

## Report to HEALTH AND WELLBEING BOARD

# Oldham Moving More / Physical Activity Update

### **Portfolio Holders:**

Councillor Barbara Brownridge, Cabinet Member for Health and Social Care

Councillor Peter Dean, Cabinet Member for Communities and Crime

**Officer Contact:** Rebecca Fletcher, Director of Public Health (Interim)

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**Date:** 2<sup>nd</sup> November 2023

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### **Purpose of the Report**

This paper provides brief information to the board on Oldham's Moving More and Physical Activity whole system approach in reducing inactivity in our borough, and thus improving the health and wellbeing of our residents and our communities.

### **Requirement from the Health and Wellbeing Board**

Board members are asked to:

- Note the content of the paper. More information will be provided at the meeting on 2<sup>nd</sup> November 2023
- Prior to the meeting think about where and how moving more and physical activity could make the biggest positive impact across the system for our residents & communities
- Prior to the meeting think about when you or your area of work could make a difference in support people to move more in Oldham.

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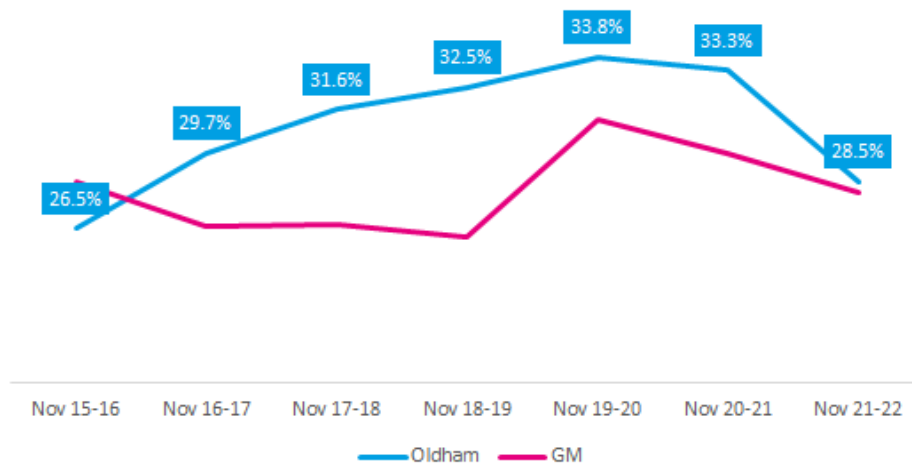
## 1. Background / Introduction

1.1. As part of the Health and Wellbeing strategy 2022 -2030, one of the five key priorities is 'Increasing Physical Activity', and it is also clear that physical activity can contribute to several of the other priorities in the strategy too.

1.2. It is noted in the strategy that "*we will know that we have achieved our goals*" in Increasing Physical Activity, because activity levels in Oldham residents will increase, and the % gap between Oldham and England activity levels will close

1.3. The % gap when the strategy was written was 6.3% (2020/21). The latest data shows that this has now reduced to 4.6% (2021/22) and has been reducing consistently since 2018/19. This is positive but is caveated with the small Active Lives sample size <sup>1\*</sup>.

1.4. 28.5% of Oldham residents are inactive, which has seen a 4.7% decrease in the last 12 months which is positive.



1.5. Physical inactivity is known to be the fourth leading cause of global mortality.

1.6. Many of the leading causes of ill health in today's society, such as coronary heart disease, cancer, and type 2 diabetes, could be prevented if more inactive people were to become active. It's proven that people who do regular physical activity have:

1.6.1. 35% lower risk of coronary heart disease and stroke

1.6.2. 50% lower risk of type 2 diabetes

1.6.3. 83% lower risk of osteoarthritis

1.6.4. 68% lower risk of hip fracture

1.6.5. 30% lower risk of falls (in older adults)

1.6.6. 30% lower risk of depression

1.7. Moving more can support people to lead longer, healthier, and happier lives and can support the reduction in the gap in health outcomes and health inequalities between different groups & communities in Oldham

<sup>1\*</sup> Source: Office for Health Improvement and Disparities (OHID) based on Active Lives Adult Survey, Sport England.

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1.8. Based on the Local Level Social Value Summary which quantifies the importance of sport & physical activity to social value in Oldham (fiscal & non fiscal), the following social value data is available to show the impact of what we contribute to in our borough:

1.8.1. Physical and Mental Health outcomes: £35.1m

1.8.2. Mental Wellbeing outcomes: £150.5m

1.8.3. Social and Community Development: £72.0m

## 2. Current Position - Whole System Approach to Moving More

2.1. A whole system approach to Moving More is us working together as one team / one system to lead, model, advocate for moving more, and creating the conditions within a healthy, green and social town where everyone can move and live a good life. This will enable greater wellbeing for all.

2.2. The approach to increasing physical activity has wider relevance to public sector reform in Oldham and Greater Manchester to tackling structural inequalities in place and 'Uniting the Movement' (Sport England strategy) for more active lives across England.

2.3. We know that telling people or 'encouraging' people to move more, telling them that it is good for them, is not in itself going to be enough to make the change, especially for our residents that are inactive and face inequalities. We therefore must take a whole system approach, working together to align all of the key influences on whether someone is active. The socio-ecological model helps us to do that and guides us through the multiple layers that make up the system and influence how much we move.

2.4. GM Moving: Working with Complex System video illustrates the complexity of our challenge: <https://youtu.be/fDaRZUkxteY> (3:49)

2.5. This approach for Moving More aligns with our Oldham ways of working too

2.5.1. Prevention

2.5.2. Place based

2.5.3. Resident focused

2.6. Whilst we have undertaken the Local Pilot approach since 2018/19 it has been good to see a correlation between Oldham activity levels slightly increasing, and the % gap between Oldham and England data reducing too.

2.7. Good practice example

2.7.1. Pharmacy Walks – Test and Learn. Community pharmacies in Glodwick and Failsworth started to offer weekly walks to encourage residents to increase their physical activity. These were promoted by pharmacists as part of a wider programme of self-care, and often linked to relevant health campaigns such as flu vaccines. These were supported by trusted community organisations like UProjects and other community groups. Over 20 people regularly join the Failsworth walk each week and benefit from the additional positives of being active brings, including having the opportunity to socialise with others and being outdoors. Members of the groups have been supported to complete first aid training and now volunteers confidently lead the walks each week.

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### **3. Key Issues for Health and Wellbeing Board to Discuss**

- 3.1. How do we further embed this approach to more parts of the system?
- 3.2. How do we continue to share best practice and learning across the system?
- 3.3. Where and how can we have the biggest positive impact across the system for our residents and communities, through increasing activity levels?
- 3.4. How can you and your area of work make a difference in supporting our residents to move more in Oldham?

### **4. Recommendations / Next Steps**

- 4.1. More information will be presented at the Board meeting on the 2<sup>nd</sup> November.
- 4.2. Be an active advocate and champion for Moving More – little habits make a big difference
- 4.3. Use #Oldham #MoveMoreFeelBetter if active on social. If you share your experiences and your activity with others, no matter how big or small, it creates a new norm, and it will inspire others. (Brief to be shared post meeting)
- 4.4. Support our residents, and your team members, colleagues, family members and loved ones to Move More
  - 4.4.1. Walking meetings, Take the stairs instead of the lift, Stand up from your desk from time to stand, and stand / walk whilst you are on a call, fake commute if working from home.
- 4.5. Widening our place-based approach to physical activity and reducing inequalities (through the Local Pilot) in Glodwick and Failsworth, to other districts where the need is evident and where we can support residents to Move More.