The Public Health Call to Action for Physical Activity

### Physical Activity in Northamptonshire

- **64%** physically active
- **12.6%** fairly active
- **23.4%** physically inactive

- Less than half walk at least five times per week.
- Only 1 in 50 cycle at least three times per week.
- Only 1 in 5 use outdoor space for exercise or health reasons.
- Less than 1 in 5 walk for travel at least three days per week.

### Health Burden

Physical inactivity is one of the leading causes of ill-health and mortality**.

- The development of CHD, breast/colon cancer, and diabetes, are closely associated with physical inactivity.

- Physical inactivity is known to be a leading risk factor of obesity.

- Physical activity in older adults provides both physical and mental health benefits and reduces the risk of falls and reduced muscle strength which is a leading risk factor for frailty.

### Physical Activity: County Comparison

Inactivity rate is lowest in Daventry and highest in Corby

**Physically inactive, 2017/18**

### Physical Activity in Children aged 5-16

- Only 1 in 4 doing outdoor activity for 30 minutes or more everyday.
- Almost half of our children do less than an average of 30 minutes a day outside school.

### Challenge

- Getting our children and young people moving** more and developing a healthy active lifestyle.
- Increasing physical activity in older age groups.
- Reducing the inequalities experienced by people in** lower social-economic groups and those with a limiting illness or disability.

### Physical Inactivity by MSOA*

- Overweight
  - 67.9% of adults.
  - 34.2% of Year 6 children.
  - 22.0% Reception children.

- Cardiovascular Diseases considered preventable
  - premature mortality rate 45.7 per 100,000, 2016-18.

- Cancer considered preventable
  - premature mortality rate 79.7 per 100,000, 2016-18.

- Diabetes
  - prevalence rate (QOF) 6.7%, 2017/18.

- Falls (65 years +)
  - 2,569 emergency hospital admissions per 100,000, 2017/18.

### Data Source:

- Fingertips ; *Sport England ; **Northamptonshire Framework for Physical Activity and Sport ; ***Global Burden of Disease Study, IHME ; Icons by Freepik- www.flaticon.com, Google images

Produced by Public Health Intelligence Team Northamptonshire County Council

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**Vision:** “Northamptonshire More Active, More Often” (Physical Activity and Sport Framework 2018-2021).

## Our Priorities/Objectives

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<thead>
<tr>
<th>Whole system approach</th>
<th>Increase awareness, access and uptake</th>
<th>Insight led Behaviour Change approaches</th>
<th>Evidence based approach</th>
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</thead>
<tbody>
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<td>Work with partners across the system to remove barriers to access and increase uptake and opportunity.</td>
<td>Increase public awareness of the Chief Medical Officer (CMO) Guidelines and, through targeted work, make physical activity more accessible to the least active and those who would benefit most.</td>
<td>A better understanding of our customers so we can engage them in the right activities at the right place at the right time.</td>
<td>Utilise local data, partner research and insight and experiential learning to redesign at scale and increase physical activity.</td>
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<td>Achieved through</td>
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<td>• Collaborative leadership across the system through local government, housing, health, workplaces and schools.</td>
<td>• Asset Based Community Development approaches in certain ‘hotspot’ areas.</td>
<td>• A top class workforce that understands the customer and their motivations.</td>
<td>• Joint Strategic Needs Assessment (JSNA).</td>
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<td>• Policy revision (eg: Health in All Policies).</td>
<td>• Promotions and Campaign.</td>
<td>• People like Me approach to capacity building in communities.</td>
<td>• Return on Investment (ROI) tools.</td>
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<td>• Improved planning and the built environment.</td>
<td>• Utilising reach to target audiences.</td>
<td>• Customer insight and behavioural science.</td>
<td>• Active Lives data and Sport England Insight.</td>
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<td>• Improving access to green and open spaces.</td>
<td>• Social prescribing to new and existing opportunities.</td>
<td>• Social support and media reinforcement.</td>
<td>• Co-design and production of interventions with communities.</td>
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<td>• A leading physical education and school sport system.</td>
<td>• Insight and reflective learning practices.</td>
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## Our Commitment / Enablers

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<th>Reducing Inequalities: Services which mitigate inequalities, increase access and overcome access by location, approach &amp; policy.</th>
<th>System Partnerships: Engage and co-produce with partners and stakeholders, for example NHS, schools, prisons, workplaces and local government.</th>
<th>Continued Investment in Prevention: Targeting better access for specific populations at greatest need.</th>
<th>Engagement and co-production of research: aligning with evidence Evaluation to monitor and assure service delivery and quality.</th>
<th>Embed Health in All policies: A common way of influencing the wider determinants of health creating places that promote good health governance and policies based on collaborations.</th>
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