity levels in Halton have made leaps and bounds spanning back over 10-years. In 2010 Halton was named as having one of the highest increases in physical activity in the UK following a three-year Active Peoples project which was subject to external evaluation. Whilst Halton's physical activity levels fair well against national figures (very similar to national figures), considering Halton's levels of deprivation; there is still an urgent requirement to increase physical activity levels locally and nationally. Only 6 in every 10 adults nationally do enough physical activity.

15-16 National figures			16-17 National figures			17-18 National figures		
Inactive (≤30 min per wk)	Fairly active (30-149 min wk)	Active (150 min wk)	Inactive (≤30 min per wk)	Fairly active (30-149 min wk)	Active (150 min wk)	Inactive (≤30 min per wk)	Fairly active (30-149 min wk)	Active (150 min wk)
25.6%	12.4%	62.1%	25.7%	12.5%	61.8%	25.2%	12.5%	62.3%
Sum of fairly active and active:							74.8% active	
15-16 Halton figures			16-17 Halton figures			17-18 Halton figures		
28.2%	14%	57.8%	27.6%	11.1%	61.3%	25.7%	16.7%	57.7%
Sum of	71.8% active			72.4% active			74.4% active	

5.0 Challenges for Halton increasing Physical Activity

- 5.1 Deprivation will always challenge health, as will cuts to council budgets.
- 5.2 Halton has a higher than average ageing population and this trend is set to continue. There is an age related correlation with physical activity levels nationwide, older people are less physically active. 48% of 75-85 year olds are inactive whilst 71% of people over 85 are inactive (inactive is less than 30-minutes per week)
Halton's higher than average ageing population will present a natural further challenge for increasing physical activity levels across all ages.
- 5.3 Getting an inactive person to fairly active, i.e. those achieving less than 30 mins to achieving 30-149 minutes per week has the greatest cost effective benefits for health and economy. Halton has seen a decrease in inactivity (<30 mins) over recent years. National figures of inactivity have been pretty stagnant for the last few years where-as Halton's inactivity levels have decreased slightly each year over the last three

years. 25.7% of adults were classed as inactive 2018, almost mirroring national figures at 25.2%

6.0 Halton's "Active Me" project (formally Get Active project)

6.1 The project is operated by a Sport and Physical Activity Officer within the Sports Development Team.

The project works with a wide range of partners and community groups/organisations to ensure joined up working. The project utilises short-term funding to set-up new physical activity sessions in the community where need has been identified. The need may have been identified with local people or partners including the Health Improvement Team and GP Practices. Pump priming and Officer support systems are utilised to set up activity sessions, including exercise classes and health walks with a view to sustaining activity long-term at low cost to participants or free for health walks and parkruns. A number of activities set-up by this project in its infancy 15 years ago are still up and running today.

The number of activity sessions on offer has increased over the years and currently over 100 activity sessions are available every week.

7.0 Public Health Drive to Prioritise Physical Activity

7.1 There is a continued national public health strategic focus on increasing physical activity at a population level, and primary care is being called upon to play a central role in this drive. The Royal College of General Practitioners (RCGP) have appointed **clinical champions** to educate practice staff to understand the benefits of physical activity.

Nationally Public Health England (PHE) and globally the World Health Organisation (WHO) have highlighted the importance of physical activity/reducing sedentary time.

7.2 Guidelines and recommendations from the Department of Health and the National Institute for Health and Care Excellence also emphasise the importance of physical activity promotion within primary care.

Guidelines have been **updated September 2019** recognising more recent compelling evidence and making the message more clear.

7.3 Currently (**September 2019**) The British Association of Sport and Exercise Science are disseminating **Motivate to Move** factsheets to all GP Practices. Created by GPs for GPs the factsheets are designed to provide health professionals with the tools and information required to encourage and motivate patients about the health benefits of physical activity supported by scientific evidence.

7.4 A major new health campaign "**We are Undefeatable**" is due to launch **September 2019**. The aim is to support the 15 million people who live with long-term health conditions in England to become more physically active and to understand the benefits. The campaign is led by 15 health care charities and headed up by Sports England. We can expect to see a TV advert and social media campaign.

8.0 EQUALITY AND DIVERSITY

8.1 Physical Activity is open to all, sessions include very gentle chair-based activity through to more energetic activity. People with health conditions are encouraged to join. Carers are welcome to attend where care is required.

9.0 BACKGROUND PAPERS

Physical Activity statistics taken from Sports England Active People data.

Motivate to Move: British association of Sport and Exercise Medicine.

Active Me Activity Timetables, physical activity guidelines and project information:

<http://activehalton.co.uk/getactive/>

The “Miracle Cure” and best buy in Public Health

“What if there was one prescription that could prevent and treat dozens of diseases, such as diabetes, hypertension and obesity?

Would we prescribe it to patients?

Prescribe: Physical Activity