

Our best approach to increasing activity levels

We asked partners and stakeholders what our best approach would be. The three approaches rated most highly in terms of overall importance, likely effectiveness and chances of succeeding were:

- Strengthening community-based action
- Strengthening school-based action
- Working in partnership and sharing responsibilities

Other highly rated approaches were: changing public policy and organizational practices; creating a supportive build and natural environment; strengthening primary care based action; targeted work to reduce inequalities.

What we need as an infrastructure

We asked what are the essential and desirable components of a regional infrastructure for physical activity i.e. what should we have in place that will add value to local activity? The three most highly rated components were:

- Mass media information and education campaigns backed up by local interventions
- A programme of training, education and professional development opportunities for professionals
- Local /district physical activity networks

Other highly rated components were: a permanent Regional Development Manager; a website for professionals and practitioners, including a database of resources, case studies and contacts; quarterly meetings of the multi agency SEPACT and its steering group; regular population-based monitoring of physical activity.

What do we mean by 'physical activity'?

Daily Living

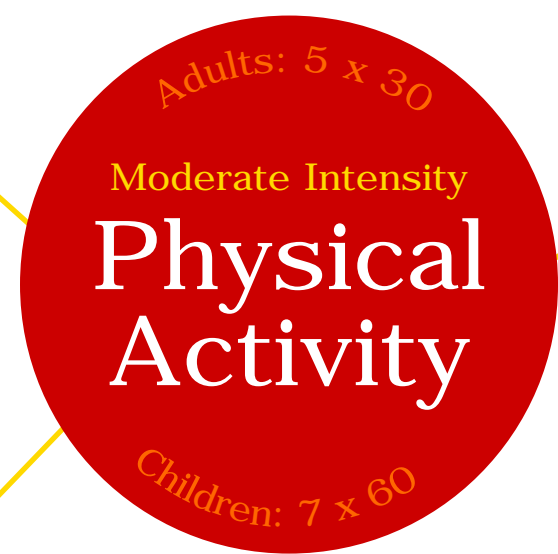
- Active travel (to work, schools, shops etc)
- Active occupation
- Taking the stairs
- Housework
- Gardening and DIY
- Dog Walking

Sport & Dance

- PE & School Sport/Dance
- Street Sport
- Community Clubs & Groups
- Competitions
- Performance
- Coaching

Recreation

- Active Play
- Walking & Cycling
- Dancing
- Outdoor & Leisure Activities
- Mass Participation Events & Volunteering
- Fitness & Healthwalks



What are the definitions of physical activity levels?

• 'Moderate intensity' physical activity means working hard enough to raise the heart rate and feel 'warm' but still being able to carry on a conversation. Examples are brisk walking, cycling, gardening and light digging, taking the stairs.

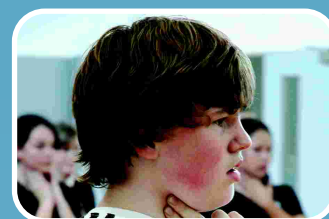
• 'Vigorous intensity' physical activity is more challenging and involves rhythmic and repeated movement of large muscle groups, a significant increase in heart rate and sweating. Examples are: jogging/running, lap swimming, aerobics, running up stairs, hard cycling, heavy digging, hiking/backpacking and competitive sports

• An 'active day' is one on which at least 30 minutes (for adults) or 60 minutes (for children) of moderate intensity activity has been accumulated. This may take place in shorter bouts of 10 to 15 minutes or all in one go.

	Number of active days per week	Definition
ADULTS	0	Inactive
	2-4	Lightly Active
	5	Active
CHILDREN	0-1	Inactive
	2-4	Slightly Active
	5-6	Lightly Active
	7	Active
	Vigorous (not just moderate) activity at least 5 times per week	Highly Active
	Vigorous (not just moderate) activity at least 5 times per week	Highly Active

Case Studies

Full details of these and other case studies are available on our website



NRG Youth Dance and Health Project

NRG aimed to increase awareness and knowledge of the health benefits of dance for young people, whilst scientifically assessing the effects of participation on physiological and psychological health and wellbeing. Hampshire Dance www.hampshiredance.org.uk



'Go Active' (Get Oxfordshire Active)

'GO Active' is a 3 year partnership project between members of the County Sport Partnership in Oxfordshire. The project, which has been funded with significant investment from the PCT, local leisure providers, district councils and Sport England will work across Oxfordshire, increasing participation in sport and active recreation through an improved range of opportunities, signposting and information services. Oxfordshire PCT and Sports Partnership www.oxfordshiresport.org



Everybody Active - Disability Cycle Group

Set up by CTC, Sport Reading and Learning Disability Partnership Board, 'Everybody Active' is backed by BIG Lottery's Wellbeing Fund. The weekly Disability Cycle Group provides adapted bicycles, with expert training and guidance. As a result, adults from Reading will have the opportunity to discover the health benefits of cycling and have fun too. CTC - The UK's national cyclists' organisation www.ctc.org.uk



Outdoor Health Pilot in Crawley, West Sussex

This pilot will signpost, and support, sedentary patients from their GPs to physical activity opportunities in the local natural environment. Trained staff will offer one to one motivation with detailed local maps to signpost patients to outdoor green exercise opportunities in local greenspace such as health walks, walks in parks and using stepometers. Natural England and West Sussex PCT www.naturalengland.org.uk



Active Travel Milton Keynes

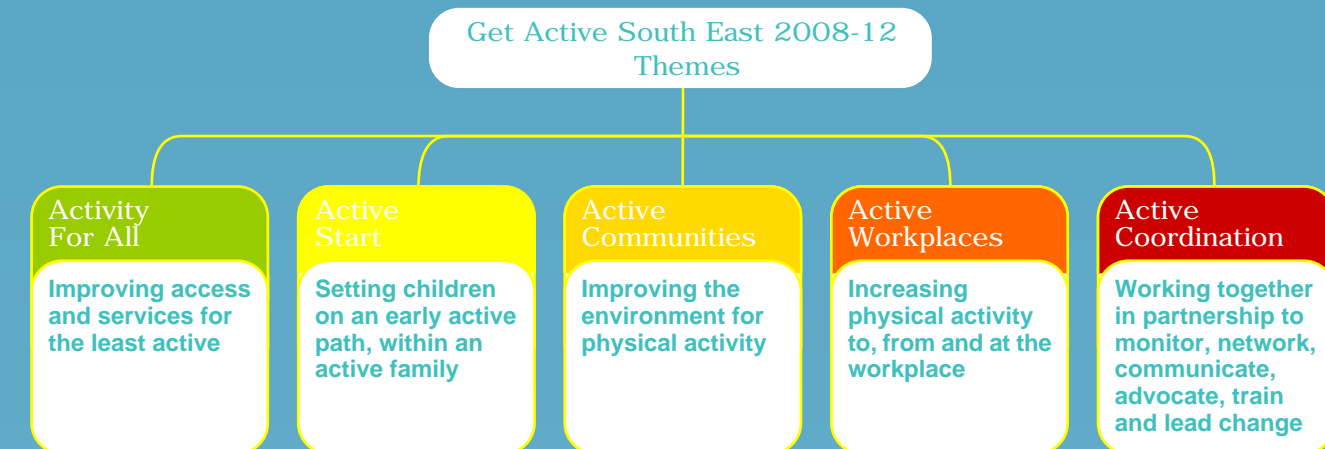
Aimed at the unemployed, young parents, the disabled, people returning to work and people returning to cycling, this project enabled residents of Eaton Manor (and neighbouring wards) in Milton Keynes to get more active, especially through walking and cycling. Sustrans www.sustrans.org.uk

For more copies of this framework or further information, please contact:
South East Healthy Weight Programme
Regional Public Health Group
Government Office for the South East
Bridge House, 1 Walnut Tree Close
Guildford,
Surrey GU1 4GA
01483 882527

For more information about current programmes and activities, please visit our website:
www.wellbeingsoutheast.org.uk



The South East Framework for getting more people, more active, more often



Our Vision

"People of the South East enjoying healthy, active lives from early years to later life."

Our Target

An increase of 1%, year on year, across the entire population, in the number of people who increase the number of days per week on which they are active e.g. from 0 to 1, 1 to 2, etc

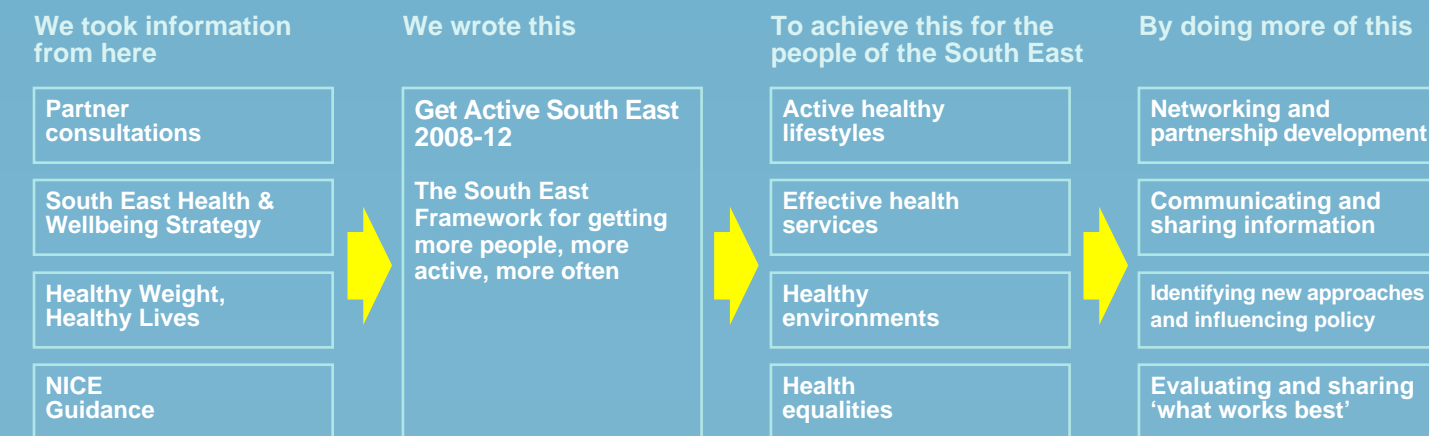
What can a regional framework for physical activity do for us?

Since 2004, when the first regional strategy ('Move It') was launched, there has been an ever-increasing, nationwide focus on physical activity. Being physically active, from early years right through to later life, is key to healthy weight management. There is also a wealth of evidence linking increases in physical activity to improvements in mental wellbeing, chronic disease prevention, community cohesion, educational attainment and climate control. There is a significant amount of effective work already underway, most of it delivered by local organisations.

There are many different ways for people to get more active, and there are many different ways in which we can work together to make this happen. This document sets out the priorities for our region (our five key themes). Organisations who are contributing to any of the first four themes can expect to find regional support in the form of leadership, advocacy, evaluation and the sharing of good practice. The fifth theme, Active Coordination, identifies the set of activities we can undertake regionally which will add value to this local work.

This document is intentionally brief! It sets out our strategic priorities for the next four years. Annual delivery plans will be agreed at our regular partnership meetings. Find out more by visiting www.wellbeingsoutheast.org.uk

How we developed the framework



ACTIVITY FOR ALL

Objective	Action	Example Indicator	DSO PSA NI RHS ¹	Impact	Partners
Improving access and services for the least active	AFA1: Disseminate new standards in exercise referral and care pathways	Launch of regional Exercise Referral Coordinators' Group No. of schemes and care pathways operational	PSA 17 & 18 NI 119 & 120 RHS H1	More effective primary care services	Age Concern British Heart Foundation Care Homes & Day Centres
	AFA2: Provide better access to facilities and services for the disabled and people on low incomes	No. of people with disabilities and on low incomes getting active	PSA 15 RHS H1	Reduction in health inequalities	Community & Voluntary Organisations Extended Schools Federation of Disability
	AFA3: Deliver well-attended healthy, active ageing programmes	No. of older people attending No. of session/programmes	PSA 17 NI 137 & 139 RHS LL3	Years added to life and life added to years	Sport GPs Inclusive Fitness Initiative Leisure Trusts
	AFA4: Support more people moving from sedentary to lightly active and from lightly active to active	No. of practitioners providing brief interventions and supporting behaviour change	DH DSO PSA 18 NI 119 & 120 RHS H1	Reduction in health inequalities	Local Authorities (Sport & Active Lifestyles) Local Strategic Partnerships Natural England Primary Care Trusts RNIB
	AFA5: Identify and target services at the least active	No. of people increasing physical activity levels			

ACTIVE START

Objective	Action	Example Indicator	DSO PSA NI RHS ¹	Impact	Partners
Setting children on an early active path, within an active family	AS1: Provide better access and opportunities for free, inclusive, local play	No. of well-attended inclusive play areas and staffed adventure playgrounds	DCSF DSO PSA 12 RHS SC1	Children enjoying, achieving, staying healthy and making a positive contribution	Active Travel Consortium Children's Trusts County Sports Partnerships Environmental Organisations Healthy Schools Local Authorities (Planning) Local Authorities (Sport & Active Lifestyles) Local Authorities (Transport) Play England Primary Care Trusts School Food Trust SE England Development Agency Sport England StreetGames Youth Sport Trust
	AS2: Leverage a health and participation legacy from the 2012 Olympic and Paralympic Games	Participation in high quality PE and sport No. of children travelling actively to school No. of school travel plans	PSA 22 NI 57 RHS CYP 1		
	AS3: Use social marketing and a family-based approach to healthy weight management	Healthier weight among primary school age children in Years R and 6	PSA 12 NI 55 & 56, RHS CYP 1		
	AS4: Provide better physical activity services for children in care	Improved emotional and behavioural health of children in care	DCSF DSO NI 58		

¹ Public Service Agreements (PSA), Departmental Strategic Objectives (DSO), National Indicators (NI) and SE Regional Health Strategy Objectives (RHS)

ACTIVE COMMUNITIES

Objective	Action	Example Indicator	DSO PSA NI RHS ¹	Impact	Partners
Improving the environment for physical activity	AC1: Leverage a health and participation legacy from the 2012 Olympic Games and Paralympic Games	No. of adults doing more activity Engagement in dance & the arts Participation in regular volunteering	DCMS DSO PSA 21 NI 6, 8, 11 RHS SC1 EMP 3	Healthier lifestyles	Active Travel Consortium Amateur Swimming Association County Council County Councils (Transport) County Sports Partnerships Dance Partners SE Forestry Commission Government Office South East Hampshire Dance Local Authorities (Planning) Local Authorities (Sport & Active Lifestyles) Local Authorities (Transport) Local Strategic Partnerships Natural England Primary Care Trusts SE 2012 Partnership SE Dance SE England Development Agency Sport England Tourism South East
	AC2: Improve the built and natural environment for cycling, walking and green exercise	No. of cycling, walking and active travel plans No. of LAs meeting Accessible Natural Greenspace Standards No. of 'Healthy Towns' Health promotion included in professional training for planners	PSA 23 NI 175 RHS, SUS2	Healthier environments	
	AC3: Support Local Area Agreements to have specific targets, actions and investment plans to increase physical activity	No. of LAAs and LDFs ² which include physical activity Amount of investment across the region in physical activity	PSA 21 RHS H1		

ACTIVE WORKPLACES

Objective	Action	Example Indicator	DSO PSA NI RHS ¹	Impact	Partners
Increasing physical activity to, from and at the workplace	AW1: Inform and support employers in creating and evaluating active workplaces	No. of active travel plans	DT DSO DH DSO NI 175 & 176 RHS SC1 EMP3	Healthier environments	Active Travel Consortium Government Office South East Local Authorities (Planning) Local Authorities (Transport) Primary Care Trusts SE 2012 Partnership SE England Development Agency Sport England Strategic Health Authorities
	AW2: Develop an active travel plan policy	No. of active workplace policies Health & wellbeing of working population			
	AW3: Develop and disseminate the evidence base for investment	Access to services and facilities for walking & cycling			
	AW4: Support all local and regional public sector organisation to lead the way	Working age population with access to public transport			

² Local Area Agreements and Local Development Frameworks

ACTIVE CO-ORDINATION

Objective	Action	Example Indicator	Impact	Partners	
Working together in partnership to monitor, network, communicate, advocate, train and lead change	ACO1: Increase training, education and professional development opportunities for the physical activity workforce	No. of positively evaluated training courses delivered No. of people attending and completing training	Increased capacity and a stronger infrastructure, a better trained workforce and more accountability and leadership	Active Travel Consortium Arts Council Big Lottery Fund County Sports Partnerships Dance Partners SE Department of Health Forestry Commission Government Office South East Local Authorities (Planning, Transport, Sport & Active Lifestyles) National Obesity Observatory Natural England Primary Care Trusts SE 2012 Partnership SE England Development Agency SE Public Health Group SE Public Health Observatory SkillsActive Sport England Strategic Health Authorities Teaching Public Health Network Tourism South East Youth Sport Trust	
	ACO2: Develop a regional website for practitioners to share information, contacts, case studies and to facilitate discussion	No. of registered users No. of visits to the website No. of discussion threads, contacts, events, case studies, etc			
	ACO3: Develop the delivery and communication system between the regional consortium (currently SEPACT), county alliances and local networks	No. of partners attending consortium meetings No. of counties with active alliances No. of embedded and effective local networks			
	ACO4: Demonstrate adherence and contribute to the evidence base for physical activity promotion	No. of projects following the guidance issued by NICE and the Cross Government Obesity Unit No. of case studies of evaluated projects Creation of a universal evaluation system for physical activity projects			
	ACO5: Identify sources of funding and seek continued investment for coordinated physical activity promotion	Amount of investment across the region in physical activity			
	ACO6: Advocate for physical activity and engage other organisations whose work impacts positively or negatively on activity levels	No. of new organisations engaged Increased involvement of existing stakeholders			
	ACO7: Maintain an overview of delivery and physical activity trends within the region and identify strategic opportunities to meet future needs	No. of SEPACT recommendations on policy and investment needs adopted by regional/national partners.			
	ACO8: Employ social marketing approaches to getting people active	No. of practitioners trained in social marketing			
	ACO9: Work with other agencies (national and regional) to coordinate a mass-media campaign	Public awareness of physical activity message and intention to do more			