



Healthy Lifestyles

Public Health / Physical Activity Steering Group Update

Overview

- Recap from last update
- Covid Recovery
- Healthy Weight programme
- Whole system approach – support from HWB board partners
- Future Development
- Recommendation
- Next Steps

Recap from last update

Physical Activity

- Around **26%** of adults are **inactive**
- Sport England Survey data suggests the proportion of the population classed as **active dropped by 7.1%** in England, despite an increase in some types of physical activity.
- **Existing inequalities widened** – ethnic minority groups & people with lower socioeconomic status or with disabilities are less active during the pandemic
- **Two new members** attend the Physical Activity Steering Group to support the agenda – Health Education & Relationship Manager (Children's Services) and STEPs Manager (Adults Services)

COVID Recovery

Physical Activity

- Ongoing development of the Physical Activity Framework with a specific target for the next 10 years
- Development & promotion of Walking Resources even during winter months
- Physical Activity Steering Group will focus on the below programmes in the next 6 months
 - Beat the Street – a 15-month project
 - Active through Football – a 5-year project
 - Active Travel Hub Development – a 3-year contract
- Sport and Active Life Team to co-ordinate an Early Years physical activity partnership group to identify gaps & opportunities for future development

Community Champion to help promote and address inequalities by engaging vulnerable group /communities



COVID Recovery

Beat the Street

- **A mass participation behaviour programme that transforms activity levels & improves mental health across a community**
- The project will involve a **live game phase – 2nd March - 13th April 2022**
- The game incentivises people to get active together with their community
- **60k RFID cards** distributed & **200** walking tracking units “**Beat Boxes**” will be installed
- Aims to reach approx. **20k people** primarily through primary schools, but also community groups, events
- The project includes a sustain phase & evaluation post game, 6-months, 12-months
- The project has successfully secured **80% costs via Sport England**
- The project will be delivered by **Intelligent Health**

COVID Recovery

Active through Football

- New Sport England programme, funded by the national lottery, delivered by the Football Foundation
- **5-year project aimed at adults** from lower socio-economic groups, 16 years + focus on small-sided, recreational activity
- Key focus is to harness the power of football and physical activity to **create positive change &** using **community place-based approach** to work with local community
- **S-on-Tees, one of 50** locations invited to submit EOI, £7.5k funding successfully received for engagement consultation and report.
- **S-on-Tees, one of 13 locations** across the UK, successfully achieved project funding.
- **N. Riding FA lead org**, multi-agency consortium approach - focus on **2 x community locality partnerships**

Healthy Weight Development

- Stockton Borough Council has accepted additional **ring-fenced funding of £194,606** to be spent this financial year (21/22) on Adult Weight Management Services.
 - **Extend the course length** to 12 weeks (currently 10 to be in line with NICE guidelines)
 - Increase focus on **mental health and behaviour change** – working partnership with MIND
 - **Pilot new approaches**, including workplaces and specific communities e.g. ethnic minority communities & more deprived communities

Children, Young People & Family

Health Lifestyle support – whole family approach

- **Growing Well, Growing healthy** - supports families to maintain a healthy lifestyle (prevention & early intervention to address childhood obesity)
 - 0-4 Infant feeding team – offer nutrition and activity advice, including breastfeeding
 - 5-19 team – lifestyle intervention & advice for children & young people with excess weight
- **Growing Well** (Health visitors & PH Nurses)
 - 0-5 health lifestyle advice – universal contacts
 - Emotional resilience nurses and practitioners - support early intervention around Health and Wellbeing
- **Holiday enrichment & Holiday activity progs** – support access to physical activities and healthy food
- **Health School programme** – whole school approach to health & wellbeing education improvement team – system partners)

Healthy Weight Needs Assessment

Life Course, Whole System & Place-Based Approach

- Identify needs and gaps
- It will cover
 - **Life-course** – all ages, including obesity in pregnancy
 - incorporate **whole system and place-based approaches** – work with system partners to map and identify service gaps, needs and issues around ‘services’ ‘community’ & ‘environment’
- The needs assessment is estimated to be completed in June 2022

System Opportunities

To support Healthy Lifestyles

- North Tees & Hartlepool Foundation Trust is a pilot site for **Active Hospital** to support patients to be more active.
- TEWV develops '**A Weight Off Your Mind**' programme, a weight management plan, for individuals in contact with secondary mental health services.
- **Anchor Institutions development in the NE** – to make use of the local anchor institutions to work together to benefit the communities in Stockton
 - Gather the resources to influence the **built environment** to make it healthy for everyone, e.g. procuring services that create a better carbon footprint
 - Make health and wellbeing at the centre of the decision-making process
- Stockton Town Centre **Waterfront Development** – create an environment that encourages the communities to be physically active
- **Utilise MECC approach** to make physical activity conversation in all pathways to create an opportunity to support behaviour change

Future Development

Healthy Street Framework



Recommendation

- **Support and endorse** the work of the PA Steering Group in coordinating the development and shaping of healthy places and initiatives that facilitate physical activity and help address health inequalities
- Receive **future updates** on the next steps

Next Steps

- Work up **Anchor institutions development** further, linking with regional work on this, and bring back to the Board on what it means for local Board member organisations to feed into ICP plans re: health inequalities and prevention
- Continue to work with Inclusive Growth and Town Centre Team on Waterfront Development – **a suitable built environment to encourage Physical Activity**
- Work up **MECC approach** linking with regional work through DsPH and ICS and bring back to Board for next steps on practical actions
- Bring further info back to the Board on **health Streets approach** as it is developed