



TRAFFORD  
COUNCIL



Every Resident Active – A H&WB Vision for Trafford





# What are we trying to achieve?

**Aspiration:** Every Resident Active = 0% “inactive”

**How:** Empower through innovation long term sustainable behaviour change in the Borough's inactive population

Currently 22.3% of the Borough's adult population are considered inactive (less than 30 minutes of moderate intensity physical activity)

Furthermore, 20.6% are sedentary (undertaking 0 minutes) – almost 38,000 people!





# The Strategic Fit

**Vision:** Health and Improved Quality of Life for All



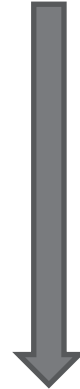
**Aspiration:** Every Resident Active – A Health & Wellbeing Vision for Trafford

**INFORMS**



**INFLUENCES**

**Strategy:** Sport & Physical Activity Partnership strategic framework



**Strategy & Delivery:** Trafford Council, Trafford Leisure, Trafford CCG, Age UK Trafford, Manchester United Foundation, Trafford Housing Trust, Trafford School Sports Partnership, Trafford College, Pennine Care NHS Trust, etc.

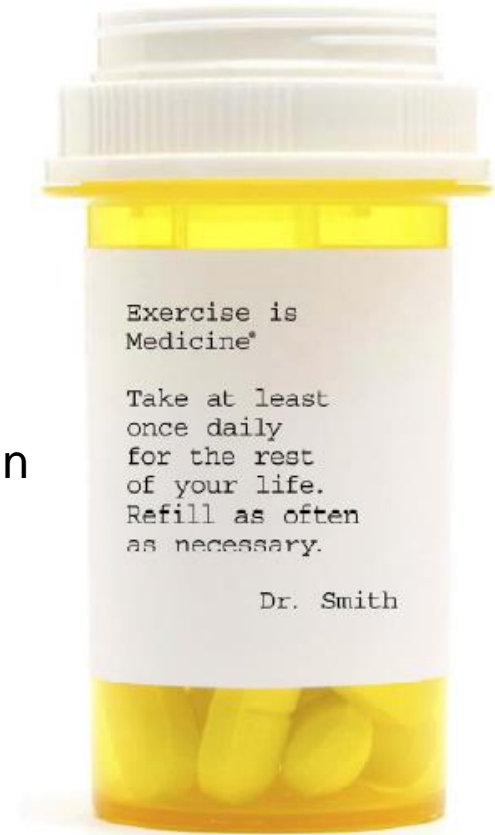


# Key Message 1

*Physical activity is “the best buy in public health”*

## What does/should this mean for Trafford?

- Physical activity is recognised for its potential to impact positively (in a cost effective way) to people’s health and wellbeing – both from a rehabilitative and preventative perspective
- Signposting by medical professionals and others in to appropriate activity becomes the norm
- Care pathways are inclusive of physical activity





# Key Message 1

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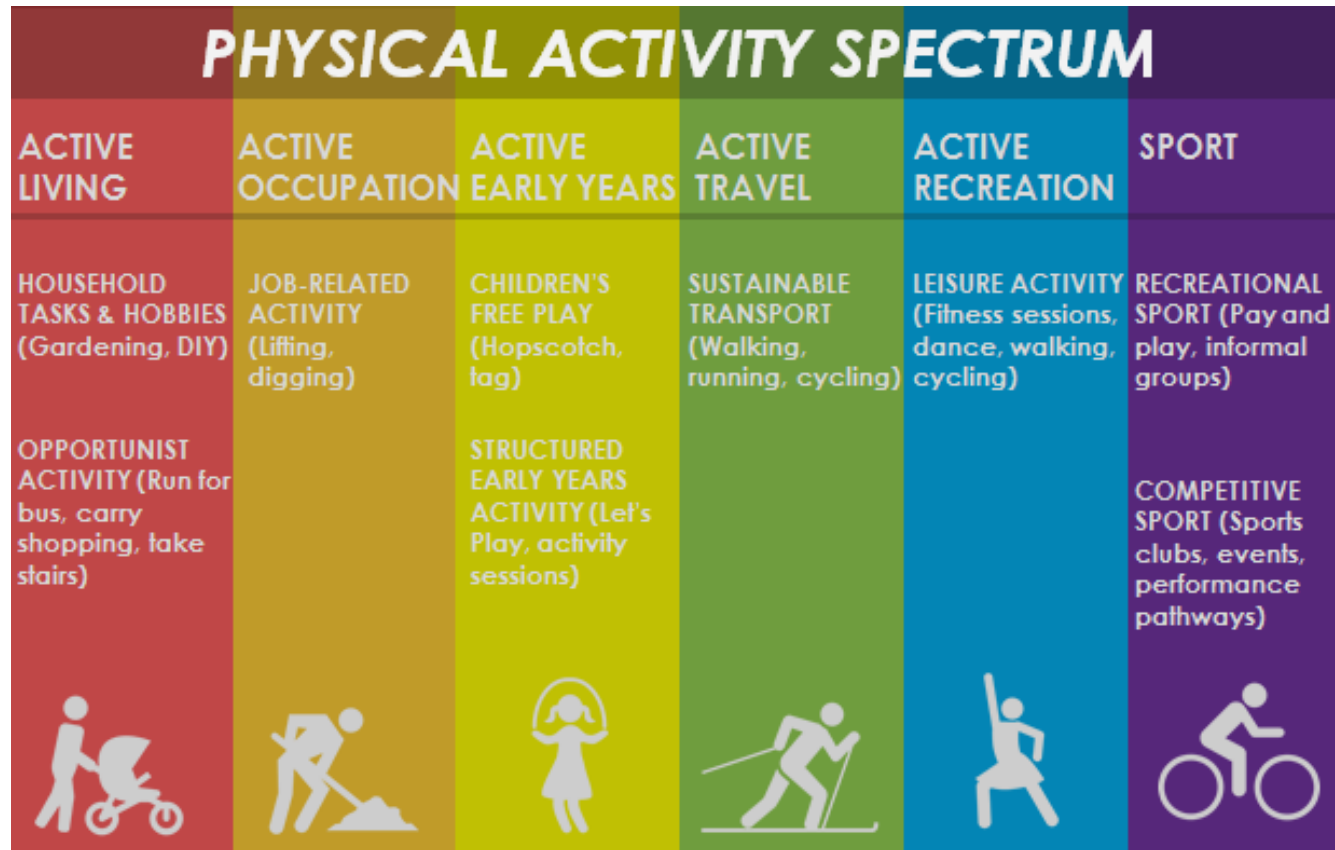
## So what are the best buys?

- Cost per QALY of £86 for provision of a health living map with walking and cycling routes
- £288 per QALY for the promotion of walking and cycling
- The cost per QALY of achieving 1% of the population becoming more physically active is £118 when £1 is invested per person not currently active.
- A UK study of organised community walking groups showed organised walking group interventions demonstrated a cost per QALY of £301 and £475.
- Active travel – ROI within 5 years.
- *Examples:* Birmingham’s Be Active programme delivered £23 savings for every £1 spent; Glasgow’s Health Walks delivered £8 for every £1.



# Key Message 2

*Physical activity is broad and can involve anything from walking to the shops to running a marathon*





## Key Message 2

*Physical activity is broad and can involve anything from walking to the shops to running a marathon*

### What does/should this mean for Trafford?

- A broader understanding of physical activity will widen the audience and provide an opportunity to scale impact
- All actions in the Borough should be assessed for their impact on physical activity levels (eg. travel infrastructure, housing developments)
- This will also allow more partners to connect with this agenda, which feeds directly in to Key Message 3...





## Key Message 3

*Physical activity is everybody's business*

### What does/should this mean for Trafford?

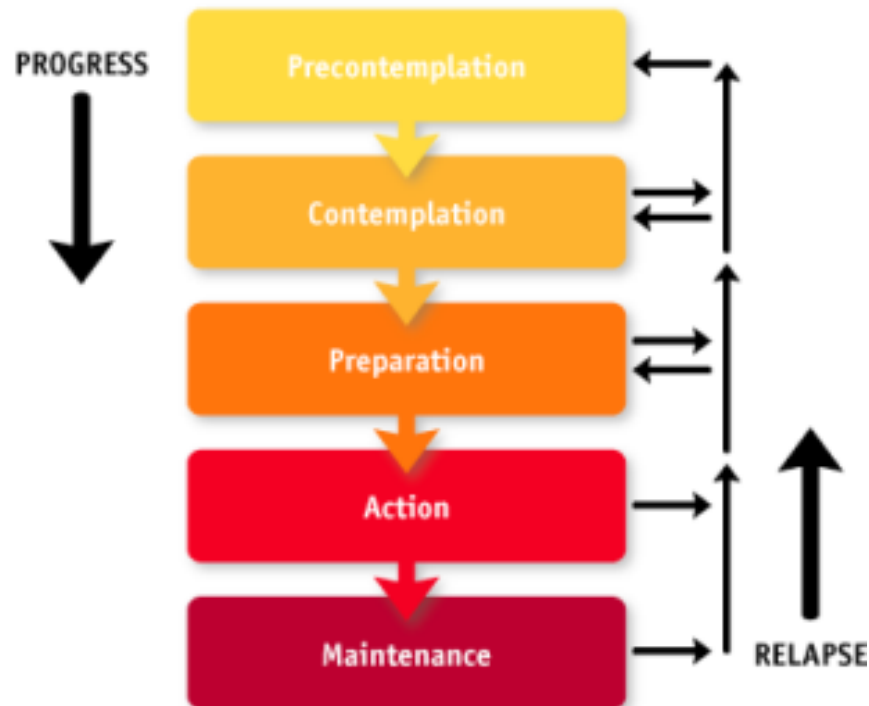
- A collective contribution within a system wide strategic response to maximising the role of physical activity in preventing ill health and reducing health inequalities
- Irrespective of role (provider, employer, advisor, etc.) all partner organisations will be able to clearly identify where they connect with this agenda
- Consistent messaging





## Key Message 4

*Physical activity should meet the changing needs and behaviours of residents across the life course*





## Key Message 4

*Physical activity should meet the changing needs and behaviours of residents across the life course*

### What does/should this mean for Trafford?

- Engagement in physical activity is recognised as a behaviour that is individually determined and susceptible to change – both from a positive and negative standpoint
- Physical activity is not a one-size-fits-all approach
- The life course approach:
  - 0 to 7's – Physical literacy
  - 8 to 18's – Appropriate and plentiful opportunities
  - 19 to old age – Enable and promote activity
  - Additional/Complex needs – Direct support





# Priorities & KPI's

Aim	Performance Measure	Local/ National	Benchmark Score	Year
To reduce the percentage of people in Trafford who are physically inactive	Percentage of adults undertaking less than 30 minutes of moderate intensity physical activity each week (Active People Survey – to become Active Lives Survey)	National	22.3%	2014
To increase the number of people walking each week	Percentage of adults taking part in Recreational and/or Active Walking each week (Active People Survey – to become Active Lives Survey)	National	36.5%	2014
To increase the number of people running each week	Percentage of adults taking part in Athletics (Running) at least once each week (Active People Survey – to become Active Lives Survey)	National	4%	2014/15
To increase the number of people cycling each week	Percentage of adults taking part in Recreational and/or Active Cycling each week (Active People Survey – to become Active Lives Survey)	National	14.7%	2014
To increase the number of people volunteering in sport and physical activity	Percentage of adults undertaking at least some sport and physical activity volunteering over the past 12 months (Active People Survey – to become Active Lives Survey)	National	13.2%	2014/15
To increase physical literacy across the early years, at school and at home	Physical competence at school entry from school readiness assessment	Local	TBC	TBC



# So what?

# Next steps...





# Partner Pledges

- We need **EVERY partner** to pledge support to this approach.
- Making physical activity **EVERYONE'S business.**
- Requires the overarching vision but is not be about the development of a strategy - should be reflected in every partner's strategies and work programmes as practical action.
- Need to develop a series of actions which will influence supply, demand and the delivery system.
- Delivering a series of collective pledges will be crucial to delivering higher levels of physical activity in Trafford.
- In order to deliver these pledges we will provide evidence and documentation to assist partners in this delivery.





# Partner Pledges: Example

- *“Raising exercise as a priority within the Integrated Commissioning Partnership”*  
– NHS Oldham CCG
- *“Development of workforce wellbeing 'offer' as 70% of Council workforce are residents”*  
– Oldham Council
- *“Continuation of Travel Choices and the active travel agenda - walking and cycling schemes. Both revenue and capital interventions”*  
– Transport for GM
- *“Support activity programmes in the community and make facilities available”*  
– First Choice Homes Oldham

Physical Activity Summit 2014  
**Get Oldham Active Pledge**

Everyone doing their bit to help  
make Oldham a great place to live

How can we get more people active?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tell us how you're going to do your bit  
(Personal suggestions/change)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tell us how your organisation is going to do their bit  
(Organisations pledge)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_  
Organisation: \_\_\_\_\_

T: \_\_\_\_\_ E: \_\_\_\_\_





# Partner Pledges: Core Commitment

- ***Active Travel***

- We will promote and support more active travel to increase the number of people walking, running and cycling regularly.
- We will ensure that the environment and community assets enable the active choice to be the normal choice.
- We will ensure that new and existing developments influence, enable and encourage more residents to be physically active.

- ***Community***

- We will use our local presence and influence to get more children and adults more active, more often.
- We will engage communities in developing and delivering local opportunities.





# Partner Pledges: Core Commitment

- ***Inclusion***
  - We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.
- ***Workplace***
  - We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.
  - We are asking partner organisations to sign up to a specific pledge to address one of the above.







# Partner Pledges: Example

## Trafford Council

- Promote population level understanding of the importance of physical activity & supporting communities to be more active **#BeBold**
- Encourage & promote physical literacy from birth through partnership working, to promote lifelong physical activity
- Invest in & promote the use of active travel
- Promote & support behaviour change & influence healthy behaviour across our residents by:
  - Implementing NICE guidance on walking & cycling,
  - Make every contact count and encourage primary care & front line staff to promote physical activity. Support staff to encourage people to exercise using local opportunities and partners.
  - Make sure the activities offered promote encourage everyone to be active. Activities offered should be evidence based, accessible & appropriate to difference age groups and needs. There should be a variety of activities both sport & leisure that encourages our residents to be active for example running clubs, led walks and dancing.





# Partner Pledges: For discussion

- What do the Health & Wellbeing Board want to see from the partner pledges?
- How do we make this happen?
  - Needs a scheme of detailed work with every partner organisation if we are to translate the pledges into action and to be as radical as we need/want to be.
  - Physical Activity Summit:
    - What is working now?
    - What small changes can be made?
    - What big ideas do you have?

