

# Active Living Action Plan

Brighton & Hove 2006 - 2008



For further information please contact the Health Promotion Team at Brighton and Hove City Teaching Primary Care Trust

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[www.activeforlife.org.uk](http://www.activeforlife.org.uk)

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713 Creative Services June 06. With thanks to the Green Gym and BTCV for the conservation work photos.



Brighton and Hove City Teaching Primary Care Trust



# Active Living Action Plan

The cost to the nation of physical inactivity is calculated as £8.2 billion annually, excluding the costs of overweight and obesity which amount to a further £7.4 billion<sup>1</sup>. Diseases and conditions such as cancer, coronary heart disease, negative mental health and osteoporosis are far more prevalent in inactive people.

Investing in physical activity, by creating more opportunities for sport and active living, will save money, improve health and quality of life, boost the local economy, reduce inequalities, develop the skills of local people and help to build stronger, safer communities. All of these potential outcomes are supported by hard evidence.

This action plan for Active Living details the next two years' activity, as part of our longer-term Active Living Strategy. It will be closely monitored and reviewed by the Active For Life Taskforce and the Healthy City Partnership. A new action plan will be developed for 2009-12.

The Active Living Strategy and Action Plan have been developed alongside the City Sports Strategy and Action Plan. The diagram (left) shows how sport and active living combine to increase physical activity.

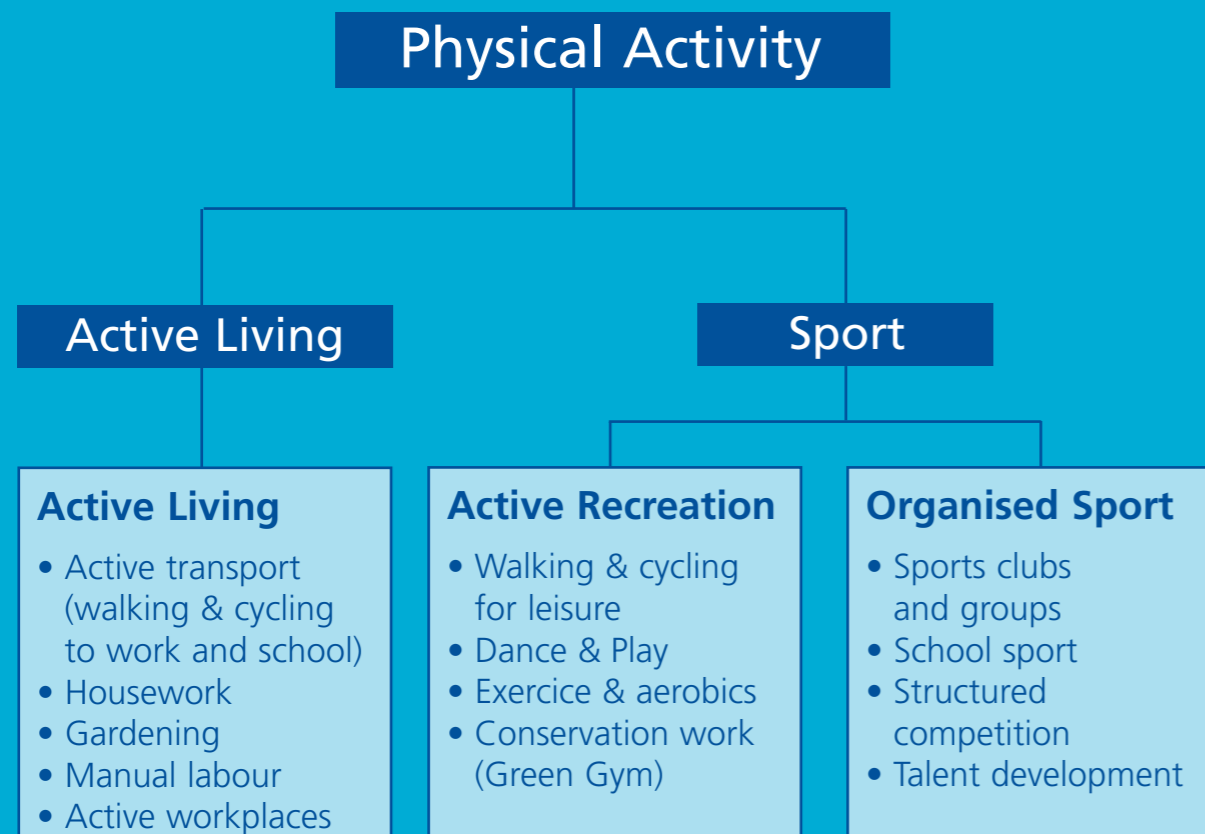
## There are four types of action:

- Promotion & Publicity *Raising the profile of active living in Brighton & Hove*
- Projects *Ensuring access to activity for all*
- Physical Environment *Providing a supportive environment for active living*
- Policy *Working in partnership for sustainable change*

## Each of these actions has:

1. Leadership by a single organisation
2. A target group, with a focus on the least active
3. An evidence base
4. Outcome measures
5. A deadline

<sup>1</sup> 'Choosing Health? Choosing Activity' (2004), Department of Health



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## Promotion & Publicity

Raising the profile of active living in Brighton & Hove

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Launch, promote and develop a website for active living in Brighton & Hove	Active For Life	General population	Lack of knowledge and information about the benefits of becoming more active and how to do it is one of the most commonly cited barriers	More people aware of the '5 a week' message and activity choices available to them	By Jan 07 and annually
Distribute information at community events	Active For Life	General population	Mass media interventions have little impact on long-term behaviour change but community-based interventions promoting moderate intensity activity do	More people aware of the '5 a week' message and activity choices available to them	By Jan 07 and annually
Coordinate the release of active living messages to the local media	PCT & BHCC Communications Teams	General population	The recognized stages in behaviour change are pre-contemplation, contemplation, preparation, action and maintenance, as well as relapse. Different messages are required at each stage to encourage progression	More people aware of the '5 a week' message and activity choices available to them	By Jan 07 and annually
Promote the benefits of active workplaces to local employers	Health Promotion	Employers	Active workplaces are more productive, have less absenteeism, better morale, reduced stress levels and better relations within the community	Less absenteeism due to sickness, reduction in stress, greater productivity	By Jan 08
Promote, support and resource the Active For Life Taskforce	Health Promotion	Local authority, voluntary & community sector, health professionals	Partnerships that bring together primary care, local authority and vol/com sector practitioners are effective in sharing knowledge, pooling resources and reaching the 'hard to reach' and 'hard to motivate'	Better coordination of services and prioritization of physical activity in local planning and policy	By Jan 08
Increase the level of awareness among health professionals about the amount and type of activity required to benefit health	Health Promotion	Health professionals	Brief advice from a doctor, or health professionals, supported by written materials, is likely to be effective in producing a modest, short-term change while referral to an exercise specialist based in the community can lead to longer-term change	More people recommended to be more active by GPs	By Jan 07
Recruit influential 'champions' for Active Living to provide City-wide leadership and give inspiration to the general public	Healthy City Partnership	General population	Active champions can raise the profile of Sport and Active Living so that they become and remain key strategic priorities	Raise profile of active living	By Jan 08

## Further Information

Brighton & Hove Active For Life  
[www.activeforlife.org.uk](http://www.activeforlife.org.uk)

Everyday Sport  
[www.everydaysport.com](http://www.everydaysport.com)

Healthy Lives  
[www.brightonandhovepct.nhs.uk](http://www.brightonandhovepct.nhs.uk)

Active Workplaces  
[www.bhf.org.uk/thinkfit](http://www.bhf.org.uk/thinkfit)

Five A Week & Choosing Health  
[www.dh.gov.uk](http://www.dh.gov.uk)

National Evidence Base  
[www.nice.org.uk](http://www.nice.org.uk)

Bandolier Evidence Base  
[www.jr2.ox.ac.uk/bandolier](http://www.jr2.ox.ac.uk/bandolier)

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## School Based Projects

Ensuring access to activity for all

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Increase the number of schools achieving Healthy School status	Healthy Schools Team	Schools	Schools that prioritise activity have 5% more pupils achieving good GCSE results. The quality of teacher skills, knowledge and experience is key. These can be enhanced through professional education and training programmes.	More pupils taking part in organized sport and recreation at school	By Jan 08
Increase the quality and availability of cycle training for school pupils	City Cycling Group	Schools	Cycle training promotes healthy travel and reduces accidents. Currently, only 27% of children are offered cycle training	More pupils cycling to and from school	By Jan 08
More 'Safe Routes to School'	Road Safety Team	Schools	1 in 5 cars on the road at 8.50am is on the school run. The journey to and from school has a large impact on the local community. It affects public transport, causes congestion and directly affects the health and education of young people and their families.	More pupils cycling and/or walking to school	By Jan 09

### Further Information

Safe Routes To School  
[www.saferoutestoschools.org.uk](http://www.saferoutestoschools.org.uk)

Bike For Life  
[www.bikeforlife.org.uk](http://www.bikeforlife.org.uk)

Sustrans  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

Car Free Cities  
[www.carfree.com](http://www.carfree.com)

Healthy Schools  
[www.wiredforhealth.gov.uk](http://www.wiredforhealth.gov.uk)

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## Community-Based Projects

Ensuring access to activity for all

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Provide and promote volunteer-led Healthwalks in and around the City	Healthwalks Coordinator	Elderly and least active	Interventions that encourage walking and do not require attendance at a facility are most likely to lead to sustainable increases in physical activity. Regular brisk walking or cycling lead to the majority of health benefits associated with physical activity	More people taking up walking and increasing their steps towards the recommended 10,000 per day	Ongoing
Promote cycling through training, journey planning and publicity	City Cycling Group	General population		More people cycling more safely for travel and recreation	By Jan 07 and annually
Support a City-wide team of Active For Life workers	Active For Life	Neighbourhood Renewal Areas	Community-based interventions targeting individuals are likely to be effective in producing mid- to long-term changes.	More groups and activities for people to take part in	Ongoing
Coordinate small grants physical activity programme for voluntary & community groups	Health Promotion	Neighbourhood Renewal Areas	Neighbourhood Action Plans contain specific interventions requested by local communities	Capacity building in local communities	By Jan 08 and annually

### Further Information

Brighton & Hove Active For Life <a href="http://www.activeforlife.org.uk">www.activeforlife.org.uk</a>	Scarman Trust (Small Grants) <a href="http://www.thescarmantrust.org/southeast">www.thescarmantrust.org/southeast</a>
Community & Voluntary Sector Forum <a href="http://www.cvsectorforum.org.uk">www.cvsectorforum.org.uk</a>	Voluntary Sector & External Funding Unit <a href="http://www.brighton-hove.gov.uk">www.brighton-hove.gov.uk</a>
Healthwalks <a href="http://www.activeforlife.org.uk">www.activeforlife.org.uk</a>	Bricycles <a href="http://www.bricycles.org.uk">www.bricycles.org.uk</a>
Cycling <a href="http://www.activeforlife.org.uk">www.activeforlife.org.uk</a>	Brighton & Hove CTC <a href="http://www.brightonhovectc.org.uk">www.brightonhovectc.org.uk</a>

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## Primary Care-Based Projects

Ensuring access to activity for all

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Introduce a GP referral scheme for physical activity	Health Promotion	Patients	Advice from a doctor based in primary care, or other health professionals, supported by written materials, is likely to be effective in producing a short-term (6-12 week) effect on physical activity. Referral to an activity specialist based in the community can lead to longer-term (more than 8 months) change.	Increased physical activity amongst patients with low to medium risk of CHD and other illnesses	By Jan 07
PCT to adopt Active Workplace Plan and act as champion to other local employers	Health Promotion	Employees and employers	Potential benefits for employers include increased productivity and reduced absenteeism. Workplaces provide an organizational structure that facilitates the coordination of health programmes. There is a clear role for leadership by the public sector in creating active workplaces. The public sector employs 14% of the workforce.	Less absenteeism due to sickness, reduction in stress, greater productivity	By Jan 07
Provide training for health workers and activity organizers in behaviour change theory and application	Health Promotion	Health professionals	Interventions based on theories of behaviour change, which teach behavioural skills and are tailored to individual needs, are effective in producing mid- to long-term changes	Increase in regular participation in physical activity	By Jan 08

Further Information	
Physical Activity GP Referral <a href="http://www.wrightfoundation.com">www.wrightfoundation.com</a>	Brighton & Hove Active For Life <a href="http://www.activeforlife.org.uk">www.activeforlife.org.uk</a>
Active Workplaces <a href="http://www.bhf.org.uk/thinkfit">www.bhf.org.uk/thinkfit</a>	Sport England Active Places <a href="http://www.activeplaces.com">www.activeplaces.com</a>
Health Walks <a href="http://www.brighton-hove.gov.uk">www.brighton-hove.gov.uk</a>	Everyday Sport <a href="http://www.everydaysport.com">www.everydaysport.com</a>

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## Physical Environment Providing a supportive environment for active living

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Install covered parking areas for cycles at all leisure centres and public sports facilities	Transport Team	General population	Inadequate facilities are high among the factors that prevent people being physically active	More people cycling rather than driving to leisure facilities	By Jan 08
Introduce new and better cycle routes	City Cycling Group	General population	The built environment can influence people's ability to be active. The design and layout of cities can encourage (or discourage) access by bike	More people cycling, more safely, in the City	By Jan 08
Increase the application of healthy urban planning and health impact assessments	Healthy Urban Planning Steering Group	General population	Case studies indicate workplaces, open spaces and public arenas have great potential for promoting physical activity	A better designed built environment that supports options for more active lifestyles. More people, more active and safe in a better designed City.	By Jan 08

## Policy Influence Working in partnership

Action	Lead Organisation	Target Group	Evidence Base	Outcomes	Timing
Ensure increasing physical activity is a priority in the Local Area Agreement (LAA)	Healthy City Partnership	Older people	The LAA aims to contribute to a reduction in health inequalities by focusing activities on the most vulnerable groups, especially older people	More older people, more active at neighbourhood level	By Jan 07
Design a built environment that increases the options for more active lifestyles	Healthy City Partnership	General population	The built environment can influence people's ability to be active. The design and layout of cities can encourage (or discourage) access by bike and on foot	Active Living considerations are explicitly addressed in City planning, policy and practice	By Jan 08
Appoint full-time Workplace Health Adviser for Brighton & Hove	Health Promotion	Employers and employees	The workplace provides a significant opportunity to promote healthy lifestyles as over half of the entire UK population is in employment and on average, spending 60% of their waking hours in the workplace	A healthier, more productive workforce	By Jan 08

## Further Information

Healthy Urban Planning  
[www.brightonandhovepct.nhs.uk](http://www.brightonandhovepct.nhs.uk)

Sustainable Transport  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

Cycle Demonstration Town  
[www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk)

Local Transport Plan  
[www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk)

Active Workplaces  
[www.bhf.org.uk/thinkfit](http://www.bhf.org.uk/thinkfit)

Local Area Agreement  
[www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk)

Local Development Framework  
[www.brighton-hove.gov.uk](http://www.brighton-hove.gov.uk)

