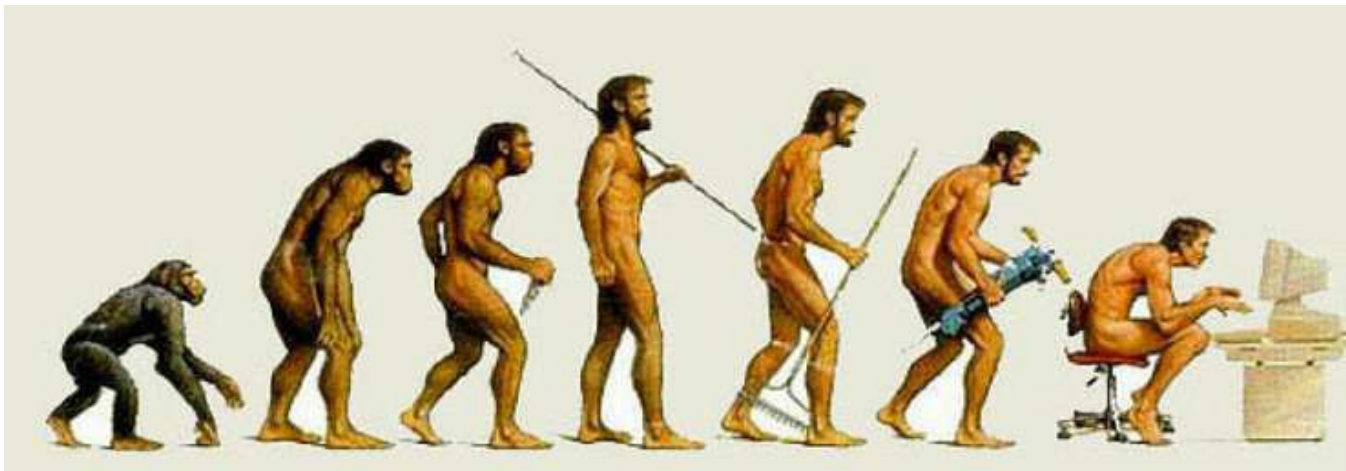
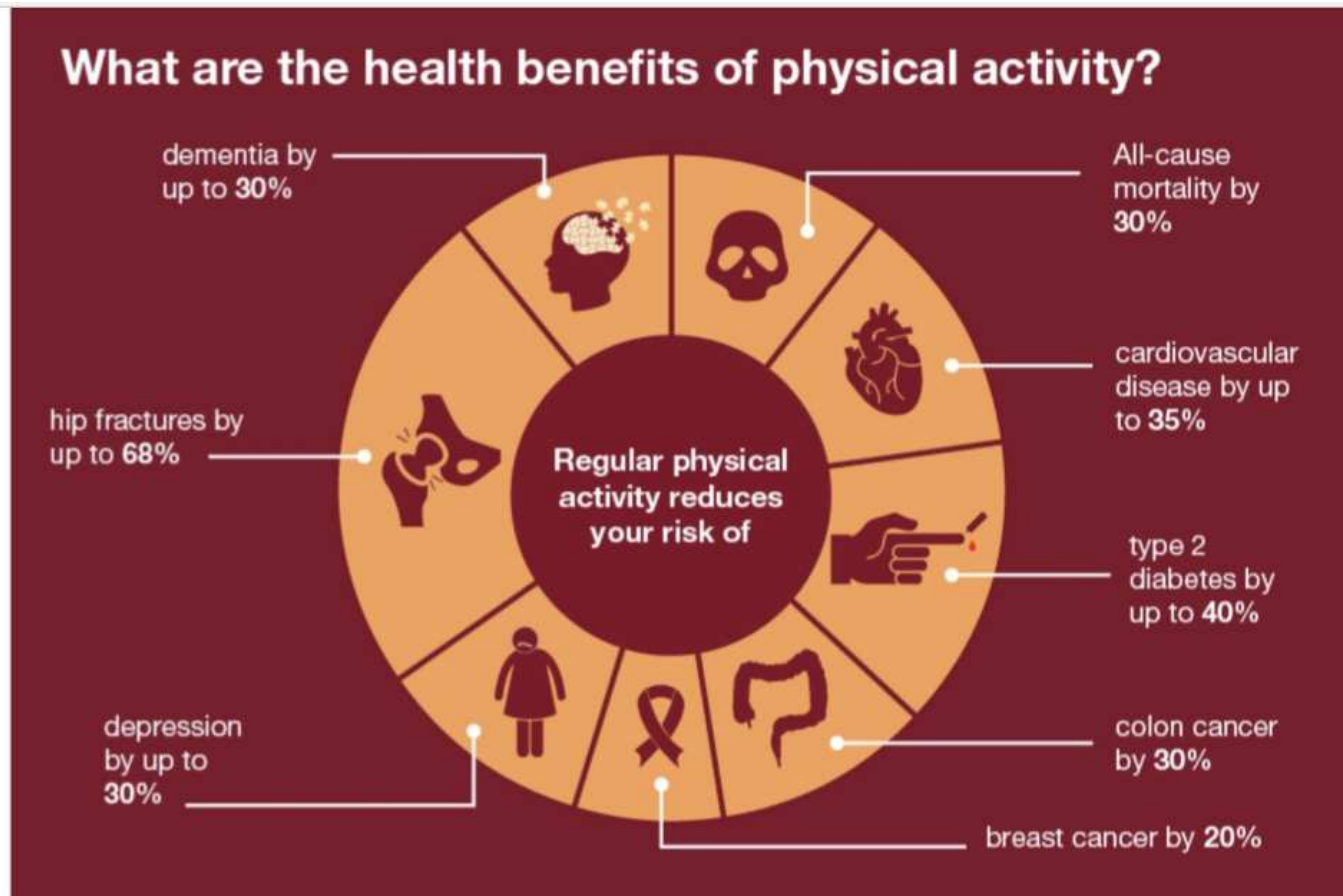

Living Well; A Picture of Physical Activity in Tameside



Annette Turner
Debbie Watson

The Benefits

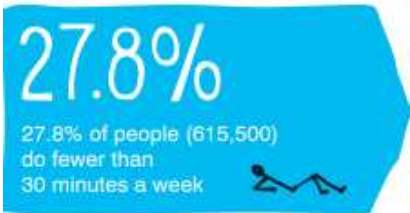


The Challenge

GREATER MANCHESTER OVERVIEW

INACTIVE

Less than 30 minutes a week



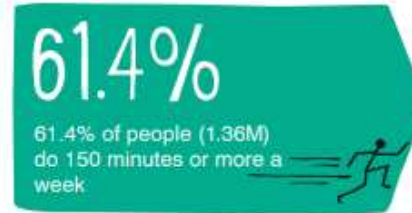
FAIRLY ACTIVE

30-149 minutes a week



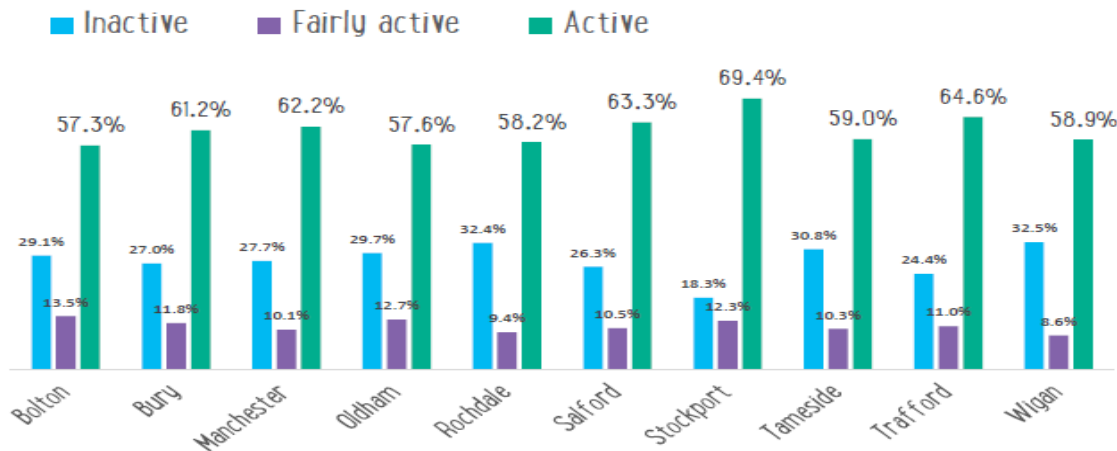
ACTIVE

150+ minutes a week



Compared to nationally, levels of inactivity are considerably higher than 25.7%, levels of fairly active are lower than 12.5% and levels of activity are slightly lower than 61.8%. Compared to November 2015-16 this is a significant decrease of -1.2% in fairly active levels and a significant increase of 2.0% in levels of activity, with levels of inactivity staying stable in Greater Manchester (GM).

6%



Who



Who



Who

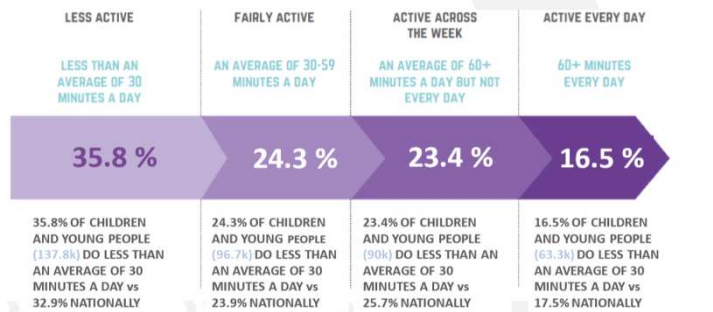


Who



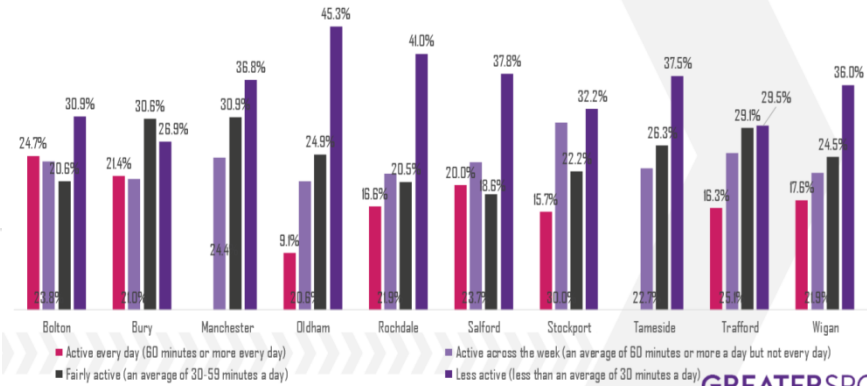
Who

CYP Activity Levels Across GM



GREATERSPORT

Across the localities



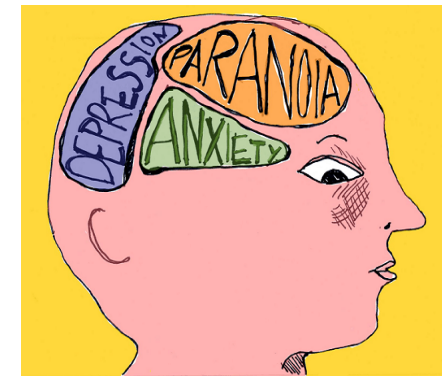
GREATERSPORT

Across the localities

| | Population | Active every day (60 minutes or more every day) | Population | Active across the week (an average of 60 minutes or more a day but not every day) | Population | Fairly active (an average of 30-59 minutes a day) | Population | Less active (less than an average of 30 minutes a day) |
|------------|------------|---|------------|---|------------|---|------------|--|
| Bolton | 10,400 | 24.7% | 10,000 | 23.8% | 8,700 | 20.6% | 13,000 | 30.9% |
| Bury | 5,700 | 21.4% | 5,600 | 21.0% | 8,200 | 30.6% | 7,200 | 26.9% |
| Manchester | * | * | 17,800 | 24.4% | 22,500 | 30.9% | 26,900 | 36.8% |
| Oldham | 3,400 | 9.0% | 7,700 | 20.6% | 9,300 | 24.9% | 16,900 | 45.3% |
| Rochdale | 5,100 | 16.6% | 6,700 | 21.9% | 6,300 | 20.5% | 12,600 | 40.0% |
| Salford | 6,400 | 20.0% | 7,600 | 23.7% | 6,000 | 18.6% | 12,200 | 37.8% |
| Stockport | 5,900 | 15.7% | 8,300 | 30.0% | 8,400 | 22.2% | 12,200 | 32.2% |
| Tameside | * | * | 7,100 | 22.7% | 8,200 | 26.3% | 11,600 | 37.5% |
| Trafford | 5,600 | 16.3% | 8,700 | 25.6% | 10,100 | 29.1% | 10,200 | 29.5% |
| Wigan | 7,100 | 17.6% | 8,800 | 21.9% | 9,800 | 24.5% | 14,400 | 36.0% |

GREATERSPORT

Who-Under represented Groups



The total population of tameside is **224,119**

BME Population
N = 26,894



Females aged 5+
N=106,884



Unemployed adults
N= 5,200



Children and young people (5-18yr)
N= 37,618



LGBT
N = 3,568



Long term conditions and disability
N = 538,180



People living in poverty
N = 55,612



Why



What do people know and understand??

- Physical activity is often interpreted narrowly as dedicated exercise and can exclude everyday forms of movement
- Few are aware of specific activity guidelines, but most are able to make a reasonable estimate
- On reflection, most say they want to be more active than they currently are
- Despite a general desire to do more physical activity, there is a very wide range of barriers-fear of judgement, inertia, bad weather!
- People don't need convincing of the long-term health benefits of activity – but may need reminding of the short-term benefits.
- Most inactive adults are able to remember a time when they were more active – before 'life got in the way'
- Walking is regarded as one of the *most* simple and accessible movements

Reframing Perceptions



10GM Engagement-What the People Said

- People's social connections – built in and integral
- Equality – awareness training
- Confidence – buddying schemes
- Resources – tackling transport
- Spaces and places - lets link in healthy eating and social contact
- Starting conversations – visibility, representation and communication

The Active Alliance



Local Pilot



Greater Manchester
Moving > ^ < v



The Principles of Investment for Local Delivery Pilot

- 1> **Must be an identifiable need:**
 - Supported with an **evidence base**
 - **Targeting the physically inactive** (ensuring a focus on population health level interventions and targeting the most at risk proportionately)
 - **Must align to one or more of the target audiences** (and the insight that has been developed about them)
- 2> **Builds on individual and community assets to add value** to what is already going on, i.e. the conditions are right
- 3> **A plan for engaging with the key audiences** and a commitment to co-design with public services and VCSE engaged
- 4> **Must follow a Whole Systems Approach** (the blue and white circles diagram)
- 5> **Should demonstrate how it addresses social and health inequalities** as a cross cutting theme
- 6> **Embrace innovation** and calculated risk in the interests of doing things differently
- 7> **Is part of a coherent plan for physical inactivity in the locality** underpinned by:
 - A whole place approach to public expenditure in physical activity
 - A **focus on growth and sustainability**
- 8> **Committed to the GM and National Community of Learning** approach
- 9> **Distributed Leadership (everyone's a leader)**

75%
by
2025



Made to Move

15 steps to transform Greater Manchester, by changing the way we get around.



The Local Delivery Pilot Audiences

- Children and young people aged 5-18 in out-of-school settings.
- People out of work and people in work but at risk of becoming workless.
- People aged 40-60 with, or at risk of, long term conditions: specifically cancer, cardiovascular disease and respiratory disorders.

Parity of focus on physical and mental health and wellbeing. Addressing inequalities throughout the pilot work.

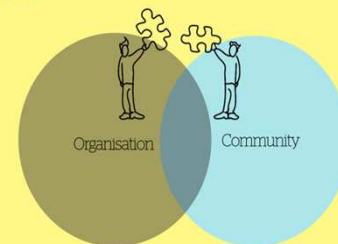
Leading Principals

Population level change requires 'whole system' approaches

- > International and national guidance and laws, local laws and policies, rules, regulations, codes
- > Built, natural, transport links
- > Schools, health care, businesses, faith organisations, charities, clubs
- > Individual relationships, families, support groups, social networks
- > Individual capabilities, motivations, opportunities, knowledge, needs, behaviours



How?



Local Pilot Approach



Discussion

- What resonates for you around what you've just heard?
- What is your contribution to whole system change?
- What is already strong/ working well that we need to scale up?
- What could be? (if we dare to dream)