

Increasing Population Physical Activity Levels through Primary Care

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Why physical activity?

- **In the UK 1 in 4 people defined as ‘inactive’.** Low levels of physical activity are responsible for:
 - **1 in 6 deaths** (equal to smoking)
 - **Up to 40% of many long-term conditions** (e.g. diabetes)
 - **£7.4bn annual costs**, including £0.9bn to the NHS

What are the CMO recommendations?

1. 150 minutes of moderate intensity activity in durations of at least 10 minutes/week

Or 75 minutes of vigorous intensity activity

Or a combination of both

2. Muscle-strengthening activity at least 2 days/week

3. Limit time spent sitting for extended periods

4. For older adults (65+) - Balance and co-ordination activities at least 2 days/week

More is better. Some is better than none.



How inactive are we?



33% of men are not active enough for good health



45% of women are not active enough for good health



19% of men and 26% of women are 'physically inactive'



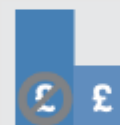
18% of disabled adults regularly take part in sport compared to 39% of non-disabled adults



23% of girls aged 5-7 meet the recommended levels of daily physical activity, by ages 13-15 only 8% do

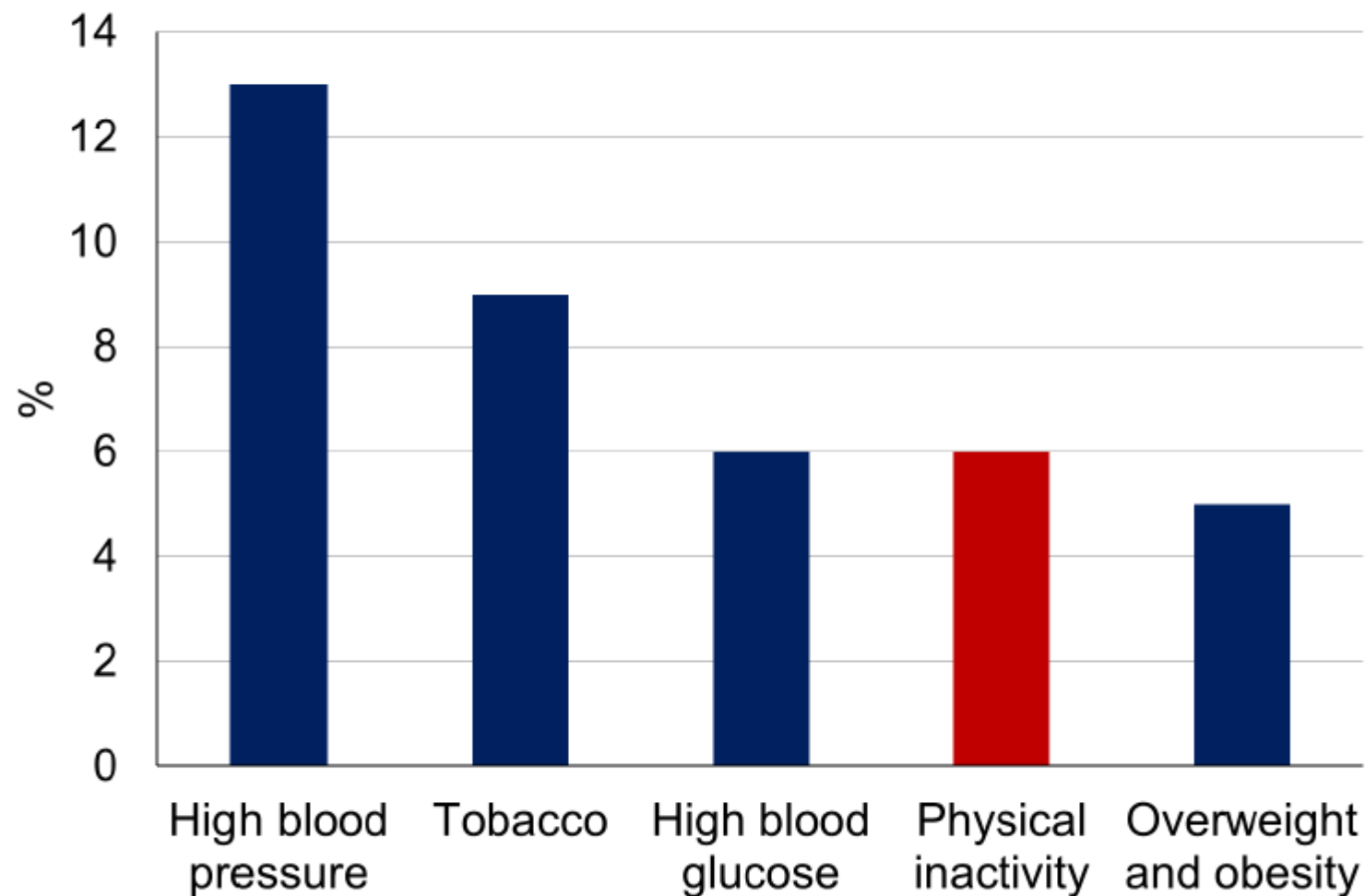


21% of boys and 16% of girls aged 5-15 achieve recommended levels of physical activity



47% of boys and 49% of girls in the lowest economic group are 'inactive' compared to 26% and 35% in the highest

Top 5 non-communicable disease risk factors for mortality



Physical Activity contribution to reduction in risk of mortality and long term conditions

Disease	Risk reduction	Strength of evidence
Death	20-35%	Strong
CHD and Stroke	20-35%	Strong
Type 2 Diabetes	35-40%	Strong
Colon Cancer	30-50%	Strong
Breast Cancer	20%	Strong
Hip Fracture	36-68%	Moderate
Depression	20-30%	Moderate
Hypertension	33%	Strong
Alzheimer's Disease	20-30%	Moderate
Functional limitation, elderly	30%	Strong
Prevention of falls	30%	Strong
Osteoarthritis disability	22-80%	Moderate

Local Strategic Context

- “Changing 1 million lives to get Essex active”
Active Essex strategy 2017-2021
- Southend Physical Activity Strategy 2016-2021
- “Be Active” Southend Health and Wellbeing
Board Strategy Refresh 2017-2021

The offer

- **FREE locally tailored peer to peer training sessions for doctors and other interested health care professionals in primary and secondary care.**
- **PHE-trained Healthcare professional facilitator**
- **Practical, interactive sessions based on the latest national and international data, research and evidence**
- **Flexible sessions offer groups of 20 and above with 1 to 2.5 hours of CPD material shown to increase clinicians understanding, confidence and expertise for clinical practice**

Why is it important to you?

- **Brief brief advice on physical activity** from healthcare professionals has been shown to improve clinical outcomes. This training focuses on practical tips to easily integrate this into every day clinical practice.
- **1 in 4 patients would be more active** if advised by a GP or nurse. But as many as **72% of GPs do not speak about the benefits of physical activity** to patients.
- There are a lot of resources out there to help. This training covers many of these, including the **new Chief Medical Officers' infographic resource for health professionals**.

What next?

- How long a session is needed? (between 1-2.5 hours)
- Where? (Future TTL? Other opportunities?)
- When?
- Who? (Combined session for all PC Staff or separate GP / PN sessions?)

If you have any questions or ideas for how best to role out this training please contact:

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