

Health and Wellbeing Board Paper

1. Reference Information

Paper tracking information	
Title:	Creating a Whole System Approach to Physical Inactivity
Related Health and Wellbeing Priority:	Priority 1 - Prevention and Wider Determinants of Health Delivery Board
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Sponsor(s):	<ul style="list-style-type: none"> Rod Brown, Head of Housing and Community, Epsom and Ewell Borough Council (Priority 1 Sponsor)
Board date:	9 September 2021
Related papers:	Annex 1 - Movement for Change: Surrey's Physical Activity Strategy to 2030

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2. Executive summary

Recent data evidences that the Covid-19 lockdown has caused numbers of regularly active people to drop to their lowest level on record. Almost a quarter of Surrey residents are active for less than thirty minutes per week.

The Health and Wellbeing Board has committed to creating a whole system approach to physical inactivity and, over the last year, we have been co-producing a strategy to direct this.

The new strategy seeks to create a 'Movement for Change' so that everyone, but with a particular focus on those who need it most, can benefit from the individual advantages of being active, and contribute to the building of safer, more connected and more resilient communities.

3. Recommendations

It is recommended that the Health and Wellbeing Board:

1. Provides endorsement (informally) to adopt Movement for Change as Surrey's Physical Activity Strategy to 2030.
2. Provides commitment to the objectives contained within Movement for Change and to advocate for its future funding and implementation.
3. The intent behind Movement for Change is that it really becomes a movement, and physical activity is adopted as a lens through which the development of all future services and provision should be viewed. That

individual Board members consider how they could adopt Movement for Change within their own organisations.

4. Board Champions are asked to drive forward the Strategy's aims within its 4 priority areas:
 - i. Creating positive experiences of being active for **young people**.
 - ii. **Connecting communities** and using physical activity to bring people together and create better places to live.
 - iii. Creating **active environments** which make it easier for people to be active in their everyday lives.
 - iv. Building stronger links between **physical activity and health and wellbeing**.

4. Reason for Recommendations

Physical activity has been designed out of every day, modern life and, increasingly, exercise is ringfenced to particular times and locations. Covid-19 has further exacerbated sedentary behaviour and increased screen time in both adults and children, with the resulting impact on both physical and mental health.

Yet the benefits of a more active lifestyle are so compelling. From better mental and physical health to empowering communities, from enabling a greener future to growing a sustainable economy, movement benefits us from the day we are born to old age.

For too long, people with the most to gain from being active have been the least able to take part. As is well evidenced, the pandemic has exacerbated Surrey's inequalities and this strategy commits to using physical activity as a tool to confront them head on.

Arguably, can Surrey afford not to prioritise physical activity? Being active, for example, reduces the risk of type 2 diabetes by up to 50% and lowers the risk of depression and dementia by up to 30%. And for every £1 spent on physical activity, an economic and social return on investment of £4 is generated.

Furthermore, a more active county should be part of our armoury as we learn to co-exist with Covid, with research confirming the link between regularly active people and less severe Covid outcomes.

It also needs to be an integral and sustainable component in Surrey's response to the climate emergency.

Physical activity cannot be confined to leisure services, it needs to be at the forefront of all service provision, from GPs to school teachers, from planning and highways to adult social care.

We all need to be part of this movement for change.

5. Detail

This priority is being led by Active Surrey but our intent is that it truly becomes a whole system priority with **shared accountability**.

Movement for Change has been coproduced with both partner and resident engagement including a community and professional summit, a resident survey and feedback panel, a steering group and focus groups with less active residents.

There are some clear learnings:

1. Awareness is not necessarily the issue. Many know we should do our 10,000 steps and yet current physical activity levels in Surrey are at their lowest level since the Active Lives Survey began in 2015.
2. There is also recognition that movement is good for our health. Covid has dramatically increased awareness of its positive impact on wellbeing, 57% of surveyed Surrey residents manage their worries by exercising. There is also recognition of the positive contribution that active travel can make to the environment.
3. But, for many, knowledge is simply not translating into action and the combined barriers of time, motivation, money, self-worth or opportunity mean that where you find inequality, you also find inactivity:
 - a. 28% of people from lower socio-economic groups are inactive compared to only 13% of those in higher socio-economic groups.
 - b. 1 in 4 children leave primary school overweight or obese and, in areas of deprivation, children are twice as likely to be obese or overweight.
 - c. 33% of people from Asian backgrounds are inactive, compared to 19% of white British people.
 - d. 1 in 3 disabled people or people with long-term health conditions are inactive.

The research and co-production has led us to the conclusion that, to get Surrey moving, we need a two-pronged approach:

1. **Make being active the norm for everyone** - challenging sedentary habits and creating active environments which make it safer and easier for everyone to integrate movement into their lives.
2. **Tackle health inequalities head on** - unashamedly focusing on those who will derive the most benefit from a more active lifestyle.

Research, both locally as well as nationally, has shown that HOW we work is more important than what we do.

- Physical activity cannot be limited to sports clubs and gyms. We need to work **together**, united as a movement against inactivity and inequality and taking a meaningful whole system approach.

- We need to work in a **targeted** way, following Marmot principles and focusing resource where it is needed most, integrating movement into place-based or/and community led approaches to tackle the starkest inequalities.
- We need to **listen first** and be led by the needs of the community and people we are seeking to engage – nothing about us, without us.
- We need to **empower others** – residents and professionals, to become our activists and champions in this movement for change. We want professionals to reappraise how they can use physical activity as their lens through which they design their work and we need residents to see more ‘people like me’ as role models.

6. Challenges

1. System adoption

To achieve this strategy, we do need to work systemically and find leadership across organisational boundaries and outside of the traditional sport and leisure sector. There is a growing inactivity and sedentary behaviour epidemic looming which we can only tackle as a whole system – we need this to be viewed as everyone’s responsibility.

2. Funding

To really drive forward the aims of the strategy, we need to have dedicated resource - to inform and mobilise others, to test and learn, to pump prime initiatives, to embed physical activity into ways of working.

There are innovative funding models in place in other areas, such as [We can Move in Gloucestershire](#) and [Greater Manchester Moving](#), which have created a local, cross system working group, which is co-funded, with the shared purpose of addressing inactivity.

We will be exploring different long-term funding opportunities as a next step, leading from this strategy and would welcome Board support with this.

3. Measuring impact in a complex system

Movement for Change will be at the forefront of a new way of working. We must invest in time and resource to learn from this, to gain a better understanding of the complexity of physical inactivity and to explore the conditions and factors that enable people to move more.

7. Timescale and delivery plan

September – December 2021

Strategy launch on 22nd September on National Fitness Day and National Car Free Day.

Associated system partner communications campaign.

System leaders are invited to consider making a pledge towards the Movement for Change.

Presentations of Movement for Change to critical system Boards and Forums.

Appointment of Priority Area Champions.

January – March 2022

Formation of 4 priority area working groups overseen by senior Champions.

Formation of 4 resident panels, supporting each priority working group, to maintain the spirit of co-production.

Source funding to support the implementation plans.

April 2022 Onwards

Development of detailed implementation plans and identification of key priority projects to drive with associated funding.

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8. How is this being communicated?

Movement for Change has been shared with the Priority One Prevention Board.

It is being presented to the Health and Wellbeing Board Comms Group in September.

An associated social media campaign has been produced which will be shared with this Group and other system comms partners after the Launch event.

The strategy is being presented to key system partners.

9. Next steps

Please visit the Active Surrey website for the full strategy document (or see Annex 1):

<https://www.activesurrey.com/Portals/0/Documents/about-us/PAstrategy/MovementforchangeFINAL2.pdf>

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