# Health and Wellbeing Boards: Local Councils and Schools Working Together.

## Sport and Physical Activity Provision for Children and Young People Wednesday 30th January 2013

**Professor Mike Kelly, Director of the Centre for Public Health Excellence, The National Institute for Health and Clinical Excellence (NICE) and Institute of Public Health University of Cambridge.**

# The Problem.

UNDER 25?
8 for £6.50
8 for £7

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lth and Clinical Excellence

perky
piglets
rosy
noses
rosy
noses
rosy
noses

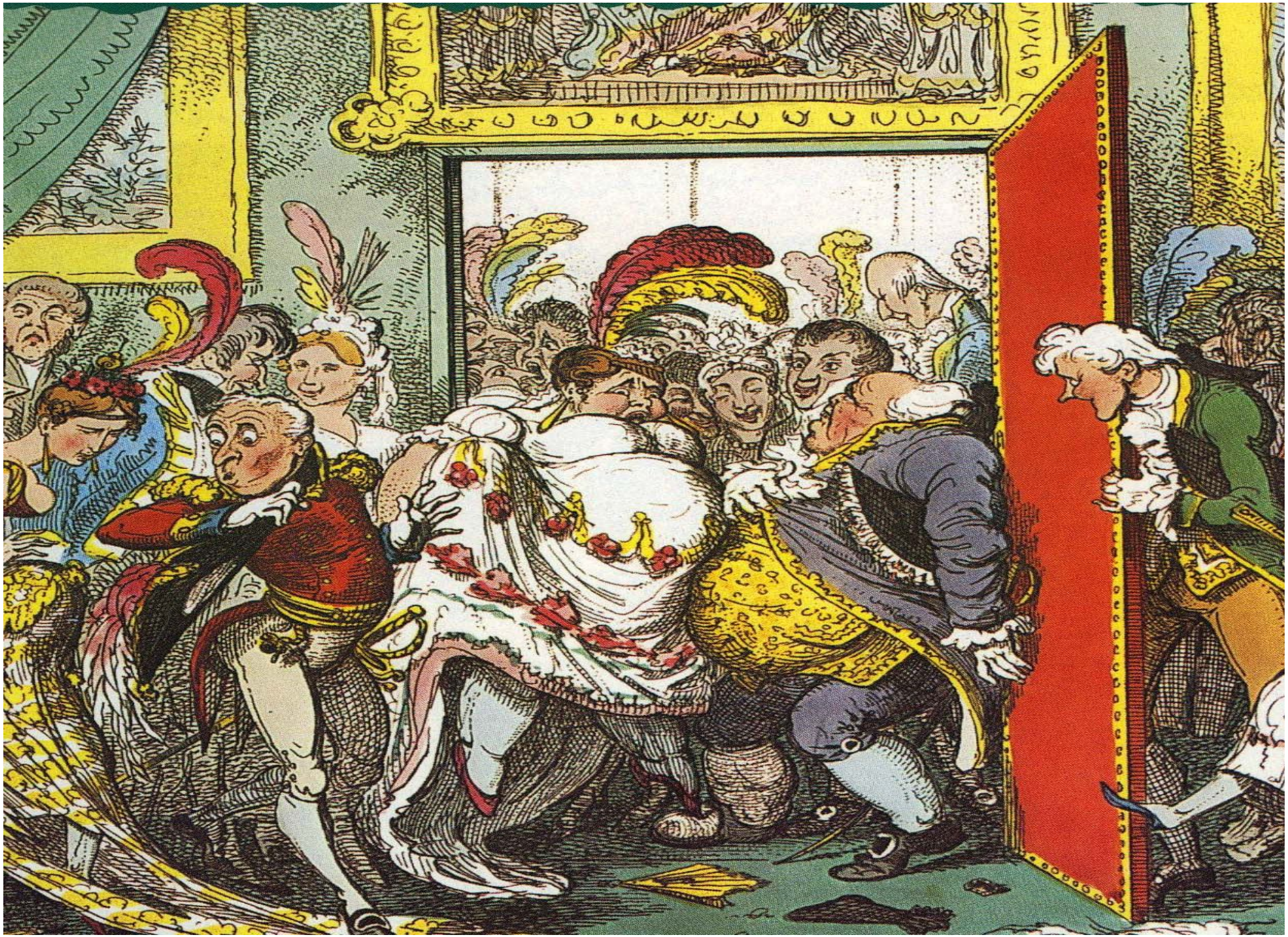
FLAPJACKS
MINI BITES
FLAPJACKS
MINI BITES

The Chawner family, who weigh a total of 83 stone, say it is not their fault they are fat

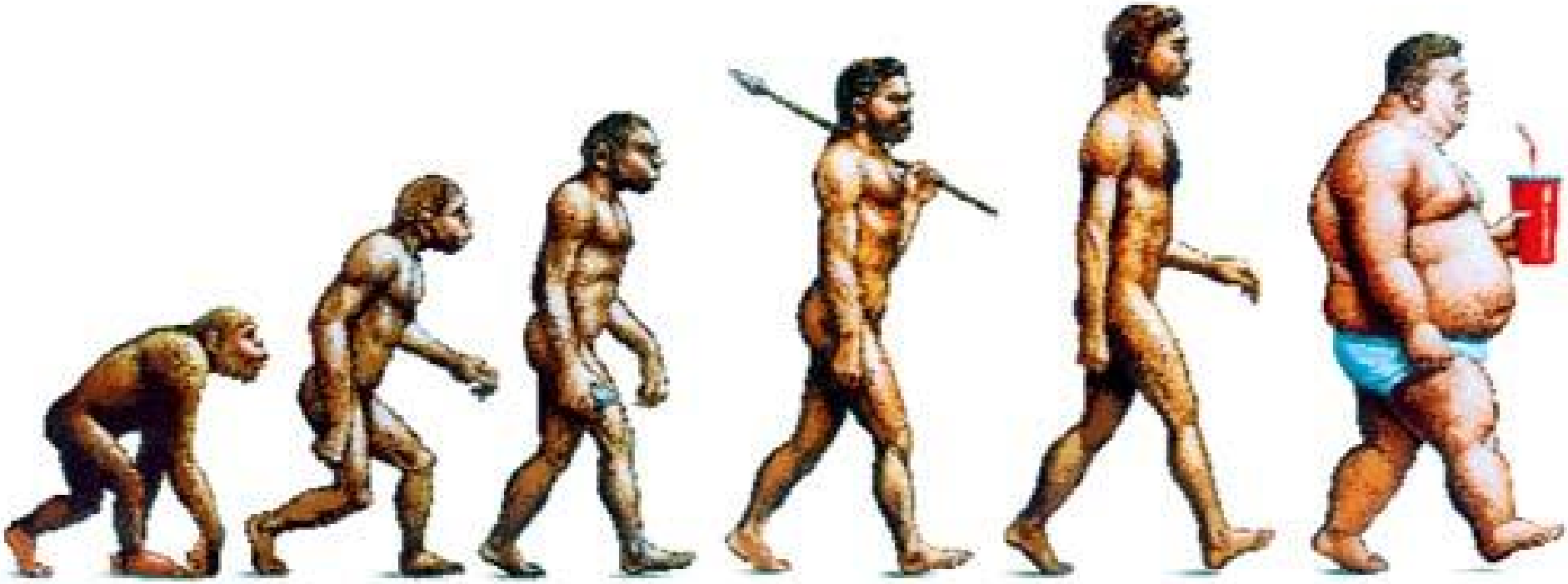
15

MIKE GIBBONS

**ANXIETY:** The parents take their three-year-old daughter for a stroll



# Evolutionary Trends.



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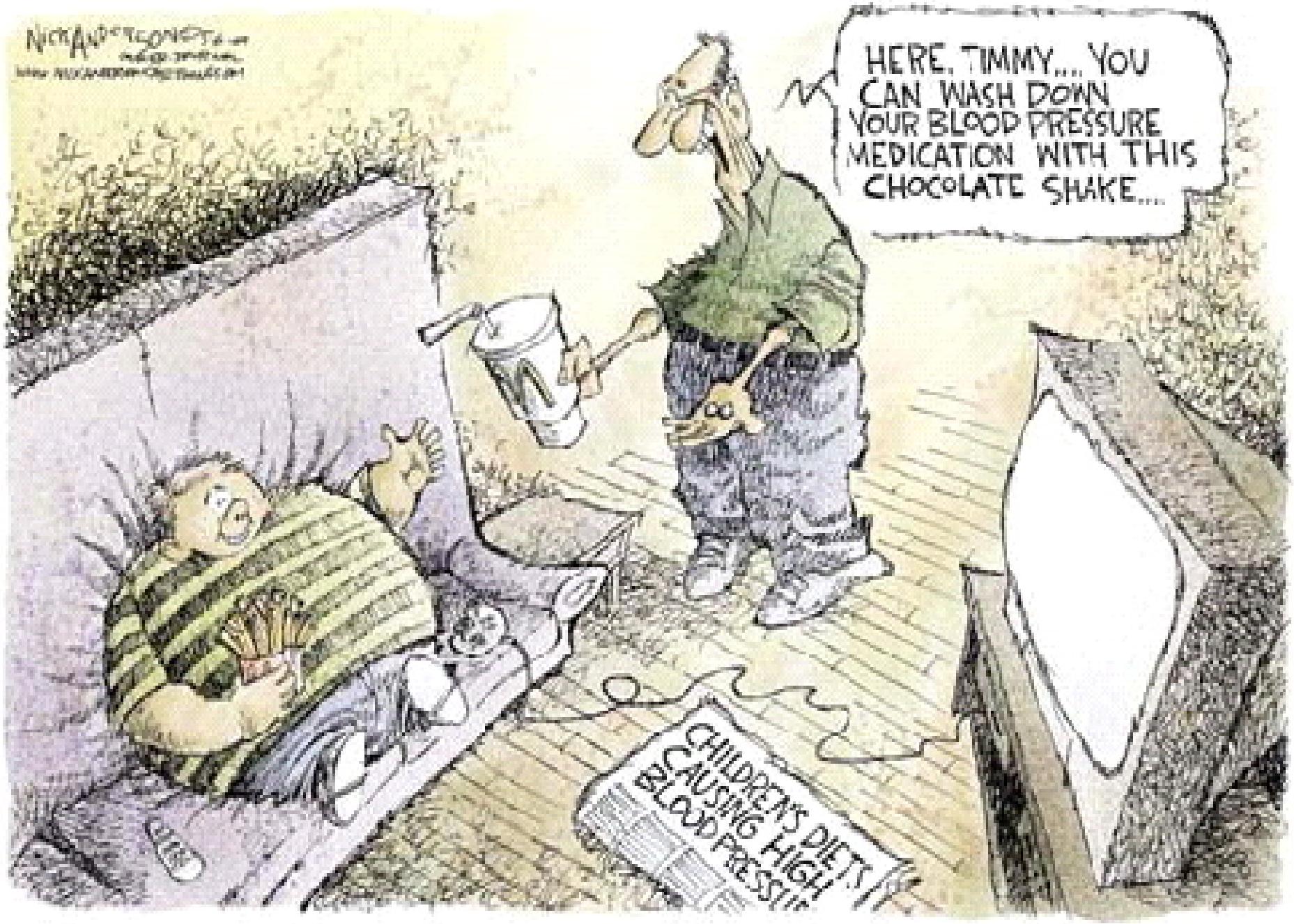
*Source*: *The Economist*, 12 November 2003.


HERE, TIMMY... YOU CAN WASH DOWN YOUR BLOOD PRESSURE MEDICATION WITH THIS CHOCOLATE SHAKE...
CHILDREN'S DIETS CAUSING HIGH BLOOD PRESSURE

# The issues

- Physical inactivity in England is estimated to cost £8.2 billion a year and is predicted to rise
- Physical activity is important for children's healthy growth and development
- Being physically active helps promote well being.
- Being physically active helps prevent more than 20 conditions and diseases including coronary heart disease, stroke, type 2 diabetes, some cancers, obesity, and some musculo-skeletal problems.

# Physical activity and links to local authority priorities.

- local economic wellbeing
- helping children improve their academic performance and develop into healthy adults
- increasing leisure and sports participation
- improving local transport and traffic flow
- improving health and mental well being
- improving the accessibility of local services and facilities
- reducing social and health inequalities and improving social cohesion
- reducing carbon emissions and generally improving the environment.

# New responsibilities

- use of green space for exercise/health reasons
- child development
- excess weight in children and adults
- proportion of physically active and inactive adults
- self-reported wellbeing and health-related quality of life
- falls and injuries in the over-65s
- air pollution

# Opportunities in the New System.

- Solutions developed on the ground.
- Local knowledge.
- Local political “buy in”.
- NICE’s contribution

# Key Messages

- Physical activity is important for health and wellbeing for all people throughout their life.
- Being active helps children to develop into healthy adults, it contributes to health and wellbeing throughout life, while later in life it helps maintain independence and function.
- It contributes to economic prosperity by reducing sickness absence and reducing social care costs.
- Physical activity impacts on local transport and traffic, carbon reduction, environment, local economy, leisure and sport, tackling antisocial behaviour, and reducing health inequalities.

# The guidance from NICE on physical activity

- Four commonly used methods to increase physical activity. NICE public health guidance 2 (2006) http://guidance.nice.org.uk/PH2
- Physical activity and the environment. NICE public health guidance 8 (2008) http://guidance.nice.org.uk/PH8
- Maternal and child nutrition. NICE public health guidance 11 (2008) http://guidance.nice.org.uk/PH11
- Promoting physical activity in the workplace. NICE public health guidance 13 (2008) http://guidance.nice.org.uk/PH13

- Mental wellbeing and older people. NICE public health guidance 16 (2008) http://guidance.nice.org.uk/PH16
- Promoting physical activity for children and young people. NICE public health guidance 17 (2009) http://guidance.nice.org.uk/PH17
- Prevention of cardiovascular disease. NICE public health guidance 25 (2010) http://guidance.nice.org.uk/PH25
- Weight management before, during and after pregnancy. NICE public health guidance 27 (2010) http://guidance.nice.org.uk/PH27

- Preventing type 2 diabetes: population and community-level interventions in high-risk groups and the general population. NICE public health guidance 35 (2011) http://guidance.nice.org.uk/PH35
- Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation. Currently in development due for publication November 2012. http://guidance.nice.org.uk/PHG/Wave20/84

# Physical activity and youngsters

- The recommendations are for:
- all children and young people up to 18
- specifically:
  - children aged 11 and under
  - girls aged 11 to 18

# Physically active travel

- Develop a school travel plan which has physical activity as a key aim
- Provide suitable cycle and road safety training for all pupils
- Develop parents' and carers' awareness of physically active forms of travel

# A creative curriculum

- Provide a range of indoor and outdoor physical activities on a daily basis for children aged up to 11
- Help children identify activities they can enjoy with or without their friends and families
- Offer girls and young women school-based physical activities that appeal to them

# Young people at the centre

- Children and young people should be:
- consulted on a regular basis to find out what helps or prevents them from being physically active and what type of activities they enjoy
- involved in the design, planning and delivery of activities

# Involving staff and parents

- Encourage parents and carers to get involved in physical activities with their children

- Consult regularly with them to identify what stops their children from being physically active

- Staff should act as role models, by using the stairs and participating in physical activities

# Whole school approach

- Identify other education institutions willing to deliver multi-component physical activity programmes involving the school, family and community

- Develop a school travel plan which has physical activity as a key aim and integrate it with the travel plans of other local schools and the local community

- Do Healthy Schools

# NICE Local Government Public Health Briefings

- to raise awareness among elected members and officers of public health evidence;
- to demonstrate the potential role of NICE evidence and guidance as the basis for solutions to public health issues and problems at local level;
- to provide summaries of NICE evidence based recommendations in forms of direct use and relevance to local government.
- to meet the needs of local government as they prepare for the transition to assume public health responsibilities after April 1st 2013.
- will be derived from the existing Guidance.

# Local Government Public Health Briefing on Physical Activity

- http://publications.nice.org.uk/physical-activity-phb3

# Style

- Short
- Accessible
- A menu, not a list of “must dos”
- Relate to the outcomes framework
- Value for money and return on investment

# We are working on now:-

- Physical Activity
- Tobacco
- Work and Health
- Alcohol.
- Health inequalities
- Public Health Outcomes Framework
- Behaviour change
- Obesity
- Guide to NICE – health economics, return on investment and using evidence.
- Contraceptive Services
- Walking and Cycling
- Health equity
- Partnership working

# Local Government Reference Group

- Elected members
- Officers
- Directors of Public Health
- Chaired by a former LA Chief Executive

# NICE local government public health briefings

**www.nice.org.uk/localgovernment**

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## NICE support for local government

The Health and Social Care Act transfers public health responsibilities to local government, and gives NICE new responsibilities to produce guidance for social care.

As a result of these changes NICE is now increasingly relevant to those working in local government, whether as an officer, an elected member or councillor, or a member of a Health and Wellbeing Board.

We are looking closely at how we can understand and work more closely with local government, and have created a reference group to help us improve our relationship and guide us in developing products that are useful and relevant.

We have created this new section of our website for those working in local government to keep up to date with NICE, and to provide a single point to access information, NICE guidance and other tailored resources for this audience.

### Public health briefings for local government

NICE has published a series of public health briefings for local government. They provide advice on the public health actions that are most effective and provide best value for money.

Find out more

### In development: public health briefings

Information on forthcoming public health briefings for local government that are being developed by NICE, covering a range of topics.

Find out more

### Public health guidance from NICE

NICE public health guidance makes recommendations to local government, the NHS and other organisations on how to improve the health and well being of local communities.

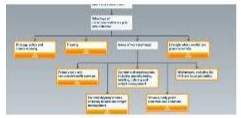
Find out more

### NICE and social care

The Health and Social Care Act gives new duties to NICE to produce quality standards and other guidance for the social care sector in England.

Find out more

### NICE Pathways



NICE's interactive online tool helps public health professionals and local government navigate our public health guidance. NICE Pathways also include information on effective interventions.

Visit NICE Pathways

### Public health outcomes framework

Coming soon - we are developing a guide to how NICE public health guidance maps onto the new public health outcomes framework. This will help local government meet the objectives outlined in the outcomes framework.

Public health outcomes framework (DH website)

### Local government reference group

NICE has set up a Local Government Reference Group to help develop new products such as the Local Government Briefings, and build relations with local government.

Find out more

### Getting involved

There are a number of ways for those working in local government to get involved in our work. NICE is also establishing a group of local government partners.

Find out more

## Public health briefings for local government

NICE has developed public health briefings for a range of different topics. These briefings are meant for local authorities and their partner organisations in the health and voluntary sectors, in particular those involved with health and wellbeing boards.

Below is a list of briefings we have published so far. We also have a number of briefings in development which we will finalise and publish in the months ahead.

These briefings will be relevant to local authority officers and councillors, directors of public health, and commissioners and directors of adult social care and children's services. It will also be relevant to members of local authority scrutiny committees.

The briefings may also be used alongside the local joint strategic needs assessment to support the development of joint health and wellbeing strategies.

| Number | Topic | Date issued |
|---|---|---|
| PHB 1 | Tobacco | July 2012 |
| PHB 2 | Workplace health | July 2012 |
| PHB 3 | Physical activity | July 2012 |

To convert a briefing into PDF format for printing, use the 'select and share' icon that can be found in the top right hand corner of each briefing. Follow the on-screen prompts to select chapters to email and download in PDF or Word format.

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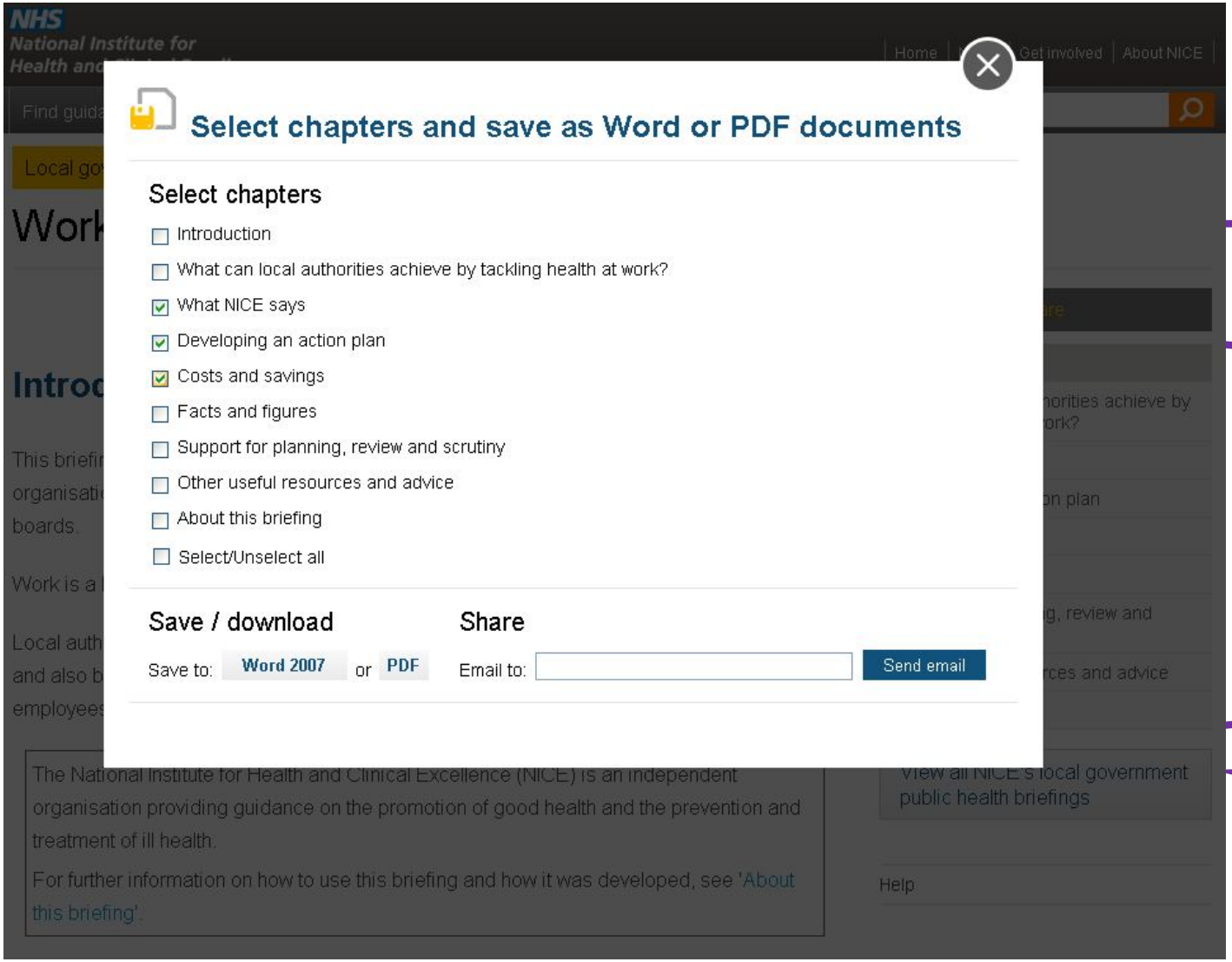
# NICE local government public health briefings




Click on the chapters to read, or use the 'Next' button to browse chapters

Return to the full list of briefings

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# Prompts

- What are your local levels of physical activity?
- How many local policies, strategies or commissioning support physical activity?
- What training is available for those involved?
- How do local workplaces support physical activity?
- How do local services support and encourage people to be physically active?
- Are you meeting the needs of all groups locally?
- Is there a local champion?

# In conclusion…

- Its easy.
- Its fun.
- It does you good.
- Get out and enjoy…