



Physical Activity

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South Leicestershire
Primary Care Trust





Why is Physical Activity a Priority?

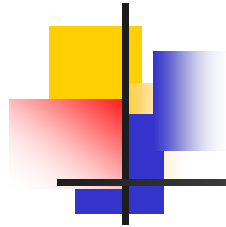
- Promoting healthier communities and tackling health inequalities are high priorities.
- An active lifestyle is key to improving and maintaining health.
- Physical activity as part of our everyday lives has been in overall decline.
- Physical **inactivity** is a serious and increasing public health problem.



Benefits of Physical Activity

Participating in sport and physical activity can:

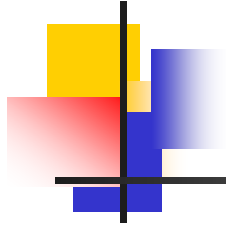
- Reduce the likelihood of ill health and illnesses, such as cardiovascular disease, diabetes and some types of cancer.
- Help tackle obesity.
- Improve psychological well-being.
- Assist with recovery and prevent reoccurrence of health problems after illness or injury.
- Support healthy growth in young people, encourage the adoption of a healthy lifestyle.
- Contribute to older people leading more independent lives.



Physical Activity Trends

Physical activity as part of our everyday lives has been in overall decline.

- 63% of men and 75% of women are not achieving the recommended level of physical activity (2003 CH).
- 3 in 10 boys and 4 in 10 girls aged 2 to 15 are not meeting the recommended levels of physical activity (CH2002).
- Rapid increases in obesity in both children and adults with 22% of men and 23% of women now obese (CH2003).
- The proportion of people engaging in physical activity declines with age and particularly after 35 years of age.



Strategic Context

- Promoting physical activity is a cross government issue / priority.
- Policy Framework in place including:
 - NHS Improvement Plan
 - At Least Five a Week - CMO Report
 - Public Health White Paper Choosing Health
 - Choosing Activity
 - National Framework for Sport
 - Local Area Agreements



Targets

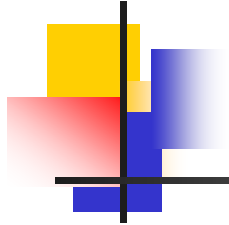
- Physical activity contributes to 5 Public Service Agreement health targets.
- Joint PSA targets from education and the Department for Culture Media and Sport.
- Choosing Health Physical Activity Delivery Plan.



Targets

Local Area Agreements

- Percentage of adults (16+) participating in at least 30 minutes of moderate intensity sport and active recreation on 3 or more days.
- Percentage of the population volunteering in sport and physical activity for at least 1 hour per week.



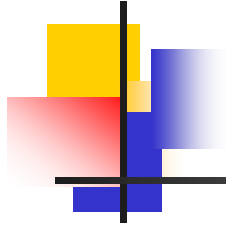
Key Challenges

- A shift in society's attitudes and behaviour.
- A mass shift in current activity levels.
- Solution does not lie with any single innovation or organisation.



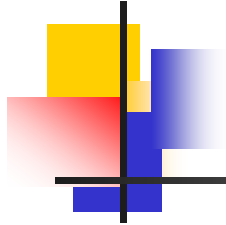
Local Strategic Co-ordination

- Not starting from scratch
- Leicestershire Together
- Leicester-Shire and Rutland County Sports Partnership
- Local Area Agreements
- Cultural Services Officer Partnership



Summary

- An active lifestyle is key to improving health and reducing health inequalities.
- Physical **inactivity** is a serious and increasing public health problem.
- Mass shift required in current activity levels.
- Solution does not lie with any single innovation or organisation



“There are few public health initiatives that have greater potential for improving health and well being than increasing the physical activity levels of the population of England.”

Chief Medical Officer, Department of Health 2004

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Additional Slides



Leicestershire Community Strategy – related targets

- Area Youth Games held annually
- Review measures to promote healthier exercise through GP Referral and other means.
- Work together to encourage improved diet with emphasis on increased consumption of fruit and vegetables.
- Establish health promotion plans amongst all employees of partnership agencies.
- 20 disabled people are being trained through Loughborough College as sports coaches.
- Conduct an audit of current school /leisure facilities and develop and improve 15 community leisure facilities on school college sites by 2006.
- Areas of greatest need identified in all PCT Public health annual reports.



Examples of current activity

- GP Referral
- Walking way to health
- Phase 4 Cardiac rehabilitation
- Cook and Eat
- Others add



Recommended Levels of Physical Activity

- For general health benefit, adults should achieve a total of at least 30 minutes a day of at least moderate- intensity physical activity on five or more days of the week.
- Children and young people should achieve a total of at least 60 minutes moderate intensity physical activity each day.



Target

- Halting the year-on-year increase in obesity among children under 11 by 2010, in the context of a broader strategy to tackle obesity in the population as a whole.
- Improve the health of the population: By 2010 increase the life expectancy at birth in England to 78.6 years for men and 82.5 for women and improve health outcomes for people with long term conditions.



Target

- Substantially reduce mortality rates by 2010; from heart disease and stroke-related diseases by at least 40% in people under 75, from cancer by a least 20% in people under 75.
- To improve health outcomes for people with long-term conditions by offering a personalised care plan for vulnerable people at risk: All people (including children) with long-term conditions.
- Improve the quality of life and independence of older people so that they can live at home wherever possible by increasing by March 2006 the number of those supported intensively to live at home to 30% of the total being supported by social services at home or in residential care.