

Ashford
Health and
Wellbeing board
18 October 2017

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18 October 2017



Our factory setting is to be in a sociable group, supportive environment and have a purpose

People



Place



Purpose



Sociable

Safe

Valued



Five Ways of Wellbeing

Connect



People

Take Notice



Place

Be Active
Give
Keep learning



Purpose



People



Loneliness

Place



Hostile

Purpose



Rejection

Fear and Chronic Stress





**Chronic
Stress**
Anxiety and
depression

Inactivity
Poor diet
Obesity
Smoking



Chronic Stress

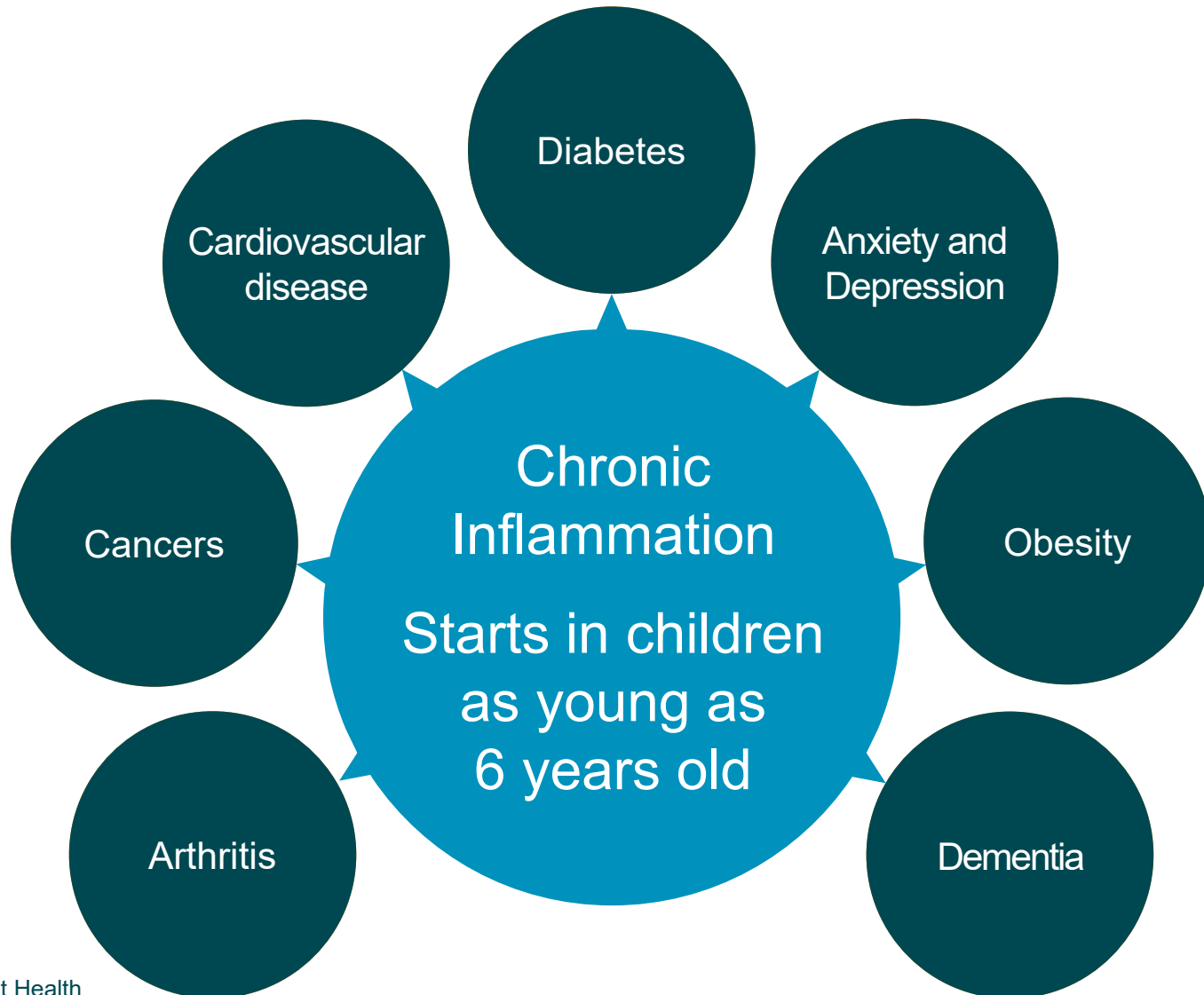
Stress
Hormones

Inactivity
Poor diet
Obesity
Smoking

Chronic Inflammation



Inflammation: 'the cause of causes'



Pathway of Ill Health



People



Place



Purpose

Chronic stress

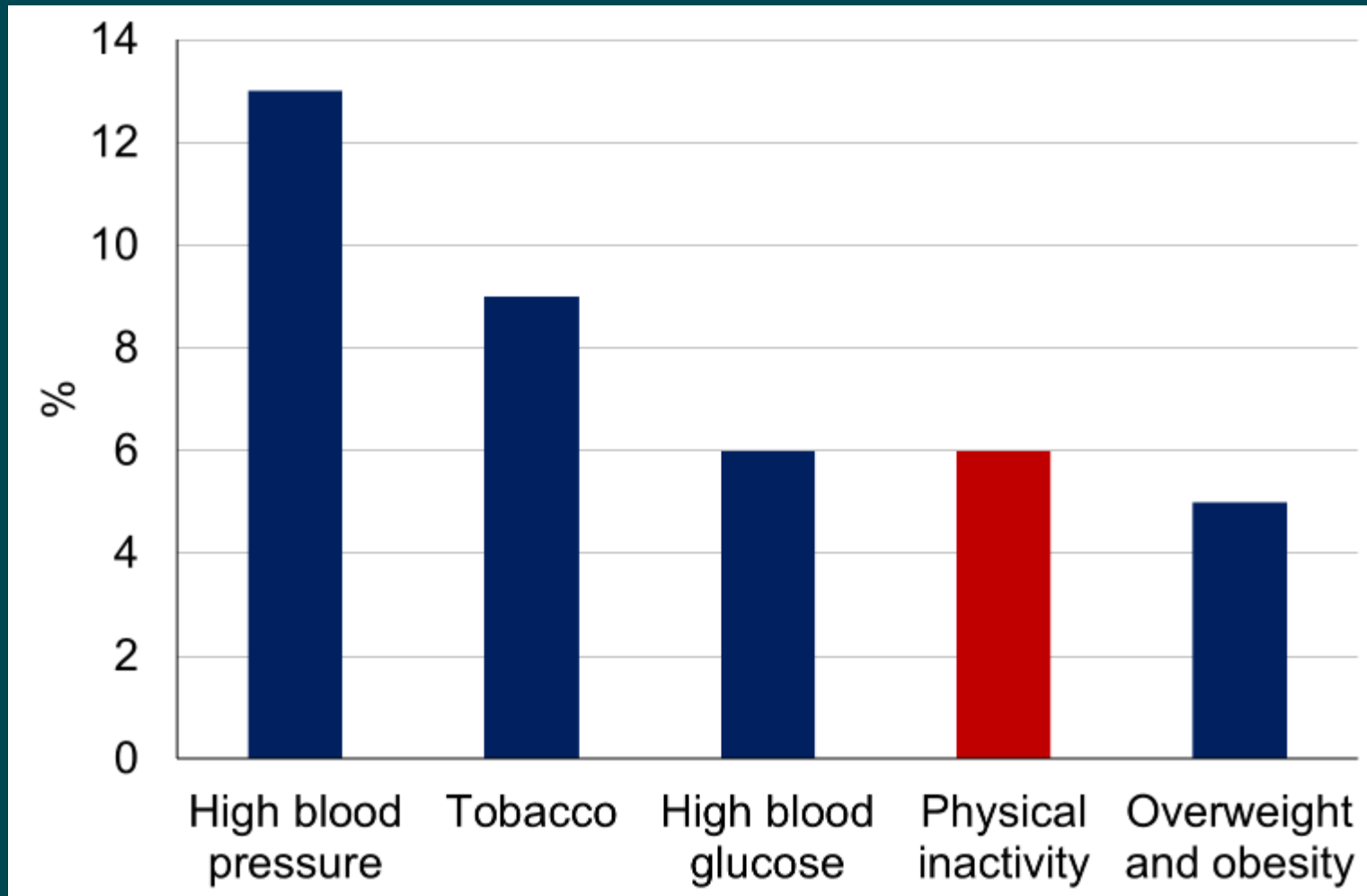
Poor health behaviours

Mitochondrial damage, telomere shortening,
and chronic inflammation

Cardiovascular disease, diabetes, cancer, depression

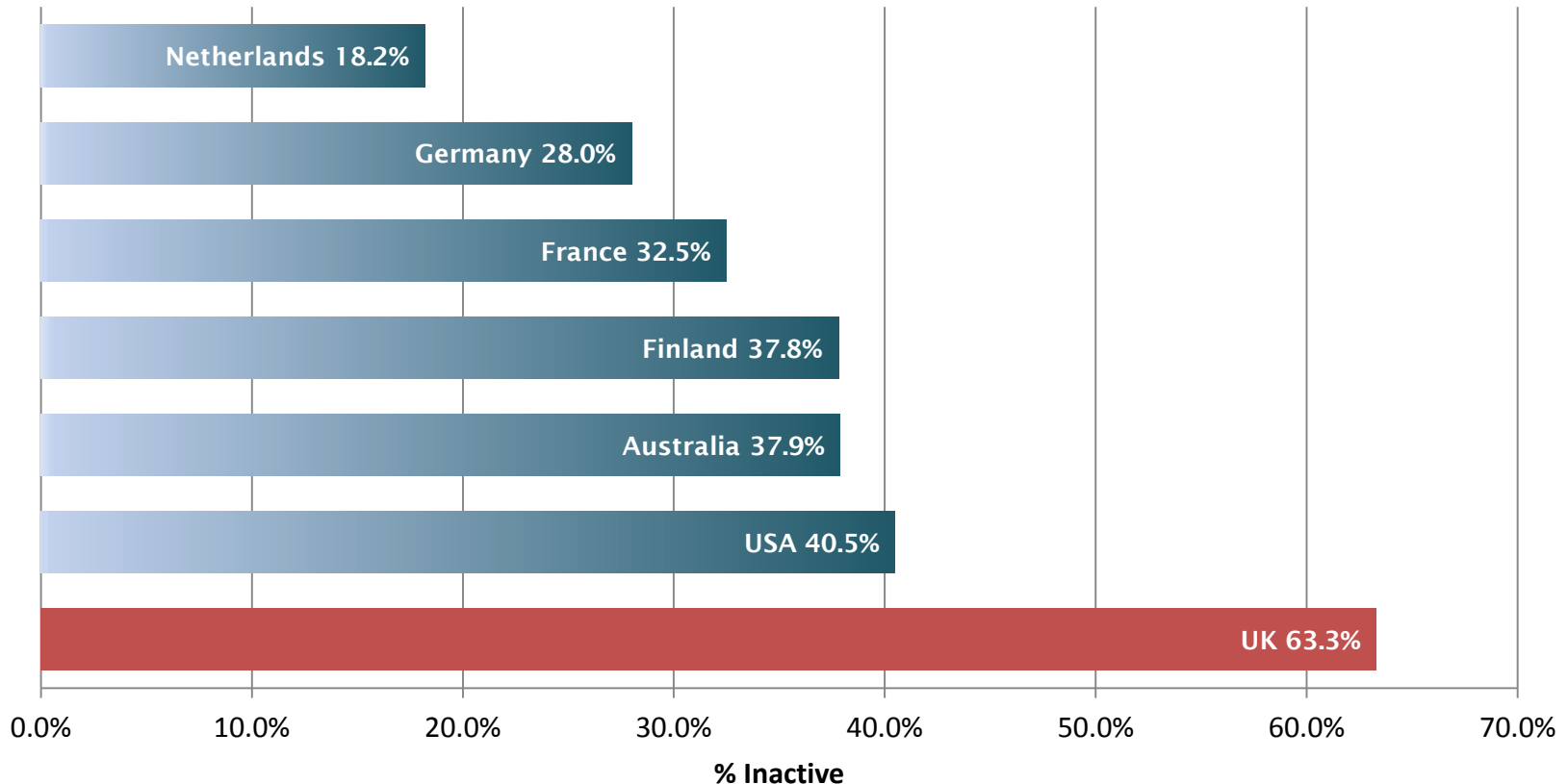


Top 5 non-communicable disease risk factors for mortality



Proportion who are not active

International comparison of physical inactivity (at ages 15 and over)



Note: Comparator = Not meeting any of the following per week: (a) 5 x 30 mins moderate-intensity activity; (b) 3 x 20 mins vigorous-intensity activity; (c) equivalent combination achieving 600 metabolic equivalent-min.




A man is sitting at a table, looking thoughtful with his hand to his chin. He is holding a dark glass bottle, likely a beer, in his other hand. There is a bowl of food on the table in front of him. The entire image has a blue color cast. A white speech bubble is overlaid on the image, containing the text "Let's get Bob active".

Let's get
Bob
active




‘Bob, why
don’t you
get off the
bus a stop
early?’






'Bob, you
really should
take the stairs
instead of
the lift'






'Bob, why
don't you try
Betty's keep fit
class on a
Tuesday?'



A person is riding a bicycle in traffic, positioned between two cars. The scene is overlaid with a blue tint. A white speech bubble is centered over the cyclist, containing the text:

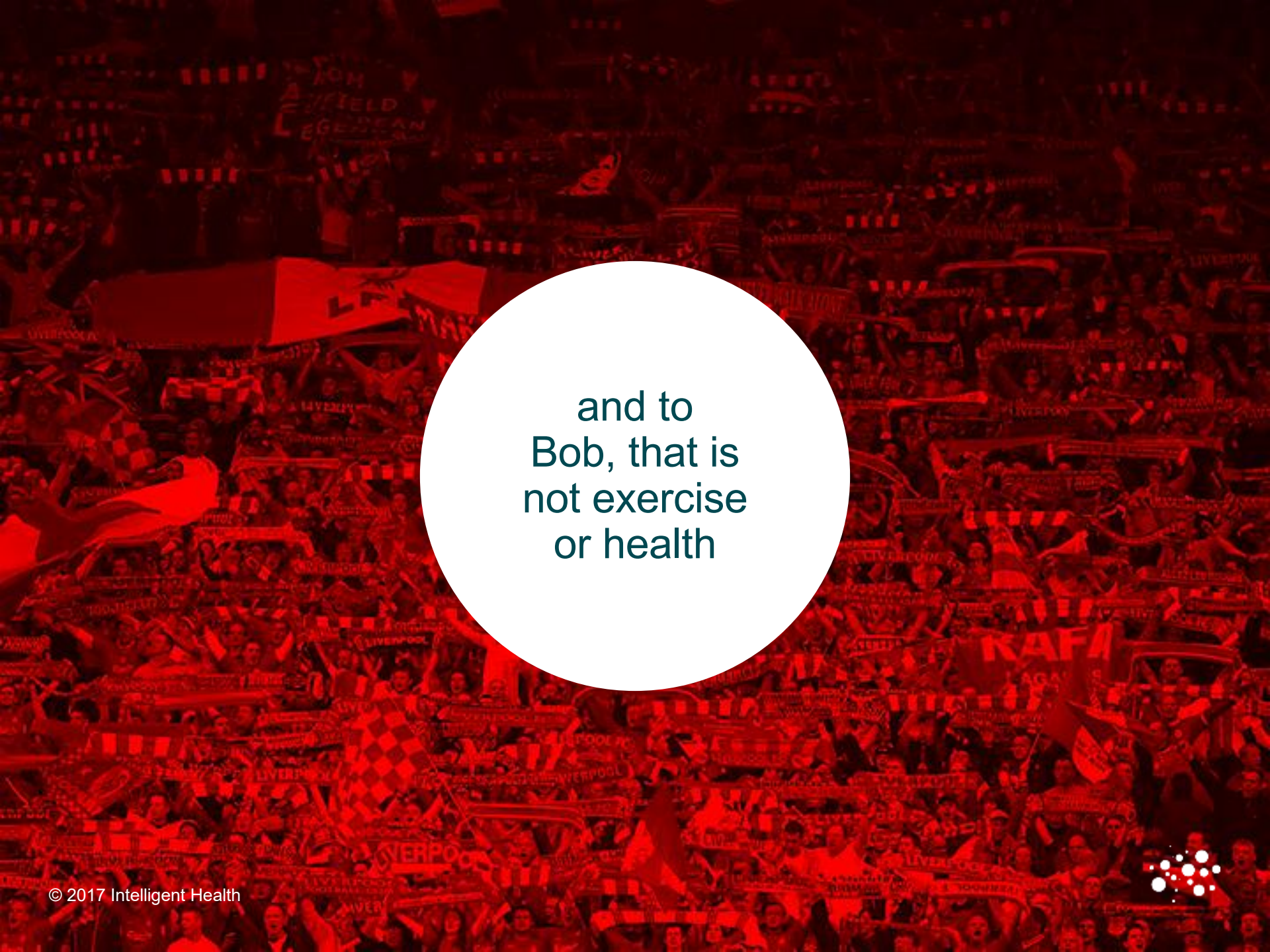
‘Bob, have you tried cycling to the shops?’





Or we
can link him
with a group of
supporters who
walk 2 miles to
Anfield



A large crowd of Liverpool football fans celebrating, with a white circle containing text overlaid on the center. The fans are holding up flags and banners, and the scene is filled with a sense of excitement and joy. The text inside the circle reads: "and to Bob, that is not exercise or health".

and to
Bob, that is
not exercise
or health

Physical Activity is now hidden behind
a much greater experience for Bob

It is invisible to him

It is a 'means to an end' not the end itself

'The end' is now getting to Anfield

And finding this greater value for each person
will help create the industrial scale required

10 Steps to Revolutionise health through Beat the Street

- 1) Inspire (Its about the future)
- 2) Encourage (you can do it)
- 3) Engage (inclusive for all)
- 4) Empower (its about strength)
- 5) Support (but never take over)
- 6) Measure (it must be cost effective)
- 7) Learn (so that we can all do things better)
- 8) Scale up (mass participation)
- 9) Connect (to safe and green places)
- 10) Persevere (it may take time)

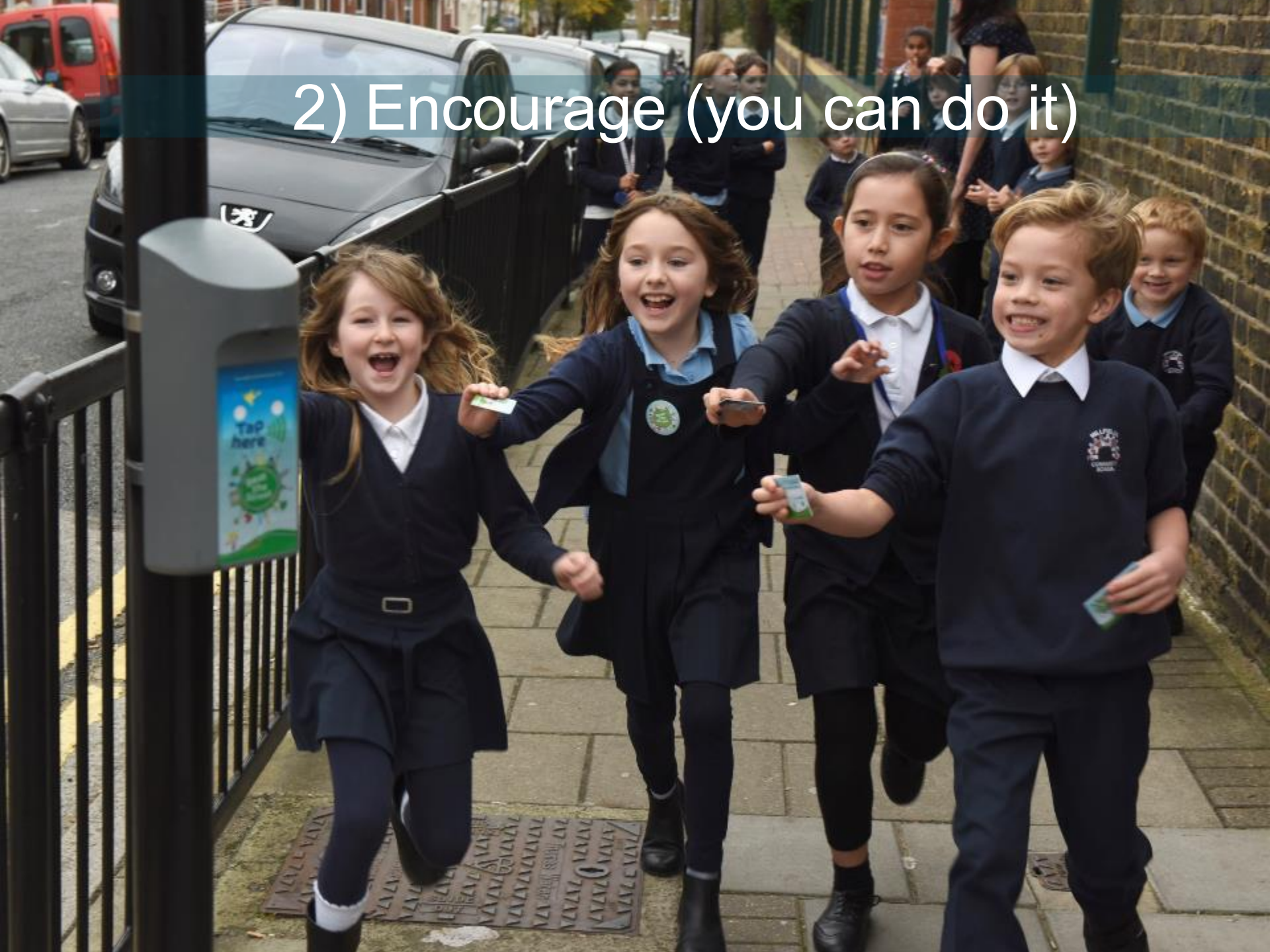


1) Inspire

Let's
remove
boundaries
and turn a whole
town into a
Game!



2) Encourage (you can do it)



3) Engage (inclusive fo





3) Engage (inclusive for all)



Green Gym supports the 5 ways to well being

Connect

with the people around you



Be active

discover an activity you enjoy



Take notice

be aware of the world around you



Keep learning

try something new or rediscover an old interest



Give

do something good for the community



3) Empower (its about strength)



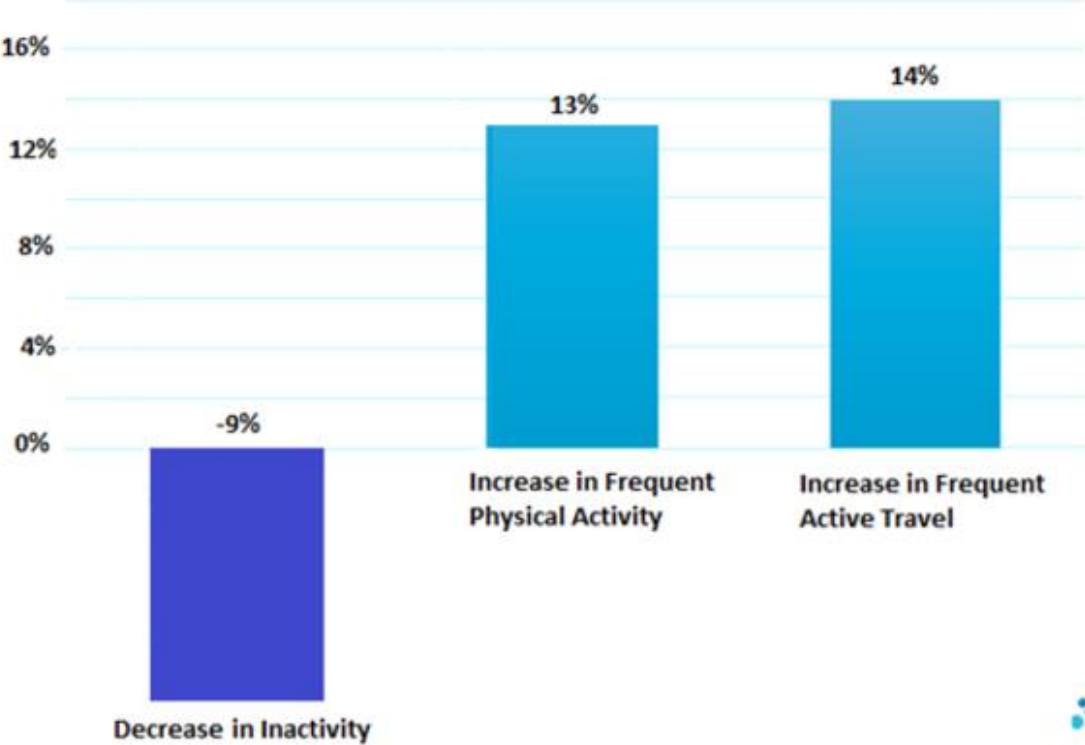
6) Measure

Is it Cost Effective

For every £1 spent	ROI over 2 years	ROI over 5 years
Productivity	£12.86	£30.50
Transport	£4.94	£11.71
Healthcare	£19.69	£19.87

6) Measure

Beat the Street in 2017 – Post-Game



6) Measure

Independent evaluation from UEA

International Physical Activity Questionnaire (IPAQ)

Key Performance Indicators in relation to Beat the Street Wolverhampton 2017

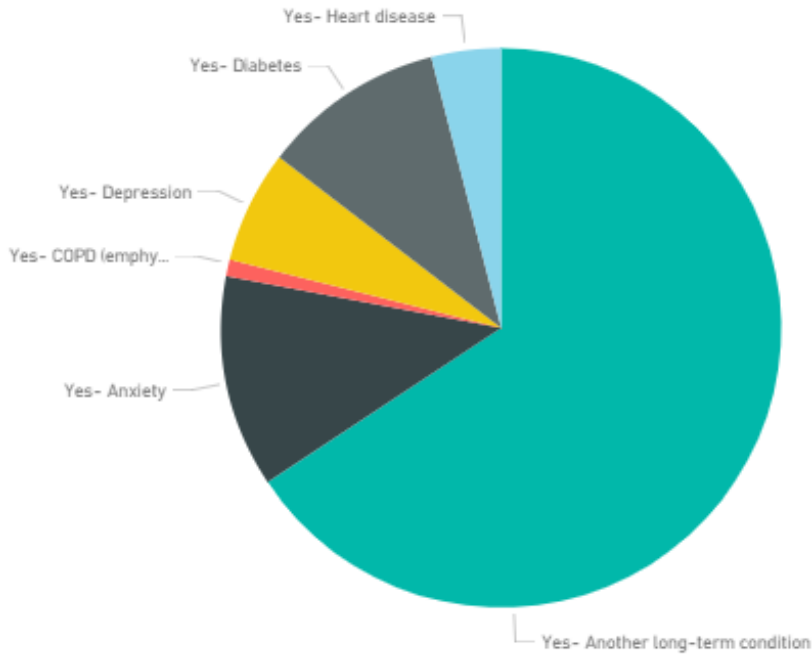


KPI description	Wolverhampton results	KPI Met?
1. Increase the proportion of inactive people (those undertaking <30 mins activity per week) registering and taking part in Beat the Street Wolverhampton 2017 from 18% to 22% of all participants.	Based on the original sample who provided baseline data (n=8344), 24.3% of people (children and adults) who registered at baseline were inactive (the individual values for children and adults were 19.5% and 31.3% respectively).	✓
2. Achieve a 36% reduction in the number of Beat the Street adult participants who are inactive (those undertaking <30 mins activity per week) from the start of the game until the end.	24.5% of adults were inactive at baseline and this reduced to 11.9% at follow-up. The percentage of inactive adults therefore reduced by 51.4%.	✓
3. Achieve an 18% increase in the number of Beat the Street adult participants achieving ≥150 minutes of moderate intensity physical activity per week from start until end of the game.	61.0% of adults achieved ≥150 mins of moderate or vigorous activity at baseline and this increased to 79.2% at follow-up. This represents an increase of 29.8%.	✓
4. Increase the percentage of Beat the Street participants who achieve <30 mins of moderate intensity activity, but do 30–149 mins of light activity (at baseline) who during the course of the game achieve ≥30 mins of moderate intensity activity (at end of the game).	Of those participants who undertook 30-149 mins of light activity at baseline (n=177), 6.9% achieved <30 mins of moderate intensity activity at baseline. By the end of the game 33.3% of these participants had achieved ≥30 mins of moderate intensity activity.	✓
5. Increase the percentage of Beat the Street participants who achieve <150 mins of moderate intensity activity, but do ≥150 mins of light activity (at baseline) who during the course of the game achieve ≥150 mins of moderate intensity activity (at end of the game).	Of those participants who undertook ≥150 mins of light activity at baseline (n=115), 15.0% achieved <150 mins of moderate intensity activity at baseline. By the end of the game 58.8% of these participants had achieved ≥150 mins of moderate intensity activity.	✓

We collect live data on long term conditions

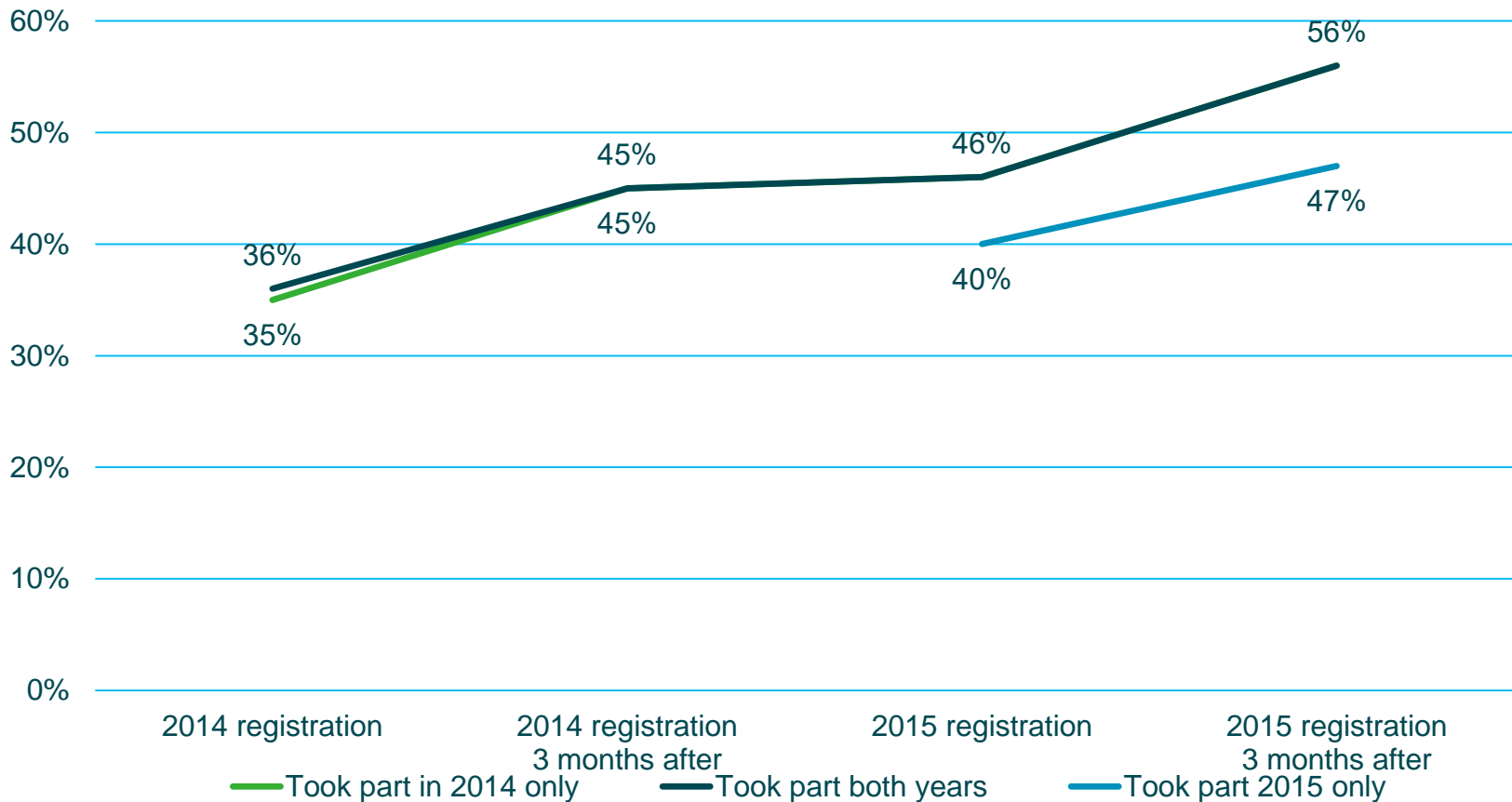
Condition	Registered
Yes- Another long-term condition	343
Yes- Anxiety	64
Yes- COPD (emphysema)	5
Yes- Depression	34
Yes- Diabetes	55
Yes- Heart disease	21
Total	522

Registered by Condition

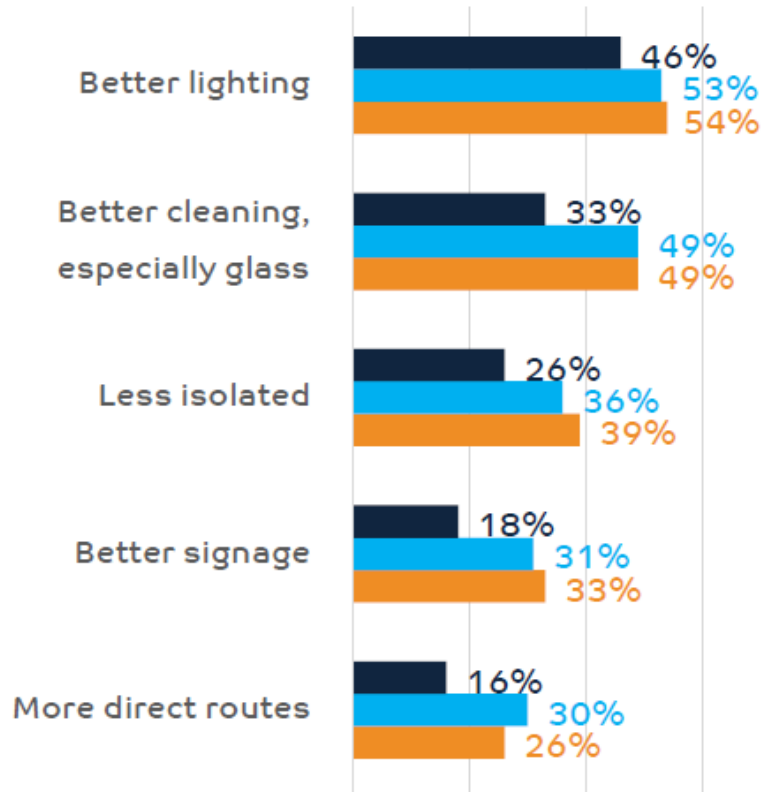


6) Measure

Over two years in Reading there has been a 20% increase in the number of people reaching the Government recommended activity levels of 150 minutes a week



7) Learn (so that we can do things better)



Qualitative feedback of improvement to the Redway system

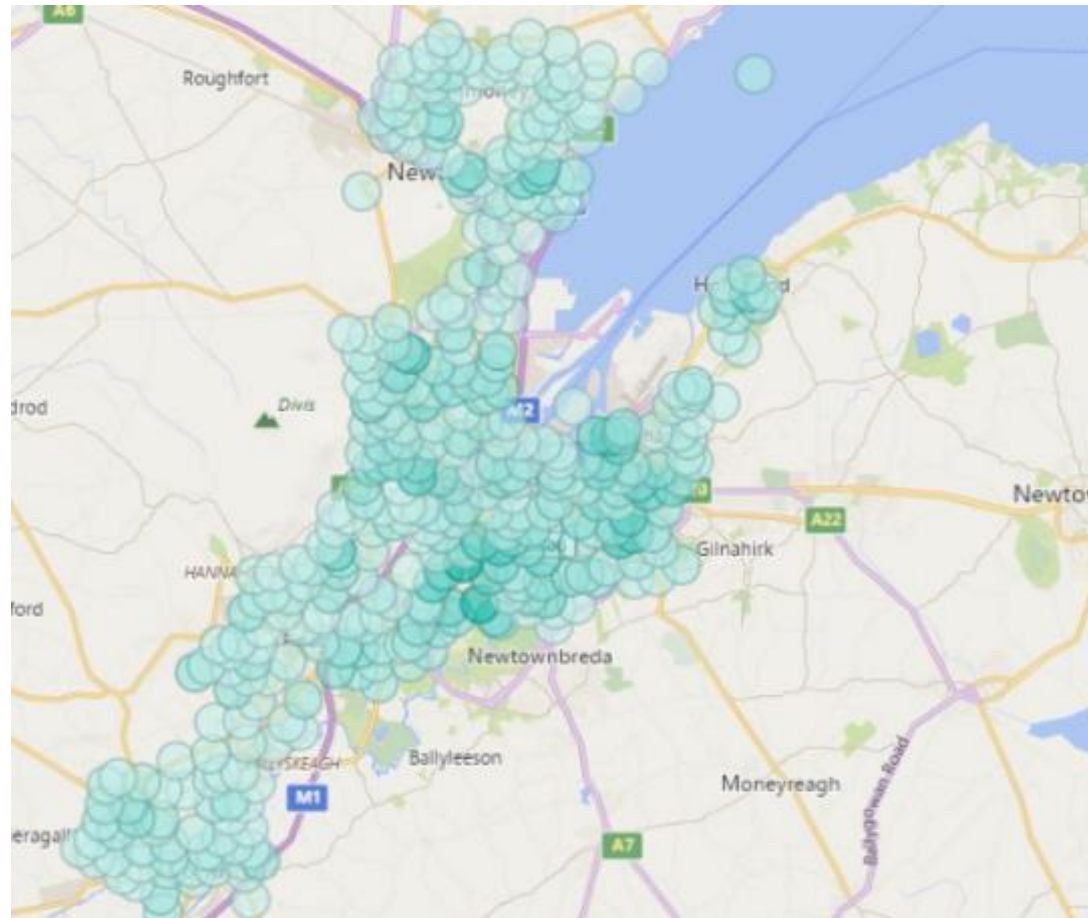
Figure 11 shows the most popular qualitative feedback from 67 people, to the question “Are there any changes that could be made to the Redways which could encourage you to use them more?”. More common suggestions are reflected by larger text.

CCTV Junctions Think Damaged Trees Boxes Glass
 Repair Roads Routes Red Ways Cyclists
 Paths Better Maintained Cycling Surfaces
 Hedges Clear Dogs Holes Bushes

Figure 11: Most popular suggest improvements to the Redway system



8) Scale Up



800,000 people engaged in 3 years



9) Connect (to safe and green places)



Exploring the local area (66%)
Getting fit (54%)
Having fun (54%)
Spending time with friends or family (53%)
and feeling more healthy (52%)
Winning Prizes (13%)

10) Persevere



Building Active Communities

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