



Physical Activity  
Collaborating to create  
happier, healthier and  
stronger communities



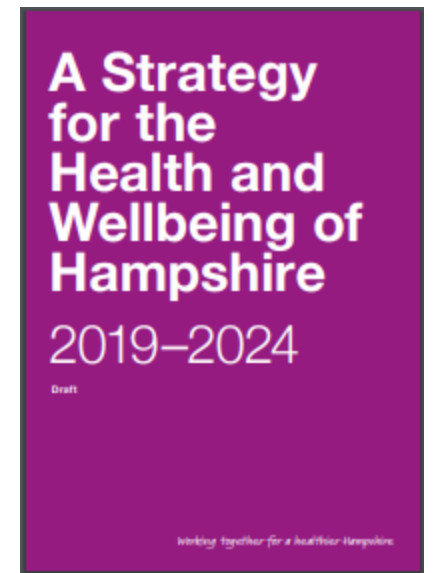
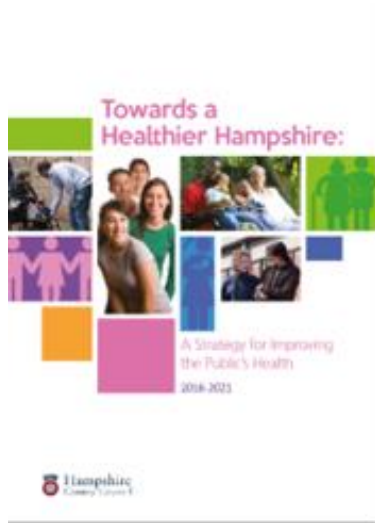
# Hampshire and Isle of Wight Physical Activity Strategy

- National and local strategic context
- Our focus
- A whole system approach
- Vision and aims
- How the ambition will be achieved
- Key partners
- How the board can support

# The national context



# The local strategic context



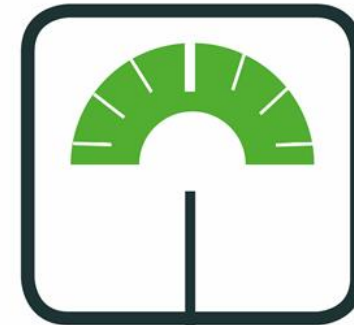
# Why Physical Activity?

Persuading inactive people to become active could prevent 1 in 6 deaths.<sup>B</sup>

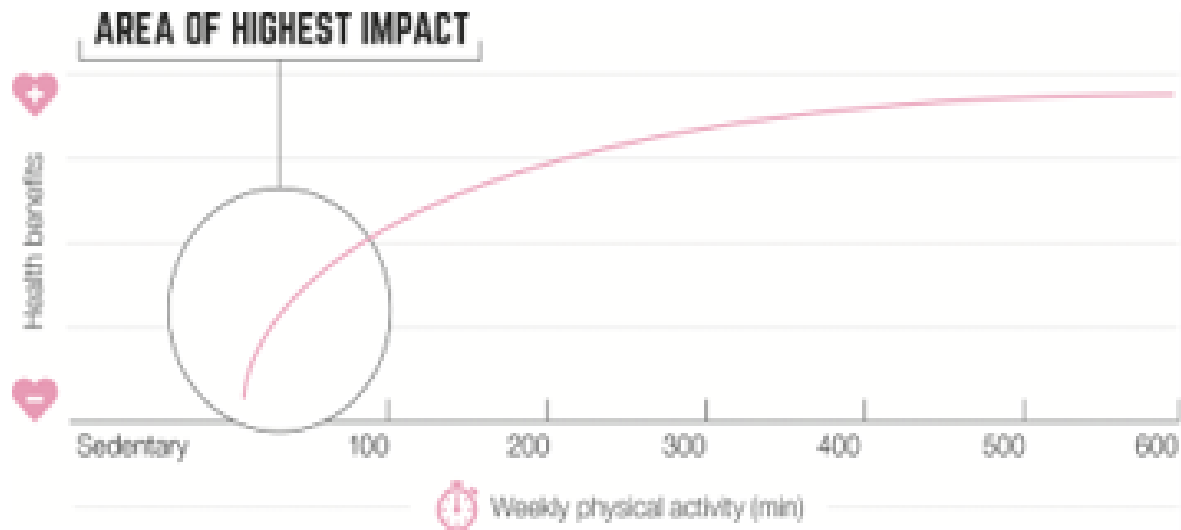
Physical inactivity is the 4th largest cause of disease and disability in the UK.<sup>C</sup>

In children aged 0-5 years, lower levels of physical activity are associated with increased levels of obesity.<sup>D</sup>

The annual health cost of physical inactivity in the Hampshire County Council area is £18,811,976. The biggest contributors to this cost are Coronary Heart Disease and Diabetes.



# Our focus?



- inactive women
- children and young people
- those with (or at risk of) long term conditions and/or disabilities
- place-based

# Whole System Approach

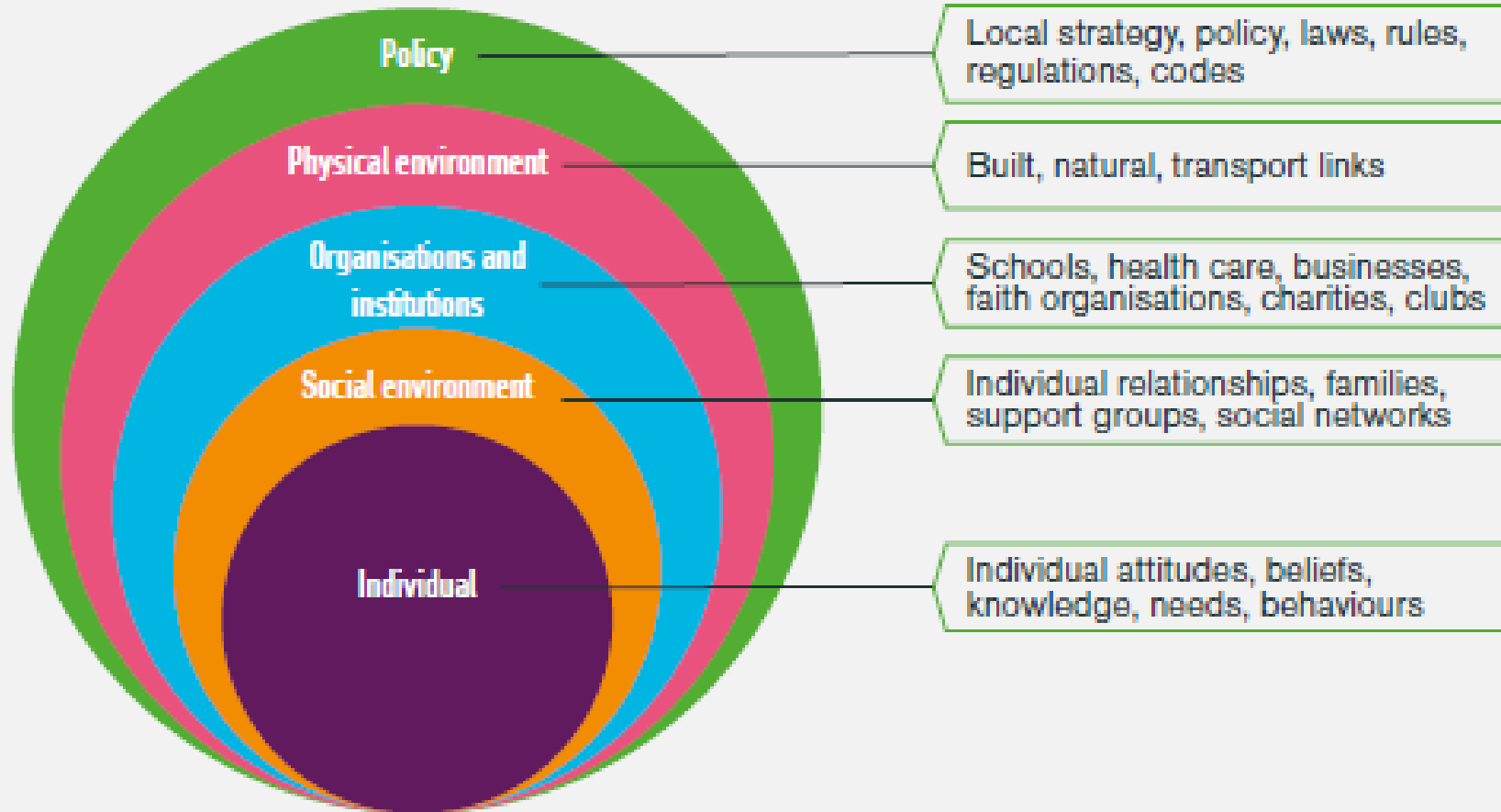


Figure 9: Socio-ecological Model. Adapted from Sport England: Towards an Active Nation 2016-21.

# Vision and aims of the physical activity strategy

## **Our ambition**

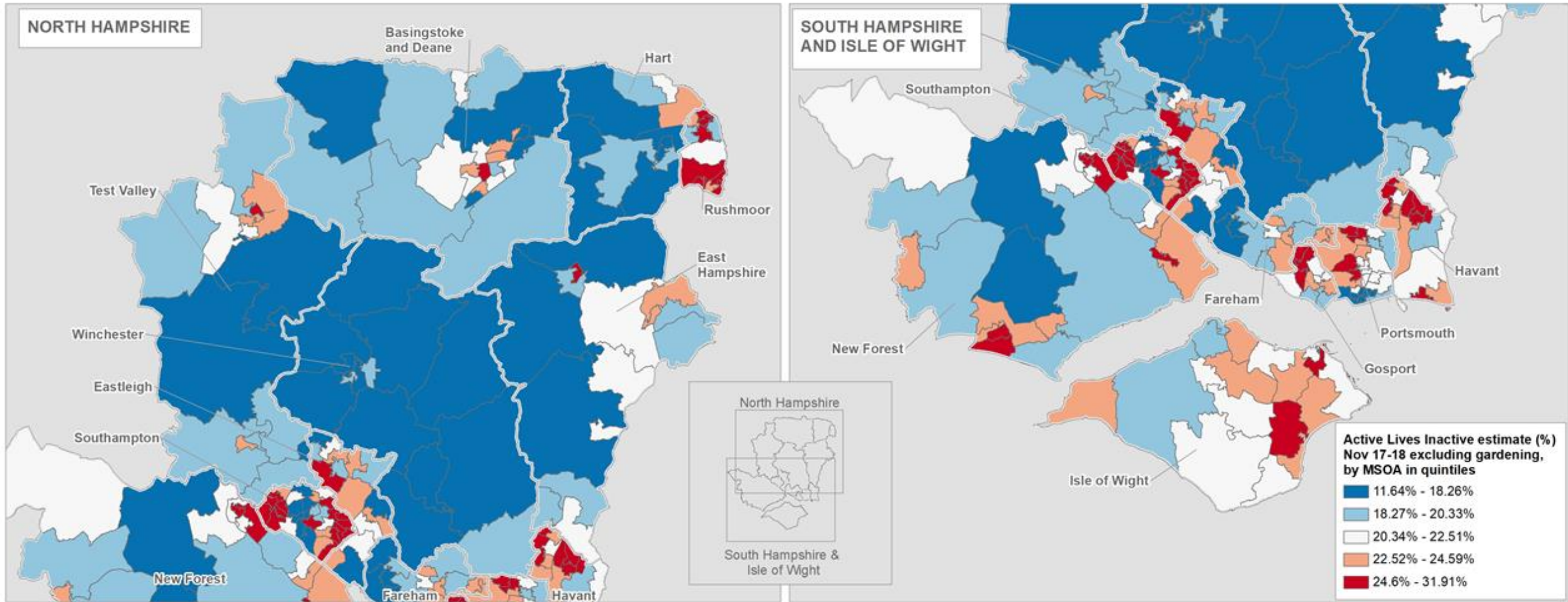
- To beat inactivity

## **Aims**

- To accelerate the reduction of inactivity
- To reverse the rising trend of inactivity in females
- Narrowing the gap in levels of inactivity between those with long term health conditions and those without
- To improve levels of physical activity among children and young people



# Inactivity - Small Area Estimates



Contains Ordnance Survey data © Crown copyright and database right 2019.

Source: Sport England, Active Lives Survey (Small Area Estimates) published September 2019, 16+ years

# How will the ambition be achieved?

- Insight driven investment
- Support an environment that enables people to make physical activity the easy choice
- Apply a behaviour change approach
- Reduce inequalities in physical activity behaviour
- Workforce development
- Insight driven local plans reflecting local priorities – focus on the place where the community is at the core

# Partners

- The voluntary sector
- The Hampshire Partnership of CCGs and West Hants CCG
- Outdoor Centres, Country Parks, Countryside Access
- Active Travel, Strategic Transport
- Children's Services, Schools
- Adults' Health and Care, Falls Teams
- Health Education
- Local authorities –Planners, Health and Wellbeing, Arts and Culture
- Leisure Providers Community Groups, Employers, Housing.....

# What is 'the system' doing?

- Analysing data and providing insight to reach those most at risk
- Investing in the workforce e.g. Moving Healthcare Professional training in partnership with Public Health England and Hampshire CC Public Health
- Influencing physical activity providers to think about our priority groups and places
- Improving physical activity and sport for the LGBT+ community
- Supporting women to be active and help and influence local activities
- Partnering with walk coordinators to get women Walking for Health
- Supporting Primary Schools to use their PE and Sport Primary Premium Funding to improve the quality and quantity of PE
- Supporting Secondary Schools with a "This Girl Can" project to raise pupil voice and provide activities for those girls that are less active



# MYSTERY SHOPPERS

## 1ST 5

Our 1st five Mystery Shoppers have reached the finish line having completed at least 1 hour of physical activity per week for 8 weeks.

## MORE ACTIVE

All Mystery Shoppers were doing fewer than 30 minutes of activity per week and are now doing 60 minutes or more.

All reported that they intend to continue with their activities beyond the end of the project.

1 lady is loving netball so much that she's starting a second session per week.

## IMPACT

Mystery Shoppers noticed improved sleep, increased energy and confidence, and weight-loss.

2 ladies with type 2 diabetes have been able to reduce their insulin.

1 has also noticed improved feeling in her legs and feet.

All have a greater awareness of physical activity in their area.

They are encouraging friends to join them.

## NEW RECRUITS

27 Mystery Shoppers recruited for the New Forest.

New Forest Launch event set for 2 Dec.

1st meeting set with Activity Provider in Havant for 16 Dec to share feedback and influence provision.

# LEARNING & FUTURE IMPACT

## NOT LOOKING

The women we've engaged so far weren't actively looking for activities and didn't know much about what was on offer locally.

They knew they needed to be more active but only acted when an opportunity presented itself.

Now they've looked for activities they are seeing more and more physical activity-related ads.

## THE OFFER

There are good activities out there with a positive and supportive workforce.

However, it's not easy to find basic information about the activities or how to join.

We also uncovered concerns over the sustainability of some activities with challenges around funding, volunteers and engaging new participants.

## GET ACTIVE

Working with inactive women and activity providers has helped us better understand the challenges that both of these groups are facing.

There's potential for us to play an important role in connecting these groups. The Get Active website paired with a proactive marketing campaign could be of real value to both audiences.

## WORKFORCE

Feedback about instructors has generally been positive.

The conversations we've had highlight more of a need for business planning and marketing support, which could be delivered through training/mentoring programmes.

# How can the board support?

- Champion this strategy across Hampshire
- Co-commission next iteration of the physical activity strategy in 2020-21
- Promote CMO guidelines and embed in your organisations – take action
- Open conversations with the physical activity sector
- Design physical activity into care pathways, commissioning & contracts
- System Leadership development and thinking

# System leadership and thinking

## Ways of working

- Joining up across the system
- Engagement & involvement
- Distributed Leadership
- Start with what's strong, not what's wrong (building on strengths)
- Sharing insight & evidence
- Targeting need/addressing inequalities
- Commitment to continuous learning

## Actions

- Relationship building & strengthening
- Partnering with the Voluntary & Community Sector who have trust in communities we need to reach
- Insight & engagement
- System re-design – e.g. designing physical activity into places, policies, practices and culture
- Reflecting & Learning – e.g. the example I gave on what we have learned about women's participation so far



THANK YOU

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