

Staffordshire Health and Wellbeing Board	
Title	Physical Activity Sub-Group
Date	08/03/2018
Board Sponsor	Helen Riley
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Report type	For Decision

Summary

1. On 09.03.17 The Health & Wellbeing Board (HWBB) elected to adopt a sub-group of the Board which would be tasked with understanding and combatting physical inactivity in Staffordshire.
2. It was determined by the group that creating a standalone strategy for physical activity would add an unnecessary layer of bureaucracy. To this end a vision, set of outcomes and focused work programme will be developed in order to drive the agenda forward. This process is underway with the first stages of a logic-modelling exercise having been completed. This has led to agreement of the following vision:

“Influencing people and places to embrace and value physical activity”

3. The following key principles have also been agreed:
 - A blended approach is needed to influence policy and deliver interventions.
 - A place-based approach will be developed, focusing on areas of highest demand and with agreement from district colleagues
 - Our insight will be strengthened via community consultation and engagement.
 - A multi-agency /collaborative approach will be adopted.
4. There is a clear line of sight between this work and Public Health’s wider work programme and the STP Prevention Programme, with associated reporting to both the Health and Wellbeing Board and the STP Prevention Board.
5. Staffordshire Moorlands Leek North and Cannock’s Springfield Estate have been selected as initial pilot localities. Analysis of available insight, asset mapping, and community consultation is now underway.

Recommendations to the Board

- The Board endorses the approach of the Physical Activity Sub-Group
- The Board agrees to hosts a challenge session in June, to test the robustness of the implementation plan for Staffordshire Moorlands.

Background / Introduction

6. The latest data from the 'Active Lives' Survey illustrates the scale of the challenge facing Staffordshire in terms of inactivity. 57.7% of Staffordshire's adult population achieve the CMO recommended levels of physical activity; this is considerably lower than the national average of 60.6% and means that as a whole the County is the sixth worst performing top tier authority in England. Furthermore current figures show that only Tamworth and Lichfield are performing better than national averages with all other districts falling below the national average. Cannock is the worst performing area with only 51.1% of its residents achieving recommended levels of activity placing it in the top 20 most inactive local authorities nationally. This data is consistent with the long term trend for physical activity in Staffordshire.

Table 1 Latest Active Lives Inactivity Data

		Inactive (<30 minutes a week)				Rank (out of 352)
		Population total	Rate (%)	95% confidence interval		
				Lower	Upper	
All adults (aged 16+)	214,284	11,456,900	25.6%	25.3%	25.9%	
Tamworth	549	15,100	24.3%	20.1%	29.1%	142nd
Lichfield	523	22,200	25.9%	21.5%	30.9%	194th
Staffordshire Moorlands	564	22,100	26.8%	22.2%	32.0%	233rd
Newcastle-under-Lyme	562	29,000	27.0%	22.4%	32.1%	238th
East Staffordshire	549	25,900	27.6%	23.0%	32.7%	255th
Stafford	542	30,900	27.7%	23.1%	32.8%	259th
South Staffordshire	537	26,100	27.8%	23.4%	32.8%	262nd
Stoke-on-Trent	1,182	65,900	32.6%	29.2%	36.2%	334th
Cannock Chase	510	26,700	33.0%	28.0%	38.4%	339th
Staffordshire	4,336	198,000	27.6%	25.9%	29.4%	254th
West Midlands	20,780	1,358,500	29.1%	28.2%	30.0%	
Staffordshire and Stoke-on-Trent	5,518	264,000	28.7%	27.2%	30.3%	6th most inactive (out of 44)

Current Activity

7. In response to this challenge the Health and Wellbeing Board has adopted a sub group tasked with providing the clear leadership and focus needed to address this issue, led by SCC and Sport Across Staffordshire
8. The group has now begun the process of deciding what will be achievable without significant additional financial resource and how we might collaborate

with other work streams such as the children's system review and obesity agendas. Work to pilot this approach has been initiated in Staffordshire Moorlands and Cannock, with analysis of available insight, asset mapping, and community consultation now underway.

9. Whilst we await the result of the communities engagement and consultation process it is anticipated the likely strands of activity in the implement plan will include:

- Helping residents access local opportunities and make informed choices about how to get active through the targeted provision of information, advice and guidance
- Developing the local workforce (Primary Care, leisure, education and voluntary) so it is better equipped to advise residents of physical activity options and more able to deliver activities that lead to sustained behaviour change
- Developing community capacity
- Securing investment (Sport England, Big Lottery etc.) for targeted interventions
- Reshaping of the local authority leisure offer to meet the needs of priority groups more effectively

Options & Issues

- Ownership – through the whole system and across sectors.
- Resources – both physical and in-kind, to move this forward at pace.

What do you want the Health and Wellbeing Board to do about it?

10. The sub-group are seeking the continued support of the HWBB to progress this agenda in four key areas.

- Where possible identify potential resources for this work.
- Ensure that physical activity is embedded in relevant policies.
- HWBB members champion this work within their own individual networks.
- Once complete, endorse the implementation plan.