Start, Stay and Succeed
Example Benefits & Impacts of Physical Activity

Figure 1. Physical Activity

- Increases the feeling of wellbeing
- Reduces the risk of heart disease and stroke by 30%
- Reduces workplace sickness by 27%
- Improves educational attainment by 12.7%
- Active students earn an average 18% more per year than inactive counterparts
- Reduces the risk of depression and dementia by 30%
- Reduces the risk of breast and colon cancer by 20-24%
- Reduces the risk of anti-social behaviour and crime by 15.8%
- Reduces an individual’s carbon footprint by 86kg per year, if 2km walked per week

Altogether
Wealthier

Altogether
Healthier

Altogether
Better
for Children and Young People

Altogether
Greener

Altogether
Safer
Why a County Durham Framework?

• Worrying statistics –
  • Inactive or
  • Not active enough
• Physical activity as a ‘means to an end’
• Stronger leadership?
• Collaborative approach
• More customer focused – but work at scale?
• Right skills in reaching inactive people? Nudging....
• Tackle inactivity ‘head on’: Understand who they are: insight/data
• Understand what to do
The CMO Recommendations

The CMO’s recommendations on physical activity:

• Everyone to minimise the amount of time spent sitting and to maximise opportunities for physical activity.

• Every child under 5 who can walk unaided to be physically active for at least 180 minutes throughout each day, including movement of all the major muscle groups.

• Every child aged 5-18 to engage in moderate to vigorous intensity physical activity for at least 60 minutes every day, including undertaking activities that strengthen muscle and bone.

• Every adult (including older adults 65+) to undertake 150 minutes of at least moderate intensity physical activity per week, in bouts of 10 minutes or more, with physical activity to improve muscle strength on at least two of these days.
Active Durham Vision

We want, more people of all ages, backgrounds and abilities to ‘start, stay and succeed’ in their endeavours to be more physically active, and in doing so contribute to County Durham’s wider outcomes.
The Outcomes Framework

Figure 3. The diagram below illustrates the key components of the framework

Enablers

- Leadership & Governance
- Empowered individuals & communities
- An evidence based approach

Opportunities to participate through:
- Natural environment
- Built environment (indoor & outdoor)
- Programmed activity

Collaboration

An enhanced workforce

Vision

- Start
- Stay
- Succeed

More people of all ages, backgrounds and abilities to ‘start, stay and succeed’ in their endeavours to be more physically active

County outcomes

- Altogether Healthier
- Altogether Better for Children & Young People
- Altogether Wealthier
- Altogether Safer
- Altogether Greener

Altogether Wealthier
Altogether Safer
Altogether Greener
More likely to be inactive?

- Those from lower socio economic groups
- Women and girls
- Older people
- Disabled people
- People from particular ethnic groups
- Those with a long term limiting health condition

• = Greater resource needed.
Aspirational Partnership Targets?

• 25,000 people starting or increasing activity?
• Activity and movement –not sport per se
• Working at scale?
• Engaging everyone –landscape to schools to individuals
• Joint funding
• Shared learning
• There’s so many wider benefits of movement..why wouldn’t we?
Thank you for your time.
Any questions?