

# *Be active!* DRAFTv5

## Southend-on-Sea Health and Wellbeing Strategy Refresh 2017-2021

*The potential benefits of physical activity to health are huge. If a medication existed which had a similar effect, it would be regarded as a 'wonder drug' or 'miracle cure'.*

*– Sir Liam Donaldson*

### *Summary*

This refresh of Southend-on-Sea's Health and Wellbeing (HWB) Strategy focusses primarily on encouraging local people to be physically active as a way of life, in order to experience an improved sense of personal health and wellbeing.

Self-care is becoming increasingly beneficial in a time of ongoing pressures on services. We are living longer and we want our lives to be as fulfilling and independent as possible. Being physically active is one simple action that can help to noticeably improve our quality of life.

### *The journey so far*

Southend's first Health and Wellbeing Strategy launched in 2013 and included nine ambitions for the improved wellbeing of the local population. These were:

1. A positive start in life
2. Promoting healthy lifestyles
3. Improving mental wellbeing
4. A Safer population
5. Living independently
6. Active and healthy ageing
7. Protecting health
8. Housing
9. Maximising opportunities

By 2015, it was clear that the original ambitions were being addressed by the various plans and initiatives across the partnership and the Health and Wellbeing Board wanted a simple way to add value to what was already being done.

With this in mind, three "Broad Impact Goals" were introduced in 2015's HWB Strategy refresh to support the original ambitions. The Broad Impact Goals focussed on preventing ill health, addressing inequality and increasing personal responsibility and participation.

A range of measures were introduced to help support and monitor progress and:

- raise the profile of strategic HWB priorities and stimulate a more central focus for operational teams
- increase incentive and accountability for strong performance
- promote partnership working, providing opportunities for collaboration
- bring a greater awareness of the diverse operational activity across the partnership
- provide a baseline for consideration of future priority areas and effective use of resources

## Key messages

Since the original HWB strategy, there have been a number of key messages to help inform ongoing priorities:

### A) Peer Challenge recommendations 2014-2015

A "Peer Challenge" review of the Health and Wellbeing Board was performed in January 2014 by the Local Government Association (LGA), with a follow up review in July 2015.

Lasting themes from the recommendations were;

**A1) Less is more!** -Reduce the number of issues that the Health and Wellbeing Board focuses on so that it can attend more proactively to the main issues facing the Borough (*this is in line with a wider national trend towards delivering significant improvements in a few key areas, vs. lots of less impactful activity*).

**A2) Address inequality** -Develop a common understanding of health inequalities and where health outcomes are poor, agree what needs to be addressed and ensure partners are addressing them together.

**A3) Strengthen community engagement** and resilience

### B) Working Together For a Healthy Southend

Public and stakeholder engagement event, May 2015

Over 120 service users and stakeholders expressed what was important to them in relation to health and care:

B1) Mental health: Holistic view of health as both physical and mental

B2) Healthy food: Importance of good nutrition and accessibility of healthy, affordable food

B3) Importance of social connection to address isolation/loneliness

B4) Housing: Appropriate, affordable housing

B5) Value of prevention and early intervention

B6) Empower people to make positive choices

B7) Listen to and involve service users in decision making

B8) Be open and realistic with people about what can be delivered

B9) Centralise services: Promote easy/comprehensive access to information

B10) Recognise and support carers

### C) HWB Strategy development session May16 (HWB Board & colleagues)

The Health and Wellbeing Board and related colleagues had an in-depth discussion in the spring of 2016 to consider which strategic issues were important to consider going forward:

C1. Outcomes: Focus on outcomes rather than services

C2. Language and branding: think about our wording and make things more real for people i.e. 'be more active!' instead of 'increased physical activity'

C3. Data & intelligence: availability and accessibility of quality data across the system and using data intelligently to make a real difference i.e. deep dives/ analyses/ longitudinal studies.

C4. Be open with people about what is possible

C5. Consistency of message across the partnership: How does the HWB Strategy and vision influence the visions and plans of system partners?

C6. Workforce challenges – how do we address ongoing workforce needs?

**D) Joint Strategic Needs Assessment (JSNA) headlines** (key issues which affect our population's health and wellbeing – JSNA summary can be seen at: <http://bit.ly/2wvq92y>)

- Lifestyle related health challenges: excess weight; nutrition; smoking; long term conditions (LTCs).
- Life expectancy related to cancers, circulatory, respiratory and chronic diseases.
- Mental health: anxiety & depression; dementia.
- Deprivation: comparatively higher levels of deprivation and child poverty; levels of employment and skills.

### *Moving forward*

With these important messages in mind, the refreshed Health and Wellbeing Strategy focuses primarily on increasing the number of people in Southend who are being physically active at the levels that will promote their health and wellbeing. The focus will also aim to develop a model of meaningful engagement with local people, address issues of inequality and strengthen individual and community resilience.

### *The compelling case for physical activity*

The evidence for the health and wellbeing benefits of physical activity is compelling, not only for supporting long term physical health but also for improving mental wellbeing (see a summary of benefits and guidelines in the infographics section at the end of this publication).

#### Cost to the Health Economy:

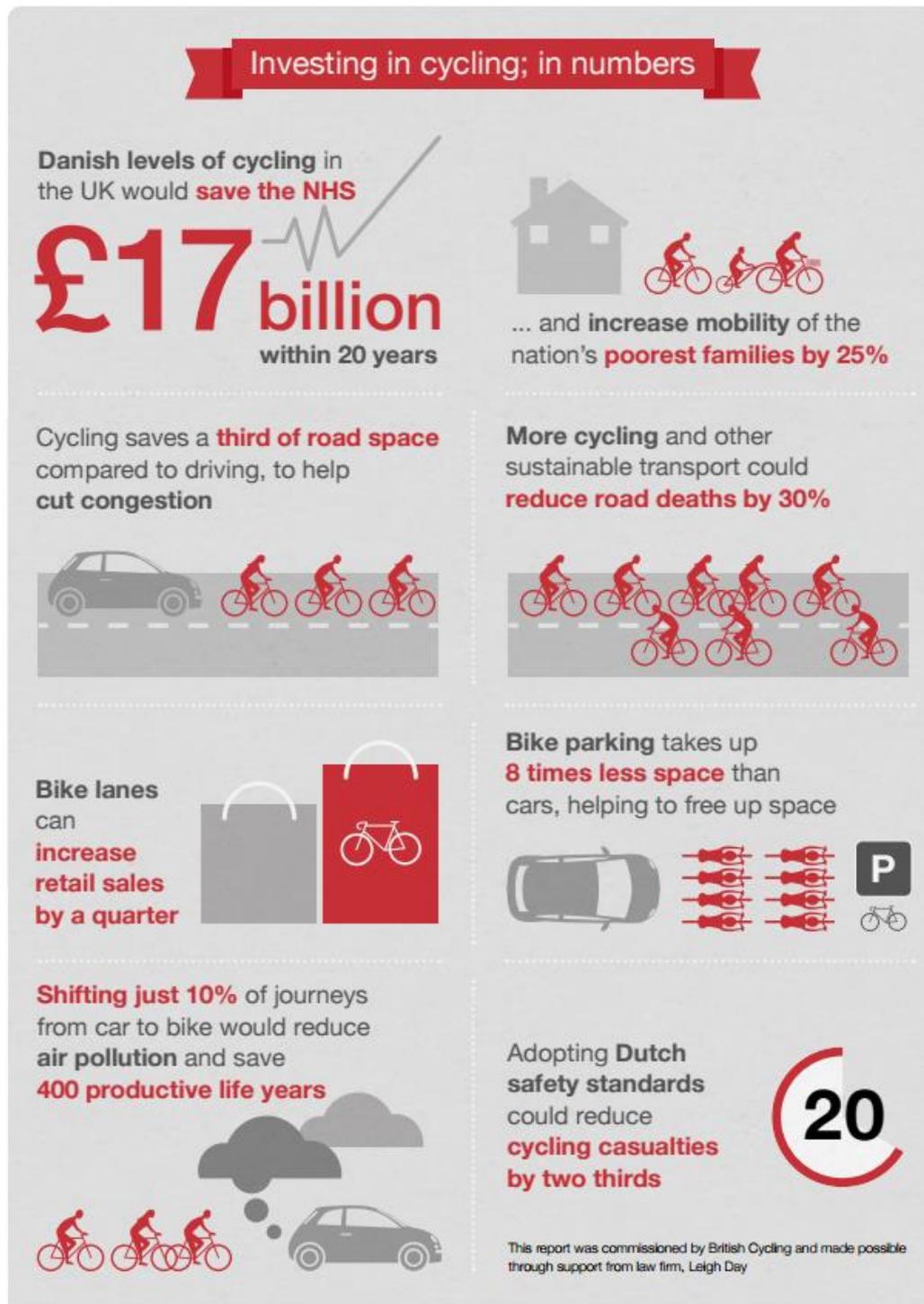
The estimated impact of physical inactivity to Southend's health economy is £21,472,753 per 100,000 population per year. (Reference; UK Active, Turning the Tide of Physical Inactivity)

#### Human Cost:

Modelling suggests that if 75% of the Southend adult population met the Chief Medical Officer's physical activity guidelines, 6 premature deaths per month would be prevented (40-79 years old). If 100% met the guidelines, 2 premature deaths per week could be prevented.

Every 5 days someone under the age of 79 from the Southend population dies a death that could have been prevented if the whole population met the Chief Medical Officer's physical activity guidelines.

The below image demonstrates the social, economic, environmental and wellbeing impacts of investing in physical activity (specifically cycling).



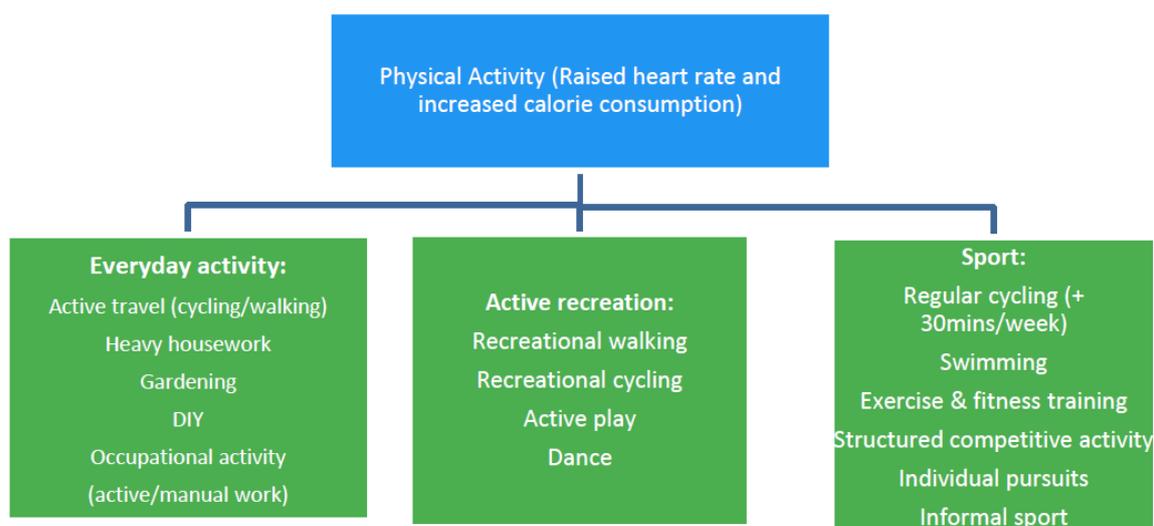
Infographic from "Benefits of investing in cycling" <http://bit.ly/1w8TyGt>

## What is physical activity?

→ **Physical activity guidelines and benefits can be seen at the back of this publication.** These include; Birth-5 years; 5-18 years; Adults and older adults; and during Pregnancy. You may also want to view the more detailed written guidance at <http://bit.ly/2asmvtp>

The Department of Health defines physical activity as all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in the gym), dancing, gardening or playing active games, as well as organised and competitive sport.

Figure 1. What constitutes physical activity



There are many ways for individuals to increase their physical activity; some people may like to include physical activity in their daily routine. For example, by getting off the bus one or two stops early or by taking the stairs instead of the lift or escalator. Others might find it useful to be social in their activity and go for a swift walk with a friend or join a running club. There are so many ways that we can be physically active.

### Dispelling myths

There are of course circumstances where extra care is needed to maintain personal safety and wellbeing. For example, during pregnancy or when there are mobility considerations. However, we need to dispel any myths regarding physical activity and empower people to adopt an appropriate personalised approach to being physically active.

To support this, we need to develop routine awareness of the broad benefits of appropriate physical activity, particularly within primary and secondary care, community health, social care and the broader system, specifically supporting those with long term conditions/disabilities to build physical activity into existing care pathways e.g. pregnancy.

## *How are local people being helped to be active? (Case studies)*

### **> Draft notes: Case studies will be included from several of the following:**

- Organised group walks
- Ideas in Motion [www.ideasinmotionsouthend.co.uk](http://www.ideasinmotionsouthend.co.uk)
- Workplaces- Public Health Responsibility Deal (PHRD)
- Southend Parkrun [www.parkrun.org.uk/southend](http://www.parkrun.org.uk/southend)
- ACE Lifestyle / Fusion- Exercise Referral / Rehabilitation Classes
- Gardening/allotment projects
- Schools Sports Partnership Change4Life clubs/ Daily mile
- Community Gym

### *Joining together to shape our environment*

The challenge to develop being physically active as a way of life cannot be addressed in isolation. This requires a broad partnership between health and care, policy makers, culture and planning, local businesses and voluntary sector partners as well as communities and individuals.

It is clear that in addition to encouraging people to be active, we also need to design our environment and infrastructure to support and stimulate a routine culture of physical activity for future populations.

As well as developing a partnership approach and suitable infrastructure, the value of fostering a culture of self-care is of central importance, in order to see a sustainable shift in our long term wellbeing and quality of life.

The developing localities work has seen that when a person has a lack of social capital such as friends and family, this can often lead to damaging behavioural patterns and dependence on professionals. We can tackle this by helping to build people's capacity.

### *How do we instigate change and measure progress?*

Southend's Physical activity strategy 2016-2021 will be the foundation for delivering the core aims of this refreshed Health and Wellbeing Strategy. The Physical Activity Strategy contains a series of actions for delivering improved outcomes and progress will be routinely reviewed at the Health and Wellbeing Board.

Organisations can help to significantly progress these aims. For example, by engaging with the public health responsibility deal (PHRD) and supporting staff to increase their personal activity levels (particularly for those in sedentary roles), through the Making Every Contact Count (MECC) initiative and through the development of Primary Care physical activity champions.

The focus of the HWB Strategy refresh is fully supported by Southend Health and Wellbeing Board and all partners are encouraged to enable the strategy to influence their own strategic activity, because of the profound benefits that being physically active can have on both physical and mental health.

The focus of the refreshed HWB Strategy will be formally reviewed in 2019 to ensure its ongoing relevance.

### *Other important issues*

Increasing physical activity can profoundly improve quality of life for local people and this is the primary focus of the Health and Wellbeing Strategy refresh 2017-2021.

It is however recognised that there are a number of other important contributors to wellbeing, some of which are reflected in the above key messages, as well as in the original HWB strategy ambitions.

**Appendix 1** (strategic activity mapping) shows how these other key areas are being addressed.

### *Conclusion*

The simple focus of this refreshed strategy is an opportunity for everyone to get behind a single approach and evaluate and learn as a whole, rather than in fragments. By increasing our population's physical activity, we can improve people's quality of life while strengthening community engagement and cohesion and reducing social isolation.

# Physical activity for early years (birth – 5 years)

Active children are healthy, happy,  
school ready and sleep better



BUILDS  
RELATIONSHIPS  
& SOCIAL SKILLS



MAINTAINS  
HEALTH &  
WEIGHT



CONTRIBUTES TO  
BRAIN DEVELOPMENT  
& LEARNING



IMPROVES  
SLEEP

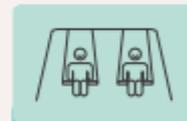


DEVELOPS  
MUSCLES  
& BONES



ENCOURAGES  
MOVEMENT  
& CO-ORDINATION

## Every movement counts



PLAYGROUND



JUMP



CLIMB



MESSY PLAY



THROW/CATCH



SKIP



OBJECT PLAY



DANCE



GAMES



PLAY



TUMMY TIME



SWIM



WALK



SCOOT



BIKE

**Move more. Sit less. Play together**

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: [www.bit.ly/startactive](http://www.bit.ly/startactive)

# Physical activity for children and young people (5 – 18 Years)



BUILDS  
CONFIDENCE &  
SOCIAL SKILLS



MAINTAINS  
HEALTHY  
WEIGHT



DEVELOPS  
CO-ORDINATION



STRENGTHENS  
MUSCLES  
& BONES



IMPROVES  
SLEEP



IMPROVES  
CONCENTRATION  
& LEARNING



IMPROVES  
HEALTH  
& FITNESS

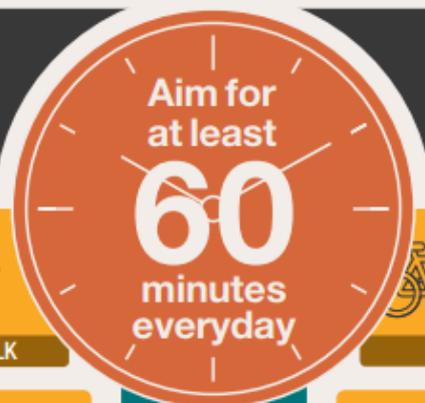


MAKES  
YOU FEEL  
GOOD

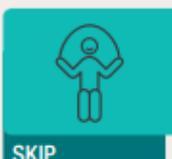
## Be physically active

Spread activity  
throughout  
the day

All activities  
should make you  
breathe faster  
& feel warmer



Include muscle  
and bone  
strengthening  
activities  
**3 TIMES  
PER  
WEEK**



### Sit less



### Move more

Find ways to help all children and young people accumulate  
at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active: [www.bit.ly/startactive](http://www.bit.ly/startactive)**

# 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	<b>-40%</b>
Cardiovascular Disease	<b>-35%</b>
Falls, Depression and Dementia	<b>-30%</b>
Joint and Back Pain	<b>-25%</b>
Cancers (Colon and Breast)	<b>-20%</b>

## What should you do?

For a healthy heart and mind

To keep your muscles, bones and joints strong

To reduce your chance of falls

### Be Active

### Sit Less

### Build Strength

### Improve Balance

VIGOROUS	MODERATE		
 RUN	 WALK	 TV	 GYM
 SPORT	 CYCLE	 SOFA	 YOGA
 STAIRS	 SWIM	 COMPUTER	 CARRY BAGS
<p>MINUTES PER WEEK</p> <p style="font-size: 2em;"><b>75 OR 150</b></p> <p>VIGOROUS INTENSITY (BREATHING FAST, DIFFICULTY TALKING)</p> <p>MODERATE INTENSITY (INCREASED BREATHING, ABLE TO TALK)</p> <p><b>OR A COMBINATION OF BOTH</b></p>		<p>BREAK UP SITTING TIME</p>	<p><b>2</b> DAYS PER WEEK</p>

Something is better than nothing. Start small and build up gradually: just 10 minutes at a time provides benefit. **MAKE A START TODAY: it's never too late!**

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active:** <http://bit.ly/startactive>

# Physical activity for pregnant women



Helps to control weight gain



Helps reduce high blood pressure problems



Helps to prevent diabetes of pregnancy



Improves fitness



Improves sleep



Improves mood

**Not active?**

Start gradually

**Already active?**

Keep going



Do **muscle strengthening** activities twice a week

**Every activity counts**, in bouts of at least 10 minutes

**No evidence of harm**

**Listen to your body and adapt**



**Don't bump the bump**

UK Chief Medical Officers Recommendations 2017: Physical Activity in Pregnancy.  
[bit.ly/startactiveinfo](https://bit.ly/startactiveinfo)