

Public Health Delivery Group

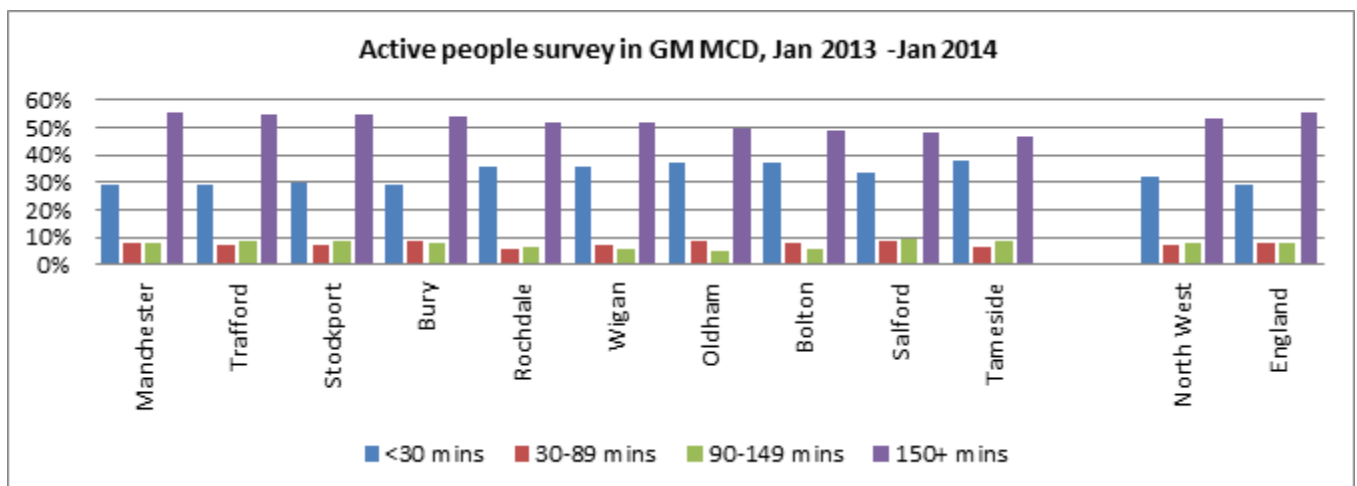
9th September 2015

Update on Physical Activity

As previously reported, the Health and Wellbeing Board has made the decision to focus on four key areas of delivery for the remainder of 2015/16. One of these is physical activity, and the Sports and Physical Activity Partnership discussed this at its meeting on 17th August.

At that meeting, it was agreed that the focus would be on delivering within the areas identified through 'Greater Manchester Moving' (<http://www.greatersport.co.uk/get-active/greater-manchester-moving>). This document provides a blueprint for Physical Activity and Sport and will guide the allocation of investment in physical activity and sport at Greater Manchester level over coming years. It aims to deliver a collaborative approach to planning and investment in physical activity and sport, recognising the importance of these to improving the health of Manchester's population. It also includes targets relating to maximising the contribution a healthy society makes to the economic growth and prosperity of Greater Manchester. The purpose of this strategy and approach is not to replace local strategies but to consider the added value that can be achieved by working together across Greater Manchester, and is aligned to the wider health and social care devolution.

As can be seen from the table below, Trafford performs reasonably well compared to other GM areas in the number of people who are physically active, however, there is plenty of scope for improvement as nearly half of our population do not take the recommended minimum level of activity.



Source: PHE Active People Survey December 2014

Within the Greater Manchester strategy, ten key priorities are identified. These are:

1. To increase the number of people walking and running
2. To increase the number of people cycling

3. Create more active and sustainable environments and communities through the Greater Manchester Spatial Plan
4. Create a transport system that promotes an active life
5. Reduce the social isolation and social and economic inactivity through physical activity and sport
6. Deliver a vibrant and growing physical activity and sports sector and contribute to economic growth
7. Develop an informed and skilled paid and volunteer workforce
8. Co-ordinate and deliver a clear social marketing and communications plan to support Greater Manchester Moving
9. To promote physical literacy in the early years, at school and at home
10. Maximise the NHS contribution to develop a more active Greater Manchester

Within Trafford, we have agreed to focus on three of these this year:

- To increase the number of people walking and running
- To increase the number of people cycling
- To promote physical literacy in the early years, at school and at home.

These areas were chosen as being ones where we would be able to make the most impact within the timescale, and where we have existing plans and strategies in place that we will be able to strengthen through the added multi-agency focus that the Health and Wellbeing Board can deliver.

The specific work currently planned or under way is as follows:

Increasing the number of people walking or running

Across England, 47.2% (confidence interval 46.8- 47.6)¹ of people walk for at least 10 minutes at least 5 times a week.

In Trafford this figure is 41.8% (CI 37.2- 45.5) which is significantly lower than the England average, although it is in line with the Greater Manchester average of 44.1% (CI 43.8-45.4).

The body of evidence is compelling concerning the wide ranging benefits of regular physical activity. The UK chief medical officer has set out clear guidelines regarding how much physical activity is required for adults, older people and children (Start Active, Stay Active: A report on physical activity for health from the four home countries' Chief Medical Officers). The delivery of this guidance is not consistently achieved in primary care and the underlying reasons for this are incompletely understood. NICE public health guidance 44 recommends brief advice by primary care professionals as an effective intervention to increase physical activity which should include information about local opportunities.

¹ Department of Transport June 2015

In order to increase the number of people walking and running, we are undertaking the following projects:

1. Increasing primary care promotion of physical activity

The aim of this work is aligned with that of Get Manchester Moving to increase the number of people undertaking regular physical activity in Trafford. Key partners include:

- Primary care workforce
- Providers of organised local physical activity e.g Active Trafford Greenspace partners
- Trafford CCG

A recent meeting with the CCG clinical director, Mark Jarvis has facilitated this project. The CCG will identify a range of practices in the Trafford area in terms of size, location and engagement. A GP and nurse will be interviewed in each practice using a standardised questionnaire to assess the knowledge of each practitioner in relation to physical activity and health as well as perceived barriers to physical activity promotion. A selection of patients will also be surveyed from each practice to determine:

- What the factors are causing failure to increase physical activity levels? (support, self efficacy, time)
- What barriers individuals face when becoming physically active?
- What changes need to be implemented in order to increase physical activity levels?

This will inform subsequent activities which will aim to increase physical activity levels of Trafford residents. The providers of physical activity will each be consulted to assess the services they provide and establish strong links with primary care.

The outcomes will be education sessions for primary care professionals regarding behavioural change and exercise prescription as well as signposting relevant services, development of the physical activity section of the Trafford CCG directory of services, a written report to the CCG/Health and Well Being Board and the production of templates to systematically record primary care physical activity promotion within EMIS practice software. The latter would enable future analysis and monitoring of primary care physical activity promotion. We are hoping to link into the Trafford Care Co-ordination Centre for promotion and delivery of this work and of physical activity projects such as Active Traffoed Greenspace.

2. Evaluation of a Falls rehabilitation pilot scheme

A pilot scheme is being run by the Trafford Leisure Trust to extend the current falls rehabilitation programme from 8 to 13 weeks. The additional 5 weeks will offer participants a range of activities with the focus upon choosing an activity they enjoy

which is then more likely to be continued after the end of the scheme. Individuals will be responsible for their own transport to the venue to ensure regular participation in the chosen activity is sustainable.

Trafford Leisure Trust aims to start the pilot in October and will recruit those who are at risk of falling from a range of locally delivered rehabilitation programs including musculoskeletal, cardiac and pulmonary. The scheme will be delivered to residents of Davyhulme who have attended the rehabilitation service at the George Carnall leisure centre. Davyhulme has one of highest rates of falls in Trafford.

The evaluation will determine whether the activities offered are evidence based for rehabilitation of the separate groups, the costings of these activities, attendance and likelihood of individuals continuing the activity after completing the scheme. This will be achieved through meeting with the individuals delivering the service:

- Rachael Forde, Active Living manager, Trafford Leisure Trust
- Debra Maloney, Operations Manager, Falls Lead, Trafford Community Services, Pennine Care NHS Foundation Trust
- Angela Easdon, Senior Physiotherapist, Outpatient rehabilitation, Pennine Care NHS Foundation Trust

In addition, structured interviews will be conducted with participants from the scheme.

“Healthy hearts and hips” is an exercise class that targets individuals older than 55 years who are also classified as frail. The delivery of this service is now the remit of AGE UK in Trafford. The aim of the programme is to reduce frailty and improve mobility through fun, predominantly chair based activities. This scheme will be evaluated to determine which exercises are being offered and what the link is to rehabilitation. Following this, recommendations will be made to determine how the scheme should link to rehabilitation and the activities that should be incorporated.

3. Learning from Liverpool east activity partnership (LEAP) - encouraging residents to take up sport and physical activity local cost-benefit analysis.

Liverpool East CCG (LCCG) and Liverpool’s strategic sport stakeholder group developed LEAP to increase participation in physical activity and sport. The aim of the project was to improve health and well-being through sport, promote inclusion and reduce anti-social behaviour. It also hoped to deliver a network of good quality sport and physical activity provision in the local community. Groups targeted included people involved with anti-social behaviour and those at risk of developing long term health conditions.

Liverpool City Council has identified an overdependence on hospital and specialist social care which is felt to be economically unsustainable. Their aim is to make

Liverpool “the most active city in England by 2021”. The impact of their strategy is to be assessed by the metric “increase levels of activity underpinned by a reduction in the percentage of those who are totally inactive”. The combined components ensure the whole population and a wide range of partners will be engaged with the program.

LEAP is to be evaluated upon the implementation of:

- A system to monitor whether a patient’s level of physical activity has changed as a result of the intervention
- An algorithm to calculate the price of health benefits as a result of the increase in physical activity
- Accountability of providers for patients’ activity levels
- A system to measure participation amongst young people aged 16 and under

The program will be funded by LCCG and Sport England who will provide £2m.

LEAP is of interest to Trafford as it may have elements that could be applied locally to deliver the objectives of increasing physical activity levels. This piece of work will determine what an equivalent scheme would deliver in Trafford including outcomes and timescale and what the costs of the scheme would be. Subsequent to this, Sport England will be approached to assess whether there are opportunities to bid for funding next year.

There has been an offer to visit Liverpool from Nicky Yates, LEAP Programme Manager and Healthy Cities Coordinator, and so this would be the initial action to establish further details and to enable extrapolation of the scheme to the Trafford community.

Increasing the number of people cycling

Trafford performs relatively well on the number of people who cycle regularly, with 3.6% (CI 2.2 – 5.8) cycling at least 5 times a week, compared to an England average of 2.5% (CI 2.4-2.6) and a Greater Manchester average of 1.8% (CI 1.5- 2.2).

Trafford is also one of the areas that has shown a significant increase in the number of regular cyclists between 2012/13 and 2013/14, although this may be due to a dip in 2012/13.

We are in a good position to increase the numbers cycling as we already have the highest number in Greater Manchester of people cycling at least once a month, with 15.9% (CI 12.8-19.6)² of people cycling in 2013/14. We can be confident, therefore that there is an interest in cycling in our population, and we intend to build on this.

² Dept for Transport Walking and Cycling statistics 2015

We are interested both in increasing the number of people who cycle recreationally or for sport, and in increasing the number of people who use a bicycle to travel to work, school or other venues. Increasing the number of people who use a bicycle for daily journeys will have a beneficial impact on their health, as well as reducing the number of cars on the roads and so improving congestion and air quality.

We are working with Transport for Greater Manchester (TFGM) and British Cycling, on an ambitious programme to increase the number of identified recreational routes within Trafford and across Greater Manchester. There is a meeting on 16th September, which Trafford representatives will attend, at which the detailed plans for a programme of free, guided bike rides across the area will be discussed. These form part of a national campaign to help more people get cycling for fitness and as a sustainable way of seeing the area, and the rides will be guided by British Cycling Ride Leaders along scenic local routes and pitched at three different levels. Materials to promote the rides locally will also be available.

Promote Physical Literacy in the early years, at school and at home

Greater Manchester Sport has produced a number of materials to support parents of young children to engage in physical activity through play. We are in the process of setting up a meeting with the health visiting lead to discuss the nature of the work that we will develop in Trafford to promote this, and have been very pleased with the enthusiasm with which this has been greeted.

Conclusion

We are interested in members of the Public Health Delivery Group's views on the programmes and projects described above, and in particular, in suggestions for how these can be developed further using the multi-agency resources and influence available via the Health and Wellbeing Board, and the consequent request that should be made to September's meeting of the Board

Eleanor Roaf/Phil Clelland

7th September 2015