

“One Day More”



Creating an Active Flintshire

“One Day More” local action plan

2011 – 2014



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Foreword

We know that the more physically active people are, the better their health and quality of life. However evidence from across Wales shows that less than one in three adults and less than one in four children are active enough to achieve these benefits¹.

The consequences of being physically inactive are wide ranging both on physical and mental well being. An increase in sedentary lifestyles in addition to unhealthy eating has contributed to an increase in the proportion of both children and adults who are overweight or obese.

The good news is that we also know that significant health benefits for those who are most inactive can be achieved through a moderate increase in physical activity.² That’s why the strapline for our plan reflects the target within *Creating an Active Wales*, the Welsh Assembly Governments national plan to increase levels of physical activity that everyone should be active for “one day more”.

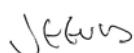
In order to achieve this target, we believe that we have to develop and support a culture in organisations, communities, families and individuals that supports and promotes physical activity “as the norm”.

This plan provides a framework for action until March 2014, across the whole physical activity spectrum and consideration of the needs of a diverse population. It builds on key messages that we have heard from residents through a number of recent consultations and evidence on good practice.

It sets out our ambitions and the first steps that we will take as a partnership to create a solid foundation to move towards those ambitions over the coming years.

We know that there are a range of plans and activity in place to create an environment and opportunities for physical activity. We need to build on that work but also to identify gaps and where the greatest potential exists for making a positive contribution to this agenda.

Achieving our ambition will require organisations to listen to and support communities and to work together to make the best use of the resources we have. We also need Flintshire’s residents to embrace the opportunities provided in order to make being active for “one day more” a reality.



Judy Evans
Chair – Creating an Active Flintshire Partnership Board

¹ Welsh Health Survey, 2008

² Creating an Active Wales page 8

Local Policy Context

In addition to the national policy context³, Creating an Active Flintshire provides a response to and supports a number of local plans including:

Good Health, Good Care 2011-2014 (Health, Social Care and Well being Strategy)
Making a Positive Difference 2011-2014 (Children and Young People’s Plan)
Community Strategy
Unitary Development Plan
Local Health Board Annual Quality Framework
Local Public Health Strategic Framework

Being Physically Active

For good health, it is currently recommended that:

- Children and young people are physically active for 60 minutes on 5 days per week. (5 x60)
- Adults are physically active for 30 minutes on 5 days per week. (5 x 30)

n.b. revised guidelines are due to be published in 2011, to include guidelines for children aged 5 and under and for the sedentary population for example.

Within this document, the term physical activity is used to describe moderate level physical activity.

Moderate level physical activity is any activity or movement that raises the heartbeat and leaves the individual feeling warm and slightly out of breath.

It is also possible to achieve recommended levels of physical activity by adding shorter periods of 10 minutes or more.

Thinking about physical activity in these terms means that there are many ways (through activities as illustrated in figure 1) that an individual can achieve a moderate increase in their physical activity level. Everyone can think about what small changes they can make to become more active.

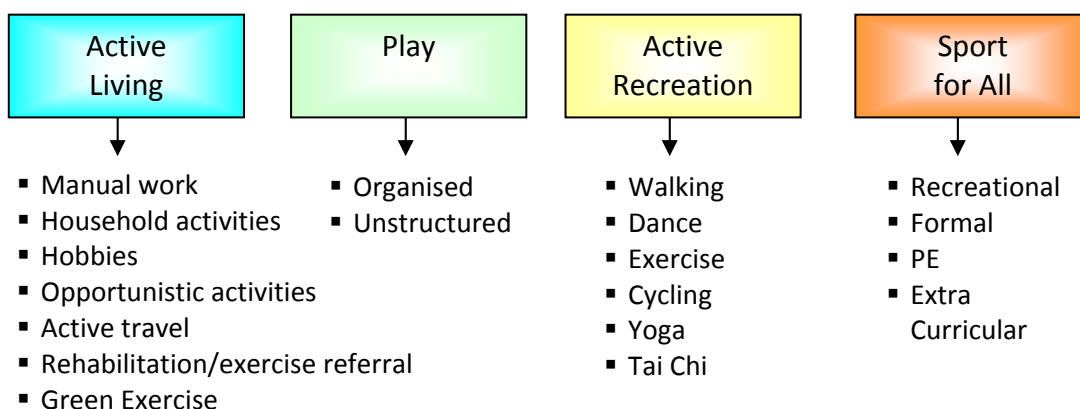


Figure 1 - The Physical Activity Spectrum

³ See Appendix 1

Measuring Progress towards “One Day More”

The “one day more” target in the national plan is that by 2020, the average number of days that adults and children are physically active increases by one day.

This means that the plan relates to everyone who does not meet recommendations – whether they are currently doing one or less sessions a week or as many as four.

This target is measured by the Welsh Health Survey and Health Behaviour in School-Aged Children Survey at a national level. Local arrangements for monitoring progress towards achieving this target cannot be at that whole population level. However, the Partnership Board will need to consider how to measure the contribution that organisations and services make towards achieving this target and the priority areas for action within this plan

Benefits of Physical Activity

The benefits of a physically active lifestyle can be seen throughout life, including:

- For children and young people, reviews have identified modest positive effects on health outcomes such as aerobic fitness, blood pressure, blood lipids, skeletal health and psychological well-being. Critically, the benefits of an active childhood can carry over into adulthood in that an active child is more likely to be an active adult (WHO, 2004).
- People who have a physically active lifestyle have approximately 50 per cent less risk of developing coronary heart disease (CHD), stroke and type 2 diabetes compared to those who have a sedentary lifestyle, and can reduce their risk of premature death by about 20-30 per cent.⁴
- Evidence shows that the health impact of inactivity on Coronary Heart Disease is comparable to that of smoking and almost as great as high cholesterol levels. Regular physical activity is also associated with reduced risk of obesity, osteoporosis and colon cancer and with improved mental health and increased functional capacity in older adults.³
- The adoption of a more physically active lifestyle can significantly enhance mobility and independence and improve quality of life in older people (WAG, 2006b). Exercise can help strength, mobility and balance, and reduce the risk of falling. It can lower the risk of heart disease and stroke, reduce blood pressure, obesity and incontinence, and ease depression. However, many older people do not participate in any regular physical activity (WAG, 2006b).

In addition to these direct benefits to health and well being, a physically active life also has positive impacts on education, social inclusion, tourism, crime reduction etc.

⁴ Public Health Wales, www.wales.nhs.uk/sitesplus/888/page/43736

Current Trends

Children and Young People

Only 44% of children aged 7 to 11 and 35% of those aged 11 to 16 achieve the recommended level of physical activity. We also know that 10% of children aged 7 to 11 and 14% of 11-16 year olds are sedentary – meaning that they do not achieve 60 minutes of activity on any day of the week.⁵

Adults

The Welsh Health Survey for 2007-2008 found that less than 1 in 3 (30%) of those sampled in Flintshire reported meeting the recommended guidelines for physical activity. This result was the same as the average for Wales, although the average in North Wales was slightly higher at 32%.

The Welsh Health Survey in 2008-09 again found that 30% of Flintshire adults and 29% adults in Wales reported meeting the guidelines⁶

Participation rates overall are therefore low, thus reinforcing the need for a whole population approach to the planning and delivery of activities. However, there are also different levels of participation amongst population groups which must be considered at all stages of implementation. These inequalities are illustrated by the following headlines:

- Participation levels drop with age
- Female participation drops with age more significantly than for males
- Lower socio-economic groups participate less in sport and are less likely to be a sports club member than higher socio-economic groups.
- People with some disabilities, chronic conditions and mental health problems for example are less likely to be physically active

Making the best use of information available

As a result of work commissioned in 2008 by Sport Wales, information exists which can help local services to target their work more effectively to different “segments” of our population. Working to similar principles as used within the commercial sector, the market segmentation information will allow us to target activities, promotions and information to different groups or “segments” of the population based on a range of factors including age, gender, where they live, what they like to do in their spare time etc.

By working in this way, we can target our attention on population groups where the greatest impact can be made.

⁵ Creating an Active Wales page 7

⁶ Flintshire Health Profile, 2010

Creating an Active Flintshire Partnership Board

In line with Creating an Active Wales, the development, monitoring and evaluation of this plan has become the responsibility of the Health, Social Care and Well-being Partnership.(HSCWB PB) ⁷

A Creating an Active Flintshire Partnership Board (CAFPB) has been formed to undertake this work on behalf of the HSCWB PB. The CAFPB is made up of officers from the local authority, local health board and Sports Wales, with an invitation to the third sector.

How we have identified the actions in this plan

In order to identify what should be in our action plan, we considered:

- A range of reviews that have been undertaken to evaluate the effectiveness of interventions to increase participation in physical activity.
- Responses to a number of consultations with the public over recent years (Health, Social Care & Well being Strategy, Children and Young Peoples Plan, Leisure Strategy)
- The views of a number of stakeholders working in the county
- Creating an Active Wales Action Plan and associated guidance
- Recommendations following a review of Active for Life – Flintshire’s Physical Activity Plan 2007-2009

Key/repeated messages from the public

Responses to the consultation on Flintshire County Council’s Leisure Strategy identified 3 main barriers to participation in physical activity:

- Cost
- Transport
- Personal Inhibition

The emerging Children and Young People’s Plan includes an outcome that children have time and space to play and to participate in activities.

When asked to describe what this would “look like”, respondents to the consultation said it is important that:

- All children are able to play safely in their local community
- All children and young people (including young parents) can benefit from activities delivered by leisure services
- Art and cultural activities with a physical activity element e.g. dance are promoted

⁷ The HSCWB Partnership Board consists of senior managers from Flintshire County Council, Betsi Cadwaladr University Local Health Board, Public Health Wales, Betsi Cadwaladr University Community Health Council, Flintshire Local Voluntary Council and Independent Care Sector Providers

- Buddying opportunities exist for disabled children and young people
- Forest schools continue to thrive
- Staff and volunteers within the 3rd sector are adequately trained so that they can support more play, leisure and cultural initiatives
- Recommendations from the play strategy and research are embedded into delivery
- There is a decrease in the percentage of children and young people who have an unhealthy body weight

One of the consultation questions for the 2011-2014 Health, Social Care and Well being strategy asked for views about what would help people to have or maintain a healthy body weight. Responses covered both the healthy eating and physical activity dimension. The key messages were

1. Information needs to be improved about what is available - when and where, along with clear and concise messages about the benefits of physical activity to everyone.
2. Attractive recreational areas need to be available to everyone, where priority is given to people rather than traffic
3. A range of opportunities is needed to meet all abilities
4. People do need to take more responsibility for their own health and be encouraged to seek no cost/low cost options where cost is an issue

Our Vision for “One Day More”

Consideration of all that we have been told and the key messages from the evidence has led to the conclusion that in order to achieve our “one day more” target for everyone, we need to focus our efforts on developing a culture within organisations, communities, families and individuals that considers a physically active lifestyle as the norm. Whilst adopting a whole population approach, we will also be thinking about what we need to target activities at those groups where we know levels of participation are especially low.

The diagram on the next page represents what we believe that positive culture for one day more would look like. Only then, can we measure whether or not we are moving in the right direction to achieve that vision.

Our priority areas for action represent some of the key steps that we will have to take to work towards this “vision”.

These action areas should be seen as providing a framework for future action and we will need to respond to opportunities as they become available.

Partner organisations recognise and respond to opportunities across departments to support physical activity

CAF Partnership Board exerts significant influence and provides strong leadership

Consistent approach to marketing and branding of key messages and opportunities

Market segmentation is employed to target specific demographic groups

'Joined up' approach to forward planning is practiced within and across organisations

Workforce development enforces the need/responsibility to encourage physical activity wherever appropriate

There would be a significant focus on ensuring equality of opportunity and participation

Real & perceived barriers to participation are removed

Individuals and families accept personal responsibility for their physical health and well being from birth

People have easy access to information relating to physical activity opportunities and benefits

"Cost" is no longer a barrier to participation – no cost/low cost alternatives are used

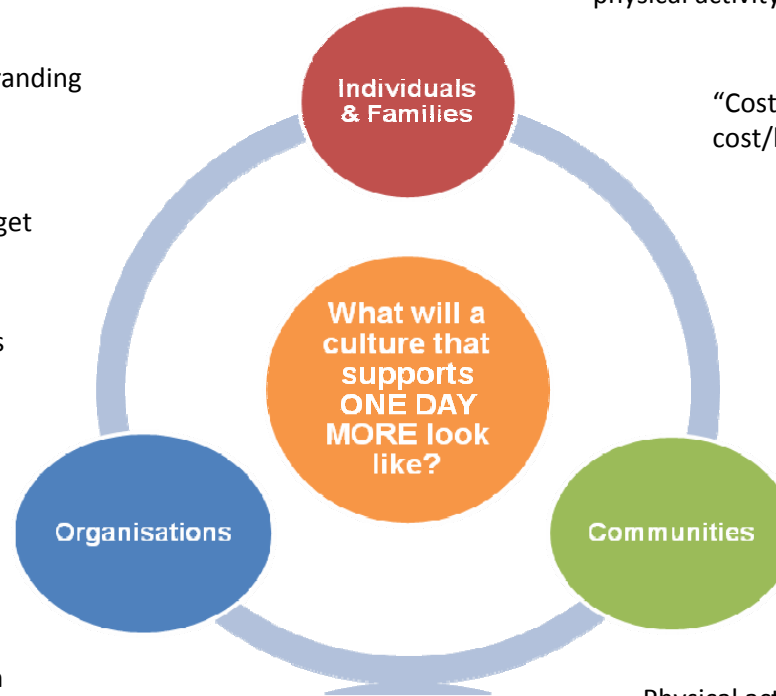
Active travel is the first choice for short distances

Children grow up understanding that physical literacy is as important as academic literacy

Personal inhibitions & negative perceptions of being active are a 'thing of the past'

Physical activity opportunities are on everybody's doorstep and the local environment is used for regular active recreation

Local 'champions' & volunteers are supported to act as advocates for physical activity



Community action is supported as an alternative to direct delivery of services

One Day More Priority Areas for Action

N.b. the text in italics is illustrative of the kind of activities/issues we will consider in implementing the plan.

- **Develop an innovative, comprehensive marketing approach to:**
 - Promote the opportunities and benefits of physical activity
 - Promote the message that everyone has the chance to reach their potential
 - *Clear, consistent, targeted promotion campaigns across a range of settings, utilising social marketing techniques supported by Sports Wales market segmentation tool, leisure services data, Chage4Life branding etc*
 - *Provide opportunities across settings/age groups to develop skills/knowledge on physical activity, targeting people in lower socioeconomic /socially disadvantaged groups*
- **Promote and support a “whole family approach” to the provision and promotion of physical activity opportunities**
 - *May involve all family member being active together or alternatively active at the same time/within the same setting*
 - *Working alongside sports clubs to encourage non-competitive family participation and mixed gender and/or intergenerational activities*
- **Promote and support “doorstep” opportunities for physical activity so that being physically active can be at the heart of communities**
 - *Creation of natural and built environments that enable ‘healthy choices’ using findings from Open Space Assessment, planning policy, urban design regulations, active travel etc.*
 - *Further develop alternative travel plans for schools by extending the Walking Bus initiative, cycling proficiency, active travel for staff.*
 - *Extend the number of ‘exit’ opportunities following participation within National Exercise Referral Scheme (NERS)*
 - *Support 50+ Forum groups to develop their own physical activity opportunities*
 - *Seek to extend the use of local community venues including local parks and school facilities*
 - *Ensure that community gardens, urban agriculture, allotments etc are encouraged*
 - *Sports club diversification to ensure facilities are used all year round to encourage an increase in Physical Activity*
- **Seek opportunities to remove barriers and create open access for physical activity within communities/settings**
 - *Develop specialist exercise provision for falls prevention*

- *A programme of training for paid staff and volunteers re. Mental Health First Aid, disability awareness, equality and equity*
- *Ongoing development of a pilot training programme for paid carers on the importance of access to physical activity within care packages*
- **Identify and support local “champions” for physical activity**
 - *Create a programme of volunteer training for established/traditional and more alternative activities i.e. Tai Chi, walk leaders, Nordic walking, Zumba, strength and mobility for older people*
- **Ensure that we recognise and respond to our responsibilities and opportunities to support and promote physical activity through our “core business”**
 - *Workforce development enforces the need/responsibility to encourage physical activity wherever appropriate.*
 - *Prevention/ management of chronic conditions through physical activity is integrated into primary care i.e. brief intervention, motivational interviewing, referrals to and support for further development of the local NERS scheme*
 - *Planning procedures consider physical activity needs of the local population*
 - *Ensure that children and young people are provided with the skills and confidence to be physically literate*
 - *Use a whole school approach to support the vision that every child becomes “hooked on sport for life”*
 - *Extending workplace participation within the corporate health standard*

The Creating an Active Flintshire Partnership Board will:

- **Provide a strategic lead for the implementation of this plan**
- **Develop an inclusive and transparent mechanism for organisations and groups working in Flintshire to apply for any available funding**
- **Submit funding applications to grant providers (eg Sports Wales) on behalf of partnership board organisations.**
- **Monitor and evaluate progress against the priority areas for action**

What Can Be Achieved

Case Study 1: Bonc Recreational Area



In 2008, members of Mynydd Isa Youth Club asked for something to be done to improve outdoor activity provision in order to occupy the young people of the local community.

Their request was taken on board by a local community councillor “the local champion”. who instigated the formation of a new committee known as the Mynydd Isa Field for Youth (MIFY). Its aim was to raise the necessary funding for a substantial improvement to existing facilities on the Mold Road ‘Bonc’ playing field.

Over the next two years, over £60k was raised to fund a multi-use games area (MUGA), youth exercise equipment, pathways enabling easy

disabled access, an enclosed dog exercise area, seating and landscaping. Funding partners included Argoed Community Council, Waste Recycling Environmental, Flintshire Local Voluntary Council, Flintshire Community Trust, Flintshire County Council, and various local private companies. Community fundraising events also played their part too.

The local champion also secured £90k from the Big Lottery for the refurbishment of the children’s play area on the site. The community sign for this facility (see above) was designed by a Year 3 pupil from Mynydd Isa Junior School.

Throughout the two-year period, the local champion and the MIFY Project were supported by Flintshire County Council’s Leisure Services section. This included help in managing the Project from the design and planning stage to the commissioning and installation of equipment.

This case study is an example of what can be achieved when the community and services come together.

Appendix 1 – National Policy Context

Vision for Sport in Wales, 2011	A vision for how sport can better deliver on the WAG sport and activity agenda	Vision for Sport in Wales
Creating an Active Wales, 2010	Creating an Active Wales sets out the steps the WAG will take, with partners, to achieve an active, healthy and inclusive Wales.	Creating an Active Wales: physical activity action plan Physical Activity Roles and Responsibilities Framework
Walking and Cycling Action plan, 2009	The Action Plan summarises the key steps planned to secure a walking and cycling culture in Wales	Walking and Cycling Action Plan
Play Policy Implementation Plan, 2006	Action plan setting out how the principles of the Play policy will be implemented	Play Policy Implementation Plan
Climbing Higher : Next Steps, 2006	Builds on the foundations of the original strategy and outlines a framework for action to secure a better, fitter and healthier Wales	Climbing Higher : Next Steps
Walking and Cycling Strategy for Wales, 2003	The WAG strategy to increase the role of walking and cycling in how we travel in Wales	Walking and Cycling Strategy for Wales
WAG Play Policy, 2002	Statement produced to reflect the value that the Welsh Assembly Government places on play and the importance of children in our society.	WAG Play Policy
Climbing Higher: The WAG strategy for sport and physical activity, 2002	Setting out the strategic direction for Wales in the next 20 years	Climbing Higher: The WAG strategy for sport and physical activity

Adapted from:

<http://www.physicalactivityandnutritionwales.org.uk/page.cfm?orgid=740&pid=432>
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