

SHEFFIELD FIRST FOR HEALTH COMMITTEE REPORT TO 9 NOVEMBER 2004 MEETING

'City on the Move' – progress report from the Active Sheffield Partnership Group

1. Introduction

A presentation was made in the summer to Sheffield First for Health on the draft physical activity strategy for the city i.e. 'City on the Move'. Since then consultation on the document has been completed and the final report has been approved by the City Council. The report is also currently being presented to the boards of the city's Primary Care Trusts.

Initial work has now started on setting priorities for the implementation phase of the plan. This report gives an update on the latest thinking regarding priorities and the key actions for each.

2. A summary of the strategy

The strategy identifies six key themes for action:-

- a) stimulate demand – measures to inform, encourage and motivate people to be active;
- b) prioritise walking;
- c) promote choice – raise awareness of the importance for most people of involving themselves in a range of activities if they are to achieve the recommended weekly activity targets and are to remain active for life;
- d) improve opportunities to be active in different 'settings' such as schools, sport, parks etc;
- e) motivate the least active – pay particular attention to the needs of those groups who are currently least active;
- f) monitoring of activity levels against the target of a 1% annual increase and gathering evidence of 'what works' in raising activity levels.

3. Priorities for action

The implementation of the strategy will be within the framework of the six key themes and will build on the menu of measures outlined in the strategy.

A summary of the suggested priorities and related key actions is given below. This will be the focus of work over the next 12 months and will be subject to review at that stage.

Priority	Rationale	Key Actions
Walking	Evidence shows that walking is the single most important activity that will lead to sustainable increases in activity levels.	<ul style="list-style-type: none"> ▪ extend the impact of health walks ▪ inform and influence selected capital infrastructure projects ▪ support development of School Travel Plans ▪ feasibility study on establishing major walking event/festival for city ▪ explore marketing measures such as 'facts and tips', route maps, stairway signs, a branded website offering - 'find a walk', find a group, interactive step-log, free tips, discounted pedometers etc. ▪ walk challenges – e.g. schools and workplaces set 'step' targets and donate their steps to charity ▪ inform and influence neighbourhood regeneration schemes and maintenance programmes to create safe, clean, signposted and well lit walkways in local areas ▪ establish a cross-agency group to lead and co-ordinate the above measures
Stimulate demand via an information campaign	Information to raise awareness, stimulate interest and facilitate the transfer of 'intent into action' is critical if the potential of supply-side opportunities (facilities, programmes etc) are to be maximised	<ul style="list-style-type: none"> ▪ establish a single 'headline' message e.g. Move more often ▪ develop targeted sub-messages that are relevant to specific target groups e.g. older people ▪ emphasise achievable, moderate forms of activity ▪ focus on positive messages i.e. the benefits of being active ▪ seek out stories about 'real' local people and their successes ▪ build upon national events and/or special opportunities e.g. National Walking Day ▪ link messages to other popular issues e.g. environmental concerns, community safety ▪ emphasise simple, practical changes so that the message can be translated into individual action ▪ create participation events to sell the message and stimulate activity ▪ target the message at key influencers and leaders, initially via a conference

		<p>in early 2005</p> <ul style="list-style-type: none"> ▪ 'employ' community advocates to sell the message at a local level ▪ extensive use of 'media relations' as opposed to paid coverage ▪ establish interactive web-site to help transfer an individual's initial interest into activity
Workplace	<p>Worksites offer a major opportunity to reach a 'captive' group of adults that spend a large (and growing) proportion of their time at work. There are significant potential benefits to employers who support physical activity in terms of reduced absenteeism, stress management, improved morale and staff loyalty.</p>	<ul style="list-style-type: none"> ▪ work is already underway in the City Council ▪ employer to promote benefits of physical activity as part of healthy workforce and work/life balance initiatives ▪ inform staff of opportunities to be active both within and outside work ▪ advisory role – build physical activity advice into occupational health and Personnel roles and integrate into relevant training packages such as stress management ▪ initiatives – such as gym discount schemes, workplace walks, bike pools, discounted pedometers, staff 'sports' events etc.
Young people	<p>Young people are significantly less active than they were 30 years ago. The incidence of childhood obesity is growing at an alarming rate and 70% of young people give up all sports after leaving school. Evidence suggests that developing the right skills, confidence and interests at a young age is likely to support lifelong participation. We expect young people to be a top priority within Public Health White Paper.</p>	<ul style="list-style-type: none"> ▪ further develop the physical activity strand of the 'Healthy Schools' initiative ▪ deliver on the Council's commitment to two hours of physical education within school lessons by 2006 ▪ develop emerging work on 'active play' ▪ promote 'sampling approach' to activities within schools and clubs to extend experiences and interests across activities ▪ focus on connecting school-based activities with community activities and clubs ▪ conduct promotional work in schools on the value and benefits of physical activity ▪ specific focus on those young people facing multiple disadvantage e.g. girls from low income families, young people with disabilities

Older people	60% of those over 60 years are inactive. Amongst those over 65, more people die from falling than do from cancer or heart disease – exercise can have a major impact on falls prevention and recover. Many experts are of the view that no segment of the population can benefit more from exercise than the elderly. Despite this, insufficient work has been done in the city with this growing population group.	<ul style="list-style-type: none"> ▪ Discussions are on-going within Active Sheffield with regard to the specific measures and resourcing of work with older people
Monitoring, evaluation and evidence	Progress against the strategy's 1% annual target is essential. Equally, gathering evidence of what works and evaluating key interventions within the implementation programme are vital.	<ul style="list-style-type: none"> ▪ measure headline city activity level for young people and adults ▪ measure activity levels by area and by target group ▪ set and monitor targets for individual activities e.g. increases in walking, increase in number of regular swimmers etc ▪ establish evidence base to inform implementation of strategy ▪ evaluate specific interventions ▪ set up a cross-agency group from both universities, Sport England, PCTs and City Council to drive the work outlined above

4. Resources

The strategy recognised from the outset that there are currently no dedicated new sources of investment to support the implementation programme. However, it is important to note the following:-

- a) the Active Sheffield Partnership has identified lead people to drive forward all of the above priorities. The exception to this is the older people priority and further discussion will take place within Active Sheffield to resolve this issue;
- b) there are significant existing and (known) forthcoming resources which can be harnessed and influenced to make a significant contribution towards implementation e.g. infrastructure investment in support of walking;
- c) it is clear that the strategy in itself and in particular the evolving work on implementation puts the city in a very strong position to attract new resources that may result from upcoming regional or national initiatives.

5. Recommendations

Sheffield First for Health is asked to:-

- a) endorse the suggested priorities;
- b) support the intended key actions for each priority;
- c) request that Active Sheffield give a further progress report in 12 months.

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on behalf of the Active Sheffield Partnership Group