



A blueprint to tackle physical inactivity

in the Cheshire & Warrington subregion

Inspired by a local MOVEment, co-produced by cross-sector partners, this document sets out a whole system approach to tackling physical inactivity

Our mission is to embed physical activity into all aspects of everyday life by 2040





Foreword



Cheshire and Warrington is stepping up efforts to tackle physical inactivity locally.

Despite significant investment, hard work and strong progress, more than 166,000 local adults continue to lead sedentary lifestyles. We know that many of this cohort will face wider health and social inequalities, exacerbated by their lack of regular movement.

How we live our lives has changed significantly over the past few decades and we are now less physically active than at any time in human history. At the same time, more evidence has been gathered that links physical inactivity with a growing range of acute, chronic and life threatening diseases, as well as poor mental health. There is also growing recognition that physical environments that support and encourage physical activity can help improve the public's health. However human movement represents a complex behaviour that is influenced by a combination of personal motivation, health and mobility issues, genetic factors, and the social and physical environments in which people live. These factors undoubtedly exert an influence on the propensity to engage in sedentary behaviours as well as in physical activity. Increasing physical activity is therefore a societal, not just an individual problem, thus demanding a population-based, multi-sectoral, multi-disciplinary, enabling and culturally relevant approach.

In January, a group of partners from education, planning, business, health, transport and leisure, came together as a Physical Activity Task Force, to assess how we might approach the problem locally. This document sets out their ambitions to embed physical activity into all aspects of everyday life, focusing on a small number of key interventions that we believe will affect local habits. The simple, action-centred approach will require the support of 'whole system' partners across multiple sectors. Their input will add value to the hard work and dedication of existing physical activity and sport providers.

I would like to thank Physical Activity Task Force members for their support and challenge in the collective design of this Blueprint. I would also like to pay tribute to more than 650 self-defined inactive people locally, who's candid views have helped to shape and inform future action.

The case is compelling. Local people deserve our collective best efforts to help them to improve their quality of life.

Professor Steven Broomhead

Chair, Physical Activity Task Force



"Death and illness linked to physical inactivity is at disturbing levels, increasingly so in developing countries, and the world needs to take action to reverse this worrying trend,"

Dr Timothy Armstrong, World Health Organisation (WHO)



the big picture

What is defined as 'physical activity'?

Physical activity is defined as any bodily movement produced by skeletal muscles that requires energy expenditure.

How much of physical activity is recommended?

Age	Physical activity guidelines	Examples
Babies active throughout the day, every day	Light activity	(pre-crawling) encouraging reaching and grasping, pulling and pushing, moving their head, body and limbs during daily routines, and during supervised floor play, including tummy time.
	Energetic activity	(post-crawling) encourage them to be as active as possible in a safe, supervised and nurturing play environment
Toddlers 180 minutes every day – combination of Light and Energetic activity	Light activity	Including standing up, moving around, rolling and playing
	Energetic activity	Including skipping, hopping, running and jumping. Active play, such as using a climbing frame, riding a bike, playing in water, chasing games and ball games, is the best way for this age group to get moving
Pre-school (for children who can walk on their own) 180 minutes every day – combination of Light and Energetic activity	Light activity	Including standing up, moving around, walking and less energetic play
	Energetic activity	Including skipping, hopping, running and jumping. Active play, such as using a climbing frame, riding a bike, playing in water, chasing games and ball games, is the best way for this age group to get moving
School age (those aged 5-18 years old) At least 60 minutes every day – combination of Light and Energetic activity with three days a week to involve muscle and bone strengthening exercises	Light activity	Including walking to school, playing in the playground, riding a scooter, skateboard, rollerblading or cycling on flat ground and walking the dog
	Energetic activity	Including playing chase, energetic dancing, swimming, running, gymnastics, football, rugby, martial arts such as karate and cycling fast or on hilly terrain
	Strength activity	Includes games such as tug of war, swinging on playground equipment bars, gymnastics, rope or tree climbing, sit-ups, press-ups and sports like, football, rugby, tennis
Adults (those aged 19 to 64) At least 150 minutes every week – combination of light and energetic activity and strength exercises on two or more days a week	Light activity	Includes brisk walking, water aerobics, riding a bike on level ground, pushing a lawn mower, hiking, skateboarding, rollerblading
	Energetic activity	Includes jogging or running, swimming fast riding a bike fast or on hills, sports like; football, rugby, hockey or active skipping, aerobics, gymnastics and martial arts
	Strength activity	Includes lifting weights, working with resistance bands, doing exercises that use your own body weight such as push-ups and sit-ups, heavy gardening such as digging and shovelling or yoga
Older adults (those aged 65 and over) At least 150 minutes every week – light activity and strength exercises on two or more days a week	Light activity	Includes walking, water aerobics, ballroom and line dancing, riding a bike on level ground or with few hills, playing racket sports like badminton or tennis, pushing a lawn mower or canoeing
	Strength activity	Includes carrying or moving heavy loads, such as groceries, activities that involve stepping and jumping, heavy gardening such as digging or shovelling, exercises that use your body weight such as push-ups or sit-ups, yoga or lifting weights

the big picture

How big an issue is physical inactivity?

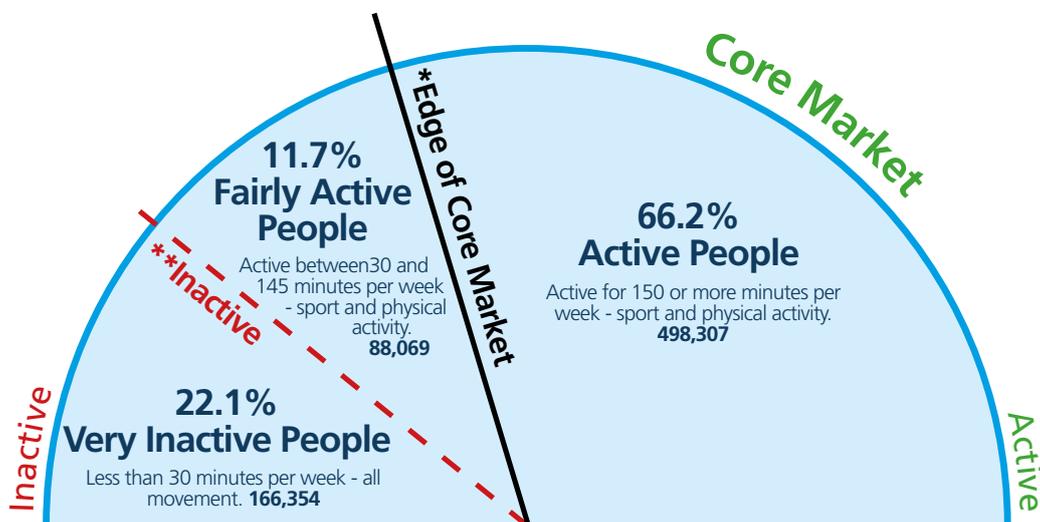
Physical inactivity (lack of physical activity) has been identified as the fourth leading risk factor for global mortality (6% of deaths globally). Moreover, physical inactivity is estimated to be the main cause for approximately 21–25% of breast and colon cancers, 27% of diabetes and approximately 30% of ischaemic heart disease burden. The World Health Organisation and its Member States have agreed to reduce insufficient physical activity by 10% by 2025

In the UK more than 20million adults are classified as physically inactive, increasing their risk of heart disease and costing the health service as much as £1.2billion each year. A report published by the British Heart Foundation(BHF) shows that women are 36% more likely to be considered physically inactive than men and that, within the North West, almost half of the adult population – 2.7million adults – are insufficiently active.

The BHF report represents the most up-to-date analysis of UK adults and their level of inactivity, estimates that the average man in the UK spends a fifth of their lifetime sitting - the equivalent of 78 days each year. For women this is around 74 days a year.

Locally more than 166,000 adults fail to achieve just 30 minutes of moderate intensity physical activity each week.

Cheshire and Warrington Sub-region 2017



Physical-activity spectrum

Sport England Active Lives data - January 2017 (16+ pop 752,730)

the big picture

Benefits of physical activity

Regular physical activity has wide-ranging social, health and economic benefits to both individuals and society.



Reduce the risk of major illnesses such as cardiovascular disease by up to 25%, type 2 diabetes by up to 40%, colon cancer by up to 30%, breast cancer by up to 20% and extend life expectancy by up to 7 years



Reduce the risk of stress, depression, dementia and anxiety by up to 30%



Reduce dependency on public services. Physical inactivity directly costs the sub-region approximately £17.5m per year



Increase productivity and reduce absenteeism in the workplace by up to 20%



Increase social cohesion and team camaraderie



Improve sleep and increase confidence and energy levels



Improve environment and air quality

Our research shows that focussing efforts on inactive people** will deliver multiple health, social and economic outcomes, and work at the 'edge of core market'* , will prevent people from slipping into sedentary lifestyles.

Reasons for physical inactivity

WHO suggests that the current levels of physical inactivity are partly due to insufficient participation in physical activity during leisure time and an increase in sedentary behaviour during occupational and domestic activities. Likewise, an increase in the use of "passive" modes of transport has also been associated with declining physical activity levels.

Increased urbanisation has resulted in several environmental factors which may discourage participation in physical activity such as safety, high-density traffic, low air quality, pollution, lack of parks, pavement infrastructure and sports/recreation facilities.

The Blueprint

Embedding
physical
activity
into all
aspects of
everyday life

Development of physical
and human capital to
deliver a sustainable
change and legacy

Creating a social norm
within 'controlled'
environments where peer
influences exist

Changing perspectives
within health and social
care around the value
of physical activity as a
health tool

The Blueprint

Active Design

Building physical activity into the design of homes, towns and major infrastructure to encourage movement and play

Activators

Educating and empowering community leaders, allied health professionals and front line community workers to promote active lifestyles consistently through ONE YOU

Active Kids (0-11)

Starting life well with daily active habits from birth, at home and in school

Active Workplace

Increasing the health and productivity of existing and prospective employees

Active Minds

Improving mental health and quality of life to prevent and alleviate mental illness through physical activity



Active Design

Building physical activity into the design of homes, towns and major infrastructure to encourage movement and play.

The design and layout of where we live and work plays a vital role in keeping us healthy and active. Cheshire & Warrington is embarking on a major renaissance, with plans to double the economy, build 139,000 new homes and embed major new infrastructure, including HS2, by 2040. We have a unique opportunity to influence the connectivity and design of the sub-region, to facilitate active lifestyles.

Since the 1960s people have become less and less active in their daily lives, largely as a result of technological changes and an increase in sedentary activities⁽¹⁾. Increased urbanisation and the use of “passive” modes of transportation have been key contributors to insufficient physical activity. Walking or cycling, instead of using motorised transport, can help reduce the associated costs of poor air quality, congestion and collisions in urban areas of England. Each of these issues costs society around £10 billion a year⁽²⁾.

Place Pledge

- A commitment from civic leaders to encourage physical activity within their community at Village, Town and Borough level

Introduction of Public realm prompts and improvements

- Optimise Section 106 investment to fund active design/public realm improvements that inspire walking, movement and active play
- Improving the environment to make walking/cycling routes more inviting

Adoption of active design

- Secure the commitment of Local Authorities to work with Active Cheshire as a consultee for future planning developments
- Gain commitment from politicians, planners, landowners and developers to design physical activity into new and existing developments through planning policy
- Exploit major physical regeneration as an opportunity to embed active corridors (HS2, new housing and business park developments etc)

Development of physical activity zones

- Pilot of 9 dedicated physical activity zones

(1) Ng SW, Popkin B (2012) Time Use and Physical Activity: A Shift Away from Movement Across the Globe, Obesity Review 13(8): 659–680
 (2) The wider costs of transport in English urban areas in 2009).



Activators

Educating and empowering community leaders, allied health professionals and front line community workers to promote active lifestyles consistently through ONE YOU.

Insufficient physical activity is among the ten most important risk factors for the health burden in England. Inactivity costs the NHS an estimated £1.06 billion a year in direct costs.

Physical activity brief advice in health care is effective at getting individuals active. It has been suggested that one in four people would be more active if advised by a GP or nurse, but as many as 72% of GPs do not discuss the benefits of physical activity with patients. A recent study undertaken by the British Journal of General Practice suggests that the majority of GPs in England (80%) are unfamiliar with the national PA guidelines.

People also respond well to peer influencers. An evaluation into the Yorkshire Altogether Better Programme found clear examples of people with better health knowledge and awareness, increased self-esteem, and improved wellbeing. For some individuals, becoming a community health champion was a transformative experience helping them rehabilitate, regain a sense of purpose or start on a journey to other opportunities, such as paid employment.

Personal pledge

- A public commitment to get more active for self and family through ONE YOU

Use of technology to change habits

- Introduction and promotion of technology to encourage behaviour change and connect supply to demand to include a 'local offer' around physical activity

Equipping a multi-agency workforce

- Creation of a network of social coaches able to promote and deliver physical activity to vulnerable groups and support to front line health practitioners and care workers to promote active lifestyles

Encourage families to play together

- Education and empowerment of family and community members to encourage active play at home/ within communities



Active Kids (0-11)

Starting life well with daily active habits from birth, at home and in school.

From the outset children are affected by family habits and the home environment. This year, the Chief Medical Officer introduced new guidelines for pregnant women, relating to physical activity. The guidelines are designed to provide practical help about the types of activities that are safe to do during pregnancy.

“Participating in safe, responsible and appropriate physical activity whilst pregnant can have many health benefits. Research shows that taking regular physical exercise during pregnancy can boost the immune system, help to prevent health risks such as Type 2 diabetes in addition to improving mental health and wellbeing.

Childhood obesity, and excess weight, are significant health issues for individual children, their families and public health. It can have serious implications for the physical and mental health of a child, which can then follow on into adulthood. The numbers of children who continue to have an unhealthy, and potentially dangerous, weight, is a national public health concern. Figures in 2013 show that half of seven year olds are not meeting the recommended 60 minutes of daily physical activity highlighted in the Chief Medical Officer’s guidelines for children. Alarmingly the same report demonstrated a decline in physical activity in children starting at aged 7 years⁽¹⁾.

Active School/ Nursery Charter

- Introduce and promote a charter within schools/nurseries/early years services

Creation of Teacher/parent/ pre and antenatal activators

- Building capability within schools/nurseries/early years services to promote MOVEMENT in the environment, through training and materials

Active Advisory Service

- Cohesive brokerage service to work with schools/nurseries to plan and connect to support service (eg sustainable travel, physical activity providers etc)

Daily Mile

- Daily Mile or equivalent introduced into all Cheshire & Warrington schools and pre-schools

(1) Griffiths LJ, Cortina Borja M, Sera F, et al. How active are our children? Findings from the Millennium Cohort Study. *BMJ Open* 2013; 3:e002893. doi:10.1136/bmjopen-2013-002893



Active Workplace

Increasing the health and productivity of existing and prospective employees.

Every day, British people spend 60 per cent of their waking hours sitting down – and as much as 75 per cent for people who work in offices⁽¹⁾ The severe and harmful effects prolonged inactivity - regardless of exercise habits elsewhere – include an increased risk of Type 2 Diabetes, cancer, heart disease and premature death^(2,3) - has led to sitting being referred to as ‘the new smoking.’

Inactivity is now recognised as an independent risk factor for poor health. This means no amount of exercise can offset the damage done by spending a substantial portion of the day sedentary⁽⁴⁾. Workplace inactivity is therefore one of the most pressing public health issues and, unless addressed, will place a crippling, unmanageable burden on the NHS.

An inactive workplace not only impacts the public purse: businesses with an inactive workforce lose out hugely. Absenteeism has been joined by the phenomenon of ‘presenteeism’ (being present at work but unable to be productive) as a top concern of HR professionals and business owners of all sizes. It is time to fundamentally change Britain’s working culture so that the provision of support and inducements to get physically active are as essential to the contract between employer and employee as annual leave.

In 2016 563,700 people were defined as economically active within Cheshire and Warrington⁽⁵⁾.

Workplace wellbeing charter

- Introduce and promote a charter within businesses

Workplace activators

- Building capability within business to promote MOVEMENT in the workplace, through training and materials

Active Advisory Service

- Cohesive brokerage service to work with businesses to plan and connect to support service (eg sustainable travel, physical activity providers etc)

Workplace activity programmes

- Introduction and promotion of a wide range of physical activity programmes into business (pre-during and post work, for individuals and teams) and pre-employment providers.

(1) J P Buckley et al, “The sedentary office: a growing case for change towards better health and productivity. Expert statement commissioned by Public Health England and the Active Working Community Interest Company”, British Journal of Sports Medicine, (June 2015),
 (2) 18 D Schmid, M F. Leitzmann, “Television Viewing and Time Spent Sedentary in Relation to Cancer Risk: A Meta-Analysis”, Journal of the National Cancer Institute, (2014), Vol 106 No 7,
 (3) NHS Choices, “Why sitting too much is bad for your health”, (October 2012), < <http://www.nhs.uk/news/2012/10/October/Pages/Having-desk-job-doubles-risk-of-heart-attack.aspx>, [accessed 14/09/15]
 (4) A Biswas et al, “Sedentary Time and Its Association With Risk for Disease Incidence, Mortality, and Hospitalization in Adults: A Systematic Review and Meta-analysis”, Annals of Internal Medicine, (2015), Vol 162 No 2, pp. 123 – 132.
 (5) ONS Population estimates - local authority based by five year age band



Active Minds

Improving mental health and quality of life to prevent and alleviate mental illness through physical activity.

Physical activity has a huge potential to enhance our wellbeing. Even a short burst of 10 minutes brisk walking increases our mental alertness, energy and positive mood. Participation in regular physical activity can increase our self-esteem and reduce stress and anxiety. It also plays a role in preventing mental health problems and improving the quality of life of people experiencing these.

Research shows that exercise influences the release and uptake of chemicals in our brains that make us feel good. Staying active can lift our mood, reduce stress, help people to deal with negative emotions and even help with anxiety and reduce the risk of depression and dementia.

The National Institute for Health and Care Excellence (NICE) recommends that people with mild to moderate depression take part in about three sessions of physical activity each week, lasting about 45 minutes to one hour, Approximately 1 in 4 people in the UK will experience a mental health problem each year⁽¹⁾

Active Minds Campaign

- Advocating the benefits of physical activity as a simple, cost-effective solution to tackling mental health conditions

Mental Health activators

- Building capability amongst carers, social care and mental health partners to promote MOVEMENT through training and materials

Active Advisory Service

- Building understanding and capacity amongst physical activity providers to improve access and experience for those with poor mental health

Targeted activity programmes

- Introduction and promotion of a wide range of physical activity programmes to reduce the prevalence or impacts of poor mental health

[1] McManus, S., Meltzer, H., Brugha, T. S., Bebbington, P. E., & Jenkins, R. (2009). Adult psychiatric morbidity in England, 2007: results of a household survey. The NHS Information Centre for health and social care.

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