



Public Health
England

Time to take physical activity seriously.....

Angela Baker
Deputy Director – Health and Wellbeing

Kent & Medway Everyday Active Conference
15th October 2019





PHE and its functions

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities.

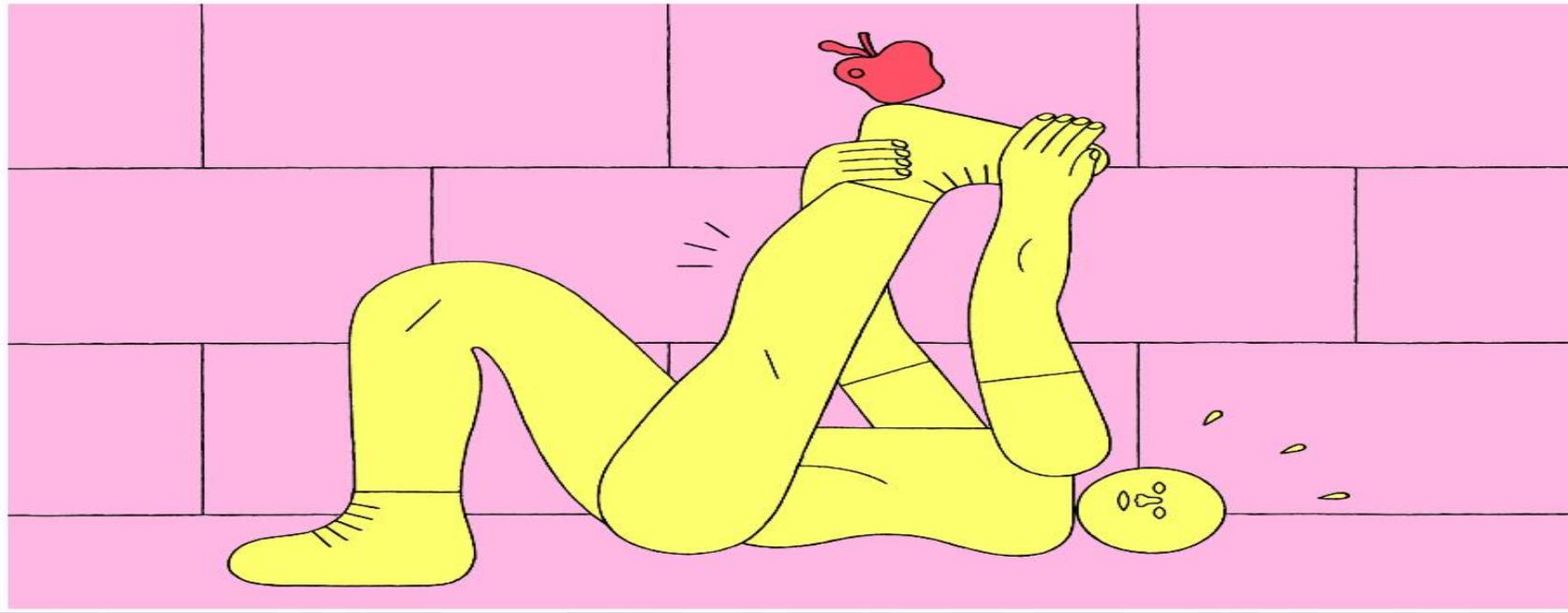
It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services.

PHE is an operationally autonomous executive agency of the Department of Health.



So why bother getting people to be active....

*Closest Thing to a Wonder
Drug? Try Exercise*





Top ten causes of disease burden in England

Rank	England	PAF (%)
1	Tobacco	19.26
2	Dietary risks	14.41
3	High blood pressure	13.04
4	High body-mass index	9.57
5	Alcohol and drug use	9.52
6	High total cholesterol	7.44
7	Occupational risks	4.85
8	High fasting plasma glucose	4.84
9	Air pollution	4.04
10	Low physical activity	2.16

Changes in health in the countries of the UK and 150 English Local Authority areas 1990–2016: a systematic analysis for the Global Burden of Disease Study 2016



Nicholas Steel, John A Ford, John N Newton, Adrian C J Davis, Theo Vos, Mohsen Naghavi, Scott Glenn, Andrew Hughes, Alice M Dalton, Diane Stockton, Ciaran Humphreys, Mary Dallat, Jürgen Schmidt, Julian Flowers, Sebastian Fox, Ibrahim Abubakar*, Robert W Aldridge*, Allan Baker*, Carol Brayne*, Traolach Brugha*, Simon Capewell*, Josip Car*, Cyrus Cooper*, Majid Ezzati*, Justine Fitzpatrick*, Felix Greaves*, Roderick Hay*, Simon Hay*, Frank Kee*, Heidi J Larson*, Ronan A Lyons*, Azeem Majeed*, Martin McKee*, Salman Rawaf*, Harry Rutter*, Sonia Saxena*, Aziz Sheikh*, Liam Smeeth*, Russell M Viner*, Stein Emil Vollset*, Hywel C Williams*, Charles Wolfe*, Anthony Woolf*, Christopher J L Murray



- Behavioural
- Environmental and occupational
- Metabolic



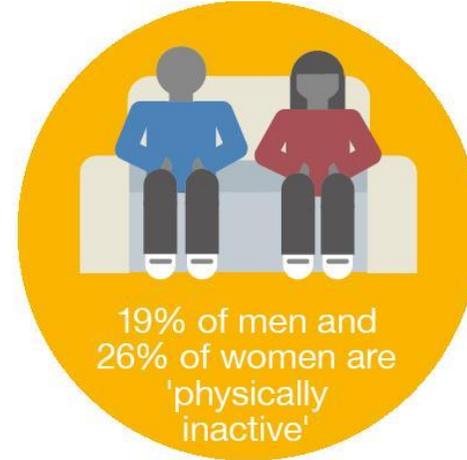
Everybody needs to be more active every day



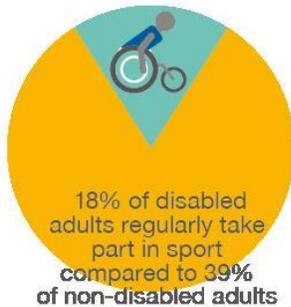
33% of men are not active enough for good health



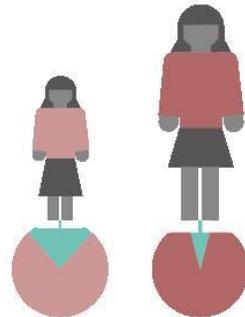
45% of women are not active enough for good health



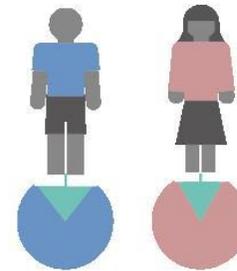
19% of men and 26% of women are 'physically inactive'



18% of disabled adults regularly take part in sport compared to 39% of non-disabled adults



23% of girls aged 5-7 meet the recommended levels of daily physical activity, by ages 13-15 only 8% do



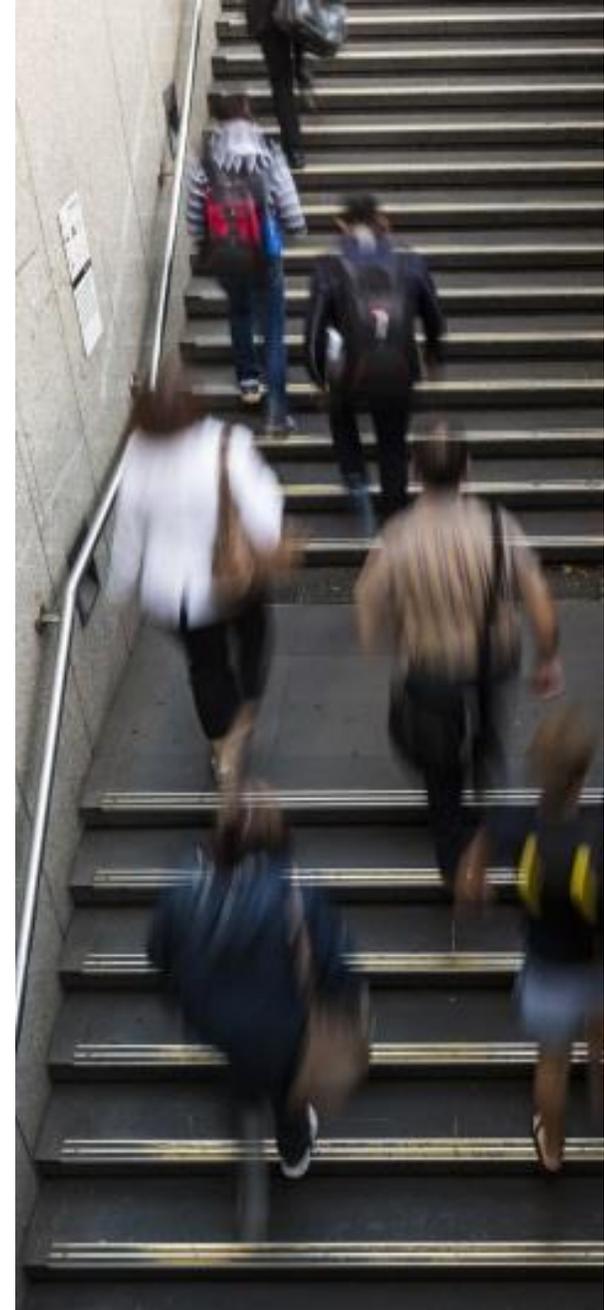
21% of boys and 16% of girls aged 5-15 achieve recommended levels of physical activity

47% of boys and 49% of girls in the lowest economic group are 'inactive' compared to 26% and 35% in the lowest



Inactivity is killing us

- Decreasing activity levels since 1960s:
 - Over 20% less physically active
 - Estimated 35%↓ by 2030?
- Physical inactivity is responsible for:
 - 1 in 6 UK deaths
 - Up to 40% of many long-term conditions
- Estimated £7.4 billion annual cost





Environmental changes which mean we are less active

Physical activity: Our greatest defence

Physical Activity contribution to reduction in risk of mortality and long term conditions		
Disease	Risk reduction	Strength of evidence
Death	20-35%	Strong
CHD and Stroke	20-35%	Strong
Type 2 Diabetes	35-40%	Strong
Colon Cancer	30-50%	Strong
Breast Cancer	20%	Strong
Hip Fracture	36-68%	Moderate
Depression	20-30%	Moderate
Hypertension	33%	Strong
Alzheimer's Disease	20-30%	Moderate
Functional limitation, elderly	30%	Strong
Prevention of falls	30%	Strong
Osteoarthritis disability	22-80%	Moderate



Inequalities: closing the gap



Across socioeconomic & most equality characteristics, e.g.:

- *Geography* – People living in least prosperous areas twice as likely to be physically inactive
- *Age* – By 75 years, only 1 in 10 men and 1 in 20 women are sufficiently active for good health
- *Disability* – Disabled people are half as likely to be active
- *Race* – Only 11% / 26% Bangladeshi women and men sufficiently active for good health



Intensity of Exercise

As the intensity increases, heart rate, respiratory rate and energy consumption also increase further





Chief Medical Officers' Guidelines

Physical activity for adults and older adults

Benefits health
Improves sleep
Maintains healthy weight
Manages stress
Improves quality of life

Reduces your chance of:
Type II Diabetes -40%
Cardiovascular disease -35%
Falls, depression etc. -30%
Joint and back pain -25%
Cancers (colon and breast) -20%

Some is good, more is better | Make a start today: it's never too late | Every minute counts

Be active

at least **150** minutes moderate intensity per week
Increased breathing able to talk

OR

at least **75** minutes vigorous intensity per week
breathing test difficulty talking

Build strength
To keep muscles, bones and joints strong
on at least **2** days a week

Minimise sedentary time
Break up periods of inactivity

Improve balance
For older adults, to reduce the chance of frailty and falls
2 days a week

UK Chief Medical Officers' Physical Activity Guidelines 2019

Muscle-strengthening activity on at least 2 days/week

150 minutes of moderate intensity activity

Or 75 minutes of vigorous intensity activity

Or a combination of both

Minimise sedentary time and break up periods of inactivity

For older adults (65+) - Balance and co-ordination activities at least two days/week

Every Minute Counts

Some is good, more is better!



Recommendations for Everyone

Physical activity for pregnant women

- Helps to control weight gain
- Helps reduce high blood pressure problems
- Helps to prevent diabetes of pregnancy
- Improves fitness
- Improves sleep
- Improves mood

Not active? Start gradually

Home

Already active? Keep going

Throughout pregnancy aim for at least 150 minutes of moderate intensity activity every week

Out and about

Leisure

Do muscle strengthening activities twice a week

No evidence of harm

Listen to your body and adapt

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Physical activity for women after childbirth (birth to 12 months)

- Time for yourself - reduces worries and depression
- Helps to control weight and return to pre-pregnancy weight
- Improves tummy muscle tone and strength
- Improves fitness
- Improves mood
- Improves sleep

Not active? Start gradually

Active before? Restart gradually

aim for at least 150 minutes of moderate intensity activity every week

Home

Leisure

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Physical activity for early years (birth - 5 years)

Active children are healthy, happy, school ready and sleep better

- BUILDS RELATIONSHIPS & SOCIAL SKILLS
- MAINTAINS HEALTH & WEIGHT
- CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
- IMPROVES SLEEP
- DEVELOPS MUSCLES & BONES
- ENCOURAGES MOVEMENT & CO-ORDINATION

Every movement counts

Aim for at least 180 Minutes per day for children 1-5 years

Under-1s at least 30 minutes across the day

- OBJECT PLAY
- DANCE
- GAMES
- PLAY
- TUMMY TIME
- SWIM
- WALK
- SCOOT
- BIKE
- MESSY PLAY
- THROWCATCH
- SKIP
- JUMP
- CLIMB
- PLAYGROUND

Get Strong. Move More. Break up inactivity

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Physical activity for children and young people (5-18 Years)

- BUILDS CONFIDENCE & SOCIAL SKILLS
- DEVELOPS CO-ORDINATION
- IMPROVES CONCENTRATION & LEARNING
- STRENGTHENS MUSCLES & BONES
- IMPROVES HEALTH & FITNESS
- MAINTAINS HEALTHY WEIGHT
- IMPROVES SLEEP
- MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for an average of at least 60 minutes per day across week

All activities should be broken up

PLAY

RUNWALK

BIKE

SWIM

SKATE

SPORT

PE

SKIP

CLIMB

WORKOUT

DANCE

Get strong

Move more

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Physical Activity for Disabled Adults

Make it a daily habit

- Improves mental health and quality of life
- Makes maintaining a healthy weight easier
- Creates opportunities to meet new people and feel part of the community
- Helps to prevent chronic disease
- Improves mobility and balance
- Improves fitness
- Makes daily tasks easier and increases independence
- Strengthens muscles and bones

Disabled adults

Physical activity makes you feel good

Being inactive is harmful to health

Don't be still for too long

Give things a go and enjoy what you do

Even a little movement is better than nothing

Do strength and balance activities on at least two days per week

For substantial health gains aim for at least 150 minutes each week of moderate intensity activity

Remember the talk test:

Can talk, but not sing = moderate intensity activity

Can't talk without pausing = vigorous intensity activity

UK Chief Medical Officers' Physical Activity Guidelines, 2019



The forgotten guideline

- Strength & balance activities are the ‘**forgotten guidelines**’ within UK physical activity guidance
- **Musculoskeletal health** is a major public health issue (e.g. DALYs, workplace absence, health service demands, etc.)
- Evidence review commissioned to provide:
 1. Evidence base for muscle & bone strength & balance activities (MBSBA) for **health benefits**
 2. Practical recommendations for how MBSBA can be incorporated into **individuals’** life & barriers & enablers
 3. Practical recommendations for **practitioners** & influencers
 4. Practical recommendations for national **surveillance**

FACTSHEET 5

Physical activity guidelines for OLDER ADULTS (65+ YEARS)




1. Older adults who participate in any amount of physical activity gain some health benefits, including maintenance of good physical and cognitive function. Some physical activity is better than none, and more physical activity provides greater health benefits.
2. Older adults should aim to be active daily. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
3. For those who are already regularly active at moderate intensity, comparable benefits can be achieved through 75 minutes of vigorous intensity activity spread across the week or a combination of moderate and vigorous activity.
4. Older adults should also undertake physical activity to improve muscle strength on at least two days a week.
5. Older adults at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.
6. All older adults should minimise the amount of time spent being sedentary (sitting) for extended periods.

Individual physical and mental capabilities should be considered when interpreting the guidelines.

Examples of physical activity that meet the guidelines

Moderate intensity physical activities will cause older adults to get warmer and breathe harder and their hearts to beat faster, but they should still be able to carry on a conversation. Examples include:

- Brisk walking
- Ballroom dancing

Vigorous intensity physical activities will cause older adults to get warmer and breathe much harder and their hearts to beat rapidly, making it more difficult to carry on a conversation. Examples include:

- Climbing stairs
- Running

Physical activities that strengthen muscles involve using body weight or working against a resistance. This should involve using all the major muscle groups. Examples include:

- Carrying or moving heavy loads such as groceries
- Activities that involve stepping and jumping such as dancing
- Chair aerobics

Activities to improve balance and co-ordination may include:

- Tai chi
- Yoga

Minimising sedentary behaviour may include:

- Reducing time spent watching TV
- Taking regular walk breaks around the garden or street
- Breaking up sedentary time such as swapping a long bus or car journey for walking part of the way

What are the benefits of being active daily?

- Helps maintain cognitive function
- Reduces cardiovascular risk
- Helps maintain ability to carry out daily living activities
- Improves mood and can improve self-esteem
- Reduces the risk of falls

For further information: *Start Active, Stay Active: A report on physical activity for health from the four home countries’ Chief Medical Officers (2011)*





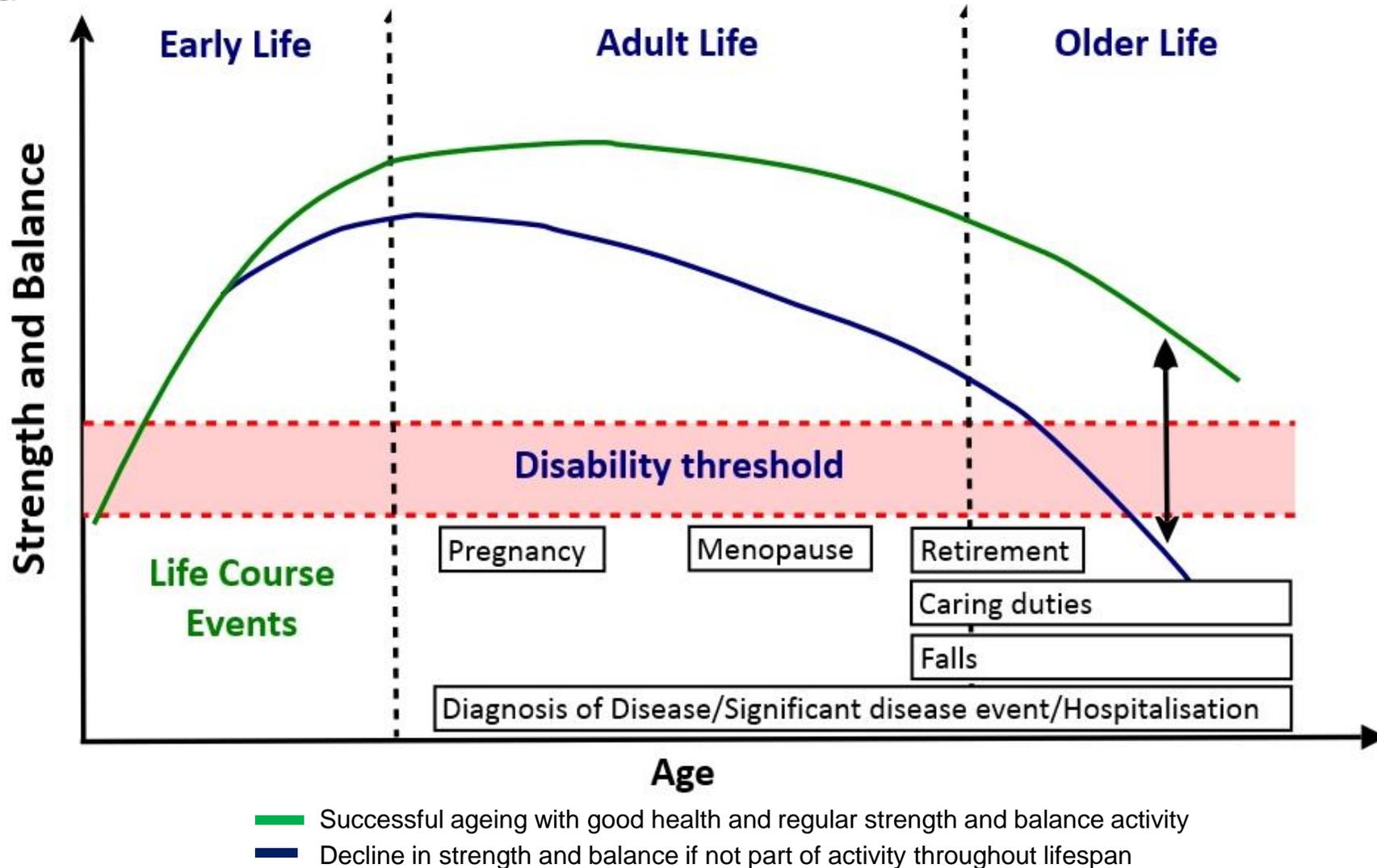

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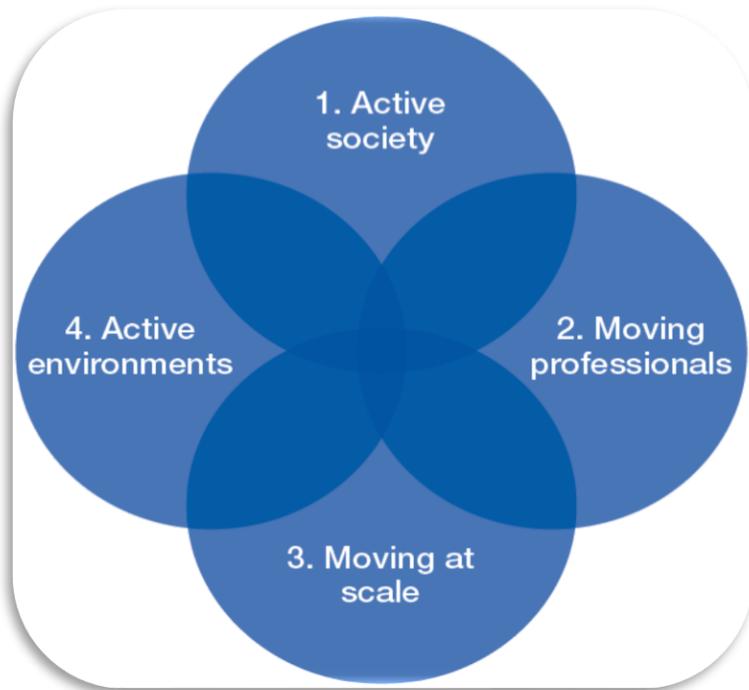


Strength and balance ability over life course



Everybody Active, Every Day (2014)

Based on international evidence of 'what works' for population activity and co-produced with >1,000 local and national stakeholders



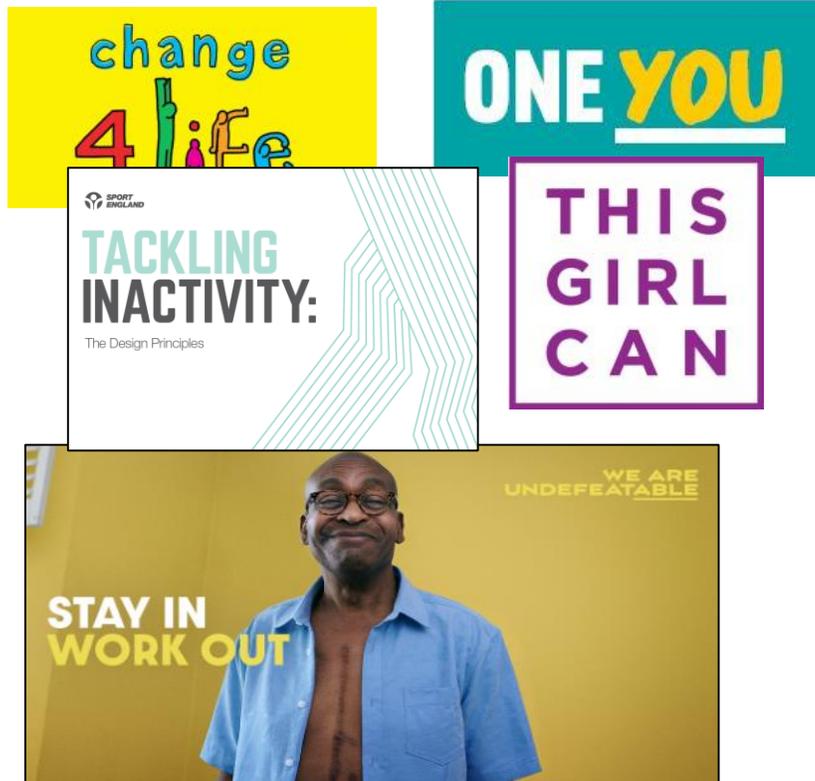
Four domains for local and national action

Foci to reframe, refocus and provide leadership on:

- Cross-sector partnership
- Industrial-scale, whole system action
- Focus on addressing inactivity, as well as health enhancing physical activity levels

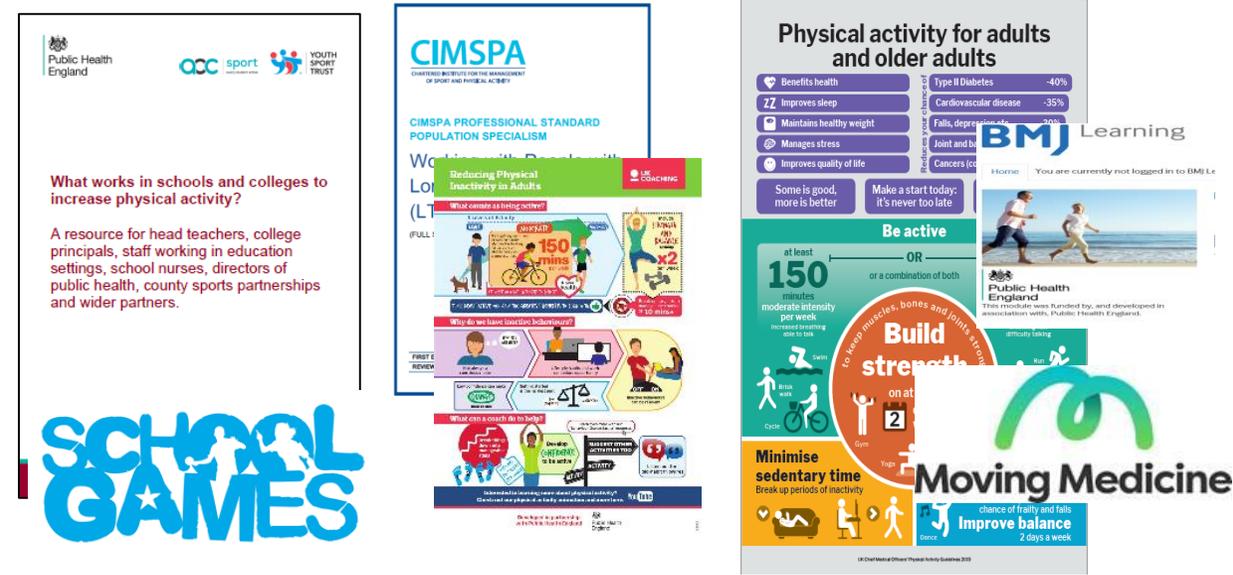
Active Society

Making physical activity the expectation / social norm



Moving professionals

Utilising existing network of influencers, including: education; sport & leisure; health & social care; Planning and transport



Active environments

Developing environments that encourage and support activity for all

Active Design
Planning for health and well-being in the built environment

PUTTING HEALTH INTO PLACE
EXECUTIVE SUMMARY

Public Health England
Protecting and improving the nation's health

Spatial Planning for Health
An evidence resource for planning and designing healthier places

Public Health England
Protecting and improving the nation's health

Working Together to Promote Active Travel
A briefing for local authorities

Moving at scale

Identifying & scaling up 'what works for measurable, permanent and consistent change

SPORT ENGLAND EVALUATION FRAMEWORK

Physical Activity
Ensuring that evaluation leads to better decision making and maximum impact from investment in sport and activity

Public Health England
Introduction

Return on investment tool v1.05 (February 2016)
The Key Indicators domain has been updated with a new data point for the Percentage of physically active adults and Percentage of physically inactive adults indicators.

Whole Systems Obesity

SPORT ENGLAND LOCAL DELIVERY PILOTS - THE JOURNEY SO FAR

WHY ARE WE DOING THIS?
THE CHALLENGE
WE ARE NOT AS ACTIVE AS WE SHOULD BE

25.2%	12.5%	62.3%
LEVEL OF PHYSICALLY ACTIVE ADULTS IN GREAT BRITAIN	LEVEL OF PHYSICALLY ACTIVE ADULTS IN LOCAL AUTHORITY AREAS	LEVEL OF PHYSICALLY ACTIVE ADULTS IN LOCAL AUTHORITY AREAS WITH A HIGH RISK OF OBESITY

WHERE?
NEW APPROACH TO DELIVERING PHYSICAL ACTIVITY LOCALLY

LOCATIONS: LOCAL SCHOOLS, SMALL BUSINESS, COMMUNITARIAN, VILLAGES

HOW - BY TACKLING ACTIVITY MEANS CHANGING THE SYSTEM
Starting with a deep understanding, audiences, their lives and their needs thinking about every layer that affects

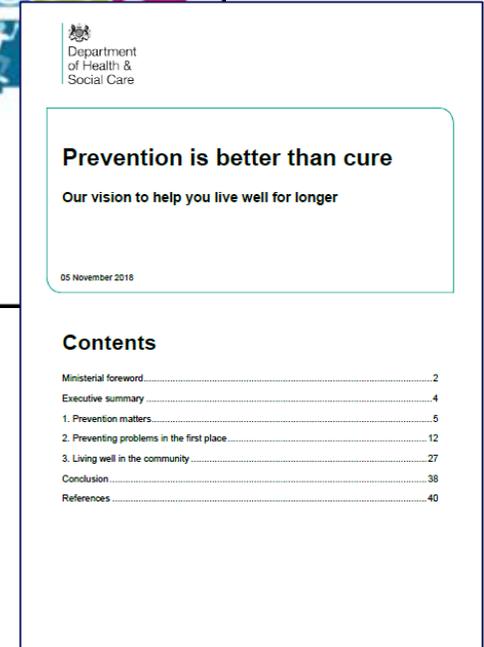
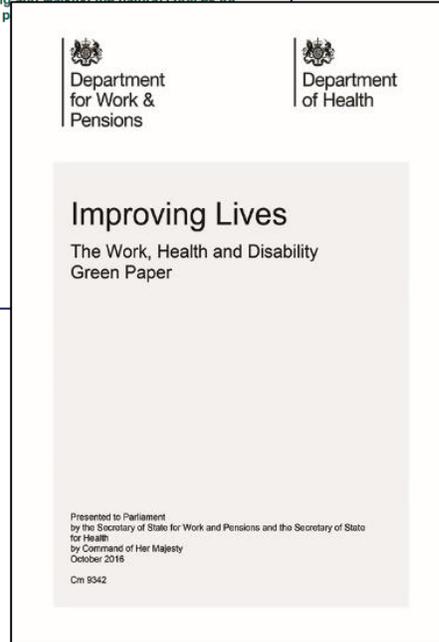
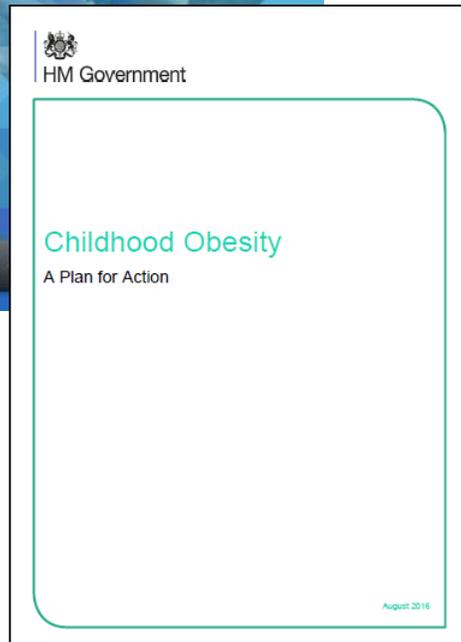
NICE National Institute for Health and Care Excellence
matrix Let us share our insight. Let us solve your problems.

NICE Return on Investment (ROI) tool for interventions and strategies to increase Physical Activity
[Click to Begin](#)

Public Health England
Identifying what works for local physical inactivity interventions



Physical activity in national policies





Physical Activity in the South East

- Healthy Weight and Physical Activity Network
- Built Environment Community of Interest
- County Sports Partnership SE Network
- Bespoke support to Local Authority Public Health Teams & Whole Systems working
- Localised National Campaigns
- Workshops and Webinars
- Physical Activity Pathway mapping workshop 9th December 2019





WHO Global Physical Activity Action Plan 2018-30



Four objectives with 20 actions

Guiding principles:

1. Human rights approach
2. Equity across life course
3. Evidence-based practice
4. Proportional universality
5. Policy coherence
6. Engagement & empowerment
7. Multi-sectoral partnerships

Target of 15% relative reduction in inactivity by 2030



Public Health
England

Areas for action

- School physical activity
- Community physical activity
- Active travel
- Creating active environments
- Public education





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THANK **YOU**

Angela Baker
Deputy Director Health and Wellbeing
Angela.Baker@phe.gov.uk