



TRAFFORD
COUNCIL



Reducing Physical Inactivity – a vision for Trafford



Why does physical activity matter?

- **Physical inactivity is the fourth largest preventable risk factor for death (behind high blood pressure, smoking and diabetes)**
- **Physical activity in older people is the most powerful intervention in preventing frailty and promoting successful ageing.**
- **Compared to an active person, someone who is inactive will spend 38% more days in hospital, have 5.5% more GP visits and 12% more nurse visits per year.**
- **The saving to services of a person becoming active is estimated at £1,760- £6,900 per person per year**



Physical activity benefits 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 and Dementia	-30%
Joint and Back Pain	-25%
Cancers (Colon and Breast)	-20%

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active





What counts as physical activity?

ACTIVE LIVING	ACTIVE OCCUPATION	ACTIVE EARLY YEARS	ACTIVE TRAVEL	ACTIVE RECREATION	SPORT
Household Tasks & Hobbies (Gardening, DIY)	Job-related Activity (Lifting, digging)	Children's Free Play (Hopscotch, tag)	Sustainable Transport (Walking, running, cycling)	Leisure Activity (Fitness, exercise, dance, walking, cycling)	Recreational Sport (Pay and play, informal groups)
Opportunist Activity (Run for the bus, carry shopping, take stairs)		Structured Early Years Activity (Let's Play, activity sessions)			Competitive Sport (Sports clubs, events, performance pathways)



What is the position in Trafford?

- **28.3% of adults in Trafford take less than 30 minutes physical activity each week**
- **Only 62.5% of adults aged 40-79 take enough physical activity to protect their health**
- **Increasing this to 75% (by getting 13,251 people more active) would save 114 lives per year and £1.5m in health costs**
- **46% of adults who are inactive report that they want to take part in sport**



Next Steps for Trafford

- To target the 28% of people who are physically inactive (taking less than 30 minutes exercise per week)
- To create a vision that keeps this message simple; unites partner effort; and influences delivery
- To work in partnership with all stakeholders to identify physically inactive individuals
- To consider the range of activities available, and their appeal to different demographic groups
- To identify and address barriers to physical activity

