

Cheshire and Merseyside Health & Care Partnership: Prevention Board Report Draft V1

To	Cheshire & Merseyside: Health & Care Partnership : PREVENTION BOARD
From	Jean Stephens, CEO – MSP Anne Boyd CEO, Active Cheshire Gina Perigo, Living Well - Physical Activity Programme Lead, Liverpool CCG Helen Cartwright, Head of Commissioning and Mobilisation, CHAMPs Louise Williams – Public Health England Tina Pilkington – Sport England
Date	20 th November 2018
Task requested	To consider and identify three strategic intents that will :- 'Embed physical activity into all aspects of everyday life thus generating greater health benefits for local people across Cheshire and Merseyside'
Strategy / Plans underpinned	https://www.merseysidesport.com/about-us/our-strategy/ http://champspublichealth.com https://www.cheshireandmerseysidepartnership.co.uk/about-us/why-do-we-need-to-change http://www.activecheshire.org/ https://www.gov.uk/government/publications/sporting-future-a-new-strategy-for-an-active-nation https://www.sportengland.org/media/10629/sport-england-towards-an-active-nation.pdf

Scale & nature of the challenge of physical inactivity across Liverpool City Regional (Merseyside)

- 73% of the poorest families cannot always afford to feed their children when the support of free school meals is withdrawn, and a third of parents in low income households have skipped a meal so their children can eat during the school holidays; the most disadvantaged young people are also the least active, with the worst of these being girls and young women; and, mental health issues are an increasing area for concern and exacerbated by social isolation, often reported in holiday time (Kellogg's 2015)
- At reception, the prevalence of overweight (including obese) children is statistically significantly worse in LCR than both regionally and nationally. In LCR rates range from 27.2% - 24.9%, with an average of 26.3% across all localities. This is compared to an average of 22.6% across England and 23.9% in the North West Region. (National child measurement programme 2016/17)
- At year 6, the prevalence of overweight (including obese) children is statistically worse in LCR than both regionally and nationally. Four of LCR's six localities have rates of overweight (including obese) children that are higher than the England and North West averages. Prevalence rates in LCR range from 42.2% - 35.3% with an average of 37.6%. This is compared to an average of 34.6% across England and 35.2% in the North West region. (National child measurement programme 2016/17)
- With an alarming 27.3% of our people (aged 16+ years) doing less than 30 minutes of moderate activity per week, this means 343,400 people within our population are classed as inactive (Active lives 16/17). We know that this problem stems from people's early life: in 2016 76% of boys and 80% of girls were not meeting the Chief Medical Officers (CMO) guidelines for physical activity, of at least 60 minutes of moderate exercise per day (PHE 2017).

20/11/2018 09:18 – Draft report produced by Jean Stephens on behalf of the group

- We know that people suffering from severe mental illness die on average 10-20 years earlier than the general population. Many of these deaths are due to chronic physical medical conditions, such as cardiovascular, respiratory disease, diabetes and hypertension (Oxford University 2014).
- There is a total of 989,600 working-age adults across the Liverpool City Region (LCR), of which 734,900 are economically active (ONS 2018)(NOMIS 2017/18). Between them, over 3 million sick days are taken each year on average, equating to over £355 million of productivity lost from the LCR (ONS 2017;Nomis 2017;Adzuna 2018).
- With nearly a third of Lower Super Output Areas ranked within the top 10% most deprived areas in the country, Liverpool City Region is the most deprived LEP in England (Department for Communities and Local Government 2015)
- Coping with the increasing pace and change of modern life, people need new skills, such as mental resilience, to be able to deal with stress and frustration

Scale & nature of the challenge of physical inactivity across Cheshire

- An alarming 23.5% of our people (aged 16+ years) doing less than 30 minutes of moderate activity per week, this means 177,600 people within our population are classed as inactive (Active live 2016/17)
- c.10% (c.8,000) of pupils in Cheshire and Warrington are eligible for Free School Meals; the most disadvantaged young people are also the least active, with the worst of these being girls and young women; and, mental health issues are an increasing area for concern and exacerbated by social isolation, often reported in holiday time
- We know that people suffering from severe mental illness die on average 10-20 years earlier than the general population. Many of these deaths are due to chronic physical medical conditions, such as cardiovascular, respiratory disease, diabetes and hypertension (Oxford University 2014).
- There are a total of c.560,000 working-age adults across Cheshire & Warrington, of which c.450,000 are economically active and c.120,000 are economically inactive.
- Cheshire and Warrington, overall, is a strong economy (2nd highest GVA outside London), with a high proportion of graduate-level employees compared to other areas in the North of England. However, alongside this positive picture, there are pockets of significant deprivation and inequality. Cheshire and Warrington has ambitions for significant growth in population and infrastructure (127,000 new homes, 120,000 new jobs, and 20% more productive by 2040), and so it is important that as the population grows, people are equipped to deal with the changing demands of modern life.

Purpose: Using physical activity and sport as a vehicle for large scale, transformational change in order to reduce demand of public services whilst contributing to the economic growth of the Cheshire & Merseyside footprint

Vision: A more active and healthy population of Cheshire & Merseyside, with a particular focus on improving health outcomes for key population groups

Mission: To integrate physical activity as a preventive intervention to accelerate health gain and maximise the impact reducing dependencies on the health and care system across Cheshire & Merseyside.

Influencing behaviours of: -

- ✓ **Sector Workforce** to provide a robust evidence base impacts and benefits of physical activity and sport on people's lives
- ✓ **Residents** to inspire more people to be active every day, working towards UK Chief Medical Officer recommended levels
- ✓ **System Leaders** to broaden the base of investment into physical activity and sport locally
- ✓ **Collaborative partnerships** working together to improve the quality of life for all people through physical activity and sport
- ✓ **Creating a social movement** and collective brand for physical activity across Cheshire & Merseyside EG #movemore #jointthemovement #fitforme #fitforus #oneyou #CMMoving #fitandfed (resources may be required)

Pledges / Call to action - Overview

Strategic Pledges (options)	Need	Benefits / Impact	Scale / Target audience / setting	Resources available (A) / required (R)	Lead organisation (L) Supporting organisations (S)
P1 'Active Kids' - All (or % of) primary aged children to jog or run for 15 minutes every day	% levels of inactivity % levels of obesity % levels of mental health % of	Physical, social, emotional and mental health, and wellbeing Improved	c450 Primary Schools equating to c160,000 CYP across LCR c323 Primary Schools equating to c80,000 CYP across Cheshire & Warrington	MSP capacity for LCR (A) Branding – via https://thedailymile.co.uk/ https://www.merseysidesport.com/about-us/products-services/active-primaries/ A/R Active Cheshire Active Kids Pledge (A/R) - http://www.activecheshire.org/services/active-kids/	To be agreed

P2	'Active Workplace' – All (or % of) NHS trusts employees walk xxx steps daily	<p>£54,744,581 cost of absenteeism to NHS Trusts in LCR</p> <p>£10,948,916 potential cost avoided to NHS Trusts in LCR</p> <p>£790,560 Return from a £3.00 per head investment</p>	<p>Physical, social, emotional and mental health, and wellbeing Improved</p> <p>Productivity Improved Absenteeism Improved Costs avoided/saved Return on investment generated</p>	<p>NHS Trusts employees c54,300</p> <p>Employees in the locality</p>	<p>Physical Activity champion training A/R</p> <p>Liverpool Active Workplace Toolkit A/R - http://www.fitforme.info/partner-resources/employer-resources/</p> <p>MSP Active Workplace Challenge A/R https://www.merseysidesport.com/about-us/products-services/active-workplaces/</p> <p>Active Cheshire Active Workplace A/R Pledge - http://www.activecheshire.org/services/active-workplace/</p>	To be agreed
P3	'Active care' – All (% of) care home residents undertaking 10 minutes activity per day	<p>% levels of inactivity</p> <p>% levels of dementia</p> <p>% levels of isolation/loneliness</p>	<p>Physical, social, emotional and mental health, and wellbeing Improved</p> <p>Costs avoided/saved</p>	<p>Care homes Over 65's in the community</p>	To be identified	To be agreed

Recommendations

1. To consider the purpose, vision, mission and strategic pledges outlined in this report
2. To establish 'task & finish' group to further detail each pledges and to identify resources/capacity/timescales required to scale up across Cheshire & Merseyside as appropriate
3. To agree the need for a **collective social movement brand** – joining up cross sector leaders