

Moving More, Living More

The Physical Activity Olympic and Paralympic Legacy for the Nation

Annexes

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Benefits of Physical Activity

Economic benefits

'Designed to move – a Physical Activity Action Agenda'¹ estimated that the direct and indirect costs associated with inactivity in the UK were \$33bn (around £20bn). UK Active estimate that just a 1% reduction in the rates of inactivity each year for five years would save the UK around £1.2 billion².

Economic and social benefits of measures to encourage cycling and walking:

- Well planned improvements in the public realm can boost footfall and trading by up to 40%³
- People on foot linger longer and spend more. In London town centres in 2011 walkers spent £147 more per month than those travelling by car.⁴
- Investment in the walking environment can support local economies by attracting new businesses and events.
- The annual economic benefit produced by each individual regular cyclist is between £540 and £640 per year. From this it can be shown that a £10,000 investment in encouraging people to cycle is financially justified if it encourages just one extra cyclist each year over a 30 year period.⁵
- Occasional, regular and frequent cyclists contributed a 'gross cycling product' of c£3bn to the British economy⁶.
- Although cyclists may spend less than car-borne shoppers per trip, their total expenditure is, on average, greater as they tend to visit the shops more often⁷.
- There are also business benefits of cycling - cycle commuting can reduce a worker's time off sick by more than 1 day per year on average, compared with non-cyclists⁸.

Research also shows that interventions in the walking environment can increase social interaction. They can also lead to higher numbers of people taking part in outdoor activities and spending time outside their homes. A study in Ireland found

¹ http://s3.nikecdn.com/dtm/live/en_US/DesignedToMove_FullReport.pdf

² <http://www.ukactive.com/events/past-events/summit-2013>

³ ³ Burden, Dan, and Todd Litman. 2011. "America Needs Complete Streets." *ITE Journal* 81 (4): 36–43.; Litman. 2002. "Transportation Cost and Benefit Analysis." *Techniques, Estimates and Implications*, Victoria Transport Policy Institute; Whitehead, Tim, David Simmonds, and John Preston. 2006. "The Effect of Urban Quality Improvements on Economic Activity." *Journal of Environmental Management* 80 (1) (July): 1–12.

⁴ <http://www.tfl.gov.uk/assets/downloads/customer-research/town-centre-study-2011-report.pdf>

⁵ SQW for Cycling England. *Planning for Cycling*. 2008. www.ciltuk.org.uk/Portals/0/Documents/The%20Hub/planning/Planning_for_Cycling_report_to_Cycling_England_18_1_2_08.pdf

⁶ Dr Alexander Grous / LSE. *The British Cycling Economy – 'Gross Cycling Product'*. Commissioned by Sky and British Cycling. Aug 2011. <http://eprints.lse.ac.uk/38063/1/BritishCyclingEconomy.pdf>

⁷ Krag, Thomas. *Commerce and Bicycles*. (Paper presented at 'Trafikdage' at Aalborg University). 2002. http://copenhagenize.eu/dox/Commerce_and_Bicycles-Thomas_Krag.pdf .

See also www.einkaufen-mit-dem-rad.de/shopping_by_bike.shtml

⁸ Hendriksen, I.J., Simons, M., Garre, F, G., Hildebrandtx, V, H. (2010). The association between commuter cycling and sickness absence. *Preventive Medicine*; v5; pp:132–135.

that residents of highly walkable, mixed use neighbourhoods exhibited at least 80% greater levels of knowing neighbours, sociability, trust and political participation⁹.

The health benefits of physical activity are well documented, but walking in particular can be an accessible form of exercise that can prevent and treat a range of long term conditions, for example walking can help to prevent vascular-related dementia. Walking can also help to retain lower limb strength in older adults, leading to reductions in falls and better functional fitness. In this way, walking can help to promote independent living for older people and bring about short term savings in the costs of social care. Across a town of 150,000 people, if everyone walked an extra 10 minutes a day, the World Health Organisation (WHO) Health Economic Assessment Tool model estimates 31 lives saved at a current value of £30m per year.

Other non-health benefits

- ***Active kids are not just investing in their future health but have healthier and happier lives today***
Physical activity in childhood has a range of benefits during childhood, including healthy growth and development, maintenance of energy balance, psychological well-being and social interaction.¹³
- ***Fitter children do better in school***
Evidence suggests a significant and positive effect of physical activity and fitness upon children's cognitive outcomes and achievement in school, with aerobic exercise having the strongest effects.¹⁰
- ***Physical activity can help kids to grow their confidence as well as grow a healthy body.***
Physical activity is central to optimal growth and development in the under 5s. Physical activity is valuable in developing motor skills, promoting healthy weight, enhancing bone and muscular development, and for the learning of social skills.¹¹
- ***People who are regularly active fall asleep faster, and sleep longer and more deeply than inactive individuals.***¹³
- ***Exercise can make you happier!***
Surveys show that physically active people feel happier and more satisfied with life. These effects are seen in populations of all ages and are independent of socioeconomic or health status.¹³

⁹ Leyden, K.M. (2003) Social Capital and the Built Environment: The Importance of Walkable Neighborhoods, *American Journal of Public Health*, 93(9), 1546-51

¹⁰ Fedewa AL, Ahn S, The effects of physical activity and physical fitness on children's achievement and cognitive outcomes: a meta-analysis., *Research Quarterly for Exercise & Sport*, September 2011, vol./is. 82/3(521-35), 0270-1367;0270-1367 (2011 Sep); Van Dusen DP, Kelder SH, Kohl HW 3rd, Ranjit N, Perry CL, Associations of physical fitness and academic performance among schoolchildren. *Journal of School Health*, December 2011, vol./is. 81/12(733-40), 0022-4391;1746-1561 (2011 Dec)

¹¹ Department of Health (2011) *Start Active, Stay Active: a report on physical activity from the four home countries' Chief Medical Officers* London, Department of Health

Health Benefits

Adults

- **People who do a lot of exercise reduce their risk of dying early by 30%**
There is a clear association between physical activity and all-cause mortality¹²
- **Physical activity can lower your risk of coronary heart disease and stroke by between 20 and 35%**¹²
- **People who get their 150 active minutes a week can halve their chances of getting type 2 diabetes**
There is a 35% to 50% lower risk of type 2 diabetes in at least moderately active people compared to those who are inactive¹³
- **People who exercise regularly can reduce their risk of certain kinds of cancer.**
There is an approximately 30% to 50% lower risk of colon cancer¹³ and approximately 20% lower risk of breast cancer¹². The Macmillan cancer charity has done some ground-breaking work on integration of physical activity across the care pathway from prevention, through diagnosis, treatment, remission (and delaying/preventing relapse), advanced disease and end of life.
- **Long-term, regular physical activity, including walking can help ward off dementia.**
Long-term, regular physical activity, including walking, is associated with significantly better cognitive function and less cognitive decline. In one study, for every mile walked per day, over a sustained period, there is a 13% reduction in cognitive decline.¹⁴
- **'Use it or lose it' exercising major muscle groups on at least two days a week can help to keep you independent and active in later life.**
Regular strength training using external weights or body weight (resistance exercises) has been shown to be highly effective in increasing or preserving muscle strength, even into very old age. Older people have similar gains in relative muscle strength to those observed in young adults.¹³ (Loss of muscle mass with ageing is one of the main causes of musculoskeletal frailty and reduced mobility in old age.)
- **It's never too late to start!**
People can gain benefits from becoming more active, even if they have previously been inactive until middle age or beyond. Even small improvements in cardiorespiratory fitness are associated with a significantly lowered risk of death in middle-aged men, independent of baseline level of fitness.¹³

Children

- **Higher intensity activities are great for growing healthy bones and muscle.**
For children 5-18 years there are significant and meaningful health benefits associated with participation in 60 active minutes of physical activity. Further

¹² Department of Health and Human Services (2008) Physical Activity Guidelines Advisory Committee Report, Washington DC, US Department of Health and Human Services.

¹³ Chief Medical Officer (2004) *At least five a week: Evidence on the impact of physical activity and its relationship to health*, London; Department of Health

¹⁴ Weuve J, Kang JH, Manson JE, Breteler MMB, Ware JH and Grodstein F (2004) Physical activity, including walking and cognitive function in older women, *Journal of the American Medical Association*

intense activity is also important in optimising bone health, particularly prior to the adolescent growth spurt.¹⁰

The National Framework

This section describes some of the organisations and structures whose work contributes towards public health and the wider delivery of physical activity.

Public Health

Local authorities are, since April 2013, responsible for public health in their area. This enables them to join up services to help achieve public health outcomes. Each upper-tier authority has a Health & Wellbeing Board, the aim of which is to improve integrated working between local health care, social care, public health and other public service practitioners. The boards are also responsible for leading locally on reducing health inequalities.

The boards have responsibility for producing a Joint strategic Needs Assessment (JSNA) which identifies current and future health trends within a local population based on the available evidence. In order for physical activity to play a major part in the public health plans for local authorities, therefore, it is really important that it features as part of the JSNA.

Sport

In England the Government funds Sport England (SE) to help community sports grow, including helping 14 to 25 year olds to keep playing sport throughout their lives. SE in turn funds sport National Governing Bodies (NGBs) to promote individual sports. This funding is underpinned by Whole Sport Plans which are agreed between SE and each NGB and set out how that sport is to be promoted, including (for 42 out of 46) to disabled people.

Local authorities are responsible for providing sport and leisure services locally.

Transport

Department for Transport (DfT) works with agencies and partners to support the transport network that helps the UK's businesses and gets people and goods travelling around the country. DfT plans and invests in transport infrastructure to keep the UK on the move. Local authorities are responsible for maintaining roads and infrastructure in their areas, apart from larger roads which are the responsibility of the Highways Agency. Operating the planning system is the responsibility of local authorities, within the National Planning Policy Framework set by the Department for Communities and Local Government and informed by the National Planning Policy Guidance.

PH Outcomes Framework Indicator (DH/DEFRA)

Local authorities have been awarded a £5.45 billion two-year ring-fenced public health budget 2013-14 and 2014-15, which can be used to deliver physical activity interventions and services according to the health priorities of local communities. Physical activity is measured locally, down to local authority level through Indicator 2.13, which records the proportion of adults (16+) who meet the 150min / week

recommendation and the proportion of adults who fail to accumulate at least 30min / week of physical activity. A further indicator, 1.16, measures the percentage of people using outdoor space for exercise/health reasons. These indicators represent desired outcomes for public health (increase in those who are active and a reduction in the percentage of inactive adults) and will help to guide local authority investment. The DEFRA-sponsored MENE (Monitor of Engagement with the Natural Environment) survey provides data on motivations and barriers in engagement with the natural environment. DH recognises the value of this data and uses it to evidence progress against the Public Health Outcome Framework objective to increase the level of use of outdoor space for wellbeing purposes.

Quality Outcomes Framework (QOF) Indicator

From the 1st April 2013, GPs have been incentivised to monitor physical activity levels in adult patients with hypertension and deliver a brief physical activity intervention (brief advice) for those classified as 'less than active'. This will cease in March 2014.

Development of an indicator on PA in 15 year olds through a local health and wellbeing survey called *What About YOUth?*

The decision to run a trial *What about YOUth?* survey for 15 year olds across England responds to recommendations made by the Children and Young People's Health Outcomes Forum. The survey aims to feed into the Public Health Outcome Framework (PHOF), covering a range of age-appropriate lifestyle factors where gaps in outcome data are lacking – such as physical activity/sedentary behaviour, smoking, diet, drug and alcohol use, well-being, and bullying.

15 year olds will be asked to provide information on the number of hours spent being physically active (over the past 7 days), the frequency of exercise taken outside of school hours, and the number of hours spent exercising outside school hours per week. The overall purpose of the survey is to collect robust local level data on such a range of topics so that local authorities, policy makers and other organisations can drive improvements in health outcomes.

If Ministers conclude that the trial of the *What About YOUth?* survey is successful and agree to running a full-scale, main survey, we would expect data to be published by the Health and Social Care Information Centre towards the end of 2015.

Bespoke guides for London boroughs

The GLA has recently published a suite of [33 bespoke guides for each London borough](#) describing the links between health and some of the key environmental determinants including Active Travel & Transport, Air Quality and Green Spaces. These guides are written for borough Health & Wellbeing Boards, Directors of Public Health, elected members, Regeneration and Planning Officers, Environmental Officers, Health Watch and Clinical Commissioning Groups (CCGs). The guides aim to influence local borough decisions and how budgets are decided and allocated. The hope is to encourage more collaborative work to improve Londoners' health.

Briefing on Obesity and Active Travel (Public Health England/Local Government Association)

Public Health England and the Local Government Association recently published their [Briefing on Obesity & Active Travel](#). This summarises the importance of active travel in tackling obesity and outlines the regulatory and policy approaches that can be taken.

NICE guidance (National Institute for Health and Care Excellence)

NICE has published useful guidance on walking and cycling which sets out how people can be encouraged to increase the amount they walk or cycle for travel or recreation purposes. This will help meet public health and other goals (for instance, to reduce traffic congestion, air pollution and greenhouse gas emissions). The recommendations cover policy and planning, local programmes, schools, workplaces and the NHS.

Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation <http://publications.nice.org.uk/walking-and-cycling-local-measures-to-promote-walking-and-cycling-as-forms-of-travel-or-recreation-ph41>

Wales

In Wales, a new [Active Travel Act](#) requires local authorities to continuously improve facilities and routes for pedestrians and cyclists, and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes (including road improvement schemes) to consider the needs of pedestrians and cyclists at design stage.

Specifically, the Act makes provision:

- for approved maps of existing active travel routes and related facilities
- for approved integrated network maps of the new and improved active travel routes and related facilities needed to create an integrated network of active travel routes and related facilities
- requiring local authorities to have regard to integrated network maps in preparing transport policies and to make continuous improvement in the range and quality of active travel routes and related facilities
- requiring Welsh Ministers and local authorities to exercise their functions under the Act so as to promote active travel journeys and secure new and improved active travel routes and related facilities.”

In January 2010 the then Minister for Heritage launched the [Creating an Active Wales Physical Activity Action Plan](#), which is central to the Programme for Government’s ambition of preventing poor health and reducing health inequalities. Progress reports are published every year.

Scotland

The Scottish government is committed to delivering a lasting physical activity legacy from the Glasgow 2014 Commonwealth Games. As part of this it will launch a Physical Activity Implementation Plan during 2014.

Northern Ireland

Northern Ireland have a range of strategies relating to physical activity, including the [Framework for Preventing and Addressing Overweight and Obesity in Northern Ireland - 'A Fitter Future for All: An Obesity Prevention Framework for Northern Ireland 2011-2021'](#) and [Sport Matters: The Northern Ireland Strategy for Sport and Physical Recreation 2009-19'](#).

The [Get a Life, Get Active](#) campaign is aimed at young people and parents.

Key Actions in hand by Government and Mayor of London

The Government and the Mayor of London already have a range of actions in hand to promote physical activity, some of which are set out below. These are split into three themes – active people, active places and active communities. Alternative travel and sport are then considered as two possible ways to increase physical activity.

Active People

i. Children and Young People

Engaging young people in sport (see also section on schools on page 10)

3.74 million (53%) young people play sport once a week every week¹⁵, which is a higher proportion than older age groups, but engaging more young people in sporting activities remains a challenge. Sport England is using its insight-led approach to invest in activities that meet the needs of young people. This investment includes:

- £6.9m invested in the Dame Kelly Holmes Trust to support ‘Get on Track’ to provide more than 3,000 vulnerable 16-25 year olds with sports coaching opportunities. In 2012-13 there will be 128 projects taking place in 20 deprived areas across England.
- 80,000 Sport Makers making sport happen in their communities including 153 College Sport Makers
- Over 250,000 14-25 year olds have completed a 6-8 week Sportivate coaching course, with 80% continuing to play sport regularly (a retention rate well above the average)
- 1500 Satellite Clubs set up to offer after school sporting opportunities for young people
- Active Universities: More than 102,000 students have tried sport in the past year
- £35.5 million invested in the School Games - 1439 young athletes, 535 volunteers and 15,342 schools were actively engaged

Doorstep Clubs & Get On Track

[Doorstep clubs](#) (DSCs) are a new style club for disadvantaged young people. Young people living in the most deprived areas of England are less likely to play sport than those living in the wealthiest areas. The approach taken by Street Games for DSCs, which tested successfully in 2012/13 in eight cities, is based on attracting young people to sport by following these principles:

- Right Place - Providing activities at familiar neighbourhood facilities i.e. within the subjective neighbourhood of the disadvantaged community to negate any reliance on car travel.
- Right Price - Affordable pricing is essential – sessions often charge a nominal fee (such as £1/£2) to ensure that a value is attached.

¹⁵ Active People Survey 7, December 2013, Sport England

- Right Time - To determine this, consultation with young people is essential to ensure that the sessions are provided at a convenient time and place to them - this will often focus on evening sessions (including Friday nights) with later time slots often popular with older teenagers (8-9.30pm).
- Right Style - Doorstep sport style evolves over time, but tends to be fun, informal/youth-led. Skills and drills are unlikely to appeal; therefore coaches and leaders will deliver “hidden coaching” for example via a game-led approach. Sessions may include traditional or adapted versions of games, such as Street Rugby, Rush Hockey, Freestyle tennis and alternative activities.

StreetGames is now rolling out 300 of the planned 1,000 DSCs in 2013/14 throughout England, offering disadvantaged young people a choice of sports on their doorstep. Sport England is investing over £2.7 million in this programme.

Get on Track

Sport has a unique power to engage young people who may be on the edge of society and at serious risk of dropping out altogether. The Dame Kelly Holmes Legacy Trust has designed a unique programme, [Get on Track](#), with a range of partners including BP, General Electric and AQA to use sport to improve the life chances of young people. Sport England was so impressed by its early results that they are investing £6.9 million in the programme over the next four years which will provide more than 3,000 vulnerable 16-25 year olds with sports coaching opportunities.

In 2012-13 there were 128 projects delivered in 20 deprived areas across England. Over a 16-session period each young person received supported through a tailored sport and personal development programme from a team of Olympic, Paralympic, World and Commonwealth athlete mentors. The young people were able to choose from a range of sports and to encourage them to keep playing sport, athlete mentors explored how sport could be made to fit into their everyday lives and how they could get involved locally.

Many of the young people supported by the programme have a history of being disengaged from formal structures so Get on Track also supports and trains local club volunteers and coaches to understand the needs of the young people, therefore making it easier for the Get on Track graduates to make the transition into community sport.

Since 2012, over 400 young people have been engaged through Get on Track. Monitoring and evaluation conducted since April 2012 show that of those young people who completed the programme:

| | Playing sport once a week | In education, employment or training |
|------------------------|----------------------------------|---|
| After 3 months | 78% | 70% |
| After 6 months | 75% | 81% |
| After 12 months | 94% | (figure not yet available) |

(As comparison, currently 47 per cent of young people aged 16-25 in lower-socio economic groups play sport once a week every week.)

ii. Older People

The [Age Action Alliance](#) is an independent partnership of over 500 organisations spanning all sectors, which has adopted a new approach to the problems of ageing focused very clearly on finding practical means to improve the lives of older people. The Alliance was launched in October 2011, and the Department for Work and Pensions and Age UK provide secretarial support.

The work of the Alliance is broken down into themes with actions and practical solutions taken forward by working groups. Currently there are 14 working groups, one of which has a focus on Public Health and Active Lifestyles.

Over the past year the Group has been looking at models of good practice that members would be happy to endorse. These include:-

- [Fit as a Fiddle](#) - an Age UK programme funded by the BIG Lottery to help, support and encourage good physical and mental well-being in later life.
- The Amateur Swimming Association and its [swim fit core offer](#)
- The [Ping Pong Care Campaign](#) a health and well-being campaign aimed at people over 65 that aims to help people increase mobility, improve mental function and tackle social isolation through the uptake of table tennis, all inspired by a documentary which follows 8 pensioners playing in the World Table Tennis Championships in Inner Mongolia.

More recently the Group has been working with the AVONet Network, a research collaborative involving the Universities of Bath, Bristol and West of England, Avon primary care trusts, local city councils, service co-ordinators, providers and users. The Network is producing a final Report (due February 2014) based on an 8 – 9 year study of older people in Avon, which attempts to identify best bet physical activity promotion strategies for older adults. The Alliance will be encouraging its older people's forums to use the report to stimulate discussion and promote action at a community based level.

iii. Women

The most recent Active People Survey (December 2013) found that 6.83 million women aged 16 years or over (30.8%) played sport once a week, representing an increase of 54,800 on the April 2013 survey but there is still a gap between women and men's participation. Sport England is working hard to narrow this.

Sport England has invested over £450m in the Whole Sport Plans of 46 Sports' National Governing Bodies. Each plan sets challenging targets to get more people playing sport more often; in order to meet these targets sports will need to look at their markets and create tailored sporting opportunities for women. Sport England's investment in women's sport includes:

- £2.3m [Us Girls](#) programme – working in 60 deprived neighbourhoods and has reached over 34,000 participants (16-25-year-old females) using over 700 sports coaches.

- 75 girls-only satellite clubs with more created according to local demand
- £2.23m Bury Pilot – Creating a place where more women play sport. In the latest set of APS results there are 26,100 women in Bury playing sport at least once a week. This is 2,000 more women playing sport than six months ago.

The Department of Health is funding the Women's Sport and Fitness Foundation (WSFF) £227,000 to build on the "[Changing the Game for Girls](#)" work they completed in 2012, creating a network of 25 Gold Medal Schools across the country. They will use a consultancy approach and their *Changing the Game* toolkit to work with the schools to engage all girls in being physically active and to deliver excellent practice. WSFF will disseminate the outcomes of the project to increase the quality of sporting and PE provision across all schools.

iv. Disabled People

Getting more disabled people playing sport is a key outcome of Sport England's strategy. The Active People Survey in December 2013 showed 1.67m disabled people aged over 16 playing sport at least once week - this is a net increase of 33,800 from April 2013.

Sport England's approach to disability sport is a new approach that is led by the needs of disabled people and recognises that potential partnerships are not one homogenous group, but people with different ages, interests and disabilities. Similar to their Inactivity work, they are creating partnerships that bring together experts from both sport and disability sectors.

Sport England's investment in sporting opportunities for disabled people includes:

- Over £1.3 into seven National Disability Sport Organisations
- National Governing Body (NGB) 2013-17 investment; 42 of the 46 funded NGBs have committed to disability outcomes. The investment included £5.2 million to the four Paralympic NGBs (Boccia; Goalball; Wheelchair Basketball; and Wheelchair Rugby) and 15 NGBs receiving over £6.5 million to deliver dedicated disability programmes. There has been a total investment of £92.2m into the delivery of inclusive participation programmes across 34 NGBs.
- £10.2m investment into 44 projects across England during round one of the Inclusive Sport Fund, a second round totalling some £7m was made available, closing on 2nd December 2013.
- A £1m Get Equipped fund was established to enable clubs to purchase specialists sporting equipment for disabled people creating more community sport opportunities.
- The Satellite Clubs programme is fully inclusive for disabled people alongside the Sportivate programme. Where there is demand a disability specific Satellite Club has been opened such as at the Greenbanks Academy in Liverpool.

- A £1m investment into the Inclusive Sport Community Training Programme in partnership with Sainsbury's. This programme is designed to create a sports workforce skilled to develop inclusive sporting programmes in local communities.

Inclusive Fitness Initiative (IFI)

The English Federation of Disability Sport (EFDS) is leading this project partly funded by the Department of Health (£150k) with a vision of making disabled people active for life. [Inclusive Fitness Initiative](#) (IFI) is not just about physical access - it addresses inclusion as a whole to encourage a cultural change within IFI Mark facilities. The overall aim is to improve the quality of services offered to disabled people by public sector facilities through the delivery of health-based physical activity to individuals and groups.

So far, 418 facilities have been accredited nationally and 116 fitness products have been accredited as accessible fitness products. On the workforce development side, 224 front line staff have received disability equity/customer service training and 158 fitness instructors are undertaking the Register of Exercise Professionals accredited course in exercise and disability. The IFI programme is also developing an online training package.

v. People playing Sport

Get Healthy, Get into Sport

During 2013 Sport England awarded £6.3m into 15 projects designed to tackle inactivity. The [Get Healthy, Get into Sport](#) awards were made following a review of the research which highlighted the need for better targeting of sports programmes in terms of health outcomes alongside more robust monitoring and evaluation. For example, £500k was awarded to Macmillan Cancer Support who are working with a range of sport and leisure providers across England to develop a menu of opportunities for people living with and beyond cancer through embedding *the Lets Get Moving* pathway (Department of Health 2008) into the cancer care pathway.

Active Design

Sport England is refreshing its [Active Design guidance](#) in partnership with Public Health England which will help to promote opportunities for sport and physical activity through good environmental design.

The Mayor of London's Sport Legacy Programme

In London, the [Mayor's Sports Legacy Programme](#) has already seen more than £40 million invested in grassroots sports across the capital through City Hall and with match-funding from other sources, including the private sector.

To date, this investment has funded 77 sports facilities; trained 13,000 sports coaches and officials; and supported hundreds of different projects, across a range of sports. Around 250,000 people of all ages have benefited from this investment, which

has gone to a wide range of organisations, including local sports clubs, community groups and schools.

The programme has a focus on 'inactive' people – 10% of people in the sports programmes were previously 'inactive' – and disabled people. Every recipient of investment from the Mayor's Sports Participation Fund is required to adopt 'Inclusive and Active 2', a sport and physical activity strategy for disabled people in London.

Active Places

i. Schools

School Sports Premium

- The Government has committed over £300million over two academic years (with additional funding for a third recently announced in the Chancellor's Autumn 2013 Statement) for [primary school PE and sport](#). These funds will be allocated directly to primary schools across England to improve the quality and participation of physical activity and sport so that every pupil develops a healthy lifestyle.
- Every state-funded school in the country with eligible primary-aged pupils will qualify for the funding. As the funding is ring-fenced, schools are required to spend the money in a way that boosts their PE and sports offer beyond the minimum requirements of the national curriculum. Head teachers are free to spend the funding in the way most appropriate for their pupils.
- Schools will be held to account for how they spend the funding, which will include details about how they spend it and its perceived impact. This will be published through their school website alongside their curriculum details. Ofsted has strengthened its coverage of sport within their revised inspection handbook and supporting guidance, so that, looking ahead, schools and inspectors are clear about how their use of the grant will be assessed as part of the overall provision offered by the school. The revised handbook asks inspectors to consider: *"How well the school uses its Sport Premium to improve the quality and breadth of its PE and sporting provision, including increasing participation in PE and sport so that all pupils develop healthy lifestyles and reach the performances levels they are capable of."*
- One year on, Ofsted will carry out a survey reporting on the first year's expenditure and its impact, holding schools to account for how they have used this money. An independent evaluation of the funding will also be conducted.
- The Parliamentary Under-Secretary of State for Children and Families chairs ministerial and official level groups on implementation of the funding, which seek to ensure that the work of Sport England and the County Sports Partnerships, the Youth Sports Trust, Ofsted and the relevant departments is effectively coordinated.

Change4Life Sports Clubs

- The Department of Health (DH) is providing funding of £11.4million, until 2015, to the Youth Sport Trust to deliver [Change4Life Sports Clubs](#). These extracurricular sports clubs aim to increase physical activity levels in the least active children. The Clubs harness the inspiration of the 2012 Games by taking the principles and skills from Olympic and Paralympic sports and placing them in a fun, vibrant and exciting club activity, giving young people the confidence and competence to take part in lifelong physical activity.
- To date, the Youth Sport Trust has developed a network of over 8,500 sports clubs in primary and secondary schools in England and will have established 13,500 clubs by 2015.
- An independent evaluation reported that in the first three years of delivery over 226,000 young people have participated in Change 4 Life clubs. It also reported increased levels of physical activity, increased positive attitudes to sport and healthy lifestyles alongside wider outcomes such as increased confidence.

School Games

- The [School Games](#), established in 2011, is a year-round programme of regular sporting competition that was inspired by the London 2012 Olympics and Paralympics to give every child the opportunity to take part and compete. Over 18,000 schools have registered to take part in the School Games.
- In total, over £150m Exchequer/Lottery funding is being put into the School Games, supported by £23.5m DH-funding for 450 School Games Organisers, until 2015.
- Designed across four levels for both primary and secondary pupils, the School Games offers an opportunity for all young people to compete in intra-school, inter-school and regional competitions, leading up to a national 4-day competition (otherwise known as The School Games Final). The School Games are fully inclusive, with a focus on encouraging participation in competitive sport across the spectrum of abilities and experience. There are 30 sports to choose from, including Olympic and Paralympic sports, to encourage more young people to get involved and make sport and physical activity a regular part of their lives.

Physical activity in the school curriculum

- Physical activity is covered as part of the national curriculum for physical education and as a core area of development in the early years foundation stage, ensuring that pupils learn the importance of physical activity and the benefits of a healthy lifestyle.
- This provision is supplemented in other curriculum areas for e.g. biology, design and technology (covering food and nutrition) and Personal, Social, Health and Economic education (PHSE)

Local authority duty to promote sustainable travel

Legislative duty requires local authorities to promote the use of sustainable transport on the journey to, from, and between schools and other institutions. Sustainable modes of travel are defined as those that the local authority considers may improve the physical well-being of those who use them, the environmental well-being of all or part of the local authority's area, or a combination of the two. This includes walking and cycling, and local authorities actively promote walking and cycling routes and

ensure that they are safe for children and young people. More details can be found on the [Home to School Travel and Transport](#) page on the Department of Education's website.

Healthy Schools London (GLA)

[Healthy Schools London](#) (HSL) is a voluntary awards programme that stimulates and recognises schools' achievements in improving pupil health and wellbeing particularly around reducing childhood obesity through healthy eating and physical activity. HSL builds on the success of the National Healthy Schools Programme (NHSP). 97% of all London schools were involved in NHSP but since its demise, in 2011, many local Boroughs ended their investment despite their popularity. HSL has stimulated re-investment.

School Sports Facilities

Three-quarters of sports halls and artificial sports pitches and a third of swimming pools in England are located in schools. Sport England are investing £10 million of lottery funding to support schools to open up their sports facilities for use by the community

According to Active Places Data 2013 there are 22,719 facilities owned by the education sector which have some form of community use. These facilities are on 6,002 sites. Sport England is currently undertaking a pilot with Birmingham City Council to better understand the barriers hindering community use of secondary schools sites. The Access to Schools project will be rolled out nationally later in 2014.

Bikeability

[Bikeability](#) is 'cycling proficiency' for the 21st century, designed to give the next generation the skills and confidence to ride their bikes on today's roads.

There are [three Bikeability levels](#), with each level designed to help improve their cycling skills, no matter what they know already. Levels 1, 2 and 3 take trainees on a journey from the basics of balance and control, all the way through to planning and making a journey by themselves on busier roads.

School Awards Scheme

The Prime Minister's August 2013 cycling announcement included the ambition to create a national scheme or award for recognising schools that have demonstrated excellence in supporting young people, parents and staff who want to cycle and walk to school and beyond. The scheme will recognise excellence in schools that have shown leadership in supporting cycling and walking, encourage all schools take steps to encourage more cycling and walking - including training, information, improvement of facilities and other activities, and act as a communication channel for schools to access and share information on supporting walking and cycling and for highlighting sources of national and local support.

ii. Open Spaces

Outdoors for All Forum

The Natural England-facilitated [Outdoors for All](#) Forum and programme of work brings together (mainly civil society) groups that deliver health interventions in the natural environment, academics, diversity groups and DH/PHE with the objective that 'everyone should have fair access to a good quality natural environment'. They have a series of research and evidence workstrands.

iii. Workplaces

Responsibility Deal Physical Activity Network

The [Physical Activity Network](#), part of the Public Health Responsibility Deal run by the Department of Health, has engaged 293 partner organisations from across the business and third sectors in the promotion of physical activity to employees, customers and the wider community. Partners have recorded their commitments against five 'collective' pledges to deliver physical activity in the community, communicate the UK CMOs' physical activity guidelines, promote active travel, increase physical activity for their employees and support inclusive opportunities to be active.

The Department of Health are also keen to explore the use of the 'Inspired by 2012' brand in conjunction with new pledges that can demonstrate a direct link with Legacy and thereby generate new commitments from across the sectors to support our long term legacy ambitions.

BusinessCycle

[Businesscycle](#) is a partnership between Business in the Community, Transport for London, British Cycling, Cycle to Work Alliance and Department for Transport which aims to get more people cycling to, from and in work. It provides tools and resources to encourage employers and employees of the benefits of cycling and how to go about it.

NHS

The NHS Confederation is leading an NHS Sport and Physical Activity Legacy Programme to harness the inspiration of the 2012 Olympic and Paralympic Games to encourage NHS employees to become more active and promote healthier behaviours to hard to reach groups. The [NHS Sport and Physical Activity Challenge](#) has already accredited 64 NHS organisations, which are promoting a range of sport and physical activity opportunities to their staff with many more actively engaged. The programme extends to alternative providers of NHS services. DH has provided a total of £200k over two years to support the Challenge.

iv. Medical / Public Health settings

Let's Get Moving (NHS)

- [Let's Get Moving](#) resources, provided by the NHS, help identify sedentary adults and help them to get more active. A range of pilots have been

conducted. A pilot of LGM interventions in Essex in 2012 by ukactive and a consortium of partners was evaluated in 2013 and found to be effective and cost effective. The pilot is being rolled out to Bedfordshire and Luton in 2013.

National Centre for Sport and Exercise Medicine

- A legacy bid commitment required the Government to establish the first ever [National Centre for Sport and Exercise Medicine](#) (NCSEM). The commitment set out that the Centre would focus on elite athletes but its influence would extend to NHS hospitals and primary care.
- The Department of Health has committed £30million capital grant funding split equally across three partnerships (based at University College London Hospital, Sheffield and Loughborough University) who will work together to form the first ever National Centre for Sport and Exercise Medicine. The funding will allow for facilities to be created to co-locate researchers and clinicians and lead to the speedier translation of research into clinical practice.
- DH see this as a longer term legacy initiative. Work on the buildings is progressing well and UCLH opened its doors to patients in June 2013. The buildings will house state of the art facilities for the treatment of sports injuries for elite athletes as well as recreational participants and also for the management and treatment of NHS patients suffering from long term conditions.
- The NCSEM partners are developing an infrastructure and governance arrangements on how they will work together on plans to improve NHS patient outcomes.

v. Alternative Travel – Cycling and Walking

Cycling and Walking Cities

The Department for Transport announced in August 2013 that it was [investing £77m into cycling projects](#) in eight cities and four national parks. The Department of Health also contributed £1.2m for walking projects, to be split amongst five of the cycling cities. This is intended to deliver behaviour change measures aimed at the least active, building upon new off-road cycling infrastructure wherever possible. Work will be delivered during 2013/14 and 2014/15.

Door to Door Strategy

Published by the Department for Transport, the [Door to Door Strategy](#) describes the Government's vision for integrated sustainable journeys. It sets out what is expected from transport providers and what the Department is doing to support door-to-door journeys.

Cycling Delivery Plan

The Department for Transport is leading a cross-Government and stakeholder work programme to produce a Cycling Delivery Plan that will set out how, over the next 10 years, the Prime Minister's vision for a cycling revolution in Britain will be achieved. The Plan will set out a range of actions and interventions that will be undertaken by

Government, stakeholders, local authorities and other interested parties, and will be published in early 2014.

Cycling and Walking in London

Transport for London (TfL), London boroughs and other agencies work together to improve the public realm and make it more attractive for walking and cycling, some examples of which can be found on the [TfL website](#). As a result, walking in the transport system is the main way that Londoners stay physically active.

The TfL response to the Roads Taskforce set out [the plan to invest heavily in improving London's streets](#) so that many places will become more accessible and attractive for walking and cycling. [TfL's Road Safety Strategy](#) is also an important element in London's efforts to increase walking and cycling.

[The Mayor's Cycling Vision](#) set out plans to invest nearly £1billion in cycling. This will be achieved by making changes to the street environment to make it feel safer and more attractive to cycle in, and also through measures to support the take-up of cycling, such as cycle hire and training.

A whole range of other activities by TfL support the increase in walking and cycling including efforts to improve air quality, extend public transport to those areas less well served, reduce crime on the transport system, improve public transport interchanges, signage and information, promotional work, stakeholder engagement etc.

Active Communities

Social Action Fund

Through the Social Action Fund the Cabinet Office has supported a number of projects, including Energy Clubs, Community Games and Street Games (which has just been awarded a further £500k). These projects encourage a different group of people to get involved in physical activity, with volunteers at the centre. Cabinet Office has also provided funding to Join In to promote mainly sport-related volunteering as part of the Games' legacy.

Take 12

[Take 12](#) is a healthy living physical activity challenge funded by the London Legacy Development Corporation. It was developed to inspire local residents in Growth Boroughs (i.e. Hackney, Newham, Greenwich, Tower Hamlets, Waltham Forest and Barking & Dagenham) to be more physically active. The aim of the project was to stimulate demand and engage local people with activity programmes in open spaces in close proximity to them whilst at the same time signpost them to Queen Elizabeth Olympic Park, Venues and new programmes as they open up for the community. It is focussed on inactive families and young people but people of all ages have been encouraged to sign up. Since January 2013, LLDC has reached over 15,000 participants through this project.

Youth and Community Sport

The [Youth and Community Sports Strategy](#), announced in January 2012, committed £1 billion of investment in community sport through to 2017. The strategy is designed to create a sporting habit for life, led by the National Governing Bodies of sport, who received £493 million of investment for 2013–17 to deliver a year-on-year increase in the number of people playing sport.

The strategy will also deliver 6,000 community sports clubs on school sites and offer the opportunity for communities to apply for funding for sports projects in their locality.

Community Integration through Sport

In November 2013 the Department of Communities and Local Government and Sport England announced that [four areas would be awarded funding](#) to get thousands of people involved in sport, exercise and activity classes as part of the government's push to break down barriers and get people from all different backgrounds involved in shared activities.

Manchester, Kirklees, Luton and Greenwich will share £364,000 over 2 years to get over 20,000 people to participate in sport and exercise. Community groups in each area will put on sporting projects, including football coaching by Charlton Athletic Community Trust and a 7 day sports festival in Manchester to coincide with the end of the Glasgow 2014 Commonwealth Games.

Play

The Department of Health is providing funding of £1.1 million to [Play England](#) to increase the number of children who are able to play outside in their streets to encourage them to become more physically active. This funding will enable Play England to help residents and local authorities to close their roads from time to time to allow children and families to play out in a safe and fun environment.

[Revised guidance on managing risk in play provision](#) was recently published (December 2013) to explain how play providers can take a sensible approach to managing risk, which allows children to experience challenging play opportunities while keeping them safe from danger.

The work was funded through the Social Action Fund supported by the Cabinet Office and endorsed by numerous organisations including the Health and Safety Executive, the Royal Society for the Prevention of Accidents (RoSPA), Institution of Occupational Safety and Health (IOSH) and the Association of Play Industries.

Change4Life physical activity messages and summer campaigns

The highly successful Games4Life campaign ran throughout the summer of 2012 and encouraged everyone in England to fill in a simple Games4Life questionnaire for their own personalised activity plan and follow-up programme of emails with tailored ideas to get more active over the summer and beyond. The response was unprecedented for a physical activity campaign.

[Change4Life](#)'s campaigns for the summer and autumn 2013 were built around two distinct moments in time – the summer holidays and the back to school period. 'Get going this summer' provided ideas, tools and online plans for families and adults looking to get active, and linked up with local authorities, fitness providers and a range of other partners to provide events and taster sessions.

United Kingdom examples of good practice

Working alongside Government many UK organisations, including local authorities, employers, private organisations and third sector groups, have already put in place or commissioned a wide range of measures to help people become more active. The following examples are by no means exhaustive and are intended to demonstrate the firm foundation of innovation, commitment and existing good practice upon which we all can build.

Local authorities

i) Birmingham Be Active

- Be Active is a Birmingham-wide scheme designed to help everyone increase their Physical Activity by removing cost as a barrier and provide locally accessible places for people to be active and improve their wellbeing. The scheme is Public Health and Local Authority funded and offers over 50 different activities in the cities gyms, pools and community venues.
- Be Active has now been running city-wide in Birmingham since 1st September 2009. The scheme currently has over 400,000 members from Birmingham, which represents about 1 in 3 of the entire population. This equates to 16,000 attendances per week.
- Evaluation of the scheme has demonstrated positive impacts in terms of increasing activity levels for residents - previously 20% of Be Active members were totally inactive but 89% of these have now increased their activity levels to moderately or very active over 3 months. In addition analysis demonstrates that the scheme generates significant return on investment. The programme has won a number of awards for tackling health inequalities, partnership working and social marketing, and the independent evaluation/evidence of the scheme's impact.
- Following the success of the scheme, the city has now also launched the 'Active Parks' programme – a 'Leisure Centre without Walls' type approach which enables people to get active in their local parks and green spaces.

ii) Derby City Council

- In June 2011 Derby City Council's Leisure and Cultural Development Service were commissioned by NHS Derby City to provide a pilot, healthy lifestyles programme. This was intended to reduce health inequalities by improving the health and wellbeing of targeted groups, communities and individuals in Derby and ran from 1 June 2011 to 31 May 2012.
- The pilot promoted physical activity and healthy eating through a network of b-You Advisors, targeting primarily adults but developing family interventions through the Get active together challenge.
- The key findings of the six month evaluation of the pilot demonstrated
 - 91% retention rate (one of highest in UK for referral schemes)
 - 6% average weight loss (against an NHS target of 5%)

- 97% attended sports centre (who had never done so before)
- 100% increase in activity levels
- Following on from the pilot an Integrated Lifestyle Service in Derby over three years started on 1 April 2013.

iii) Leeds City Council – Leeds Let's Get Active

- Leeds City Council's new sport and health pilot 'Leeds Let's Get Active' provides free sessions at every council-managed leisure centre in the city, as well as activities held in community venues.
- While open to all, the sessions are aimed in particular at encouraging those who currently do little or no regular sport or physical exercise, in order to address health problems and inequalities in the city.
- The scheme is to run for 18 months until March 2015 and will be delivered through a total of £1million match-funding by Leeds public health and Sport England through the National Lottery, plus an additional £60,000 from Leeds City Council's public health budget.
- Leeds Let's Get Active will see one off-peak hour each day made available at every Leeds City Council-managed leisure centre in the city for free gym and swimming sessions.
- The project will strengthen ties between sport and health services, with links to health checks and advice on healthy lifestyles being offered. It also aims to improve the overall health and wellbeing of the city, increasing participation in regular exercise and cutting the cost of physical inactivity which is estimated by Sport England to cost Leeds as a city £10.4m every year.

Workplace

i) Morrisons Miles for Smiles Campaign

- During the British summer of sport in 2012 Morrisons challenged all colleagues to see how far they can walk, run, swim and cycle. Teams were formed across their stores, manufacturing sites, depots and head-office.
- Over 1,100 colleagues took part across the company covering more than 66,000 miles over the four week period. And by working with Save the Children, 'Miles for Smiles' also helped to raise £32,000 for Save the Children.
- All participants received a free challenge pack which included top tips, pedometers to track their mileage, and a challenge guide offering plenty of targets for all fitness levels. Some employees, particularly at store, cover several miles during the course of a working day, on top of their activities outside of work. Miles for Smiles is designed to monitor this and nudge those that aren't as active to get involved.
- The 'Miles for Smiles' campaign supports Morrison's Responsibility Deal pledge to promote physical activity in the workplace. It encourages staff to get more active and achieve their personal goals.

Physical Activity and Disability

ii) Hengrove Leisure Centre, Bristol

- Hengrove Leisure Centre, a £30m flagship leisure facility managed by Parkwood Leisure, opened in early spring 2012. Shortly after opening the facility received Inclusive Fitness Initiative (IFI) Mark status at Provisional Level for its state of the art fitness suite.
- As a new-build facility physical access was not so much of an issue – the facility boasts accessible parking, toilets, changing facilities, reception desk and is open plan with clear and visible signage. Staff received disability equality training, and fitness staff are confident in prescribing exercise to disabled members having taken the YMCA REP's (Register of Exercise Professionals) level 3 in Exercise and Disability.
- The facility prides itself on community engagement and providing fully inclusive activities. The Healthy Living Zone links with local GPs to provide specialist support to improve patient outcomes through physical activity and treatments including physiotherapy, chiropractic, sport and deep tissue massage.
- Activities for over 50s include the gym, swimming, badminton, health walks, ChairFit, cookery and ballroom dancing. Regular groups who attend programmed activities include Bristol Active Life Project, The Alzheimer's Society and a Learning Difficulties Weight Management Group. The facility is also hired out at a concessionary rate to other disability organisations including; Bristol Autism Project, Disability Basketball and Swimming Clubs, Action for Blind People, The Family Centre for Deaf Children and Time2Share.

Others

i) Sustrans Padiham Greenway

- The economy in and around Padiham has suffered in recent years, and with high unemployment and a lack of social integration, tensions between different parts of the community had grown into misunderstandings and resentment. After the Burnley riots of 2001, a Home Office study found that people from different backgrounds and age groups were rarely mixing, in part due to the poor quality of the local urban environment.
- Sustrans, the local authorities and other local partners identified the disused railway line through Padiham as a chance to create high quality shared public space, as well as a public health intervention. The project set out to create a network of local walking and cycling routes based around a greenway built on the old railway infrastructure, and for the greenway to be a popular place in its own right, where neighbours could meet, sit and chat.
- Awareness and participation were prompted by innovative means, including a series of art projects led by Mid Pennine Arts, a sports week and and Bikeability training at Padiham Green Primary School.
- The active travel gains from this scheme are impressive:
 - walking or cycling to school and work have tripled on the route.

- 84% of users now feel safe, where almost none did previously, and 89% say they “like the surroundings”.
- the scheme won a European Greenways Award in 2011, on grounds of social integration.
- Padiham is one of 84 local active travel network projects carried out across the UK, by Sustrans and respective local authority partners, with funding support from the Big Lottery Fund. Each project tackled a major local barrier to walking and cycling, often a major road, river or rail line. This programme has demonstrated the potential of intensive local intervention addressing both environmental determinants and individual behavioural choices.

ii. Walking For Health, Hillingdon

- Walking for Health is England’s largest network of health walk schemes, helping all kinds of people to lead a more active lifestyle. Walking for Health is run by the Ramblers and Macmillan Cancer Support. The partnership demonstrates both organisations’ ambition to help more people (including those affected by cancer) discover the joys and health benefits of walking.
- Sandra had cancer for several years, and the treatment had left her feeling very weak and unable to walk for more than 50 metres, but finding her way to her local *Walking for Health* scheme has transformed her life.
- "I'd reached the point where I needed to get to grips with living with cancer rather than suffering from it. I knew I needed to get out and become more active but didn't really know where to start." After finding a Walking for Health leaflet in a local library, she made a new year's resolution to start walking.
- After enjoying her first walk, Sandra quickly took part in other Walk Hillingdon walks. "After a matter of months I had become a regular and had made so many friends. It wasn't long before I did my walk leader training so that I could help other people enjoy the walks too."
- Because of Walking for Health, she had the confidence to successfully apply to be a Games Maker at the London 2012 Olympic and Paralympic Games and enjoyed a fantastic summer - something she never imagined she'd be able to be a part of before *Walking for Health*. Better still, she has since been asked to take part in the Glasgow 2014 Commonwealth Games as a Clydesider which she is greatly looking forward to.
- Walk Hillingdon is a project run between London Borough of Hillingdon's Specialist Health Promotion Team and Green Spaces teams. It aims to help people improve their health and wellbeing while making new friends and exploring the local area.

iii. Living Streets – Walk Once a Week

- Living Streets’ Walk to School Outreach project, funded by the Local Sustainable Transport Fund (LSTF), aims to achieve a sustained increase in the number of children walking to school. The LSTF investment of £4.7million over three years will enable Living Streets to work intensively with over 1000 schools in 11 local authorities, led by Durham County Council.

- At the end of the first year the result has been a 26% increase in the number of children walking at participating primary schools. This equates to over 2 million new walking journeys by children and accompanying parents, most of which would otherwise have been made by car.
- Walk once a Week (WoW) is the main scheme run with primary schools. WoW rewards pupils who walk to school with collectable badges designed by the pupils themselves. The Living Streets Travel Tracker uses interactive whiteboard technology to record pupils' travel modes.
- A Living Streets project coordinator works in each local authority to encourage physical activity behaviour change through awareness raising events at the school and recommending local infrastructure improvements identified through School Route Audits.
- Mum of three Debbie lives near Manchester with her three children, Omar who is 6, Hamzah who is 4 and Danyah who is 3. Omar and Hamzah attend the local school, and Debbie aims to walk the ten minute journey to school with all three children every day.
- Debbie and her children tried to walk before the introduction of the scheme, but it has certainly helped to encourage them to be ready earlier to ensure they have time for the walk. Debbie has noticed the benefits of these extra walks on her children describing them as "*slim, active and full of life*".
- The social benefits of WoW are also very apparent for the Al-Kamha family. Debbie is now participating in weekly walks to the local park with other mothers and their children and has more time to chat to parents at the school gate. "*I have a busier social life than when I rushed about in the car.*" Debbie has gained a few extra minutes in the day due to walking. This gives her more time to chat to the children on their journeys to and from school, much more so than when they drove.

iv. *Let's Get Moving Back Into – Bedfordshire & Luton*

- Let's Get Moving Back Into, a ukactive-led partnership involving NHS Bedfordshire, team BEDS & Luton and local authorities across Bedfordshire has been selected as one of 14 pilot projects to receive support from a £5.8 million Sport England fund designed to support inactive people to 'Get Healthy and Get into Sport'.
- It is based around a 'Motivational Interview' (MI) provided by a trained professional within a GP surgery. Inactive people are thereby helped to understand what stops them from living a more active lifestyle and why it might be beneficial to change their habits. They will also be signposted to locally available sporting activities.
- The initiative, which has already been piloted in the East of England, seeks to deliver 1,700 MIs and a 27% increase in physical activity levels. The overall aim is to prepare the way for a national roll-out of this delivery model.

International Examples of Physical Activity Campaigns and Initiatives

Finland: a long-term national approach

Finland is one of the few countries to have reported a consistent long-term increase in physical activity in recent yearsⁱ. Between the late 1970s and mid-1990s, the proportion of people classed as regularly active has risen from about 40% to 60% among both men and women. This proportion has stabilised at about 60% during the latter part of 1990s.

Finns seem to have a natural affinity with the outdoors and many people enjoy being active all year round – walking in summer and cross-country skiing in winter. But Finland's success can also be attributed to a succession of supportive government actions on physical activity. The value of physical fitness and health has been emphasized in government policy since the 1960s. By the 1980s, the Finnish government launched the Sports Act (1980), which was one of the first of its kind in the world to include a specific focus on the well-being and health of the population. This was followed by the 1998 Sports Act, and the 2001 Government Resolution on policies to develop health-enhancing physical activity in Finlandⁱⁱ. This resolution defines all aspects of physical activity policy including organisation, finance, structure, research and monitoring, and is binding for different government authorities, organisations, municipalities, and non-governmental organizations.

Finland's physical activity policy has emphasised the importance of local action. The Finland on the Move programme was launched to develop, improve, and increase appropriate conditions and services for exercise and sports at the local level, particularly through the joint work of civic organizations and municipal (sport, health, school) authorities. In 1991 this has been developed into the Fit for Life programme which has run since 1991 and is funded until 2009. The programme has been sponsored by Ministries of Health; Transport and Communication; Environment; and the Board of Forestry, making Fit for Life a rare example of a truly intersectoral initiative.

The emphasis of Fit for Life is on the promotion of regular physical activity among previously sedentary people through local projects. The programme tested a combination of top-down and bottom-up models of promoting health-enhancing physical activity through financial, communication, training and consultation support for a wide variety of small-to-medium local projects. By 2007, the programme had supported more than 800 local projects throughout Finland, averaging €3,200 per project in 2006 and 2007.

Evaluation of the first three years of the programme showed that Fit for Life was reaching people who were previously sedentary^{iii iv}, and there has been a measurable decrease in sedentary behaviour. After five years, the projects were reaching around 7% of all people aged 35–64 years of age^v. In addition, a survey showed that nearly all funded projects were still continuing three years after their initial funding had stopped, showing the value of 'seed funding'.

Bogota, Columbia: Ciclovía

Ciclovía is Spanish for "bike path". However, in Latin America the term is also used to describe temporary closing of the streets to motor vehicles to allow access for people to walk, run, cycle, skate, dance, or take part in any other form of physical activity.

Every Sunday and holiday the main streets of Bogotá are closed to motor vehicles from 7 am to 2 pm to allow walkers, skaters and bicyclists take over the streets. Stages are set up in city parks, and aerobics instructors, yoga teachers and musicians lead people through shows and other performances. Ciclovías take place in a number of towns including Cali and Medellín, but the largest is in Bogotá where some 2 million people (30% of citizens) take part on over 120km of car-free streets. The event creates the conditions for people to take part in whatever physical activity they want on the streets, without fear of traffic. For many people the motivation is not necessarily to be active, but to be outside, enjoy the streets, and meet other people and enjoy the carnival atmosphere.

Ciclovías have taken place since 1976, but took off in the early 1980s when the mayor of Bogota decided to take on the dominance of automobiles in the city. One of the main motivations for the programme was promotion of physical activity and health, but the programme also focuses on social, cultural and environmental benefits of turning roads over to people. Ciclovías now take place in some 25 towns, mainly in south America, ranging from small cities like Tulua with about 183,000 inhabitants, to megacities like Sao Paulo with a population of more than 10 million. There is now a network to bring together professionals with an interest in the approach, to share information and best practice.

New Zealand: 

New Zealand's Push Play initiative is a great example of a national programme that has evolved over time, based on evidence of what works, with strong links between the country's community sport and physical activity promotion sectors.

Physical activity promotion in New Zealand was overseen by the Hillary Commission (National Sport and Recreation Agency), but this passed to SPARC NZ (the Sport and Recreation national agency) in the 1980s. SPARC has developed an inter-sectoral suite of activities and partnerships, including a social marketing campaign, Push Play now in its eighth year. Push Play has mass events, annual days, and a full range of social marketing activity using mass media to promote the core Push Play campaign messages of physical activity, sport and active recreation being a part of everyday life^{vi}.

Ongoing evaluation has shown consistent increases in recognition and acceptance of this initiative among the New Zealand population. Other major initiatives include the Green prescription program, where SPARC delivers physical activity counselling to all GPs, and trains them at the regional level. There are also community sports programs, also delivered in a decentralized way through the Regional Sports Trusts. Specific programs target indigenous New Zealand Maoris (the *He Oranga Poutama* programme), as well as programmes for Pacific Islander populations, for older adults, and for parents of school age children. Their interagency partnerships include work

with the health sector nationally and regionally, specific programs with local municipalities, and programs with professionals in sport, education, and in local communities.

SPARC has a number of national targets for physical activity among adults and youth, and for sport and recreation participation among all New Zealanders. Baseline data showed around 67% of adults meeting guidelines in 1997, increasing to 70% by 2001, with further monitoring carried out in more recent years. However, low activity or sedentary rates increased among young people during the same period, leading to the development of a youth specific PA strategy in 2006, and this provides an integrated national set of programs for youth sport and activity promotion.

Push Play demonstrates what can be achieved with moderate resources, when the sport and health sectors work together. New Zealand appears to have adopted many of the principles of good national physical activity practice and policy development, and maintained them for nearly a decade.

Western Australia: Find Thirty

Australia may have the image of being a great sporting nation, but the physical activity data show that they face similar challenges to the UK in terms of population-level participation. There have been many attempts to increase physical activity across Australia, with the most comprehensive approach now being taken by Western Australia. This is a reaction to research that showed that 41% of Western Australians are not sufficiently active for good health.^{vii}

In 2002, the Department of Health commissioned a campaign to address the health issue of physical inactivity, which has been run by the Heart Foundation since 2006.



The Find Thirty campaign aims to increase the number of Western Australians who are sufficiently active for good health, through raising awareness of the benefits of physical activity, demonstrating how people who are insufficiently active can overcome perceived barriers to participation in physical activity, and congratulating people who are already active.

The campaign is aimed at inactive adults 25 to 54, with a focus on adults with lower socio-economic profiles and adults living in regional areas. Secondary target groups include: adults in Aboriginal communities; adults who are sufficiently active but at risk of relapse; older adults; and parents. The campaign is delivered through a range of physical activity professionals including Area Health Service staff.

The campaign is being well evaluated including formative, process and impact evaluation. Formative research has shown that the campaign messages have been well received by the target audiences and that the messages and advertising concepts resonated similarly with all campaign target groups. Impact evaluation will be available soon which will show whether the campaign has had an impact on the knowledge and behaviour of the key target audiences.

Switzerland: from Sport for All to physical activity for health

In Switzerland, the concept of promoting Sports for All has been established for many years, but it is only relatively recently that attention has turned to taking a public health to promoting physical activity^{viii}

Since 1972 the promotion of sports has been the responsibility of the Swiss Confederation, including sport promotion to improve public health. But it was not until 1995 that the evidence for the health effects of physical activity was systematically presented and discussed at a national symposium. This built upon data from the 1992 Swiss Health Survey which showed that 35% reported less than one day per week of sweat-inducing physical activity during leisure time. This ultimately led to health being defined as the first priority of the national sports policy in Switzerland in 2000, and “more physically active people” as its first main objective.

A number of approaches have been taken to tackling physical inactivity in Switzerland, including primary health care interventions; interventions in the conscript Swiss Army, and in kindergarten. The multi-partner Allez Hop programme has provided a range of physical activity promotional initiatives to the wider public since 1996 including worksite initiatives. Allez Hop reached about 24,000 adults in 2004 in courses for Nordic walking (walking with adapted ski poles) and other activities. The national programme Youth+Sports has been running for more than 30 years, reaches about half a million 10-20 year olds each year, and currently absorbs more than 40% of the budget of the Federal Office of Sports. Programme evaluation has begun in 2004 and a first study of its effectiveness is being prepared. Attention has been moving in recent years to the potential of transport interventions for physical activity promotion^{ix} (Thommen & Braun, 2003).

Denmark: outdoor play in Forest Schools

Children’s play takes on a new meaning in Denmark, the home of the Forest Schools movement. Forest Schools originated in Sweden in the 1950's and spread to other countries, particularly Denmark where they have become an important part of the Danish early years programme.

In a typical Danish Forest School, young children from 3 years are taken into the forest for 4 hours each day of the week. The children play in the forest with natural materials they find around them, and use their imaginations to develop games. Activities are child- led and fun, such as finding small animals or splashing in puddles. Most activities are highly physically active, and because of high adult to child ratios, children can safely try out activities which are often considered too dangerous, such as climbing trees or jumping in ditches. There is a primitive hut in the forest, which is used in extreme weather, although it is reported that most children in forest schools continue to play actively whatever the weather.

Research has shown that children in a forest school are more balanced and socially capable, have fewer sick days, are more able to concentrate and have better co-ordination than the city nursery children. The study showed the forest school children to be markedly better at concentrating than the city children. The primary reason appeared to be the greater opportunities for play in nature, with children playing for

longer at a time. This is likely to sow the seeds for an increased appreciation of physical activity and the outdoors throughout life.

Sao Paulo, Brazil: Agita São Paulo

The Agita São Paulo programme^x is a unique example of a physical activity promotion that has successfully encouraged millions of people to increase their physical activity, in one of the world's largest conurbations.

In the mid 1990s, the Ministry of Health in Brazil were shown data that showed that around 7-8 out of ten people in the state of São Paulo were classed as sedentary. The cost associated with physical inactivity was estimated at approximately US\$ 37 million per year. The Minister of Health of the state of São Paulo at the time thus asked the Center for Physical Fitness Laboratory Studies (CELAFISCS) to develop a state-wide programme to promote physical activity.

The programme faced two significant challenges: firstly that there was virtually no literature on the promotion of physical activity in developing countries; and secondly that the target population was enormous. The state of São Paulo has over 34 million inhabitants spread across 645 municipalities covering an area of 248,808 km². The capital city, São Paulo, has more than 10 million inhabitants, making it one of the world's largest urban concentrations.

The programme tackled these challenges through a twin-track approach of evidence and innovation. Firstly they consulted with experts worldwide to establish best practice in the field, and then where no evidence existed, they came up with novel innovative approaches. The result is a unique programme that has demonstrated how physical activity can be promoted on a massive scale.



The programme's goals were to increase the degree of knowledge about the benefits of physical activity by 50% and to increase physical activity by close to 20% within a period of 10 years (2% annually). The programme agreed core messages, a name and campaign logo. Agita is Portuguese for movement, but it also suggests energizing the mind and seeking energy, movement, and motion during one's leisure time. The programme's logo is a clock with hands that suggest the need to undertake 30 minutes daily of moderately intense physical activity.

The programme produces numerous resources to promote the core messages. These include: pamphlets, posters, and flyers aimed at the general public and at specific population groups (schoolchildren, workers, and older adults); posters promoting mega-events; posters for specific campaigns or related to special commemorative events, anniversaries, and other celebrations; orientation manuals for general programme implementation and activities development for public schools; graphical representations of the campaign message such as physical activity and nutrition 'pyramids'; and numerous promotional give-away products such as key rings, t-shirts, and baseball caps. They have also produced 'Agitol, the formula for active living,' which is a box of tablets which looks like a prescription medication, but actually contains educational materials on the importance of physical activity.

These materials are frequently in support of the programme's 'mega-events'. These are run on a phenomenal scale. For example, Agita Galera (Get Moving Everyone) is held on the last Friday of August of each year. Organization of this event requires training and support of tens of thousands of health and education professionals in the 640 cities of the state of São Paulo. The participants include more than 6,000 public and private schools, 250,000 teachers, and 6 million students who come together to discuss the positive effects of a more active lifestyle and how to create permanent mechanisms that promote health and physical activity in the school environment.

Surveys have shown that Agita São Paulo is having an impact on the population. Data on physical activity levels analyzed between 1999 and 2004 show positive progress in the metropolitan area of São Paulo, where the rate of sedentary lifestyles decreased from 15% to 11%. The percentage of people classified as irregularly active went from 30% to 27% and that of active and very active people increased from 55% to 62%

The programme has also had an impact on physical activity policy. The programme was said to have encouraged WHO to make physical activity the central focus of World Health Day 2002. This has turned into the Agita Mundo movement, which aims to spread the Agita message across the world.

Netherlands: urban policy and priority for cycling

The Netherlands – and Amsterdam in particular – has a worldwide reputation for catering for bicycles as the dominant form of urban transport. 27% of all trips are undertaken by bike in the Netherlands, compared to 1% in the UK^{xi}. Even more remarkable is that cycling is a mode of everyday transport enjoyed equally by women and men, young and old, rich and poor. This is in contrast to countries with low cycling rates where it is mainly the preserve of young fit men.

It is sometimes thought that the high level of cycling in the Netherlands is a response to some aspect of culture; that the Dutch are somehow more predisposed to cycling. However, a look at trend data since the late 1950s show that the Netherlands saw a similar steep decline in cycle use as the car became a more popular mode of transport. But the Dutch government tackled this issue head-on with a succession of pro-bike policies culminating in the Dutch Bicycle Master Plan^{xii}. These policies have ensured the bike became a core part of urban transport.

Key aspects of policy have included the provision of separate bike paths along busy roads, combined with traffic calming of most residential neighbourhoods. Extensive cycling rights of way are complemented by ample bike parking, full integration with public transport, comprehensive traffic education and training of both cyclists and motorists, and a wide range of promotional events to generate enthusiasm and wide public support for cycling^{xiii}.

In addition to this positive treatment of cycling, policies in the Netherlands have tended to make driving expensive and less convenient, through taxes on car ownership, use, and parking. This is coupled with land use policies that encourage compact, mixed-use developments that generate shorter trips.

It appears to be the coordinated implementation of these diverse but complementary policies that accounts for the Netherlands' position at the top of the world league table for cycling.

Canada: the ParticipACTION campaign

ParticipACTION was one of the longest-running communication campaigns to promote physical activity in the world^{xiv}. The campaign ran from 1971 and for 30 years, the campaign nudged Canadians of all ages, sizes and shapes to make physical activity a part of everyday lives. The campaign had a small staff and a small budget, but it achieved significant year on year shifts in knowledge and behaviour



among the Canadian public. ParticipACTION ran campaigns using a variety of media, including public service announcements on TV, as well as media, press, public relations and print, but without ever paying for media exposure.

In the late 1960s, Canadian leaders were concerned about declining standards of health and fitness, increasing rates of cardiovascular disease and rapidly rising health costs. The campaign really took off when there was a great furore around an advert which said that “the average 30 year old Canadian was only as fit as the average 60 year old Swede”. This raised a great deal of interest among the population who saw it as a national challenge.

ParticipAction carried out a great deal of activity to support community action on physical activity and to forge alliances with non-health agencies. There were three primary areas of emphasis: Media campaigns, public education (seminars, brochures, booklets, posters, workplace campaigns etc.) and Special Events (Olympic Torch Relay, Canada 125 community events, Inter-City ParticipACTION Challenge).

Surveys have shown that the ParticipACTION brand reached extremely high awareness: in 1985 84% of a random sample of the Canadian adult population recognised the logo/brand. Of these, Over 60% said the campaign had helped them to do more physical activity^{xv}. There have also been consistent increases in national levels of physical activity between 1981 and 1995.^{xvi} Although these cannot be directly attributed to the campaign, it seems extremely likely that this consistent long-term campaign has had a direct impact. Indeed, the duration of ParticipACTION gives it rare status as an evidence-based sustained campaign.^{xvii}

Odense, Denmark: National Cycle City

From 1999 to 2002, Odense was awarded the status of Denmark's National Cycle City. The Ministry of Transport provided half the total budget of DKK 20 million (£2m) to the city to increase the number of journeys by bicycle by 20 per cent.

The budget was spread over four years, and provided funding for over fifty projects that tackled different aspects of cycle promotion, including physical improvements,

changes in regulations and campaigns. New initiatives were developed in several areas including: access for cyclists; better and safer parking for bicycles; image-building; action-based activities aimed at children and adults; and projects focused on the behaviour of cyclists in traffic.

In addition to making significant changes to the road system to favour cycling, the project tried a number of particularly innovative initiatives. One of these was the first green wave, which ensures that cyclists travelling at a standard speed always face green traffic lights along their route. Cyclists were provided with additional services such as providing drinking water fountains, and fixed bicycle pumps at key locations. This was combined with awareness campaigns to promote cycling and improve the status of the bike

Surveys^{xviii} showed very high awareness of the programme, with 82 per cent of participants agreeing with the statement that Odense had excellent urban cycling facilities. Data from Denmark's Statistics Transport Investigation showed that by the end of 2002 cycling traffic in the Municipality of Odense had increased by 20 per cent. The citizens of Odense made 35 million new cycle journeys during the project period, corresponding to 25,000 extra cycle journeys per day.

In addition, the project evaluation report states that in the local initiatives had resulted in a significant fall in transportation (km per person per day) in the Municipality of Odense, with transportation using cars or public transport falling by 15 and 45 per cent respectively. The report estimated that the project led to savings of DKK 33 million, greater than the cost of the project, DKK 20 million.

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