

Being more active

Why is this issue important for Cornwall and the Isles of Scilly?

Whole community

Physical inactivity contributes to 1 in 6 deaths in UK¹, representing 800 deaths a year locally



Personal costs

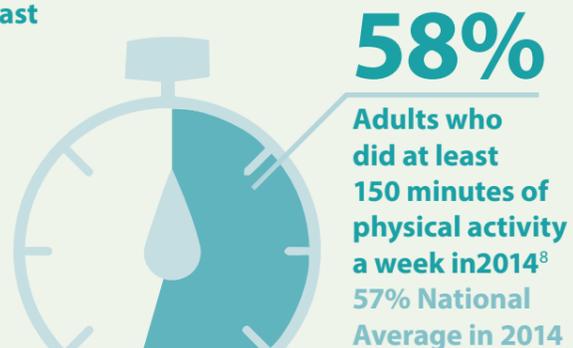
Inactivity increases risk of developing high blood pressure, heart disease and osteoporosis³

Being inactive can lead to being overweight, which can lead to pre-diabetes and type 2 diabetes⁴



What are the local outcomes?

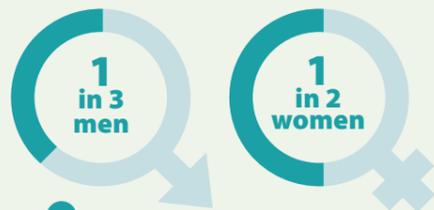
Recommended daily physical activity for children⁷ at least one hour of moderately physical activity per day



Inequalities

People in the most deprived areas are 2x as likely to be physically inactive as those in the least¹

Not active enough for good health



Rebecca's story

“ I first heard about Cornwall Healthy Weight when I went for an asthma check-up and was told that “added weight” can make asthma worse and I should try to lose some. Over the 12 week programme I became more knowledgeable, educated and healthier and now here I am healthier and happier and no longer have asthma. I have gone from no exercise to now seeing my personal trainer every week (who is fab); swimming, and have now started attending a local gym. I could not have achieved any of this without doing the healthy weight adult programme. They are an amazing, inspiring bunch of people and I can't thank them enough. I consider them all now very good friends. ”

What is being done locally to address this issue?

The promotion of physical activity is central to the work of Cornwall Healthy Weight through a range of innovative activity programmes. Individuals of all ages and abilities are given the opportunity to be active in a safe and supportive environment and with specialist guidance and expertise encouraged to explore the valuable health benefits of physical activity

Get Active Cornwall⁹

Get Active Cornwall has over

1,100 Cornish providers

Get Active 2015 Workplace Challenge had **247** teams with 159,817 miles recorded



200 businesses have signed up to Cornwall's Workplace Health programme, with 40,000 employees benefiting

Cornwall's Open Space strategy

in 16 large towns ensuring open green spaces, walk paths, allotments and play areas

Cornwall Sports Partnership

3,930 children from 124 schools participated in the 2015 School Games

Over 200 adults and 14 different organisations participated in the 2015 Beach Games

Health Checks - Potentially 272 people could increase their physical activity following a Health Check¹⁰



Local advice and support

Cornwall Healthy Weight www.cornwallhealthyweight.org.uk

Get Active Cornwall www.getactivecornwall.co.uk/

Change4Life www.nhs.uk/change4life/Pages/be-more-active.aspx

Cornwall Sports Partnership www.cornwallsportpartnership.co.uk

Evidence

Recommendations from Guidance of the four home countries Chief Medical Officers¹¹, and various NICE guidance¹², including:

Children and young people should do at least 60 minutes exercise a day

Adults should be active daily, doing 30 minutes exercise on at least 5 days a week

Partnerships

Local partners in a variety of organisations and agencies work to encourage communities and individuals of all ages in Cornwall to be more active

Key drivers include Cornwall Healthy Weight, Cornwall Sports Partnership and Get Active Cornwall, Time 2 Move' – Cornwall's PE and School Sport framework, Hearty Lives Project and Cornwall Healthy Schools Plus Programme

Why invest?

£16 returned over two years for every

£1 invested in the Healthy Weight Programme¹³

Notes 1. Lee I-M, et al. (2012) Effect of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. The Lancet 380:219–29 2. UK Active (2014) Turning the tide of inactivity 3. World Health Organisation website (2015) Physical inactivity a leading cause of disease and disability, warns WHO, 2002 4. Diabetes.co.uk website (2015) Lack of exercise and sedentary way of life, 2015 5. Weyerer, S (1992) Physical inactivity and depression in the community. Evidence from the Upper Bavarian Field Study. International Journal of Sports Medicine 13:492–6 6. Sports England (2014) Active People Survey 8 (2013/14) 7. Scholes, S and Mindell, J (2012) Physical Activity In Children, HSE 2012: Vol 1, Chapter 3 8. PHOF active adults indicator 2.131

Notes 9. A website developed specifically to inspire and motivate Cornish residents to be more active 10. Based upon PHE's NHS Health Check Ready Reckoner (Version .9 28/05/2014) and assuming 20% of the eligible cohort is offered a Health Check and 50% receive one 11. Department of Health, Physical Activity, Health Improvement and Protection (2011) Start Active, Stay Active A report on physical activity for health from the four home countries' Chief Medical Officers 12. NICE Guidance PH2, PH8, PH17, PH13, PH54, PH41 and NG7 13. Analysis is based on the NICE Return on Investment Tool for Physical Activity, version 1.00 (Mallender et al. 2013)