



Get moving Nottingham!

A partnership approach for a healthier Nottingham

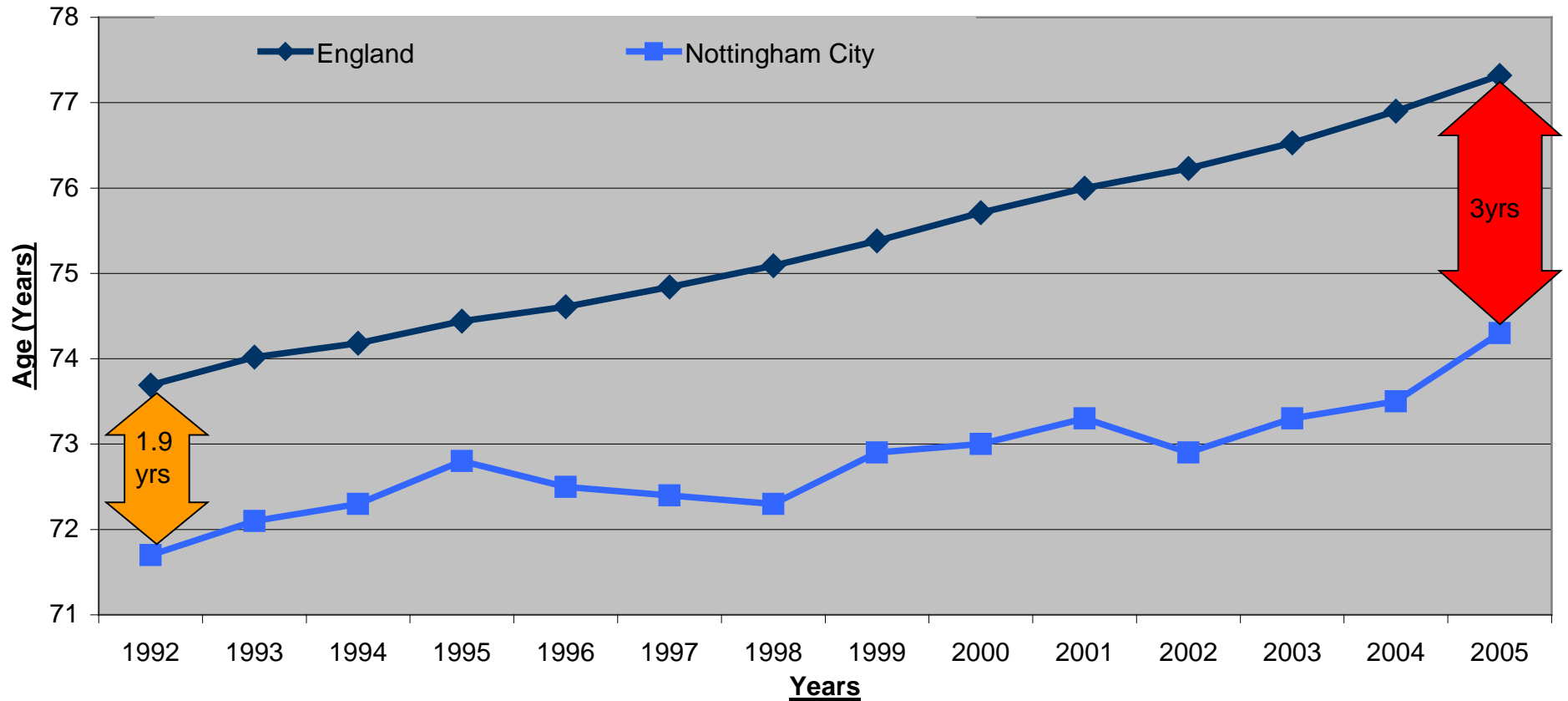
Dr. Jeanelle de Gruchy
Deputy Director of Public Health

APSE National sports and leisure seminar
26th February 2009

Focus on health

- The wider health objectives, and why increasing physical activity is important
- The importance of an integrated, partnership approach to physical activity and obesity

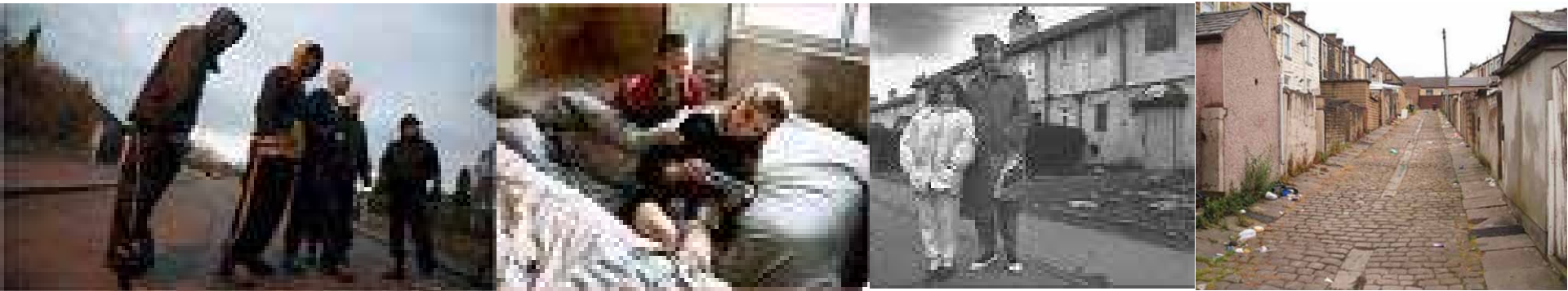
The growing gap in life expectancy: Nottingham V England



* Annualised 3 year rolling average

Why does Nottingham have such low life expectancy?

- Higher risk of early death – CVD (stroke & heart disease), lung and other cancers, lung disease, illness caused by alcohol
- High smoking, **low physical activity**, poor diet



Tackling the life expectancy gap

We can impact on +/- 86% of the risk of CVD:

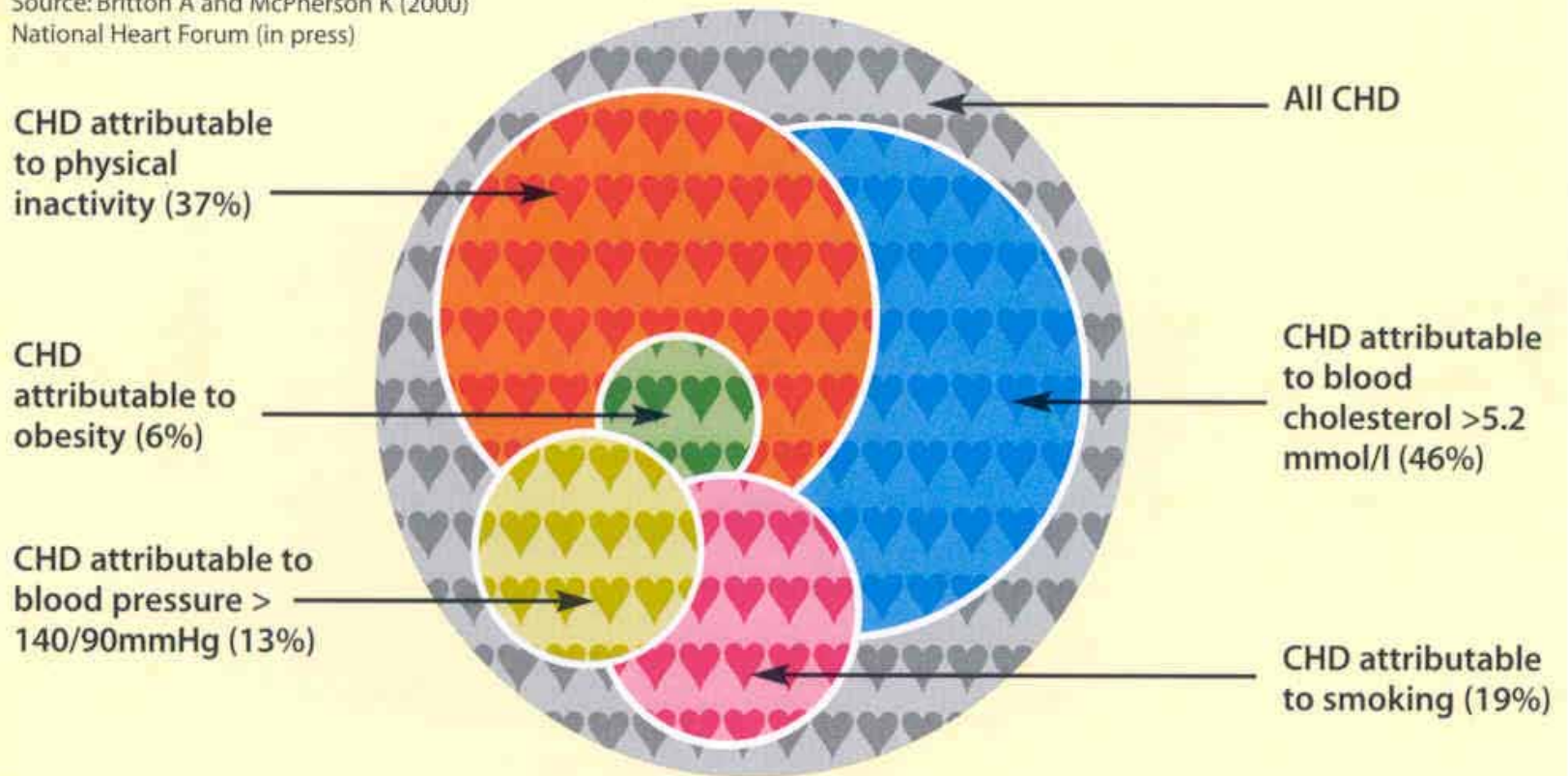
- Tackling poverty, poor housing and education
- **Modifying lifestyles**, esp. smoking, **physical activity**, diet and **obesity**
- Ensuring access to quality primary care



Risk factors for coronary heart disease

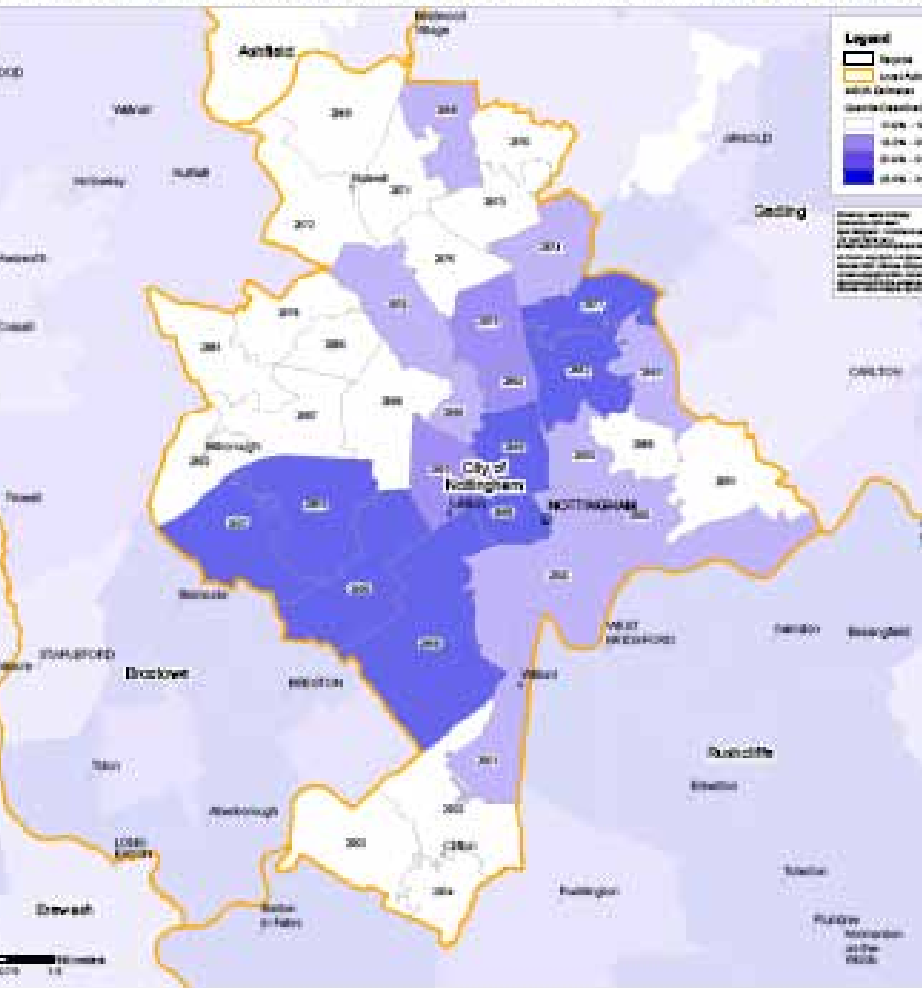
Death from CHD under 75: related risk factors

Source: Britton A and McPherson K (2000)
National Heart Forum (in press)



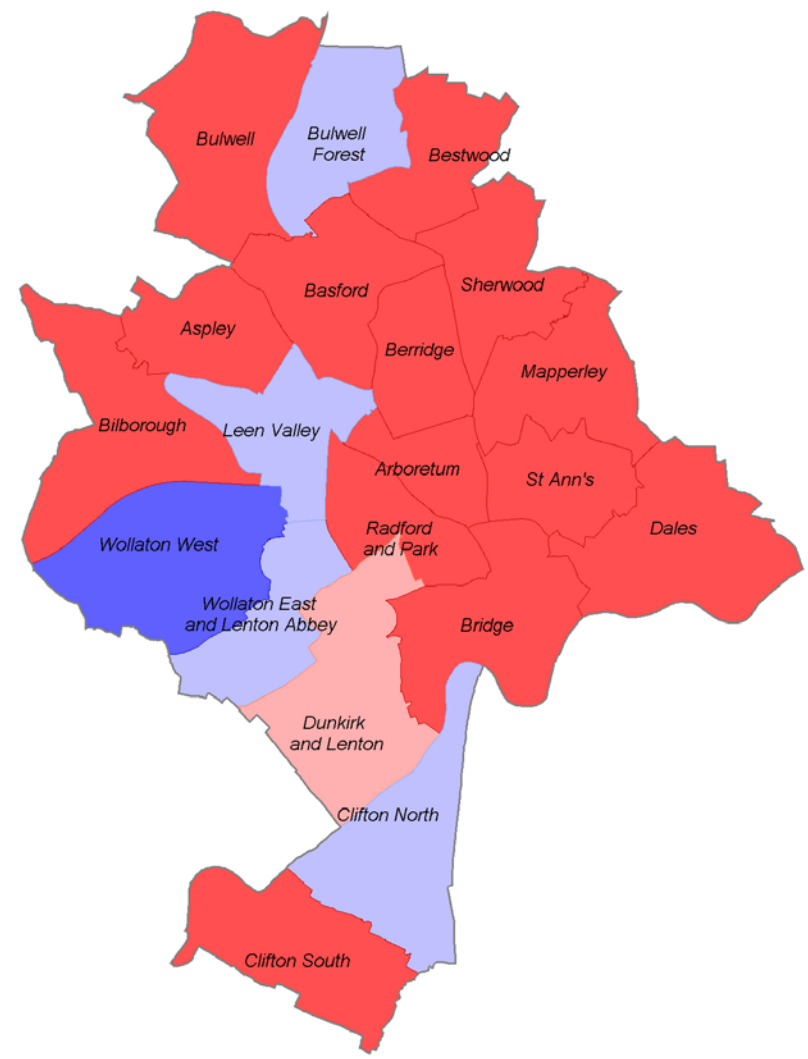
This diagram represents an estimation of how much each risk factor contributes to death rates from CHD. The overlapping areas represent those who had more than one risk factor.

of Nottingham Unitary Authority Participation (3 x 30) Estimates by Middle Super Output Area (MSOA)



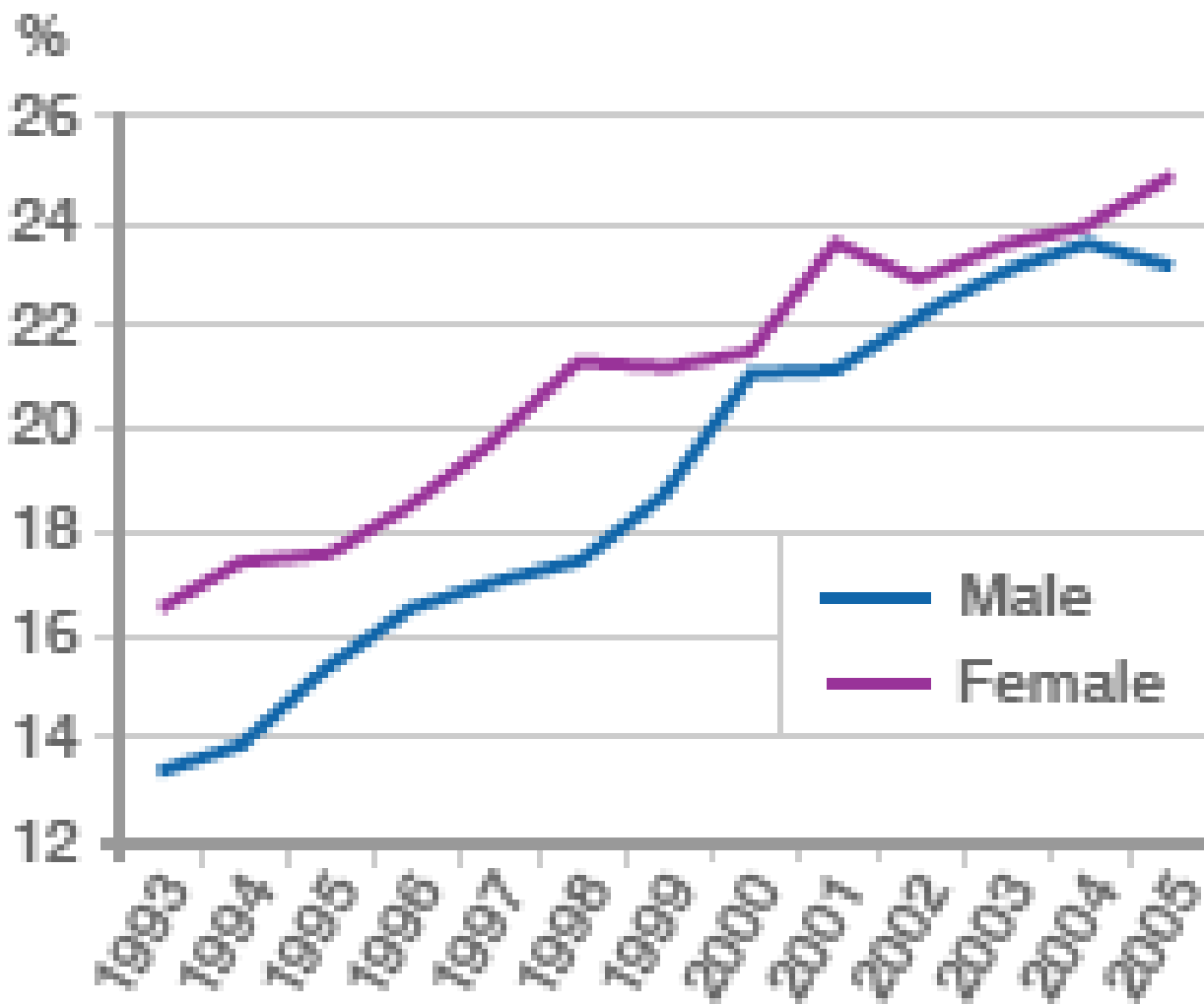
Life Expectancy at Birth for Males
Census Wards, Nottingham UA.

- Red: Significantly lower than regional average
- Light Red: Lower but not significantly
- Light Blue: Higher not significantly
- Dark Blue: Significantly higher



Individual ward 'hotspots' should be interpreted with caution.

OBESE ADULTS, BY GENDER, 1993-2005



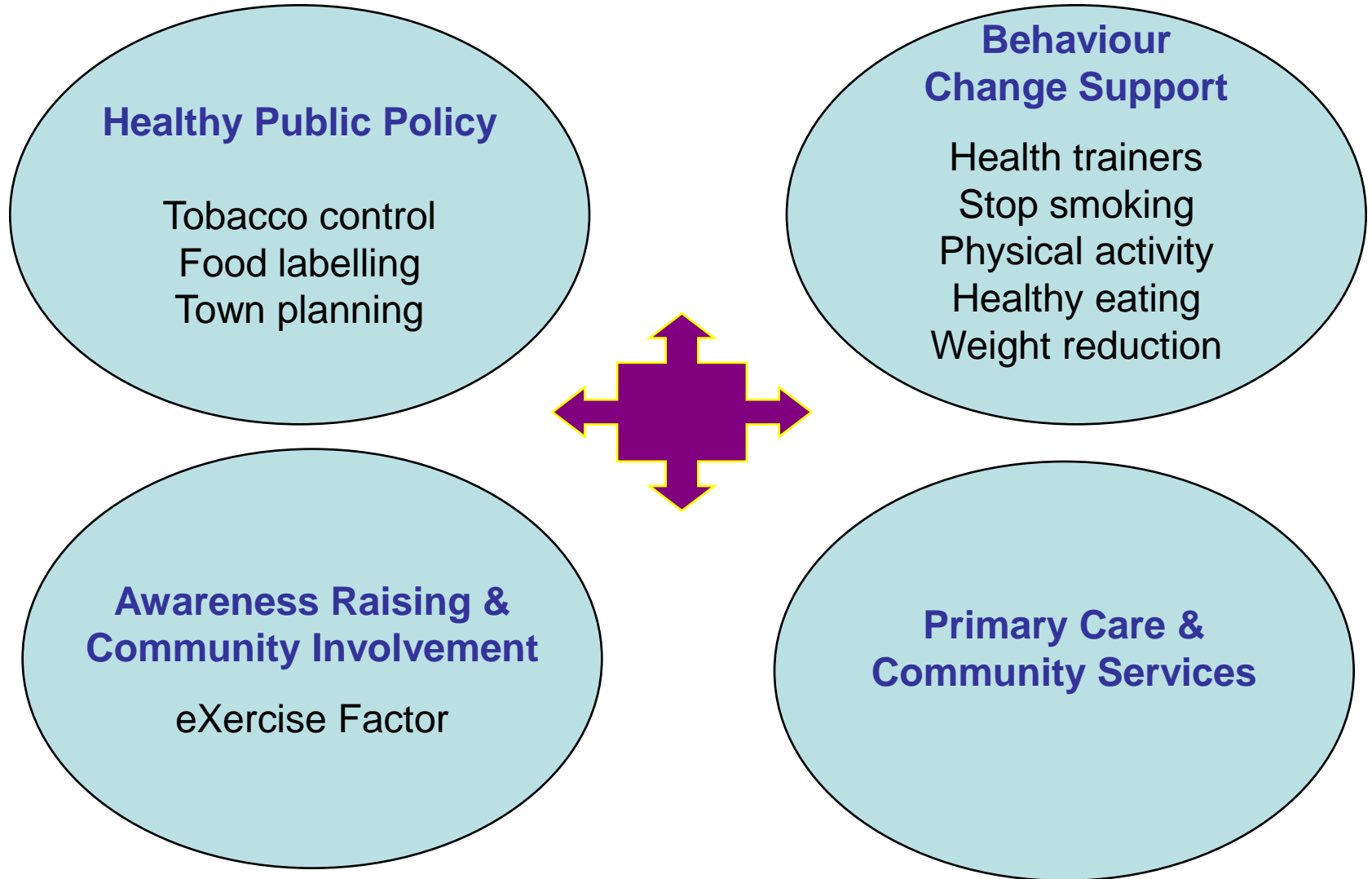
SOURCE: Information Centre 2008a

List of model variables in version 0.7 of the obesity system model

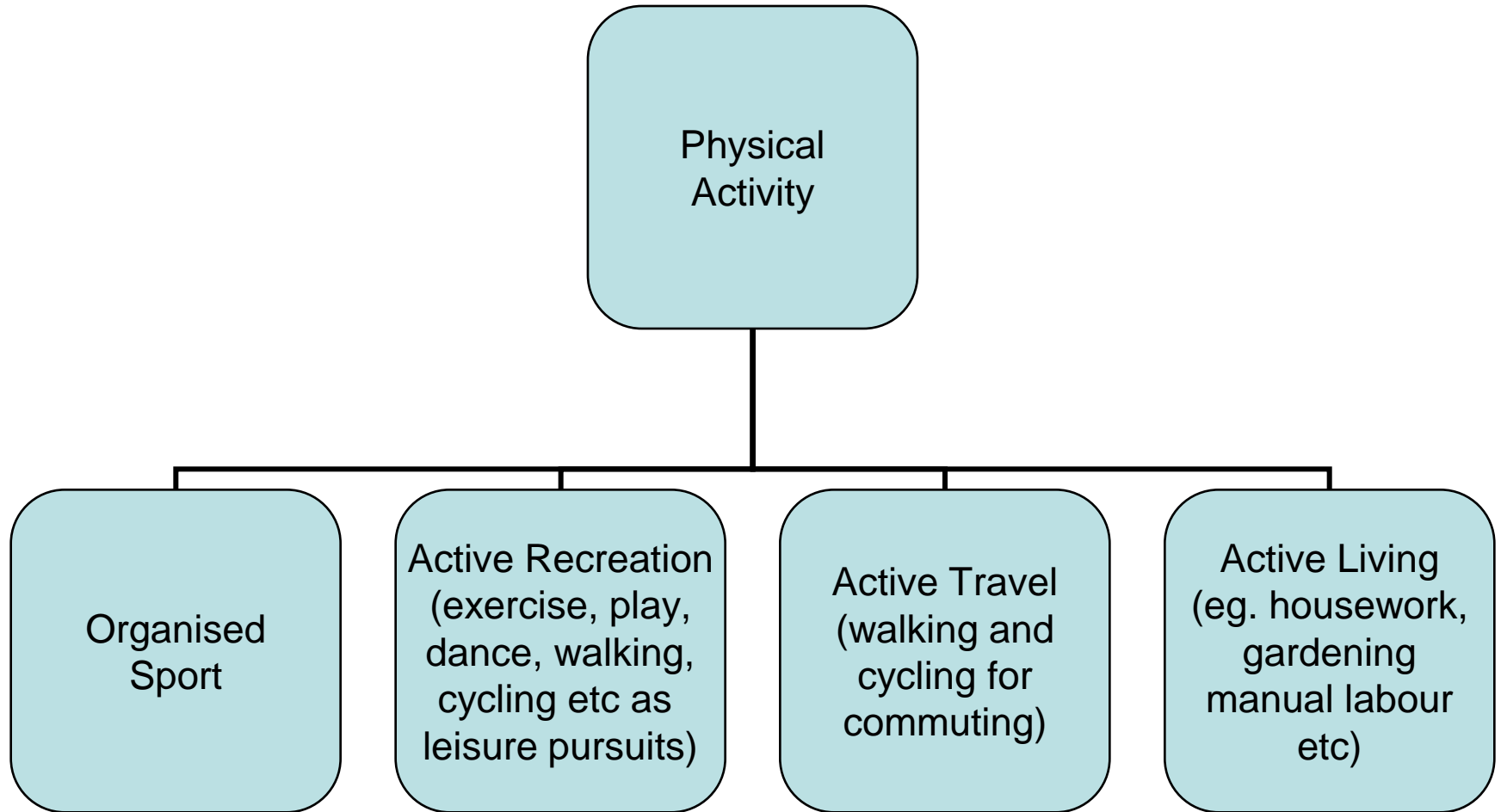
- 1 Education level
- 2 Media availability
- 3 Media consumption
- 4 TV watching
- 5 Exposure to food advertisement
- 6 Social acceptability of fatness
- 7 Ideal-body-size image
- 8 Conceptualisation of obesity as a disease
- 9 Peer pressure
- 10 Social valuation of food
- 11 Face-to-face social interaction
- 12 Individualism (strength of social fabric)
- 13 Family stress
- 14 (Individual) stress
- 15 Self-esteem
- 16 Psychological ambivalence
- 17 Food literacy
- 18 Scientific inconsistency
- 19 Perceived lack of time
- 20 Level of parental control
- 21 Children's control of diet
- 22 Purchasing power
- 23 Demand for indulgence/compensation
- 24 Tendency to graze
- 25 Food exposure
- 26 Food availability
- 27 Reliance on medical fixes
- 28 Availability of medical fixes
- 29 Effort to increase efficiency of production

- 30 Effort to increase efficiency of consumption
- 31 Pressure on growth and profitability
- 32 Pressure on job performance
- 33 Desire to differentiate food offerings
- 34 Desire to minimise production cost
- 35 Desire to maximise (sales) volume
- 36 Standardisation of food offerings
- 37 Cost of ingredients
- 38 Portion size
- 39 Market price of food offerings
- 40 Pressure to market attractive food offerings
- 41 Palatability of food offerings
- 42 Sugar and fat content of food and drink
- 43 Energy density of food offerings
- 44 Demand for convenience
- 45 Convenience of food offerings
- 46 Level of de-skilling of consumers
- 47 Force of habits
- **48 Level of physical education**
- **49 Cultural significance of physical exercise**
- **50 Level of physical exercise**
- **51 Level of fitness**
- 52 Safety of unmotorised transport
- 53 Availability of unmotorised transport
- 54 Dominance of motorised transport
- 55 'Suburbanitis'/organisation public space

CVD Improvement Programme



Definition of Physical Activity



The take home message

- Frequency** Every day for at least 5 days a week
- Intensity** Moderate ie raise your heart rate
- Time** You can accumulate 30 minutes (eg. in bouts of 10-15 minutes)
- Type** Anything from formal/structured activities to informal lifestyle activities (such as walking, cycling, manual labour, gardening)

An integrated, partnership approach

- Prioritisation and strategic planning
 - Physical Activity and Sport Partnership
- Effective delivery of services

Local Area Agreement

NI 8 adult participation in sport and active recreation

- Measured through annual Sport England Active Peoples Survey
- Participation for 3 days a week, 30 minutes moderate intensity sport and active recreation

Nottingham's Local Area Agreement (2008-11):

Baseline (05/06)	20.70%
Target, year 1	22.03%
Target, year 2	23.36%
Target, year 3	27.70%

Actual 07/08 Active People Survey = 24.1%



Commissioning and providing services effectively

- Evidence-based
 - Joint Strategic Needs Assessment
- Commissioning for impact
 - Targeted but large scale
 - Not just GP referral schemes, eg. ‘Fit for Free’
 - 3rd sector eg YMCA
 - Integration between services
- Social marketing of behaviour change



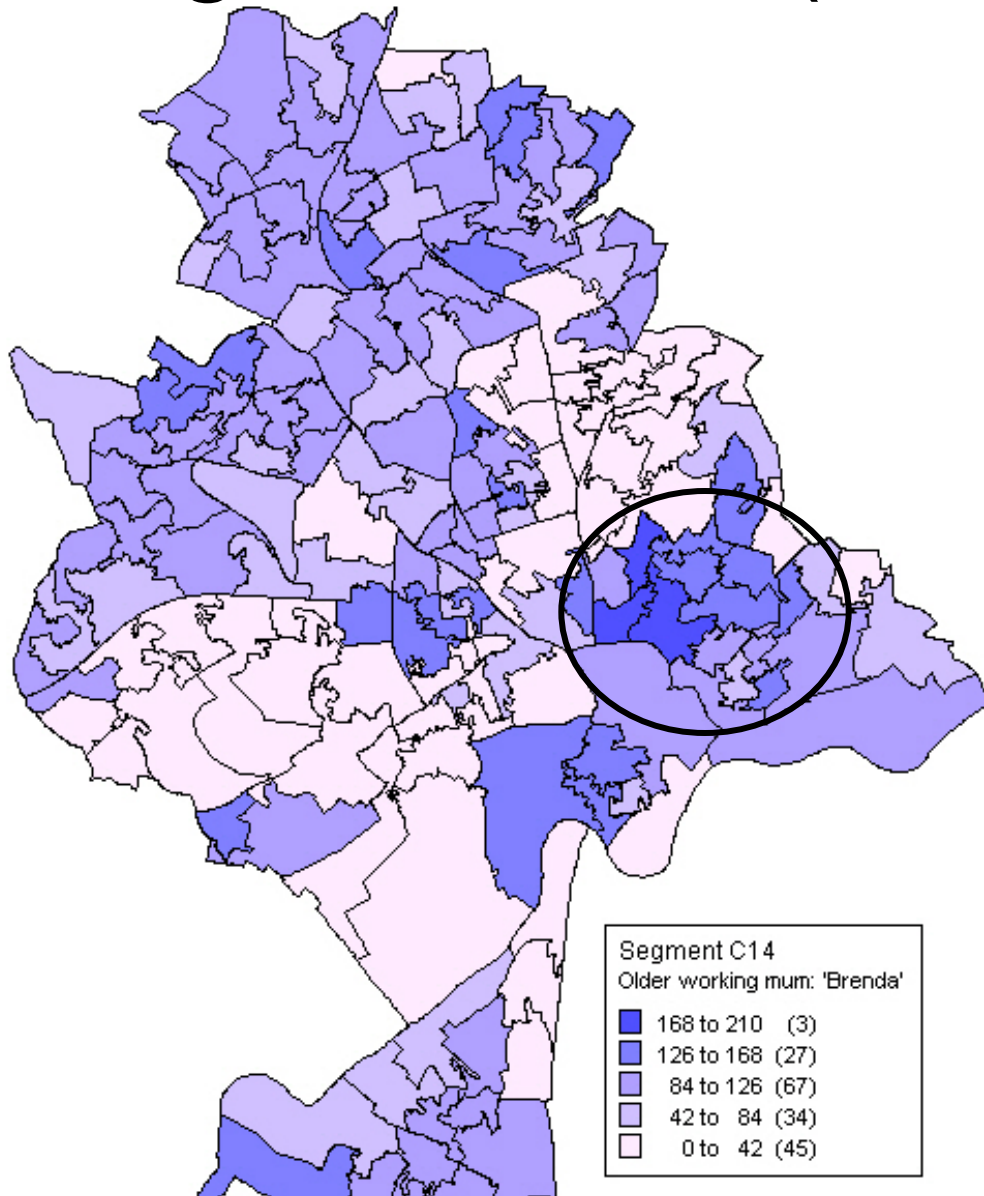
Social marketing: selling 'being active'

- 'segmentation' of our target groups;
tools include:
 - Mosaic
 - Sport England / Active People segmentation
- understand what the competition is;
- offer value in the exchange;
- use appropriate communications
- check out if you've got it right

Nottingham: Active People segmentation

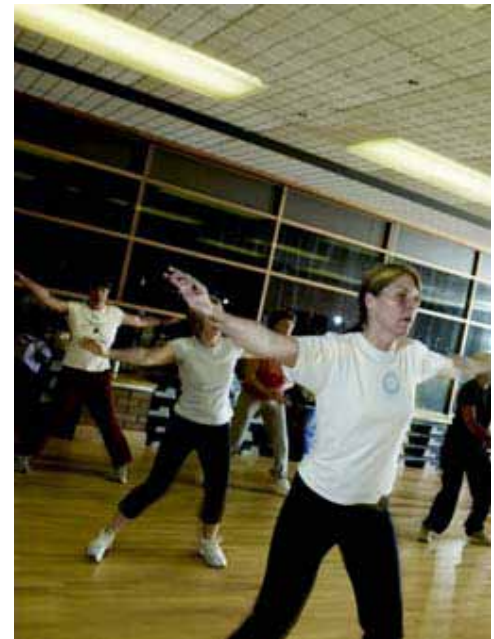
- D19: Retirement home singles 'Elsie and Arnold' (15.1% of population)
- B10: Stretched single mums 'Paula' (14.5%)
- B09: Pub league team mates 'Kev' (13.8%)
- C15: Local old boys 'Terry' (9.0%)
- C14: Older working woman 'Brenda' (8.5%).

Segment C14 (and C15, B9)



Segment C14
Older working mum: 'Brenda'

Dark Blue	168 to 210	(3)
Medium-Dark Blue	126 to 168	(27)
Medium Blue	84 to 126	(67)
Light Blue	42 to 84	(34)
White	0 to 42	(45)



Segment C14: Older working women 'Brenda' (6.6%).	Age range	Reasons for doing sport	Main Barriers for those who haven't participated in last 12 months	For those that want to, what would encourage them to do more?	Link to detailed 'pen portrait' of segment
Middle aged ladies, working full time to make ends meet	46-55	To take grandchildren	Difficult to find time	Help with childcare	http://www.sportengland.org/segment_14pp.pdf
	Single/ Married	To lose weight	Not really interested	Longer opening hours	
	May have children			Cheaper admission	
	Low skilled worker			More free time	



EY UP MI DUCK

**It's all
about...**



the  **exercise**
factor