Working to increase physical activity in Gloucestershire

Our impact — 2019

we can move

Active Gloucestershire
A need to get people moving

Physical inactivity now kills as many people as smoking and was found to cost the NHS Clinical Commissioning Groups £455 million in 2013-2014 nationally, and £4.7 million in Gloucestershire1.

Many major health issues in the UK can be avoided through increased physical activity.

Regular activity can reduce:
- risk of hip fractures by 68%
- type 2 diabetes by 40%
- heart disease by 35%
- depression by 30%.

For children and young people, regular physical activity is associated with improved learning and attainment, better mental health, a cardiovascular fitness and contributes towards a healthy weight.

22.1% of adults in Gloucestershire are inactive and a third don’t do enough to benefit their health.

And there are significant inequalities in activity levels amongst different groups:

- 30% of people aged over 55 years old are inactive
- 33% of people living in the areas amongst the 20% most deprived in the country are inactive
- 22% of people from black and minority ethnic groups are inactive
- 37% of people with life-limiting disabilities are inactive2.

Focussing our effort on those who are least active will bring the biggest step change in health and wellbeing.

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2 Sport England Active Lives Survey November 17/18
Our theory of change

Previous strategies invested in programmes that did not engage inactive people.

Levels of inactivity and activity in Gloucestershire

<table>
<thead>
<tr>
<th>Year</th>
<th>Active</th>
<th>Fairly active</th>
<th>Inactive</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015/16</td>
<td>64.8%</td>
<td>12.4%</td>
<td>22.8%</td>
</tr>
<tr>
<td>2016/17</td>
<td>63.9%</td>
<td>13.5%</td>
<td>22.6%</td>
</tr>
<tr>
<td>2017/18</td>
<td>66.4%</td>
<td>11.5%</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

Nationally, three quarters of Public Health funding has been spent on top-down, short-term, individual-level interventions, with no significant effect.\(^3\)

Extensive consultation

Active Gloucestershire consulted extensively over two years with 200 organisations and 500 individuals, from physical activity experts to programme beneficiaries.

In April 2018 we launched a new whole system approach called we can move based on our new theory of change.

Whole system approach

Our new approach has three elements to help us reach those who are least active:

01 Help people change their life-limiting behaviour to get and stay active

Our we can move approach uses the latest behaviour change approaches to create a culture of daily physical activity. We are using expert tools, including University College London’s ‘Behaviour Change Wheel’ and the EAST model.

We are piloting different approaches to understand barriers and motivations to being active and are using insight to evaluate our progress.

02 Make being physically active the ‘cultural norm’

At its core, we can move will be energised and delivered through a social movement. Working with experts Social Change Agency and Practical Governance, we have developed a strategy that will engage friends, families, schools, employers, neighbourhood groups and professionals to help influence the way we think and feel about being physically active. This is enabled by key changes in how we work and communicate including relationship building and capturing a unifying movement brand and communication tools.

03 Tackle the barriers that prevent people getting or staying active (the system we live in)

We have mapped the system in Gloucestershire that affects people’s physical activity levels, gaining insight into the barriers and enablers.

Our work has begun in influencing those who affect policy and practice on our environment, from workplaces to travel options.

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Helping people change their behaviour — our intervention to prevent older adults from falling

In 2018 we used our new approach to define a behaviour intervention to reduce the number of older adults falling by 160 (and save the NHS £500,000).

Our work defined an approach that we are now rolling out across the county including:

— a network of 200 older adult champions from community groups sharing the intervention

— printed and digital material which includes:
  • a self-assessment tool
  • exercises and progress charts
  • in-home reminders.

Since the start of the programme in June 2019 we have:

103 champions to help build the movement across the county

20 strength and balance class providers now using our intervention, with more seeing it and asking for material regularly

1,400 people have been introduced to the campaign either face to face or online

Organisations outside our target, but working with older adults, have asked for the material to promote the intervention.

We have a range of easy to follow exercises that can be done alongside daily routines such as boiling the kettle to increase your strength and balance, keeping you steady, strong and able to get out and about and increasing your independence.

Pick up an exercise guide or visit www.fallproof.me to find out more.

Exercise booklet, in-home reminder and poster from the Fall-proof campaign
Because we couldn’t predict what would happen, we used a novel method to evaluate impact.

As shown here, the Joining the Dots event has lead to several other impacts, and just two of these “impact pathways” are shown here.

Since our work began in this area in 2018 we have gained 30 champions and 125 people are actively involved in our movement.
Tackling the barriers that prevent people getting or staying active — understanding the system that affects disabled peoples’ physical activity levels

Disabled people are twice as likely to be physically inactive than non-disabled people, yet four out of five say they would like to do more.

In 2019, with the aim of understanding the barriers and opportunities, we have begun mapping the physical activity system in Gloucestershire. From this, and with 22 partners from across the sector, we will co-produce a set of interventions that influence the likelihood that someone with a disability or long term health condition can take part in physical activity.
Wider Impact

Physical activity has been chosen as a priority for the new Gloucestershire Health and Wellbeing Strategy 2019-2030, with ‘we can move’ being the delivery mechanism.

We can move is integrated into plans for the county, including:
- Vision 2050
- Healthy weight
- Mental health
- Air quality plans
- Local industrial strategy

We are influencing the revised Gloucester City Plan in relation to design that promotes activity.

We have been involved in the Connecting Cheltenham Strategy to encourage more walking and cycling.

District councils are contributing and seeking ways to work with us in our new approach.

Over 1,000 organisations are supporting the we can move movement.

Other counties’ organisations with responsibility for physical activity are asking for our model and approach.

20 local businesses are now committed to promoting active travel to their employees.

Reducing inactivity

<table>
<thead>
<tr>
<th>We can move programme</th>
<th>Inactive to active</th>
<th>Estimate of savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beat the Street 2018</td>
<td>1,219 adults</td>
<td>£9,153 per year</td>
</tr>
<tr>
<td>Beat the Street 2019</td>
<td>916 adults</td>
<td>£6,881 per year</td>
</tr>
<tr>
<td>Fall-proof</td>
<td>2,250 target for adults doing strength and balance exercises</td>
<td>£500,000</td>
</tr>
<tr>
<td>Barton and Tredworth</td>
<td>100 so far</td>
<td>£751.00 per year</td>
</tr>
<tr>
<td>Satellite Clubs</td>
<td>152</td>
<td>£1,242 per year</td>
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<tr>
<td>The Daily Mile</td>
<td>7,025</td>
<td>£52,758 per year</td>
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Our partners

Activity Alliance
Age UK Gloucestershire
BID Gloucester
Centre for Ageing Better
Cheltenham Borough Council
Cheltenham Trust
CHK Charities Ltd
Cotswold District Council
Creed Foodservice
Forest of Dean District Council
Gloucester City Council
Gloucester City Homes
Gloucestershire Clinical Commissioning Group
Gloucestershire Community Foundation
Gloucestershire County Council (Public Health Gloucestershire)
Gloucestershire Gateway Trust
Gloucestershire Health and Care Foundation Trust
Gloucestershire VCS Alliance
Gloucestershire’s Office of the Police and Crime Commissioner
GRCC
Hartpury College
Hartpury University
Healthy Lifestyles Gloucestershire
Intelligent Health
Marketing Gloucester
North Bristol SusCom
Practical Governance
Resonance
Sport England
Special Olympics Gloucestershire Committee
St James’ Place Foundation
Tewkesbury Borough Council
The Aspire Trust
The Bailey Thomas Foundation
The Barnwood Trust
Social Investment Business
Stroud District Council
The Jockey Club
The Social Change Agency
The Summerfield Trust
University College London Centre for Behaviour Change

We also thank the many other organisations and individuals who have helped us develop and implement our new theory of change to enhance lives in Gloucestershire.

Join the movement

wecanmove.net
(from January 2020)

Active Gloucestershire

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