Role of physical activity in improving individual and population health

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NHS Health Checks Webinar
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Non Communicable Disease Challenge
Why prevention matters

International studies suggest healthcare contributes only about 10% to preventing premature deaths, whilst changes in behavioural patterns is estimated to contribute 40%

It is estimated that if the public were fully involved in managing their health and engaged in prevention activities, £30 billion could be saved.

- UK women, on average, smoke 3% more than the EU average.
- In the UK in 2008, 61.1% of males were estimated to be physically inactive and 71.6% of females.
- The average consumption of alcohol by adults in the UK is 10% higher than the EU average.

Only 4% of the total health care budget is spent on prevention.
Disease risk factors in England

We do less activity as we age
% meeting moderate-to-vigorous PA recommendations

Based on data from the Health Survey for England 2012.
Inactivity is killing us

Decreasing activity levels since 1960s:
- Adults are over 20% less active
- By 2030 we will 35% less active

Physical inactivity is responsible for:
- 1 in 6 UK deaths
- Up to 40% of many long-term conditions
- Around 30% of later life functional limitation and falls

Estimated £7.4 billion annual cost
Physical activity and cardiovascular risk

Physical activity decreases the risk of cardiovascular disease by 33%.

1 in 10 UK cases of stroke and heart disease could be prevented if inactive people became active.

76% people referred for cardiac rehabilitation are not sufficiently physically active.

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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'

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

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

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

Source: Health Survey for England 2012 (HSE); Active People Survey 8, April 2103-April 2014 (APS); National Travel Survey July 2014 (NTS)
How inactive are we really?

International comparison of physical inactivity (at ages 15 and over)

- Netherlands 18.2%
- Germany 28.0%
- France 32.5%
- Finland 37.8%
- Australia 37.9%
- USA 40.5%
- UK 63.3%

Note: Comparator = Not meeting any of the following per week: (a) 5 x 30 mins moderate-intensity activity; (b) 3 x 20 mins vigorous-intensity activity; (c) equivalent combination achieving 600 metabolic equivalent-min.

Activity is important at every age

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
- Develops confidence & social skills
- Improves concentration & learning
- Encourages movement & co-ordination
-促进了睡眠

Every movement counts

Aim for at least
3 Hours
across everyday

Move more
UK Chief Medical Officer

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

- Builds confidence & social skills
- Develops co-ordination
- Maintains healthy weight
- Improves concentration & learning
- Strengthens muscles & bones
- Improves health & fitness
- Makes you feel good

Be physically active

Aim for at least
60 minutes everyday

Include muscle and bone strengthening activities
3 TIMES PER WEEK

Physical activity benefits for adults and older adults

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

What should you do?

For a healthy heart and mind
To keep your muscles, bones and joints strong
To reduce your chance of falls

Be more active

- Vigorous moderate
- Walking
- Active travel
- Sport
- PE

Sit less

- TV
- Computer
- Gaming

Build strength

- Yoga
- Tai Chi
- STS
- Push-ups

Improve balance

- Arm swings
- Walking
- Balance exercises

Something is better than nothing.
Start small and build up gradually:
just 10 minutes at a time provides benefit.
MAKE A START TODAY: it’s never too late!

UK Chief Medical Officers’ Guidance 2011: Start Active, Stay Active. https://www.gov.uk/start-active
Everybody Active, Every Day: The national framework for action

- Active Society
- Active environments
- Moving Professionals
- Moving at scale
1. Active society – Creating a social movement

Changing general attitudes to make physical activity the expectation or social norm

Working across sectors in the places we live and work

Developing a common vision for “Everybody Active, Every Day”
2. Moving professionals – Activating networks

Utilising existing network of influencers on the public, the public & voluntary sector workforce

‘Making every contact count’ across sectors and disciplines

Starting with expertise & leadership in key sectors:
- Education
- Sports & leisure
- Health & social care
- Planning, design, transport
3. Active environments – Creating the right spaces

Developing ‘healthy’ cities, villages, towns and communities

Linking across disciplines through planning and policy
- ‘Active’ infrastructure planning
- “Active by Design” campaigns
- Capital funding investments

Embedding activity for all
- Age-friendly
- Disability-friendly

Positive change must happen at every level and must be measurable, permanent and consistent.

Implement ‘what works’ at scale

Maximise existing assets
  o  Human
  o  Physical

Make being active the easiest, efficient choice!
NHS Health Check and physical activity

Significant synergy between NHS Health Checks and addressing inactivity, e.g.:
- Target population
- Managing and preventing ill health
- Health improvement and healthy ageing

Identification of and support for inactive people is part of NHS Health Checks and guidance

Significant potential for services to link into and signpost to local support
Summary

1 in 10 UK cases of stroke and heart disease could be prevented if inactive people became active

The majority of people entering cardiac rehabilitation have been insufficiently active

NHS Health Checks provide a systematic process to identify and support inactive people to become more active
Let’s get Everybody Active Every Day!

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ONE YOU

PHYSICAL ACTIVITY UPDATE

CONFIDENTIAL – FOR INTERNAL USE ONLY
AUDIENCE — BARRIERS TO ACTIVITY

- Physical activity is seen as a **chores** rather than a stress-reliever, or something pleasurable.

- Strong **association between exercise and weight** (as opposed to its wider health benefits), so are demotivated if they don’t immediately see that physical activity is making a difference.

- Physical activity appears to be the behaviour that people feel most nervous about starting. They appear to be too **embarrassed**, and **lacking in motivation and confidence** to start building activity into their routine.

- **Time constraints** were most often given as the key barrier. This is sometimes linked with working patterns. People need to know about **small ways** they can start exercising and understand additional benefits to physical activity.
OUR AMBITION

ENCOURAGE MIDDLE AGED ADULTS TO GET 10 - 30 MINUTES OF BRISK WALKING EVERY DAY
20 MARCH - PROMOTION OF THE ACTIVE 10 APP AND THE ONE YOU BRAND

• USE DIGITAL AND OUT OF HOME ADVERTISING TO ENCOURAGE PEOPLE TO USE THE APP

• USE CONTEXTUALLY RELEVANT 6-SHEETS TO LAND IDEA OF WALK BRISKLY

• RE-RUN LAUNCH TV ADVERT TO RAISE PROFILE OF ONE YOU
SUPPORTED BY A NEW PRODUCT: THE ACTIVE 10 APP

GETS PEOPLE GOING
- PROVIDES AN IMMEDIATE REWARD
- RECOMMENDS PERSONALISED GOALS

KEEPS PEOPLE GOING
- TRACKS DAILY/WEEKLY ACTIVITY AGAINST PERSONAL GOALS
- PROVIDES REGULAR REWARDS, ENCOURAGEMENT AND SOCIAL SHARING
- TIPS TO FIT ACTIVE 10 SESSIONS INTO DAILY ROUTINE

CREATE A HABIT
- USES GAMIFICATION (CHALLENGES) TACTICS TO STIMULATE INTRINSIC MOTIVATION
- FOLLOWS UP LAPSERS

EASY TO USE AND MOTIVATIONAL

**EXPLANATORY POP-UP THAT APPEARS SECONDS AFTER THE APP IS FIRST OPENED**

**DASHBOARD WITH CLEAR EXPLANATORY TEXT AND CLICKABLE ICONS**
Public Health England

IDLE SCREEN MESSAGE ON THE GRAPHS IF NO BRISK MINUTES RECORDED

TEXT TO ENCOURAGE PEOPLE TO CREATE A DAILY HABIT OF THEIR GOAL

REWARDS

REWARDS

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SUPER STARTER
Complete your first Active 10 walk.

GOAL BOOST
Level up and add another Active 10 to your goal.

WALKING WARRIOR BRONZE
Achieve your daily goal for a week.

WALKING WARRIOR SILVER
Smooth your daily goals for two weeks.

WALKING WARRIOR GOLD
Celebrate three weeks of getting your goals.

WALKING WARRIOR PLATINUM
Hit your daily goal for a month.
ONE YOU DIGITAL PRODUCTS