

TRAFFORD COUNCIL

Report to: Health Scrutiny Committee
Date: 12th March 2020
Report for: Information
Report of: Eleanor Roaf, Director of Public Health

Report Title

Update on Physical Activity

Summary

In November 2019 Scrutiny Members received a report on the work progressed by Trafford MBC and partners, on physical activity with a particular focus on our work to support our inactive residents become more active. This brief update highlights the work progressed in relation to a number of areas raised by Scrutiny.

Recommendation(s)

That the Health Scrutiny Committee

- i) notes the report and provides comment
- ii) continues to support our work on promoting physical activity

Contact person for access to background papers and further information:

Name: Donna Sager, Consultant in Public Health
Extension: 07866 179967

1. Background

In November 2019 Scrutiny Members received a report on the work progressed by Trafford MBC and partners on physical activity with a particular focus on our work to support our inactive residents become more active. This brief update highlights the work progressed in relation to a number of areas raised by Scrutiny

2. Key areas of interest raised by Scrutiny

GPs involvement in encouraging patients to undertake physical activity.

Dr Yvonne Burke recently provided an update to GPs at their protected Learning Event on physical activity covering

- The physiological and therapeutic benefits of physical activity for patients
- The Health Walk offer in Trafford
- Promoting Local Park runs
- Additional training for practices on Physical Activity
- Trafford Physical Activity Referral programme

Dr Burke has met with the CCG GP Clinical Advisers and Primary Care Network Leads to discuss how physical activity can be incorporated into the prevention pathways for key long term conditions such as diabetes and respiratory health. In addition we have prepared a Physical Activity on a page briefing for GPs to support them taking their work forward (included in the Appendix).

We are working closely with the GP practice in Partington to develop a training session for all staff. We will continue to offer this to other practices.

In January we piloted a 'Couch to 5k' programme with Sale GP practices. GP practices sent a text to all their patients on New Year Day inviting them to join this local 9 week session. Over 140 people attended the first session and numbers are holding strongly. Participants have been extremely positive about the session and we will be evaluating it at the end of the session. We will then consider opportunities to offer this to other practices in Trafford.

Improving level of translation material for South Asian communities and other black ethnic groups to promote access to physical activities;

We are currently consulting key individuals in the South Asian community regarding the most appropriate methods of information sharing to promote access to physical activities. We are also collating all national and GM resources that are available.

Peer Champions and ageing well;

Trafford Council has engaged Later Life Training (LLT) to deliver the Someone Like Me training which is designed to promote the use of older volunteers as Senior Peer Mentors to initiate and support physical activity participation amongst their peers.

Senior (volunteer) peer mentoring is a well-established mechanism for engaging older people in health promotion programmes. Senior Peer Mentors will be used in a number of community settings to engage, motivate, buddy and support other older people into physical activity participation and will be

used in falls prevention, mental health, befriending and a range of active ageing programmes.

Physical activity offer for disabled people;

Through the Local Pilot co-investment alongside Healthy Lifestyles is being made into Empower You which works with communities to support disabled people and those around them to lead healthy, active lifestyles. Empower You increases the capacity of a locality's mainstream agencies and assets to support active lifestyles by disabled people, whilst supporting increased demand by disabled people to access these opportunities.

In addition to this through the partnership with Access Sport a number of new sessions are being established for disabled people including:

- Disability Cricket Club at Old Trafford Sports Barn
- Disability Tennis at Urmston Sports Club
- Inclusive Club at Cheeky Cherubs
- Disability Rugby League in partnership with Swinton Lions

Utilising the Chief Medical Officer's poster to promote physical activity to residents.

CMO Guidelines have been printed and distributed across the Borough.

3. Links to Corporate Priorities

Physical Activity is a key element of Trafford Council's corporate priorities relating to Children and Young People, Health and Wellbeing and Targeted Groups.

4. Appendices - GP Newsletter

Appendix 1

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