

Be active! DRAFTv6

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, this 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:

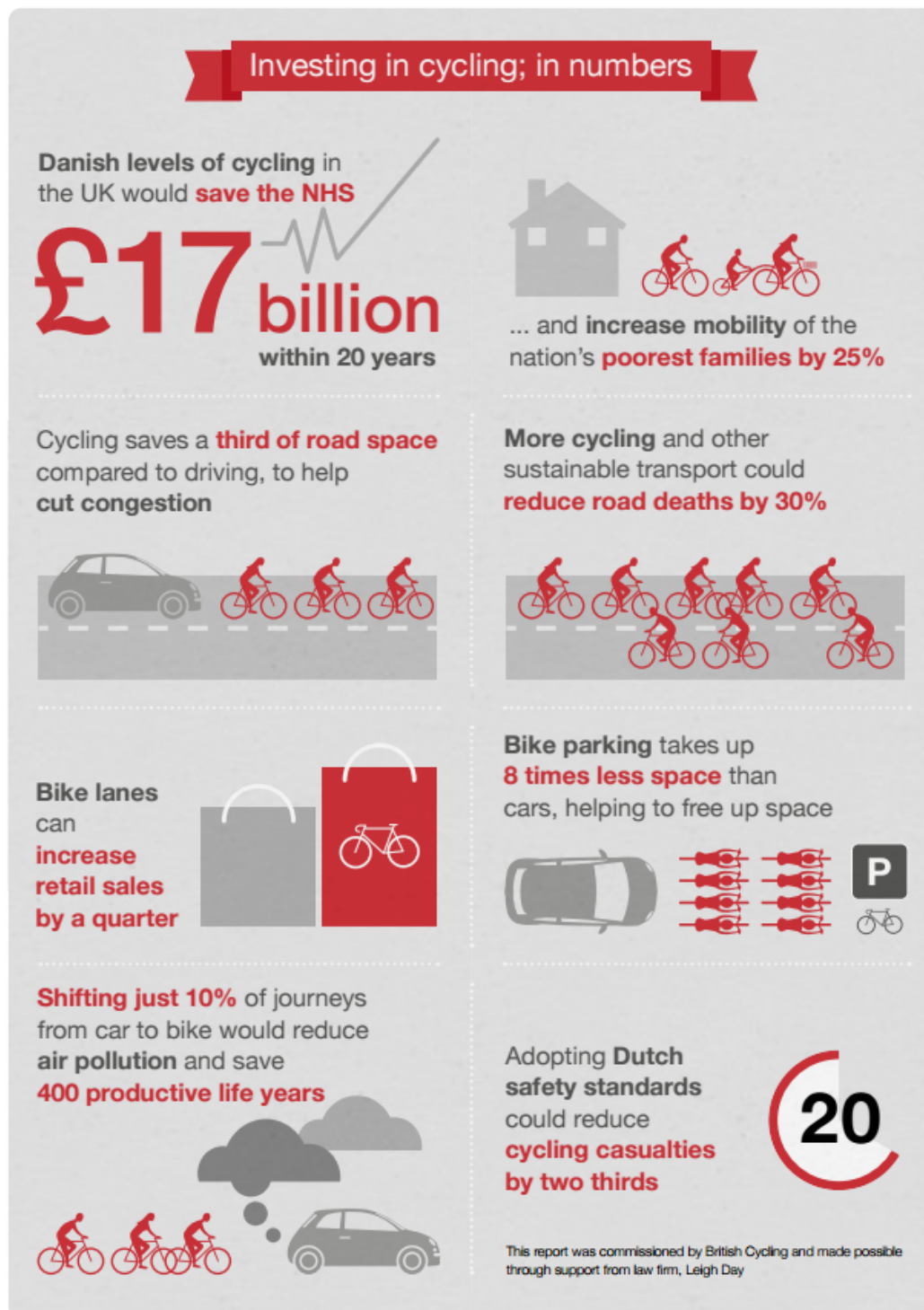
The estimated impact of physical inactivity to Southend's health economy is £21,472,753 per 100,000 population per year. (Reference; UK Active, Turning the Tide of Physical Inactivity)

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).



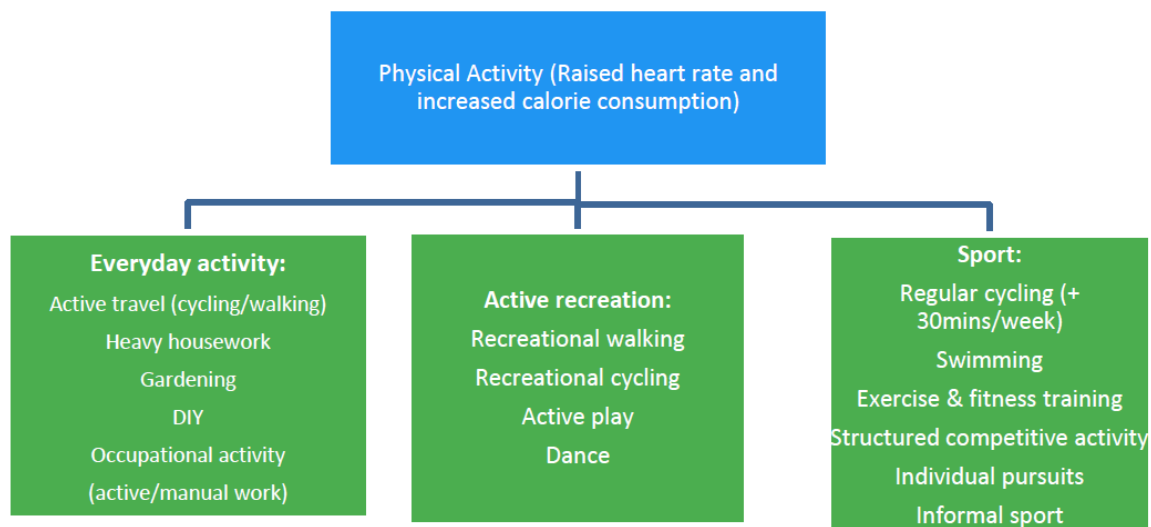
Infographic from "Benefits of investing in cycling" <http://bit.ly/1w8TyGt>

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 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 physical activity changed my life

A personal journey of a Southend resident

I've always been overweight, a common comment I know but it's true. I was 12lb 4oz baby..... huge right? Well it didn't improve much through my childhood. I was chunky, had some "puppy fat" and all those other clichéd comments. As "the fat kid" I never enjoyed sport or exercise, it was like torture for me. I remember distinctly having to wear a different PE kit to the others because they didn't come "that big". I was given the Shot put in Athletics because it was the "bigger girls sport" no running required. PE days were horrible, having to get undressed in front of everyone being the biggest person in the class, not being able to participate. I hated the teachers for putting me through it and saw physical exercise as abhorrent. So you can well imagine that as an adult, participating in sport or exercise filled me with dread and was avoided at any cost.

My lifestyle didn't particularly support good nutrition either, I yoyo dieted my way through my 20's swinging from binge eating to strict calorie control, never exercising at all. So when I hit my thirties I was very overweight and ripe for a whole host of physical health conditions. I was told many times that I needed to lose weight and exercise but like most lifestyle changes, my past experiences and self-doubt kept holding me back and things just got worse. I kept gaining weight and slowly but surely I made my way up to a size 24. I stopped weighing myself at 22 stone and the more I weighed the less I moved. The less I moved the more I gained and so the cycle continued. The more I thought about exercise the more anxiety I had about doing anything. A pivotal point for me was when I was being assessed to be a special guardian and I had a physical health check as part of the assessment. Clearly stated along the weight line were the worst few words ever used to describe me: "grossly morbid obese".

I'd like to say I woke up the next day with determination and grit bestowed upon me from a higher power but it wasn't like that. I guess it was just that I'd had enough and I needed another thing to try and fail to get my weight under control. I was about to become a parent and I wanted to create a better future for my children so I read a book about weight management. I had read lots of books about weight loss before so I'm not sure if that was what sparked a change in me. However the book consolidated a few things like taking small, stepped changes and how essential exercise was for weight loss. I finished the book with a new plan to change things for myself so I started to introduce better habits like eating out less and looking at exercise options. Exercise scared me; those memories of PE, being the "fat girl" in the room. How on earth was I going to cope? What would everyone think? I was worried I would be judged or unable to cope. At this point I struggled to get my socks on and at 37, was I too old to do this?

I saw an advert for Active Women at my local CVS, SAVS. There were a few things that really appealed to me; the philosophy was movement and fun; it was free so a chance for me to try something without the commitment; and there were a handful of different things to try. The women only aspect meant it felt less threatening. It took me two months to build up the courage to attend the first session. I had sat outside on three or four occasions watching who went in, trying to work up the courage to take the steps. It was a diverse range of women; various sizes, but they all seemed really happy to be there. I watched as they

laughed and joked on their way into the building. On one occasion I sat there so long I watched them come out. They weren't dripping with sweat or looking exhausted so I finally took the plunge.

That first session is a blur I remember how friendly and welcoming Zoe the class instructor was. She meticulously went through my health questions, reassuring me to take things slowly and do what I could and not to be fearful of taking a break where I needed. The term "all abilities class" really helped. Calling out two sets of instructions; one for a higher work load and one for lower impact meant I didn't feel completely out of place. Here I was about 24 stone with boxing gloves on, smacking a pad with everything I had and enjoying exercise for the first time in my life. I went home beaming, I was shattered but beaming. I had just moved more than I had for years and more than that I wasn't terrified of going back.

I went to Boxercise for a good few months and got chatting to some of the girls - it's a real friendly atmosphere. The ethos of inclusion and fun really permeates through each class. Some of the ladies went to more than one class and they would encourage and support me to attend more. There was a Pilates class that followed on from Boxercise and some of the ladies who attended that spoke about how good stretching was for you and how the class improved strength (flash back to that book and other things I had read, that suggested that stretching and movement through activities like Pilates could really improve flexibility and movement). I joined in one Thursday and for the first time in 5 years slept all night! From that point I was hooked.

The social and supportive nature of the classes meant that for the first time I had positive role models around me; women who also struggled with weight and exercise, who were trying to make improvements to themselves. Before, between and after class became as important as the class itself. We would talk about diet and nutrition, as well as exercise and the importance of balance. I had a network to share my successes and concerns with. The weight started dropping off and my movement and flexibility improved and unbeknown to me, my whole life was changing right there and then with these few little steps into that class and those great big leaps into my future.

The classes led to other opportunities as the ladies attending would talk about other things that were helping them, so I would try other things. I started with a fitness festival run with active Essex and Active women at my local leisure centre. I tried Body combat, Zumba, Netball, Badminton and Aerobics. It was an incredible atmosphere and everyone I met, instructor's, active women staff and the other people attending were all so lovely and supportive. By that point I was still a size 20 but I was active and had dropped a couple of dress sizes.

In 2013 my world fell apart when I had a significant change in my life through a personal tragedy and subsequently lost my job and nearly lost my home and children. Life triggers had always led me to food and weight gain but everything I had learnt and experienced had changed my habits. When I had nothing to do, or was feeling bad about life I attended a class. I filled my day with Boxercise, Boot camp and Swimming. Through the classes, I was introduced to other exercise and diet opportunities like Swimming at my local leisure centre and our local health training service. They put me in touch with our Gym referral program and Slimming world. I focused my attention on where I put my feet and how many jumping

jacks were in an exercise set rather than the misery that I was experiencing on a personal level. The weight just shed straight off. The pattern was set; I loved exercise and food became fuel. I love the social aspect of the classes even though I am quite shy (I don't think anyone ever realises that).

In Sept 2015 I got a new job and life settled back into a steady pattern, but I kept attending classes and the weight continued to drop off. During this time I was given the opportunity to volunteer for Active Women at the first ever class I had attended and I leaped at it. I was keen to support others who were on a journey and I felt like I owed so much to Active life for everything they had given me. In December of 2015 I met the love of my life. She loves exercise too so is my biggest supporter and she understands the balance in my life that exercise brings and helps me stay focused on the things that matter. Shortly after we met in February of 2016 I hit my goal weight and I had slimmed right down to a size 12/4 and weighed 12 stone. My smallest adult weight had always been a size 16 and 13 stone. Stepping into that Active Women Boxercise class was the first step to changing my life forever.

Fast forward to September 2017; I am 12 stone lighter than when I attended that first class; I have my weight and nutrition well under control; I have reversed all of my health issues; and I have played a whole season of football in a ladies team (I am 41). I have joined a running club and ran my first ever running event; a 5k cross country; buddy-ran in a 24 hour charity run; and I am registered to do a 10k in October too. I still volunteer at that Boxercise class and it's my intention to train to be an instructor and my dream is to eventually specialise in exercise for people who have limited mobility due to their weight. I have a real passion for finding solutions to the gap in fitness. Fitness classes and Leisure centres these days seem to be full to the brim of the very fit and active and it's hard for people who aren't fit and active to feel at home or comfortable in classes. I really love the active for all attitude and am really committed to support my community by helping people to access activity that suits them. I am so incredibly grateful for being able to access Active Women classes and know that without them I would still hate exercise. Today, I am half the woman I was but twice the person thanks to Active Women.

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 key messages on pages 2-3, as well as in the original HWB strategy ambitions.

Appendix 1 (strategic activity mapping) *will show** how these other key areas are being addressed. [**In development*]

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 quality of life, while strengthening community engagement and cohesion and reducing social isolation.

This is not the responsibility of statutory services alone. Clearly, we can all help to improve our own health and wellbeing as well as that of those we know and serve.

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



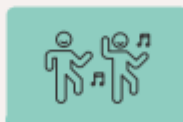
THROW/CATCH



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

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



BUILDS
CONFIDENCE &
SOCIAL SKILLS



DEVELOPS
CO-ORDINATION



IMPROVES
CONCENTRATION
& LEARNING



STRENGTHENS
MUSCLES
& BONES



IMPROVES
HEALTH
& FITNESS



MAINTAINS
HEALTHY
WEIGHT

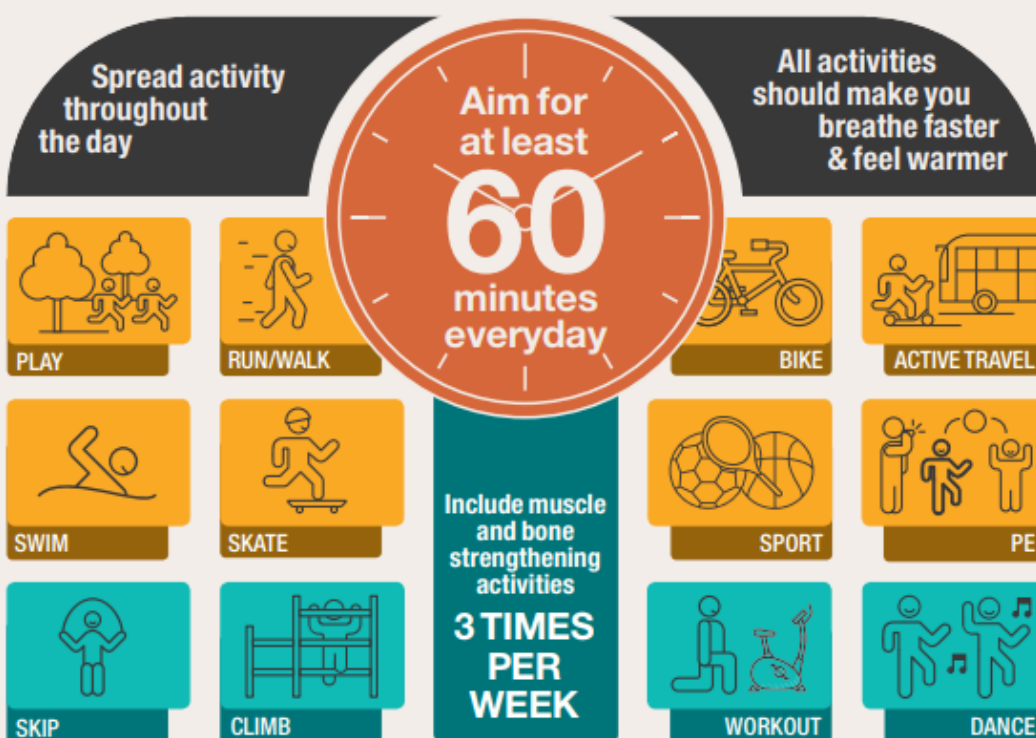


IMPROVES
SLEEP

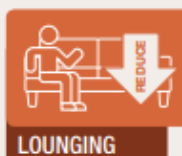


MAKES
YOU FEEL
GOOD

Be physically active



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

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%

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



SPORT



CYCLE



STAIRS



SWIM



TV



SOFA



COMPUTER



GYM



YOGA



CARRY BAGS



DANCE



TAI CHI



BOWLS

MINUTES PER WEEK

75 OR 150

VIGOROUS INTENSITY
(BREATHING FAST
DIFFICULTY TALKING)

MODERATE INTENSITY
(INCREASED BREATHING
ABLE TO TALK)

OR A COMBINATION OF BOTH

BREAK UP SITTING TIME



2 DAYS PER WEEK

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