



Active For Life

2007 - 2009



Acknowledgements

A multi-agency steering was established in 2005 and this group have been responsible for a substantive amount of work, in addition to their respective 'day jobs', which has culminated in the production of this action plan. Sincere thanks are offered to this steering group (see appendix 2 for membership details) and also everyone who participated in the workshops and consultation process. Thanks are also given in advance for the hard work and effort that will now be required to turn the action plan into reality.

Recognition is also given to the work and achievements of a wide range of committed and enthusiastic individuals and organisations that have, and continue to, work to encourage and support people and communities to become more active.

Foreword


Improving health and well being is 'everybody's business' and Health Challenge Wales clearly endorses the need for a whole population commitment to making achievable and sustainable lifestyle changes. The benefits of being more active on a regular basis have been well documented, the challenge therefore is to create opportunities to encourage and support individuals and communities to be more active on a long term basis. For most people, the easiest and most acceptable forms of physical activity and ways of becoming more active are **those that can be incorporated into daily life.**

The commissioning, development and implementation of *Active for Life* is a key element of the Good Health Strategy, and confirms the commitment by the Health Social Care and Well-Being Partnership Board to support activities that contribute to a reduction in the key conditions and diseases causing most ill-health and premature death in the county, as well as proactively promoting positive health.

Active for Life details the actions planned for 2007 – 2009, to support all who live, work or visit Flintshire to benefit from increased levels of physical activity. It forms one of three actions plans being developed in Flintshire: *Food for Health* has been developed simultaneously with *Active for Life* in recognition of the importance that both healthy eating and being more active will have for health and well being, and the third action plan, outlining Flintshire's responses to the management of obesity, will be produced in 2007.

Joined up action between partners and engagement with communities and target groups identified in the action plan is essential if maximum impact of existing and new projects and activities is to be achieved for health improvement in Flintshire.

I have welcomed the opportunity to be involved in the development of this action plan, and Food For Health, and I look forward to continuing to work in partnership with others across Flintshire to implement and monitor all of the action plans.



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On behalf of the Health, Social Care & Well Being Partnership Board

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Executive summary

The aim of this plan is to promote positive health and well-being through the direct and indirect benefits of being physically active throughout life, and in doing so contribute to a reduction in the chronic and acute health conditions associated with physical inactivity.

The 'Good Health' Strategy for health, social care and wellbeing in Flintshire¹² identified the development of a physical activity action plan based on the recommendations contained within *Healthy and Active Lifestyles in Wales: A framework for Action* and *Climbing Higher* as a key priority.

At both national and local levels, actions across a number of departments and organisations are being developed to promote active daily living through the integration of policies in the areas of health, education, sports, leisure and recreation, transport, town and rural planning, social exclusion and employment.

The *Active for Life* Plan will address, at a local level, implementation of many priorities set in national level documents. *Active for Life* aims to complement other local approaches which relate to promoting physical activity and supporting Flintshire's population to lead healthy lifestyles. Fundamental to the effectiveness of the action plan is the adoption of an effective partnership approach, as many organisations and people within Flintshire are working in the field of physical activity. *Active for Life* seeks to coordinate physical activity projects, highlight and address gaps in provision, and minimise duplication across Flintshire.

The Action Plans have been developed to target work at a whole population level across Flintshire and, in recognition of the needs of specific groups identified through the mapping exercise and consultation undertaken, sub-groups within the population, based in different settings:

- Children and young people: school and college settings, health service and social care settings
- Older people: health service and social care settings, home, community and leisure settings
- People at risk of exclusion from physical activity opportunities, due to their living circumstances, particular health needs or disability

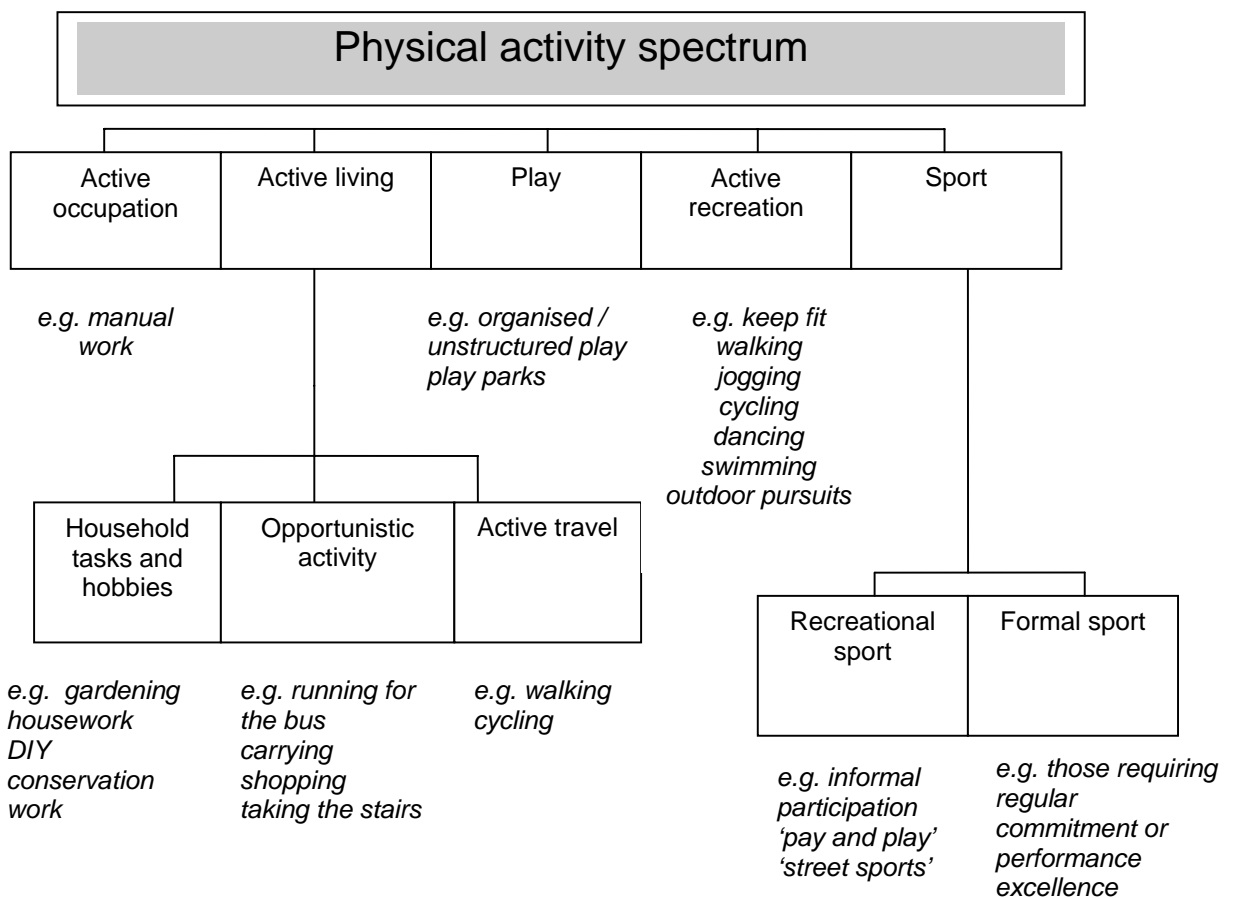
An '*Active for Life*' Implementation Group will be established in January 2007, in parallel with a *Food For Health* implementation group, to oversee the overall implementation and delivery of actions identified within the plan. Reports on progress from both groups and any barriers encountered will be presented to the Health Social Care and Well-Being Partnership Board twice a year.

Introduction

This Plan is entitled *Active for Life* in recognition of the positive contribution that being physically active makes to our health and well-being.

The World Health Organisation (WHO) defines physical activity as ‘*all movements in everyday life, including work, recreation, exercise and sporting activity*’¹.

The various forms of physical activity can be considered as forming a ‘physical activity spectrum’²



For most people, the easiest and most acceptable forms of physical activity and ways of becoming more active are **those that can be incorporated into daily life**. Examples include walking or cycling instead of travelling by car, and taking up active leisure pursuits and hobbies such as gardening or social sporting activities³.

The commissioning, development and implementation of *Active for Life* is a key element of the Good Health Strategy, and confirms the commitment by the Health

Social Care and Well-Being Partnership Board to support activities that contribute to a reduction in the key conditions and diseases causing most ill-health and premature death in the county, as well as proactively promote positive health.

Increasing levels of physical activity is one of several key lifestyle interventions that contribute to improving health and well-being. In addition attention to the quantity, quality and nutritional value of the food we eat is similarly important in ensuring: a balance between the energy taken in and the energy expended in order to prevent inappropriate weight gain/weight loss. Being a 'healthy weight' is predominantly influenced by getting the balance of 'energy in' and 'energy out' right, *Active For Life* aims to promote lifestyle changes that are achievable and sustainable and support getting that 'balance right'.

Active for Life details the actions planned for 2007 – 2009, to support all who live, work or visit Flintshire to benefit from increased levels of physical activity. It forms one of three actions plans being developed in Flintshire: *Food for Health* has been developed simultaneously with *Active for Life* in recognition of the importance that both healthy eating and being more active will have for health and well being, and the third action plan, outlining Flintshire's responses to the management of obesity, will be produced in 2007.

Aim

The aim of this plan is to promote positive health and well-being through the direct and indirect benefits of being physically active throughout life, and in doing so contribute to a reduction in the chronic and acute health conditions associated with physical inactivity.

Scope of the Plan

It is anticipated that the actions included in this Plan will build on the infrastructure for physical activity already established in Flintshire, and contribute to

- developing the policies and practices of the key stakeholders who provide or support opportunities for physical activity, in the public, private and voluntary sector
- improving access to information about the benefits of being physically active, and improving opportunities to participate in the range of opportunities available
- building capacity and skills to deliver quality, accessible services

Strategic context for *Active for Life*

Health Challenge Wales provides a national focus to secure greater ownership, commitment and action for better health, as part of a co-ordinated and sustained

effort to improve levels of health in Wales. It recognises that preventing ill-health in the first place removes the big impact it has on individuals, their families, on our economy and on health and social services, and confirms that good health and well-being is not simply an end in itself – there are many other benefits that will have a positive impact on quality of life.

At both national and local levels, actions across a number of departments and organisations are being developed to promote active daily living through the integration of policies in the areas of health, education, sports, leisure and recreation, transport, town and rural planning, social exclusion and employment.

The *Active for Life* Plan will address, at a local level, implementation of many priorities set in national level documents. It will also complement and link in with other local plans and strategies aimed at increasing levels of physical activity across Flintshire, in order to avoid duplication of work.

All-Wales context

In ‘Healthy and Active Lifestyles: a framework for action’ the Welsh Assembly Government (WAG) established a clear requirement for local areas to develop physical activity action plans⁴:

Community Strategies, including Health, Social Care and Wellbeing Strategies, must identify clear objectives for increasing physical activity. Local Directors of Public Health should work with Local Health Boards, Local Authorities, the voluntary sector and other partners to produce local plans to increase physical activity levels.

In addition to this document, a range of other all-Wales strategic and policy directives supportive of the physical activity agenda have also been launched:

Table 1: All-Wales documents relevant to physical activity

<i>National Policy</i>	<i>Statement in relation to physical activity</i>
Climbing Higher: the Welsh Assembly Government (WAG) Strategy for Sport and Physical Activity¹	The Welsh Assembly Government’s long term strategy for sport and physical activity, setting out its strategic direction for the next twenty years. It supports the health agenda by its aim: ‘To increase physical activity across all age, gender and social groups.’ <i>Active for Life</i> aims to implement actions on a local level which will help to achieve targets 1 - 3 and targets 6 – 10 in <i>Climbing Higher</i> . (See Appendix 6 for list of relevant targets)
Healthy and Active Lifestyles in Wales: a framework for action⁴.	This plan aims to encourage the most sedentary groups of society to become more active. It focuses on action by the WAG, together with recommended actions for other organisations, particularly Local Authorities and Local Health Boards through their HSCWB strategies.
Framework for the Development of Sport and Physical Activity.	This framework details how the Sports Council for Wales aim to meet the targets set out in <i>Climbing Higher</i> . Interventions to increase physical activity and develop sport are grouped into five areas;

<i>National Policy</i>	<i>Statement in relation to physical activity</i>
From Strategy to Action⁵.	Active Young People, Active Communities, Developing People, Developing Places, Developing Performance and Excellence.
Healthy Ageing Action Plan for Wales. A response to Health Challenge Wales⁶.	This forms a key element of the <i>Strategy for Older People in Wales</i> . It aims to bring together existing and proposed health promotion initiatives (including physical activity) for older people. It also provides the major implementation tool for the <i>Promoting Health and Well Being Standard</i> of the NSF for Older People in Wales.
Play Policy Implementation Plan⁷.	This action plan proposes a way in which the commitment to implementation laid out in the WAG Play Policy may be met
Food and Fitness – Promoting Healthy Eating and Physical Activity for Children and Young People in Wales⁸.	'Food and Fitness' sets out the actions which the WAG and local partners will implement over the next five years to help children and young people to eat well, stay fit and achieve the highest standards of health
Walking and Cycling Strategy for Wales⁹.	This strategy aims to maximise the opportunities afforded by walking and cycling, and to point out the disadvantages of using private cars.
National Service Framework for Coronary Heart Disease¹⁰.	Standard 1 of the NSF for CHD aims to reduce the incidence of risk factors in the population.
Designed for Life: Creating World class Health and Social Care for Wales in the 21st Century¹¹.	This strategy builds on <i>Improving Health in Wales</i> to provide a vision which aims to improve health and reduce inequalities in health, and develop the role of local communities in creating and sustaining health.
Environment Strategy for Wales¹²	This strategy recognises the need to improve the built environment, access to green spaces and walk ability in urban areas, to increase opportunities for physical activity

Local context

The 'Good Health' Strategy for health, social care and wellbeing in Flintshire¹² identified the development of a physical activity action plan based on the recommendations contained within *Healthy and Active Lifestyles in Wales: A framework for Action* and *Climbing Higher* as a key priority within Flintshire.

Active for Life aims to complement other local approaches which relate to promoting physical activity and supporting Flintshire's population to lead healthy lifestyles. Fundamental to the effectiveness of the action plan is the adoption of an effective partnership approach, as many organisations and people within Flintshire are working in the field of physical activity. *Active for Life* seeks to coordinate physical activity projects, highlight gaps in provision, and minimise duplication across Flintshire.

Table 2: 'Flintshire' documents relevant to physical activity

Local Policy	Statement in relation to physical activity
Flintshire Community Strategy¹³.	The Community Strategy is the overarching strategy which sets a long term vision to improve the quality of life for local communities by action to increase their economic, social and environmental well-being. Four themes are identified; <ol style="list-style-type: none"> 1. Healthy & Caring Communities. 2. Learning & Creative Communities. 3. Thriving & Modern Communities. 4. Active Communities.
Good Health – A strategy for Improving Health, Social Care & Wellbeing in Flintshire¹⁴.	Flintshire's <i>Good Health</i> strategy is the health and social care strategy which acknowledges the need to work in partnership to improve health and well-being in Flintshire. The Good Health strategy sets out objectives to address key priority areas – including lifestyle changes, such as increasing levels of physical activity
Children and Young People's Framework Partnership Strategy¹⁵.	This provides the strategic vision for children and young people in Flintshire., and is developed and taken forward by the Children and Young People's Partnership Framework.
SPORT Flintshire. Service Delivery Plan¹⁶.	The aim of this Service Delivery Plan is to provide a clear and comprehensive outline of the range of activities and programmes delivered by <i>SPORT Flintshire</i> . The Unit currently comprises: Generic Sports Development, Dragon Sport, Disability Sport Cymru, Physical Education and School Sport, Sports Specific Development Programmes in Football, Rugby , Hockey and Netball, Women and Girls Development, and Community Recreation. The <i>SPORT Flintshire</i> Work Programme can be summarised within four Service Objective Areas:- <ol style="list-style-type: none"> 1. Increasing Participation in Sport and Physical Activity. 2. Improving Standards and Services. 3. Partnerships. 4. Club Development.
Play Policy. A strategic approach to Children's Play in Flintshire¹⁷.	The main objective of the Strategy is to clarify the position, roles and responsibilities of the County Council and set out actions for the provision, management and development of play opportunities throughout Flintshire for the benefit of all residents, but especially children.
Local Transport Plan¹⁸.	The Local Transport Plan includes the Flintshire Walking Strategy and Cycling strategy, and contains a number of targets which seek to: <ul style="list-style-type: none"> • Increase the number of people cycling and walking and develop and improve cycle/walking routes throughout Flintshire. • Assist workplaces in developing an active transport plan for employees • Improve road safety • Reduce criminal acts towards cyclists and walkers • Promote Safer Routes to Schools initiative to schools within Flintshire

The contribution of physical activity to health

Being physically active helps to prevent, reduce the risk of, or delay the development of high blood pressure, type 2 diabetes, coronary heart disease, obesity, osteoporosis, certain cancers, symptoms of anxiety and depression, and social isolation^{19,20}

Agreed definitions of *levels* of physical activity have been identified²¹, with their associations to health benefits or harms, with 'level 3' being the recommended level:

Level	Descriptor	Typical activity pattern	Health benefits
1	Inactive	Always drives to work or takes public transport	Nil.
2	Lightly active	Will do one or more of: <ul style="list-style-type: none"> • Some active commuting • Some walking, lifting and carrying as part of work • Some undemanding household and garden activities • Some active recreation at light intensity 	Some protection against chronic disease. Can be considered a 'stepping stone' to the recommended level.
3	Moderately active	Will do one or more of: <ul style="list-style-type: none"> • Regular active commuting on foot on bicycle • Regular work – related physical tasks – for example, delivering post, household decorator • Regular household and garden activities • Regular active recreation or social sport at moderate intensity 	High level of protection against chronic disease. Minimal risk of injury or other adverse health effects.
4	Very active	Will do most of: <ul style="list-style-type: none"> • Regular active commuting on foot or bicycle • Very active job – for example, labourer, farm worker, landscape gardener • Regular household or garden activities • Regular active recreation or sport at vigorous intensity 	Maximal protection against chronic disease. Slight increase in risk of injury and possibly some other adverse health effects.
5	Highly active	Performs high volumes of vigorous or very vigorous fitness training, often in order to play vigorous sports	Maximal protection against chronic disease. Increased risk of injury and possibly some other adverse side effects.

The following *amounts* of physical activity²¹ are recommended:

- For general health benefits in adults, a total of at least 30 minutes of moderate intensity physical activity on five or more days of the week is recommended. For adults aged over 50 years, activities that promote improved strength, co-ordination and balance should be included.
- To prevent obesity, many people will need 45 – 60 minutes of moderate intensity physical activity a day.
- Children and young people require a total of at least 60 minutes of moderate intensity physical activity each day and at least twice a week this should include activities to improve bone health, muscle strength and flexibility.

Local perspective - do we need to be more active in Flintshire?

There is limited data available on levels of physical activity for Flintshire and for Wales. However, the data that is available shows that most people in Wales and Flintshire are not active enough.

For adults,

- Levels of physical activity at the recommended level within Flintshire is 34%, compared with the Welsh average of 29%²²
- More than half the adult population within Flintshire are not active at the recommended levels for health benefits²²
- Participation in any physical activity among the younger age groups (15 – 24 years and 25-34 years) is below average in Flintshire²³
- Participation in the older age groups (particularly the 35 – 44 age group) is above average²³
- 15% of adults in Flintshire are members of sports clubs. This is above the national average and compares favourably with other authorities in the North²³.
- Males are almost twice more likely to be members of sports clubs than females. Males are also slightly more likely to undertake sufficient physical activity for health benefits²³.

For young people

- Just over one quarter (27%) of young people (aged 16-24 years): in Flintshire are sufficiently physically active for health benefits²⁴.
- 26% young people (aged 16-24 years) can be classified as 'inactive'²⁴.
- Boys are more likely than girls to be sufficiently active (30% v 23%). Boys and girls show the same level of inactivity (26%). Rates of healthy activity are at a peak in years 9 and 10 (ages 14-15 years), but year 7 (age 12 years) shows the lowest rate of inactivity²⁴
- Young people in years 7-9 (ages 12-14 year) participate in extracurricular physical activities at a considerably higher rate than those in years 10-11 (ages 15-16 years), and this difference is particularly pronounced at a local level in Flintshire²⁴.

- 70% of young people in Flintshire have participated in extracurricular sport over the past year, 38% on a regular basis. This is below the all Wales average. The most popular extracurricular physical activities among boys are football (58%), rugby (23%) and athletics (17%). The equivalent activities for girls are netball (38%), athletics (20%) and dance (20%)²⁴.
- Latent demand (more people wanting to participate than facilities or opportunities can meet) for boys is highest for football and basketball. Latent demand for girls is highest for trampolining, swimming and dance²⁴.

This information suggests that targeting young people, especially girls and young women, and general population approaches are needed.

Developing *Active for Life*

A Physical Activity Steering Group was established in 2005 to oversee the development of *Active for Life*. Details of the membership and role of this Group can be found in Appendices 2 and 3.

In order to identify key actions to be included in *Active for Life* the Physical Activity steering group undertook a research and mapping exercise, and considered:

- Priority groups / geographical area: which population group(s) or geographical area(s) should be targeted with action within the *Active for Life* plan?
- Strategic context: what national / local strategies, policies and plans exist which influence uptake of physical activity within Flintshire? How would actions within the *Active for Life* plan link to these policies?
- Evidence base: what evidence is available on policies, programs and initiatives which have been shown to be effective in increasing levels of physical activity? How does provision in Flintshire compare?
- Current services, projects / activities / training: what current services / projects / activities are currently being delivered or developed that contribute to increasing levels of physical activity? What is provided, by whom, to whom and across what geographical area? Are any of these on time-limited funding? Details of currently available provision is provided in Appendix 4.

A multi-agency workshop was held in May 2006, to discuss 'increasing opportunities for active lifestyles and healthy living'. This involved the more than 50 stakeholders from a wide range of organisations and sectors, and included members of the public. The information gained from this was extremely useful in shaping the content and focus of the actions within this Plan. Stakeholders were able to highlight existing work and projects and also indicate key areas and groups that required more targeted approaches, and additional opportunities to support them to become more active. As a result of the workshop the first set of action plans were produced by the steering group in readiness for a further consultation event, described below.

In addition to the above a multi-agency consultation event was held in November 2006 when both Active For Life and Food For Health action plans were subject to a health inequalities impact assessment. This yielded a number of very useful suggestions and comments and also enabled partners to further identify contributions to implementation of some of the key actions described in the specific action plans contained within this document.

Sources of evidence

Although there is a growing understanding of who is, and who is not physically active, and why, research into the field of promoting physical activity is a relatively young science and therefore not as well developed as some other health areas. The Flintshire Physical Activity Steering Group has drawn on a wide range of evidence based research to inform action within the Active for Life plan.

This highlighted the need for attention to be paid to the context in which physical activity and 'being more active' is promoted, including targeted advice from healthcare professionals to patients who are inactive, the use of non facility dependent forms of activity, such as walking, and the need for ongoing support and encouragement to facilitate a sustained increase in activity levels.

In developing specific actions for the whole community and actions to support specific target groups the steering group have aimed to recommend initiatives and projects based on what is known to work, is likely to be affordable (or cost free to the citizen/target group), and sustainable and achievable by both the provider and the user. *Active For Life*, in keeping with Health Challenge Wales, also wants to promote ownership of the plans and responsibility by stakeholders and the local community to commit to being more active.

A summary of identified interventions known to be effective are provided in Appendix 5.

Format of the *Active for Life* Action Plan

The above information was used to clarify the focus and format of the *Active for Life* action plan. Because activity levels are so low across the entire population, active lifestyles for everyone in Flintshire are encouraged. However, in certain population groups activity levels may be even lower, there may be a higher risk of inactivity-related diseases, or there may be greater potential for health benefits from increasing activity levels⁴. Therefore particular attention will be paid to reducing actual or potential health inequalities that people's particular circumstances may contribute to.

The Action Plans have been developed under the following headings:

1. Whole population, including home and community settings, education and awareness raising, promotion of benefits of / access to a physically active lifestyle
2. Children and young people: school and college settings
3. Children and young people: health service and social care settings
4. Children and young people: home, community and leisure settings
5. Older people: health service and social care settings
6. Older people: home, community and leisure settings
7. People at risk of exclusion from physical activity opportunities, due to their living circumstances, particular health needs or disability

Monitoring progress and evaluating the impact of implementation

An '*Active for Life*' Implementation Group will be established in January 2007 to oversee the overall implementation and delivery of actions identified within the plan. Reports on progress and any barriers encountered will be presented to the Health Social Care and Well-Being Partnership Board twice a year.

ACTION PLANS

**Action Plan 1: Actions addressing the needs of the whole population:
Education and awareness raising; promotion of benefits of / access to a physically active lifestyle**

Rationale: These Actions aim to:

- Raise awareness of the importance of physical activity to positive health and well-being and the prevention of ill-health
- Ensure there is a range of programmes and opportunities for physical activity in Flintshire
- Increase skills and capacity of staff working in leisure services other relevant settings

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
1	Conduct a mapping exercise of opportunities to be physically active in Flintshire	Known provision and gaps in provision identified		Jul 2006	NPHS		Report produced
2	Establish an 'Active for Life' Implementation Group to oversee progress against targets , and act as an information sharing and partnership for the promotion of physical activity in Flintshire	Clear agreed mechanisms for implementation of Active for Life	SCW to provide information of other PA groups, action plans and best practice Identify pathways for communication and key partners need to disseminate information to	Jan 2007	FCC – Leisure Services Directorate		
3	Review best practice in provision of physical activity opportunities, and disseminate recommendations appropriately	Best practice guidelines / recommendations available Messages from Climbing Higher reinforced	Establish process for identifying best practice Identify best practice currently available, identify how this can be used to reinforce messages	<i>Awaiting appt to vacant post</i>	NPHS	<i>Post currently vacant</i>	
4	Raise awareness of recommended levels and benefits of physical activity, both for adults and for children	Agreed, consistent messages delivered regarding Physical activity	Provide information for inclusion in relevant circulars, newsletters, community events etc		FCC - PA Co-ordinator Heart of Flintshire		

			Production of 'Numbers to Know' booklet which includes key messages, i.e. 'strive for five' Deliver 'training' to support staff, development workers etc to promote messages about PA		NPHS/WBN	None – funded through WBN	
5	Ensure the benefits of physical activity are promoted at all relevant community events	Key messages from Climbing Higher reinforced	Develop a resource that conveys key messages to people not currently physically active Produce an information leaflet via 'Get Active Challenge' initiative to promote information on provision to target groups & general public	Mar 2007 Mar 2007	FCC - PA Coordinator Sport Flintshire	Resources from HoF £5000 from SCW	Resources produced Website developed (n hits) Applications to relevant community funding providers
6	Promote 'walking' as a key part of a physically active lifestyle	Increased numbers of people walking for leisure, with associated health benefits To increase the number of volunteer led walks	Implement the Flintshire Walking Strategy (currently at draft stage) Continue to recruit and train volunteers and actively encourage people to walk on independent and volunteer led walks To monitor and evaluate the impact of the local scheme on people's quality of life. A walking and cycling	Ongoing	FCC: Transport Policy Groundwork Wrexham and Flintshire and Flintshire FCHP	Awaiting outcome of lottery applications	Number of walks, number of walks completed and number of new walkers/ volunteers.

			group is to be set up by the Taith Consortia. Make the Flintshire Rural Walks leaflet available to all target groups Identify places where safe routes could be implemented, identify large areas of employment to introduce active commuting Work with highways to develop the above				
7	Promote cycling as a key part of a physically active lifestyle	To meet the national targets and the Council's specific objectives to promote cycling as a safe and sustainable form of transport, together with an action plan for implementing the measures and monitoring their effects on cycle use Increased numbers of people cycling for leisure, with associated health benefits Part of a modal shift for necessary journeys.	To increase cycling, particularly for short and medium distance journeys, i.e. travel to school, and as part of multi-modal trips; Develop a network of safe routes for cyclists, encourage more people to cycle reduce crime and fear of crime for pedestrians and cyclist Develop and distribute a leaflet promoting the National Cycle route and other cycling routes in Flintshire	<i>Awaiting the appt of a Cycling Officer.</i>	FCC: Traffic Manager Taith Executive Officer	FCC Revenue and possible external funding from Sustrans – to be established	% increase since 2000 in cyclists using NCN5 (baseline data to be calculated) % increase since 2000 in cyclists using Welsh Road (baseline data to be calculated) % increase since 2004 in cyclists using Hawarden Bridge (baseline data to be calculated) To be established
8	Ensure concessionary opportunities at FCC	Cost barriers to accessing Leisure Services facilities	Identify promotions and Identify target groups	March 08	FCC – Facility managers		

	leisure services are well promoted	<p>minimised</p> <p>Increase in the number of people taking advantage of FCC promotions</p> <p>Increased awareness and usage of concessionary opportunities</p>	<p>Consider a pilot programme of weekly County wide concession events at leisure centre's – non-means tested, combined with healthy option/healthy cost dish of the day</p> <p>Identify resources needed to link promotions to target group</p> <p>Promote physical activity opportunities through appropriate communication networks to target groups e.g. older people</p>	2007	FCC/Active For Life Implementation Group	Cost neutral if utilised/ potential pump priming from WBN	Number of people attending county wide non-means tested concessionary events
9	Support and promote home-based physical activity and explore opportunities for 'on the doorstep' activities for rural/isolated communities	Increased opportunities to remain physically active, with the associated health benefits	<p>Produce a high quality booklet of exercises (in an variety of formats)</p> <p>Scope out and assess the need and potential to develop 'on the doorstep' activities</p>		Active For Life Implementation group	WBN/NPHS	<p>Survey of use of booklet</p> <p>Programme of 'on the doorstep' activities developed</p>
10	Ensure that opportunities for physical activity available in neighbouring counties are well publicised	Increased knowledge of local opportunities. Sports Council for Wales to provide on-going updates on key projects / best practice from other LA's.	Get Active Challenge Project in partnership with Wrexham. Providing information to target groups and general population regarding physical activity provision.	March 2007	Sport Flintshire Sports Council for Wales NW Local Authorities	£54.000 across NW from SCW Secured	<p>No of hits on NW Challenge Website.</p> <p>No of structured activities.</p> <p>No of leaflets distributed.</p> <p>No. of dow</p>

			North Wales Outdoor Challenge, encouraging individuals to use the natural environment to become more physically active				
11	Increase access to and range of physical activity opportunities in country parks	Links to North Wales Outdoor Challenge Identify links from local community, local businesses to country parks	Identify access issues, work with parks department to overcome these Develop physical activity provision at Wepre Park for walking, beginner jogging and orienteering via North Wales Outdoor Challenge Initiative' Develop local opportunities to build upon the Green Gym initiative	March 2007 2007 - 2009	Sport Flintshire Sports Council for Wales NW Local Authorities BTCV Cymru	£54.000 across NW from SCW Secured Resource implications to be clarified with BTCV Cymru	No of hits on NW Challenge Website. No of structured activities. No of leaflets distributed. No. of dow Number of new Green Gym projects in Flintshire
12	Review the evaluation of 'Tesco Broughton Workplace Project', and implement successful elements as appropriate	Barriers to participation in employees identified, and initiatives and plans to tackle barriers and encourage active lifestyles developed and implemented. Template that can be used to develop other workplace programmes available Good Practice example for use in workforce pilot project	Disseminate findings from project, received from LJMU Develop and deliver Public Sector 'active lifestyle' initiative in Mold. Recruit work place champions to advocate the benefits of active lifestyles within workplace setting	April 2005 – April 2007	Sports Council for Wales Sport Flintshire PA Co-ordinator		
13	Pilot scheme to increase	Increase the number of	Identify work places to be	October	FCC – PA Coordinator	Funded by	

	levels of physical activity for public sector work force in Mold	adults involved in physical activity, in public sector work force in Mold	involved and maintain contact with employers. Link with existing opportunities Develop activities in workplace settings where required	2007	Sports Council Wales HoF	SCW and HoF until March 2008	
14	Implement the Coaching Plan for Wales	Well trained coaches provide motivation and encouragement to people engaging in sporting activity	Produce Coach Education book and programme	Jan 2007	Sport Flintshire	£1500	No of workshops held No of new coaches No of expressions of interest in courses.
15	Develop the role of health care professionals working in primary care / community health services to promote and encourage increased levels of physical activity	Consistent messages about health benefits of an active lifestyle Increased knowledge of available opportunities	Agree and develop workshop to be delivered	2007	PA Co-ordinator Heart of Flintshire NPHS		

Action Plan 2: Actions addressing the needs of Children and Young People: School and College settings

Rationale: These Actions aim to:

- Ensure children and young people attending school / college have access to a range of physical activity opportunities (outside the curriculum)
- Address and support the 'physical activity' theme within Healthy Schools scheme

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
16	Continue the development of the Healthy Schools programme	Inclusion of 'physical activity' as action area in schools participating in HSS Whole school approach to physical activity supported	Provide information to schools to highlight importance of physical activity for health and well-being of young people	Ongoing	FCC: Healthy Schools Co-ordinator, LEA in partnership with the Head teachers and school governing bodies	HSS funded by WAG;	Number / % schools including 'physical activity' as identified theme (baseline of n/% at July 2006)
17	Continue the development of the Dragon Sport Programme in primary schools	Quality, fun extra curricular activities for children in KS 2 led by appropriately trained volunteers and coaches.	To further develop the scheme to targeting the non-participant and pockets deprivation. Improve school club links / coach education and develop and implement the Dragon Sport Accreditation	Sept 2006 – Aug 2008	Active Young People Coordinators & SCW	£30 k revenue budget in Flintshire to support the programme funded by SCW via BLF.	% of schools involved in the programme. No of schools accredited. No of volunteers recruited and trained.
18	Extend the Dragon Sport concept in secondary schools	Quality extra curricular physical activity opportunities are available from KS 2 to KS 3 & 4	New '5 x 60' Secondary School Officers appointed in 1 school per authority in Wales. Roll out to have all secondary schools involved in Wales by 2009.	September 2006 – September 2008	SCW – Active Young People Department & FCC Sport Flintshire and Education – new officer appointed can liaise with youth clubs	WAG funded directly with a £20k budget. per secondary school in Wales investment	50% schools involved by Mar 2008

19	Provision of Cycle Training for Year 6 pupils	Increased awareness of on-road cycling skills and knowledge of highway code rules.	Recruit and train cycle instructors. Provide relevant information/resources.	Ongoing	FCC: Road Safety Unit	Road Safety Revenue budget.	% of Target School Year Population who have completed Cycle Training (2005/6 – 20%)
20	Continue the roll out of the PE and School Sport Initiative	To raise standards in Physical Education	To continue the roll out of the development centre programme across Flintshire Secondary Schools and to work with the feeder primary school clusters for transition links	Sept 2006- Aug 2008	Active Young People Coordinators & SCW	Supported by WAG directly to SCW for distribution to LA Development Centres	Estyn Reports, PESS consultant visits. Number of Development Centres
21	Continuation of the Safer Routes to School initiative	Increased numbers of children walking and cycling to school as a result of their improved walking environment.	Physical and non-physical improvements in and around schools to aid perceived and actual Walking and Cycling safely. Running various Initiatives and campaigns to promote walking and cycling to school Environmental Studies Workshops. Encourage and support schools to implement School Travel Plans by: <ul style="list-style-type: none"> • Integration of STP's with the Healthy Schools scheme • Running various 	Ongoing Ongoing By April 2007 Ongoing	FCC: Road Safety Unit / Traffic Section Road Safety Unit Road Safety Unit FCC: Healthy Schools Co-ordinator Taith Regional Travel Plan Co-ordinator & Transport Policy	Subject to WAG funding granted on annual basis. Bid submitted end Aug 2006 involving 4 primary and 1 secondary school 2007/8 financial year. WAG funding Subject to WAG funding Healthy Schools Funding? Taith Consortia	% of schools sites benefiting from Physical improvements (up to 2006 – 50%) % of primary schools with walking buses (up to 2005 1%) % of primary schools participating in Walk to School Week (up to 2005 – 37%) % of secondary school children walking to school (no baseline data) 9% of schools with School Travel Plans (2006 - 2007)

			campaigns/initiatives including piloting and setting up Walking Buses through Walkabout Flintshire		Walkabout Flintshire/FCHP and Groundwork Wrexham and Flintshire	Big Lottery Fund application	Number of new Walking Buses and number of children participating
22	Raise awareness of recommended levels of and benefits of physical activity	Agreed consistent messages delivered regarding physical activity	Provide information for inclusion in relevant circulars, booklets, newsletters and community events.	2007/ ongoing	Active Young People Co-ordinator and 5x60 officers	None identified yet	Evidence of agreed consistent messages and increased awareness

Action Plan 3: Actions addressing the needs of Children and Young People: Health Service and Social Care Service settings

Rationale: These Actions aim to:

- Ensure vulnerable children and young people have access to and support for physical activity opportunities to promote their health and well-being

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
23	Develop Flintshire 'Active 8-16' programme	Children and young people at risk of exclusion from physical activity opportunities are supported to participate	Review Wrexham Active 8-16 programme and identify relevant links to Flintshire scheme		FCC – Sport Flintshire	Funding from 'Cymorth'	
24	Ensure Children Looked After receive appropriate advice and support to become more active	Children and young people at risk of exclusion from physical activity opportunities are supported to participate	Explore, through links with annual health checks programmes, that children looked after are monitored regarding their BMI and levels of physical activity Ensure relevant and appropriate referrals and access to opportunities to become more active are provided	2007/ ongoing	FCC – Children and Young People's Strategic Partnership	None identified yet	Number of Children Looked After offered monitoring, advice and opportunities to become more active

Action Plan 4: Actions addressing the needs of Children and Young People: Home, Community and Leisure settings

Rationale: These Actions aim to:

- Ensure that children and young people have access to a range of physical activity opportunities, outside the school/education setting

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
25	Support young people to become involved in leading community physical activity programmes, including Walkabout Flintshire and Green Gym schemes	To encourage more young people to assist in Community Walking Clubs, Community Sports Clubs and recreational sessions to increase the provision of physical activity within Flintshire	To host relevant training courses for young people to attend and to access funding to subsidise these courses in favour of advocating voluntary involvement for these young people	Ongoing 2007 - 2009	Sport Flintshire Walk the Way to Health Groundwork Wrexham and Flintshire, FCHP. BTCV Cymru	Funding via FCC and Sports Council for Wales to assist in funding relevant training courses BTCV Cymru	No of young people trained as leaders. No of courses held Number of young people participating in Green Gym Schemes
26	Young, Free and Fit	Increased knowledge of health benefits of good nutrition and active lifestyle in young women 16-25 years	Develop and pilot and evaluation 8-week programme Develop Teaching Resource and train 'trainers' Pilot and evaluate in revised format	Oct 2006 – Mar 2008	NPHS FCC – Healthy Schools Coordinator	£10000 from WAG 'Food and Fitness' grant'	Increased knowledge of health benefits (pre / post programme measures) Resources developed and disseminated
27	To continue to develop the Multi Sport Camp provision for 7-14 year olds.	Based on success over the summer period to roll this programme out to provide a service in more school holiday periods. Ensuring inclusion and fun for all.	To aim to roll out the programme to cover all school holiday periods.	August 2006- August 2008	Sport Flintshire	Income generated by participants to cover coaching and facility hire costs	No of children attending sessions. Evaluation forms from participants
29	Promotion of Holiday	Increased physical activity	To develop a range of	2007/	Play Strategy		

	Activity schemes through the Play Strategy	during school holidays	schemes on an annual basis	ongoing	Co-ordinator/FCC		
30	Promote opportunities to participate in sporting activities	To engage more children and young people to become involved in physical activity in line with achieving Climbing Higher Targets of 5 x 60.	To advocate via Sport Flintshire schools programmes the benefits of physical activity and opportunities to participate in sport and physical activity. To continue to develop the Sport Flintshire website as a tool to promote Sport Flintshire sporting and physical activity opportunities.	Ongoing	Sport Flintshire FCC – ICT	-	-
31	Free swimming for children	Increase numbers of swimmers	To provide free swimming opportunities in the school holidays	Ongoing	Flintshire Leisure services	Funded by WAG	Numbers participating

Action Plan 5: Actions to address the needs of Older people: Health Service and Social Care settings

Rationale: These Actions aim to:

- Ensure that older people receiving care or support from NHS or social care services are helped to be as physically active as possible
- Increase understanding amongst healthcare and social care providers of the importance of maintaining physical activity levels as a key contributor to the health and well-being of older people

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
32	Ensure older people in nursing and residential care settings have access to appropriate opportunities and support to be physically active	Increased levels of physical activity in this population group	Work with day centre's, Carers, Age Concern and other relevant partners to build upon existing schemes and good practice	2008	Adult Social Care and HoF	Administrative costs, and any new schemes needed	Increase in number of schemes and number of people participating
33	Increase availability of EXTEND programme	Increased uptake of the EXTEND programme	Map out the need for provision of the scheme and develop a programme to meet the need	2007	Living longer and healthier sub-group	To be identified as part of the mapping work	Increase in number of schemes and number of people participating
34	Provide training for staff working with older people on the benefits of physical activity for their client group	Increased levels of physical activity in this population group	Seek to develop a training programme that can be incorporated into existing mandatory training		Adult Social Care	Production of training materials	Number of staff trained

Action Plan 6: Actions to address the needs of Older People: Home, Community and Leisure settings

Rationale: These Actions aim to:

- Increase opportunities for, and uptake of, physical activity amongst people aged over 50 years

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
35	Explore additional opportunities for increasing physical activity opportunities for older people	Improvements to health, mobility and quality of life	To be determined Increase participation in Green Gyms	2007 - 2009	Age Concern BTCV Cymru	£10000 from HoF	Number of older people currently involved in Green Gyms 2006 compared to Numbers in 2007/8/9
36	Promote 'swimming' as a key part of a physically active lifestyle through the swimming development plan	Improvements to health, mobility and quality of life Increased uptake of free swim initiative for over 60's	Expand swimming lessons for older people across all Leisure Centres Increase the number of older people teaching swimming classes	Ongoing	FCC – Leisure Services Directorate	WAG funding	Number of passes issued
37	Include information from the A-Z of available physical activity opportunities for older people in a central physical activity information point	Improved access to information on physical activity opportunities	Copy and paste information into central point	March 2007	FCC – PA Coordinator	None	Information included in relevant resources
38	Increase the number of people trained to deliver opportunities for physical activity for older people	Improvement to health, mobility and quality of life	Deliver mobility and movement training	October 2007	Leisure services and HoF	Cost of running the course	2 courses conducted in 2007

Action Plan 7: Actions to address the needs of people at risk of exclusion from physical activity, due to their living circumstances, particular health needs or disability

Rationale: These Actions aim to:

- Raise awareness of the importance of a physically active lifestyle for particular vulnerable groups
- Develop relevant skills amongst providers to support individuals to participate in physical activity
- Promote an inclusive environment in Leisure Centres and other activity venues

	Action	Outcome	Tasks	Time-scale	Lead responsibility (partners)	Resource implications	Performance measure (and baseline)
39	Develop the Mentro Allan programme for Flintshire	Increased opportunities for, and uptake of physical activity by adults with learning disabilities and / or physical disabilities, and their carers	Identify local needs, and barriers to participation Develop programme activities	Dec. 2006 – October 2010	Groundwork Wrexham and Flintshire	Funding confirmed by Big Lottery Fund	200 beneficiaries, plus 60 volunteers, monitored against 10 agreed outputs relating to 4 key objectives
40	Work with existing disability support groups to develop appropriate physical activity programmes	Increased opportunities for, and uptake of physical activity by adults with physical disabilities, and their carers		ongoing	Disability Support Wales office (post currently vacant)	FCC – KickStart co-ordinator	Numbers who start and progress through the scheme and remain active
41	Promote the KickStart GP exercise referral scheme to all adults who meet the inclusion criteria	Increased opportunities for and uptake of physical activity	Continue to develop, co-ordinate and promote the scheme	March 2007	Funding secured until the end of March 2007 by the Big Lottery Fund		
42	Promote the Flintshire Cardiac Health Project	Increased opportunities for and uptake of a range of physical activity for adults engaged with the KickStart, Walkabout Flintshire and Community Cardiac Rehabilitation schemes	Continue to develop, co-ordinate and promote the schemes	March 2007	Funding secured until the end of March 2007 by the Big Lottery Fund	FCC	Numbers on the schemes and numbers who continue to exercise after 6 months
43	Ensure all physical activity promotional materials are	Provision of accessible 'accredited' information	Link to relevant planning groups to establish what	March 07	Heart of Flintshire and PA Co-ordinator	Cost of producing	

	available in alternate formats, e.g. Braille, large print, etc.		information is needed in particular format Have information produced			information in appropriate format	
44	Increase awareness of the issues presenting barriers to physical activity opportunities for particular target populations	Increased awareness and advocacy for 'active lifestyles' amongst staff in key positions	Develop and implement a training programme for physical activity staff and staff working with the target population groups	Ongoing	HoF		Appropriate programmes and opportunities for the target populations are available
45	Explore feasibility of concessionary rates at FCC Leisure Centres for people who have <ul style="list-style-type: none"> Physical disabilities Mental health needs Learning disabilities Carer responsibilities 	Increase the number of people from target groups using FCC leisure facilities	Develop voucher scheme for mental health service staff to enable clients to access leisure centres / other physical activity venues free or at reduced cost Develop concession scheme for target groups in FCC leisure centres	March 2008	FCC – PA Co-ordinator	Post funded until March 08 Cost of developing card	Increase from current usage by people in the target population groups
46	Review the evaluation of Wrexham 'Hearts and Minds' initiative, and develop relevant elements in Flintshire	Learning from the initiative can be used to inform developments in Flintshire			Groundwork Flintshire and Wrexham		
42	Develop the role of health care professionals working in primary care / community health services to promote and encourage increased levels of physical activity	Consistent messages about health benefits of an active lifestyle Increased knowledge of available opportunities	Agree and develop workshop to be delivered	2007	PA Co-ordinator Heart of Flintshire NPHS		
	Pilot use of audio description along one walking route used in	Provision of audio description encourages increased participation in Walkabout	Preparation and production of audio materials	2007/ ongoing	Walkabout Flintshire Groundwork Wrexham and Flintshire	Mentro Allan Big Lottery Funding	Number of people using audio description x

Walkabout Flintshire	Flintshire			HoF		number of people on walks
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n.b. It is anticipated that the second 'needs assessment' to support the Health Social Care and Well-Being strategy will highlight additional population groups who may be at disadvantage or vulnerable, who may benefit from specific actions to increase their access to, or participation in, physical activity opportunities.

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APPENDIX 1: Profile of physical activity in Flintshire

Adult population (aged fifteen years and over)

Figure 1 indicates that levels of physical activity at the recommended level within Flintshire is above the Welsh average of 29% and sits within the top five counties across Wales at 34%. However, this graph also demonstrates that over half the adult population within Flintshire are not active at the recommended levels for health benefits²².

Figure 1. Percentage of fifteen and over year olds active at the recommended levels for health benefits.

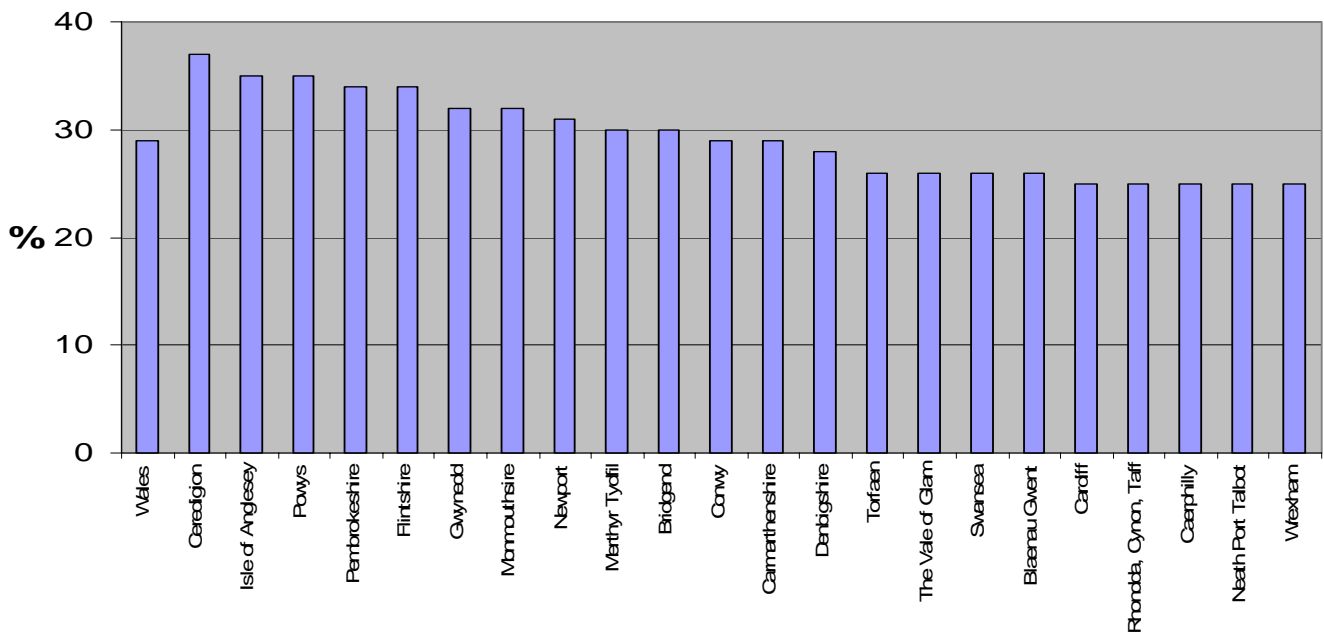
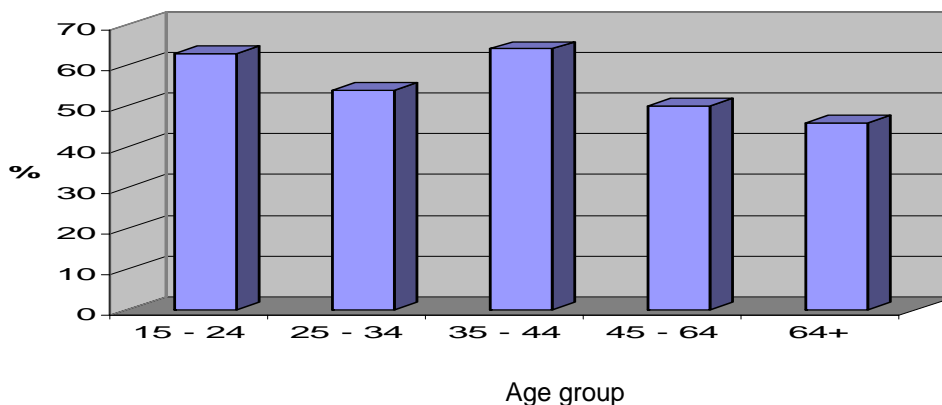


Figure 2. Differences in physical activity participation by age.

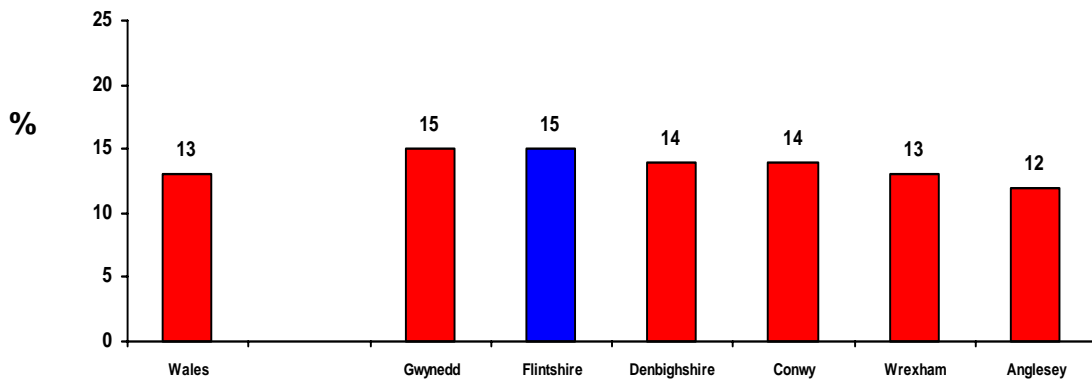


Source: Welsh Health Survey

Membership of sports clubs – Adults

15% of adults in Flintshire are members of sports clubs. This is above the National average and compares favourably with other authorities in North Wales²³

Figure 3. Percentage of adults in Flintshire who are members of sports clubs

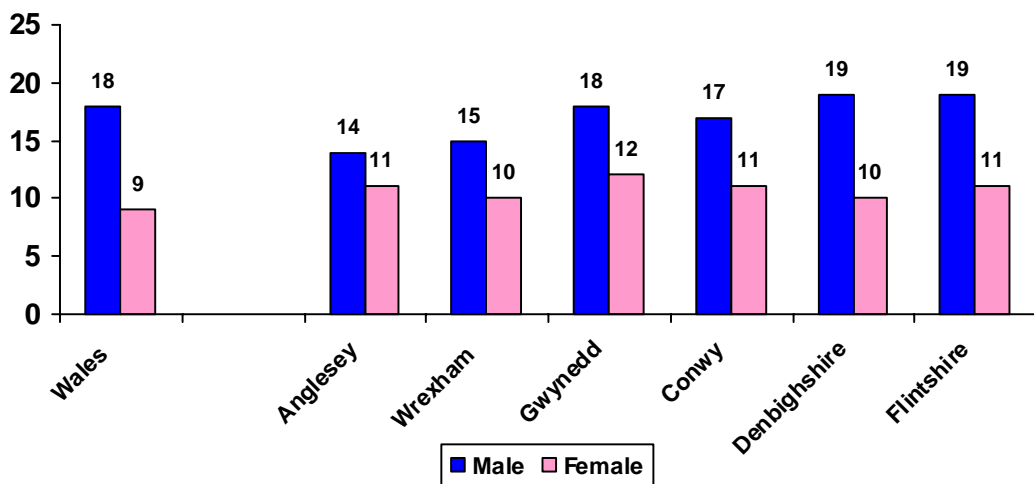


Source: Sports Council for Wales

Gender differences – Adults

Female's membership of sports clubs is just 55% of males. Males are also slightly more likely to undertake sufficient physical activity for health benefits. The female/male index in Flintshire is higher than that found at national level, but does not compare favourably with other authorities in North Wales²³.

Figure 4. Percentage of female and male membership of sports clubs in Flintshire

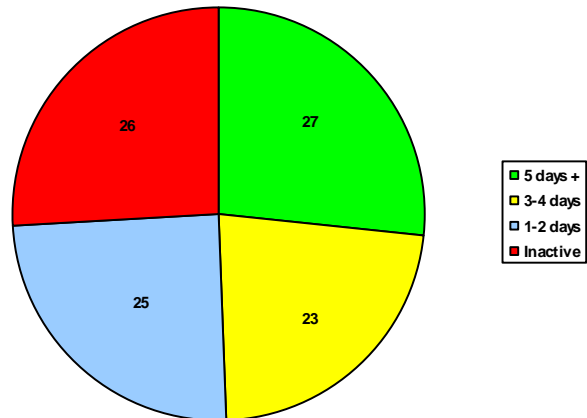


Source: Sports Council for Wales

Young People (aged 11-16 yrs)

Just over one quarter (27%) of young people in Flintshire are sufficiently physically active for health benefits. 26% can be classified as inactive²³

Figure 5. Number of days on which 60 minutes of physical activity is undertaken: Young people



Source: Sports Council for Wales

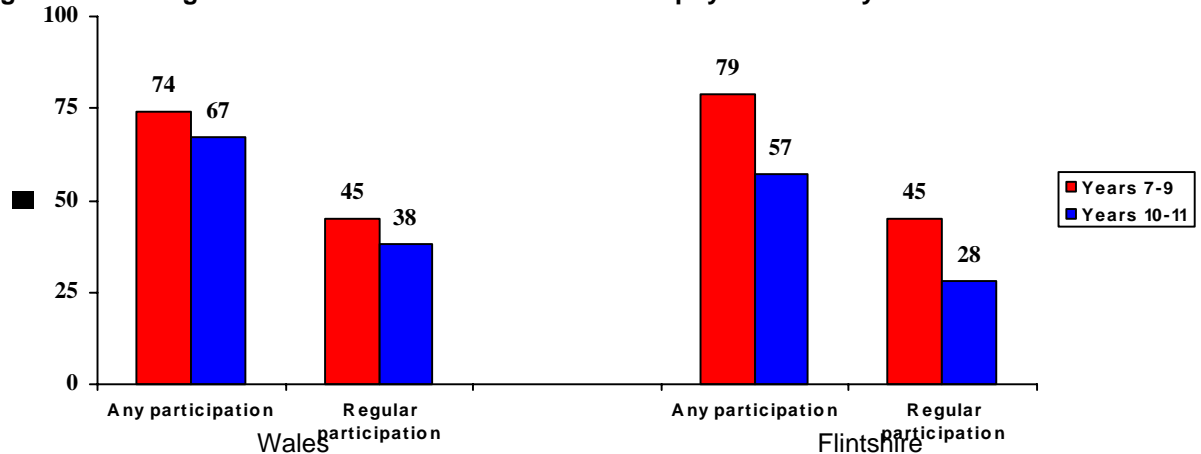
Gender differences – Young people

Boys are more likely than girls to be sufficiently active (30% v 23%). Boys and girls show the same level of inactivity (26%). Rates of healthy activity are at a peak in years 9 and 10, but year 7 shows the lowest rate of inactivity²⁴

Age differences – Young people

Young people in years 7-9 participate in extracurricular physical activities at a considerably higher rate than those in years 10-11, this difference is particularly pronounced at a local level in Flintshire²⁴

Figure 6. Age-related Differences – Extracurricular physical activity



70% of young people have participated in extracurricular sport over the past year, 38% on a regular basis; this is below the all Wales average. The most popular extracurricular physical activities among boys are football (58%), rugby (23%) and athletics (17%). The equivalent activities for girls are netball (38%), athletics (20%) and dance (20%)²⁴

Latent demand – Young people

Latent demand for boys is highest for football and basketball. latent demand for girls is highest for trampolining, swimming and dance²⁴

APPENDIX 2: Physical Activity Steering Group

A Physical Activity Steering Group was established to oversee the development of Active for Life. Members of this Group included:

Name	Organisation	Email Address
Will Dunn (Chair, to July 2006)	National Public Health Service	will.dunn@nphs.wales.nhs.uk
Angela Tinkler (Chair, from July 2006)	National Public Health Service	angela.tinkler@nphs.wales.nhs.uk
Jackie James	National Public Health Service	jackie.james@nphs.wales.nhs.uk
Mike Hornby	FCC – Leisure Services	mike_hornby@flintshire.gov.uk
Neil Pringle	Sports Council Wales	neil.pringle@scw.org.uk
John Richards	FCC - Countryside Services	John_P_Richards@flintshire.gov.uk
Sue Price	FCC – Transport	sue_price@flintshire.gov.uk
Jo Clay	Sports Council Wales	jo.clay@scw.org.uk
Trevor Jones	FCC – Social Inclusion Unit	trevor_jones@flintshire.gov.uk
Helen Prince	Groundwork Wrexham & Flintshire	helen.prince@groundwork.org.uk
Janet Roberts	FCC - Play Development	janet.A.roberts@flintshire.gov.uk
Andrea Williams	FCC – Cardiac Health Project	andrea_williams@flintshire.gov.uk
Sarah Norton	FCC – PESS coordinator	sarah_norton@flintshire.gov.uk
Sian Williams	Sports Council Wales – Dragon Sports	sian_williams@flintshire.gov.uk
Glyn Evans	Sustrans	glyne@sustrans.org.uk
Jo Edwards	Disability Sports Development	joanne.edwards@flintshire.gov.uk
Marina Carter	FCC - Healthy schools	marina_carter@flintshire.gov.uk
Kate Newman	FCC – Heart of Flintshire project.	kate_newman@flintshire.gov.uk
Sarah Massey	FCC - Walkabout Flintshire	sarah_massey@flintshire.gov.uk

APPENDIX 3: Physical Activity Steering Group – Tasks and Role

The Physical Activity Steering Group was responsible for identifying and developing the focus and underpinning values of *Active for Life*. The group then developed recommendations to achieve the objectives set out in the *Active for Life* action plan.

The tasks undertaken included:

- Examining how actions within the Active for Life plan could be linked to national strategy / targets which relate to uptake of physical activity
- Linking the actions within the plan could be linked to local strategy / targets which relate to the uptake of physical activity
- Mapping existing services and opportunities for physical activity for Flintshire residents, and reviewing them in terms of 'best practice'
- Identifying gaps in provision of physical activity, or additional service development needs across Flintshire and determining the actions which needed to be included within the plan to address these gaps.

Priority area	Rationale
<p>1. Developing the plan Produce a physical activity plan for <i>Flintshire</i>, together with an action plan to address deficiencies and remove barriers to being physically active.</p>	<p>Fundamental to the development of the Active for Life action plan is the adoption of an effective partnership approach. Many organisations and people within Flintshire are working in the field of physical activity. By producing a physical activity action plan we seek to ensure a coordinated effort in increasing levels of physical activity and minimise duplication across Flintshire.</p>
<p>2. Partnership Working and communication. Develop and strengthen partnership working and provide opportunities for links between existing projects and organisations</p>	<p>In order to promote physical activity statutory and voluntary sector organisations must work in partnership to promote physical activity in a range of settings including schools, workplaces, community, health care settings.</p>
<p>3. Promotion of benefits and opportunities Address issues of public knowledge of;</p> <ul style="list-style-type: none"> • The scope of physical activity • the health benefits of physical activity • Recommended weekly minimum levels of Physical Activity 	<p>The physical activity steering group felt that action was needed to promote public and professionals knowledge around;</p> <ul style="list-style-type: none"> • The scope and range of physical activity. • The health benefits associated with increasing levels of physical activity • What programmes/opportunities were available

Priority area	Rationale
<ul style="list-style-type: none"> Opportunities to promote physical activity for general population and target groups. 	<ul style="list-style-type: none"> Levels of physical activity required for health benefits
<p>4. Opportunities for whole population Increase opportunities for the <i>whole</i> population to become more physically active.</p>	<p>There is strong evidence that a more active and fitter population would experience significantly lower rates of obesity, cardiovascular disease and type 2 diabetes, as well as reductions in the incidence of some cancers, fewer injuries associated with ageing in the elderly, and fewer mental health problems</p>
<p>5. Opportunities for target groups Increase physical activity opportunities for the priority target groups including</p> <ul style="list-style-type: none"> Children and young people. Older people. People with disabilities. Carers People with mental health problems. 	<p>Because activity levels are so low across the entire population, it is important that we promote active lifestyles for everyone in Flintshire. However, in certain groups activity is currently even lower, or they have a higher risk of inactivity-related diseases, or there is greater potential for benefits from increasing activity levels⁷</p>
<p>6. Training to increase skills and capacity. Increase capacity and skills required to deliver opportunities for physical activity for the target groups.</p>	<p>The physical activity group identified that there was a need to provide training for health professionals around;</p> <ul style="list-style-type: none"> The health benefits of physical activity for specific target groups Physical activity opportunities within Flintshire Appropriate physical activity programs and activity levels for specific target groups
<p>7. Sharing good practice Disseminate examples of good practice and guidance based on evidence-based interventions.</p>	<p>In order to continue to promote effective physical activity initiatives statutory and voluntary sector professionals need to be regularly informed of evidence of 'what works'.</p>

APPENDIX 4: Current provision of physical activity opportunities in Flintshire

The following is an overview of activity, programmes and initiatives which aim to assist in increase physical activity within Flintshire. It is acknowledged that it is not an exhaustive list, but is indicative of the range and nature of provision in the county.

Schools and Colleges

Dragon Sports: Dragon Sport is a SCW initiative providing children of primary-school age with fun and appropriate sporting opportunities. The dragon sports scheme also recruits and trains Dragon Sport volunteer sports organisers, leaders and coaches, in particular teachers and parents. Dragon Sports is delivered by a full time Dragon Sports coordinator. A pilot secondary school Dragon Sports schemes will be piloted from September 2006

Physical Education and School Sports (PESS) programme: Two development centres (DC) - Argoed DC and Hawarden DC have been created in Flintshire which work towards a common aim of raising standards of physical education and activity in school. The PESS program is coordinated locally by the PESS co-ordinator.

The Safer Routes to Schools scheme: Within Flintshire schools projects such as traffic calming, crossings, new or enhanced cycle ways and footpaths, and secure cycle storage are planned based on the production of individual school travel plans. To date one school has produced a travel plan. A CD ROM has been produced which provides information to schools on setting up school travel plans.

Healthy schools initiative: The scheme is part of the Welsh Network of Healthy School Schemes and was accredited by the Welsh Assembly Government in March 2003. In October 2005, 39 schools within Flintshire were presented awards for meeting the set health criteria. The scheme is coordinated by a full time Healthy Schools Officer.

Community Based Initiatives

Women and girls participation programme: Initiatives in Flintshire include secondary schools and ten sports centers' receiving £1000 to promote activity for women and girls initiatives. Initiatives are also running in a number of workplaces across Flintshire.

Disability Sport Cymru: A joint initiative between the SCW, Federation of Disability Sport Wales and local authorities, aimed at developing quality community based sporting and recreational opportunities for people with disabilities.

Walkabout Flintshire: Groundwork Wrexham and Flintshire have established a programme of local guided health walks within the Flintshire area through the national *Walking the Way to Health Scheme*. In Flintshire Groundwork has teamed

up with Flintshire County Council, the local hospital cardiac rehabilitation units and Flintshire GP's and Practice Nurses to involve as many Flintshire residents in the walks programme as possible.

Heart of Flintshire: Funded by the Welsh Assembly's Inequalities in Health fund the project aims to support residents (particularly those living within Communities First areas) to take positive steps to reduce risk factors for coronary heart disease. The project can help residents to become involved in activities such as physical activity sessions, healthy eating projects or health screening.

Moving More Often: Promotes physical activity to older frail adults in residential or care home settings. Initially being piloted in 4 care settings; residential – private, residential – local authority, a day care centre and a nursing home.

A – Z Physical Activity Directory for 50+ in Flintshire: This directory provides a list of community based physical activity opportunities specifically for those 50 plus across Flintshire.

Leisure Centres: Free swimming is provided for over 60 year olds and young people up to the age of 16 at specific times within Buckley, Holywell, Mold, and the Pavilion Leisure/Sports Centres, and Connah's Quay swimming pool. A range of activity classes are available for all ages within these centres as well as Castell Alun/Hope, Saltney, and Deeside Leisure/Sports Centres.

Mentro Allan (Venturing Out): A BIG lottery funded project which aims to promote physical activity in the natural environment to people with disabilities and carers in Flintshire and Wrexham. The Mentro Allan steering group are currently awaiting the outcome of a bid submitted to the National Partnership for this programme.

Health services

Cardiac Health Project - Cardiac Rehabilitation program: Patients with heart disease are encouraged and supported to achieve optimal physical health.
Phase 3 – Structured 7 week exercise training together with continuing advice on risk factors. Currently running at Mold, Holywell and Deeside.
Phase 4 – The aim is long term maintenance of physical activity and lifestyle changes. Patients can be referred to Circuit training, the Kickstart scheme, Tai Chi classes or the Walkabout scheme

Cardiac Health Project – Kickstart: Exercise Referral Scheme: A 12 week physical activity programme, tailored for people who are not used to regular physical activity and who have certain medical conditions. Patients can be referred from their GP to Mold, Deeside, Flint, Holywell and Buckley leisure centres or the Walkabout scheme.

Active 8 -16 referral scheme: A programme for children, young people and young adults aged 8 - 16 at risk of social exclusion. The program prescribes physical activity in partnership with health professionals, working with the target group to provide safe, controlled physical activity. Activities include swimming, junior fitness, martial arts, mini tennis and badminton.

Workplaces

Cycle racks and showers have been installed at Flintshire County Council and Flintshire Local Health Board to encourage cycling and walking to work, and physical activity during lunch breaks.

Airbus UK has developed a Green Travel Plan which details actions including cycle lanes to encourage active transport to work.

An extensive workplace physical activity research project is currently being undertaken with SCW, Sport Flintshire and Liverpool John Moores and Tesco's. A workplace physical activity programme is also planned for public sector employees in Mold.

Environment

Country Parks: A number of sites provide opportunities for walking or cycling including Wepre Park, Connah's Quay, Greenfield Valleys Heritage Park, Gronant and Talacre Dunes, Wayn y Llyn (Hope Mountain), Nant Y Ffrith wooded valley. Flintshire Countryside services have also developed a Flintshire 'Rural Walks' leaflet which details 25 of the best walks in the County available from Tourist Information Centres, libraries or the FCC website.

Cycle routes in Flintshire: The Welsh Assembly's Deeside to Drome Corner widening scheme was opened in November 2004. The new layout includes a footway/cycleway that provides important links from Deeside Industrial Park to the National Cycle Route (NCR)

The Dee Coastal path consists of a three metre wide off-road leisure/utility walking and cycling route stretching 34 miles between Prestatyn and Chester and onto the Wirral. Two thirds of this has been completed.

APPENDIX 5: Summary of evidence based interventions to promote physical activity

Health care interventions²⁴

- GPs and other health professionals should provide brief advice about physical activity to all inactive patients, supported by written materials.
- Systems should be developed in primary care to promote access to community exercise specialists or behaviour change specialists who can offer ongoing support and advice to inactive people.
- Healthcare professionals should target inactive patients with single-factor interventions where possible. These should focus on moderate-intensity physical activity, particularly walking.
- Referral to an exercise specialist based in the community can lead to longer-term (> 8 months) changes in physical activity
- There are clear training needs for GPs and other health care professionals for promoting physical activity.

Community Setting^{24,25}

- Community interventions should be developed using theories of behaviour change, offering tailored and targeted programmes to inactive individuals, backed up with ongoing support
- Programmes should promote home-based walking and other moderate-intensity physical activities and offer participants the choice of using a range of local opportunities to be active
- interventions should promote moderate intensity physical activity, particularly walking, which are not facility dependant

Workplaces²⁶

- Strategies which encourage walking and cycling are likely to reach a far greater proportion of the inactive population than efforts to increase the use of exercise facilities.
- Evidence suggest that promoting workplace based cycling requires attention to environmental factors, both to the workplace (e.g. cycle parking and showers and to the road environment (e.g. safety).

Older adults^{24, 25, 27}

- A range of physical activity programmes should be developed that target adults aged 50 and over. These should be a combination of individual and group approaches using either group-based or home-based exercise sessions with support and follow-up.
- Gentle exercise for older people has been shown to be effective in improving mental health in older people.

Commissioners of physical activity programmes for older people should consider the following components;

- exercise counselling and instruction
- home based physical activity, particularly walking
- telephone and written contact and support
- computer generated feedback and messages
- informal group meetings and events
- use of exercise log books
- where possible programmes should be designed using existing networks used by older people.

School Based physical education^{27, 28}.

- Interventions are more likely to be effective when young people are involved in the planning process
- 11-16 year olds: addressing barriers posed by changing rooms and kit are particularly successful in young women
- A whole school approach (involving all members of the school community) can promote greater involvement in physical activity

Appendix 6: Relevant targets in 'Climbing Higher – the Welsh Assembly Government Strategy for Sport and Physical Activity'¹

Target 1: In the next 20 years Wales will match the best global standards for levels of sport and physical activity, defined, for adults, as at least 5 x 30 minutes of moderate intensity physical activity per week. To achieve this we need an annual increase in overall adult physical activity levels of at least one percentage point per annum.

Target 2: All children of primary school age will participate in sport and physical activity for at least 60 minutes, five times a week. All primary schools will provide a minimum of 2 hours of curricular based sport and physical activity per week.

Target 3: At least 90% of boys and girls of secondary school age will participate in sport and physical activity for 60 minutes, five times a week. All secondary schools will provide a minimum of 2 hours of curricular based and 1 hour of extra curricular sport and physical activity per week.

Target 6: 40% of adults will be members of sports clubs or centres.

Target 7: 80% of children will be junior members of sports clubs or centres.

Target 8: All public sector employees and three-quarters of all other employees will have access to sport and physical activity facilities, at or within a 10-minute walk of the workplace.

Target 9: In the next 20 years, all children in Wales will have experienced an outdoor adventure activity before the age of 12 and a further experience before the age of 16.

Target 10: The percentage of the people in Wales using the Welsh natural environment for outdoor activities will increase from 36% to 60%.