



Building Active Communities

22 November 2016

APSE conference Bristol

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Five Ways of Wellbeing

Connect



People

Take Notice



Place

Be Active
Give
Keep learning



Purpose



People



Loneliness

Place



Hostile

Purpose



Rejection

Fear and Chronic Stress





Chronic Stress

Stress
Hormones

Physical
Inactivity

And other
poor health
behaviours

Chronic Inflammation



Inactivity causes inflammation

1.
Increases
visceral fat

2.
Reduces anti-
inflammatories

3.
Damages
healthy cells



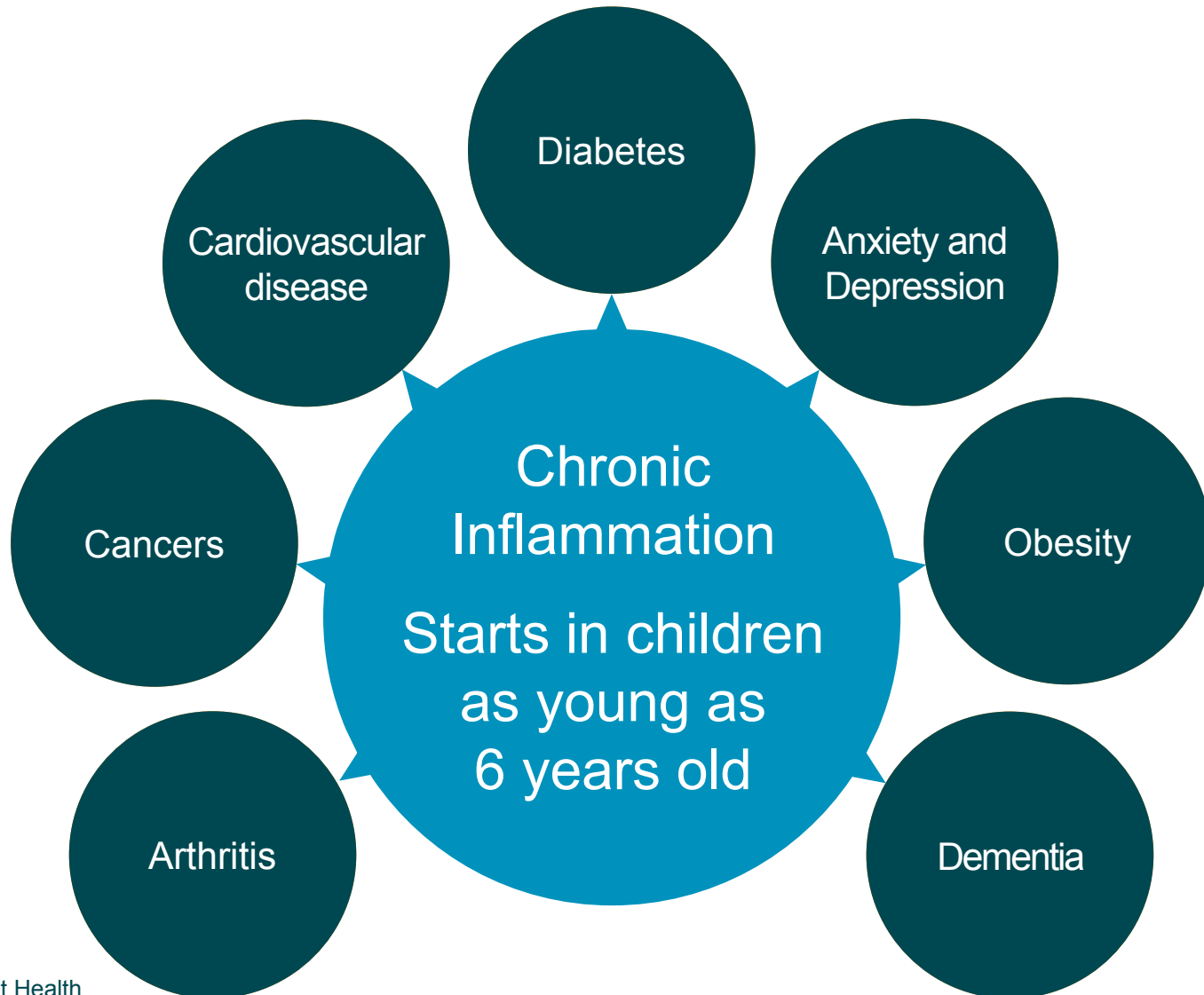


This causes inflammation

Immune system
is constantly
switched on



Inflammation: 'the cause of causes'



People



Loneliness

Place



Hostile

Purpose



Rejection

Fear and Chronic Stress



Chronic Stress

Stress
Hormones

Physical
Inactivity

And other
poor health
behaviours

leads to inflammation
Mitochondrial damage and telomere shortening

Depression


Cancers

Cardiovascular

Diabetes

Dementia





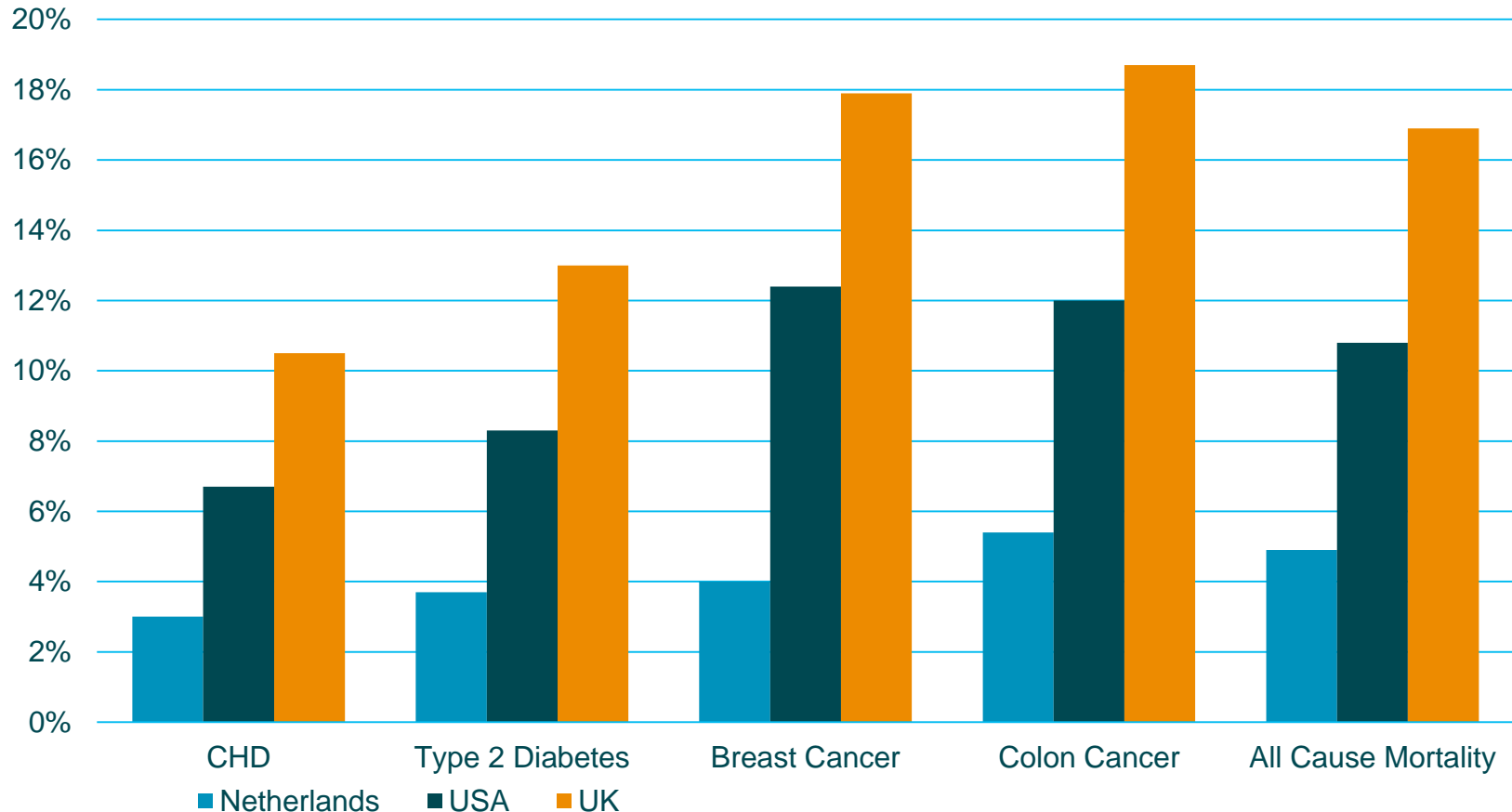
‘Physical inactivity
is the fourth
leading cause of
death worldwide.’

THE LANCET



Mortality due to Inactivity

Population Attributable Fraction of mortality due to Inactivity (%)



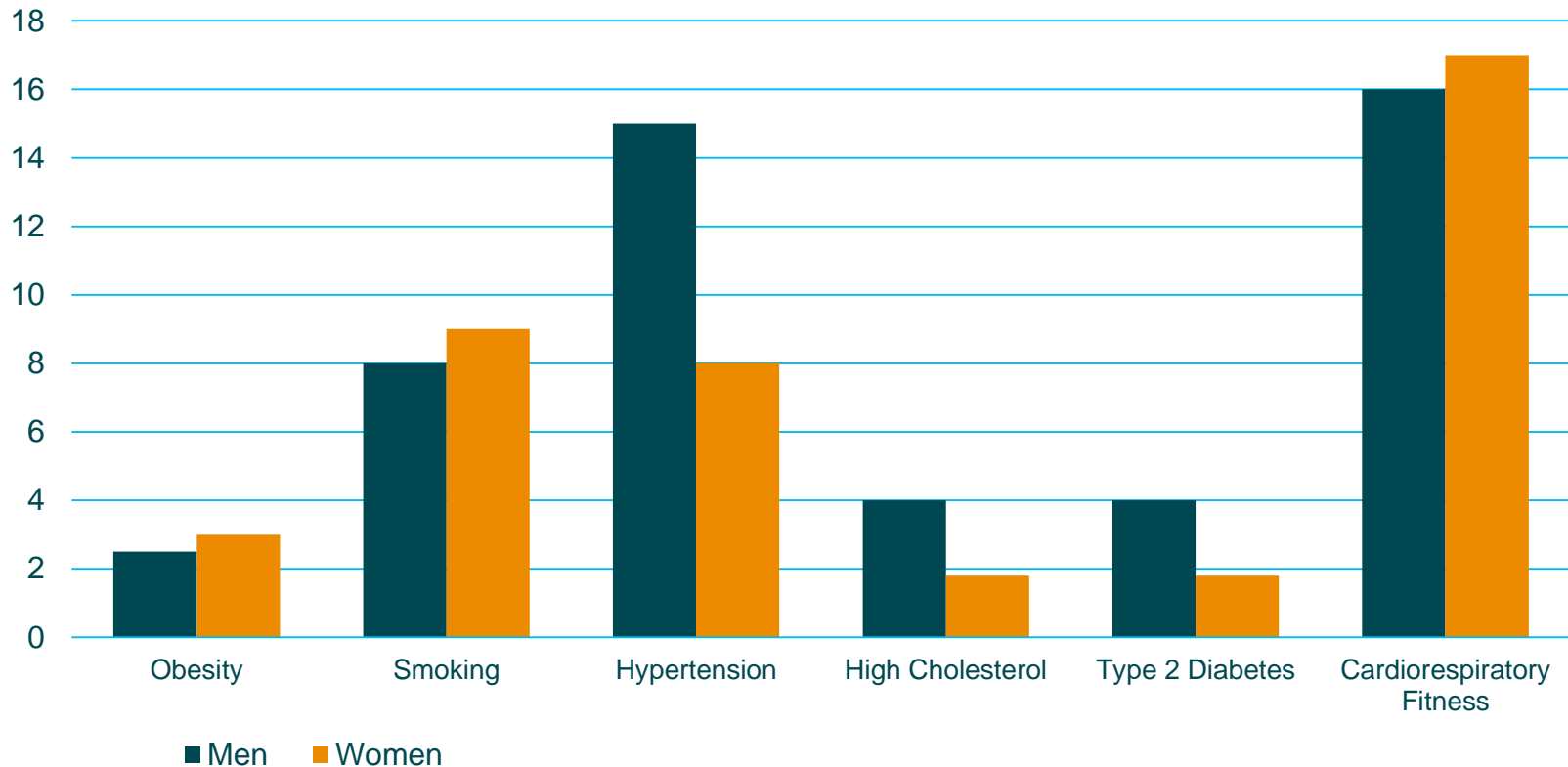
Lee I-M et al. Effects of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. The Lancet 2012 Published online July 18.



Attributable fractions for all-cause deaths

Attributable fractions (%) for all-cause deaths in 40,842 (3,333 deaths) men and 12,943 (491 deaths) women in the Aerobics Center Longitudinal Study

Attributable Fraction %





Increases articular thickness in joints





Increases Hippocampus
by 20%





Reduces Breast Cancer
recurrence by 24%



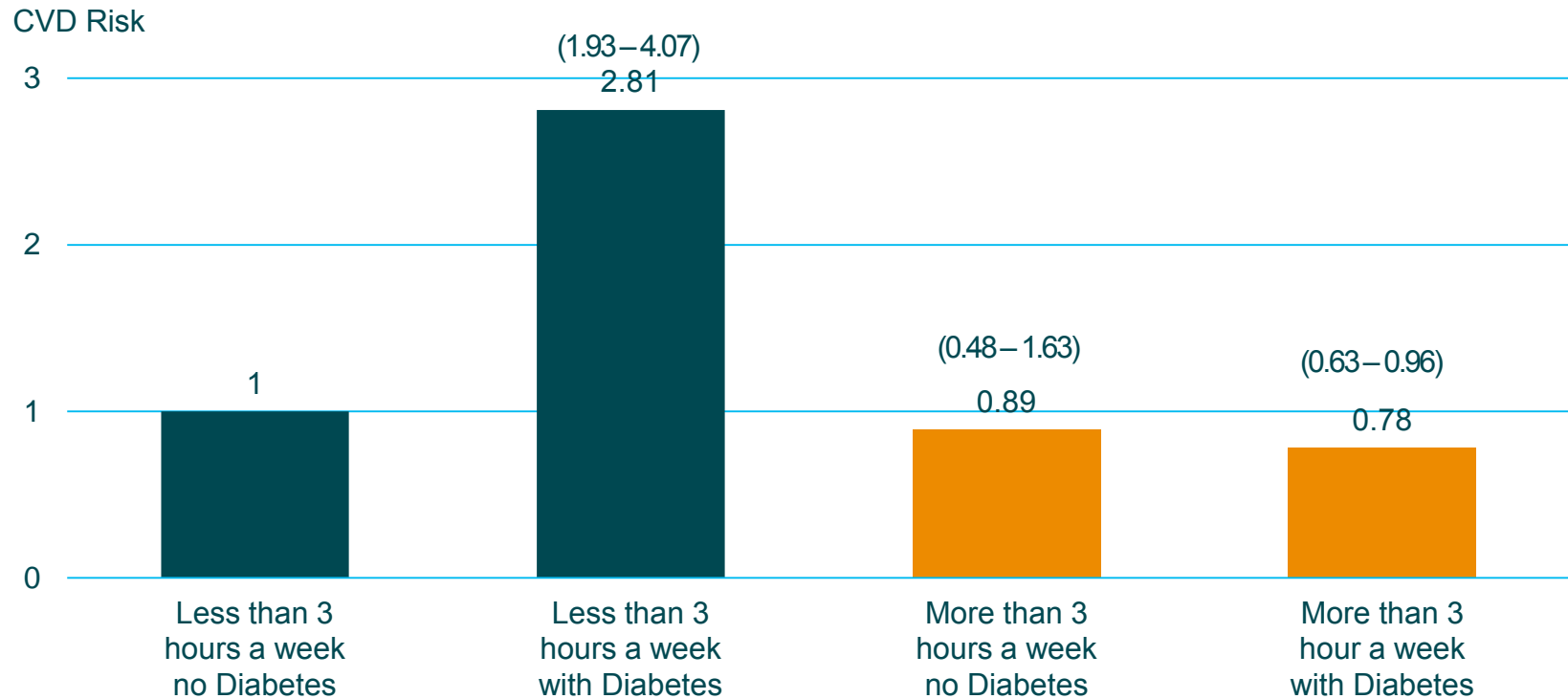


Boosts Natural Killer Cells




Physical Activity clears all CVD risk from patients with Diabetes

Follow up of 53,973 Norwegian Men (recruited 1995). Adjusted for weight, 1,750 deaths from CVD in 2008. Less than 3 hours vs more than 3 hours a week of Physical Activity



Moe B et al Diabetes Care March 2013 vol. 36 no. 3 690-695



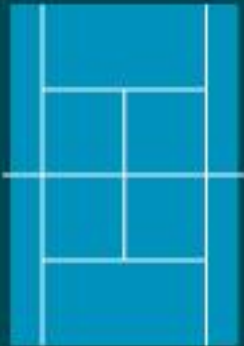


‘Physical inactivity
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leading cause of
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THE LANCET



The focus has moved physical activity
from a venue based strategy ...



... to a community based activity where activity happens everywhere



But to get real scale we need to get lots of people becoming activity leaders themselves



A man is sitting at a table, looking thoughtful with his hand to his chin. He is holding a dark glass bottle of beer in his left hand. In front of him is a bowl of food, possibly a pizza or a sandwich. The entire scene is bathed in a blue light. A white circle is overlaid on the image, containing the text "Meet Bob".

Meet
Bob



A man is sitting at a table, looking thoughtful with his hand to his chin. He is holding a dark glass bottle, likely a beer, in his other hand. The scene is dimly lit with a blue tint. In the foreground, there is a bowl of food and a glass. A white speech bubble is overlaid on the image, containing the text "Let's get Bob active".

Let's get
Bob
active






We can
give him
NHS
treatment


‘Bob, why
don’t you
get off the
bus a stop
early?’






'Bob, you
really should
take the stairs
instead of
the lift'






'Bob, why
don't you try
Betty's keep fit
class on a
Tuesday?'



A person is riding a bicycle in traffic, positioned between two cars. The scene is overlaid with a blue tint. A white speech bubble is centered over the cyclist, containing the text: 'Bob, have you tried cycling to the shops?'.

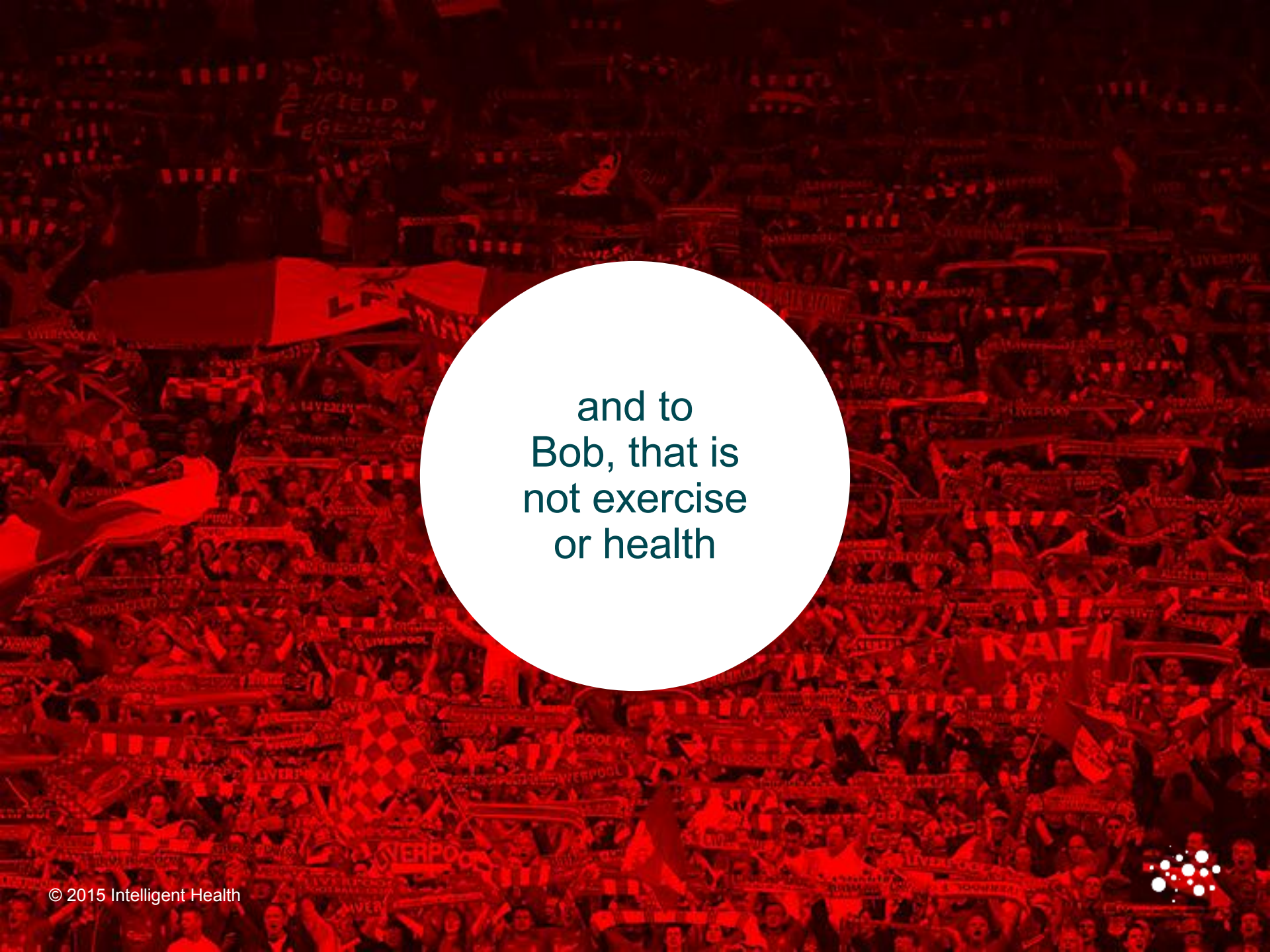
'Bob, have you tried cycling to the shops?'





Or we
can link him
with a group of
supporters who
walk 2 miles to
Anfield



A large crowd of Liverpool football fans celebrating, with a white circle containing text overlaid on the image. The fans are holding up flags and banners, and the scene is filled with a sense of excitement and joy. The text inside the circle reads: "and to Bob, that is not exercise or health".

and to
Bob, that is
not exercise
or health

Physical Activity is now hidden behind
a much greater experience for Bob

It is invisible to him

It is a 'means to an end' not the end itself

'The end' is now getting to Anfield

And finding this greater value for each person
will help create the industrial scale required

To make a step change in activity levels we need to be bold

Let's
remove
boundaries
and turn a whole
town into a
playground!



Step change across a community



Beat the Street

500,000
Participants by
Early Sept,
41% adults

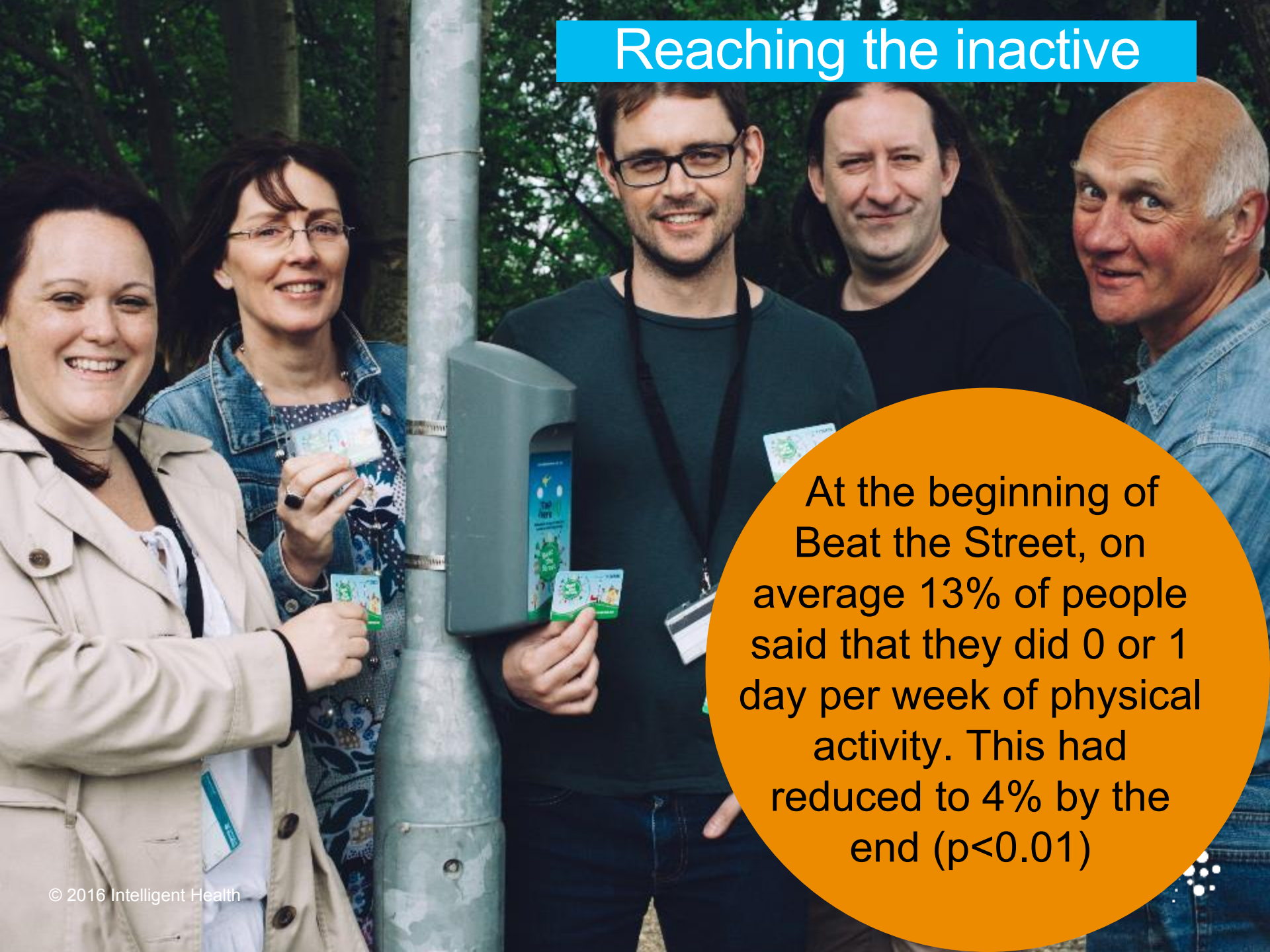


Beat the Street 2016



A quarter of adults- 53,000 - provided data on their health and activity levels

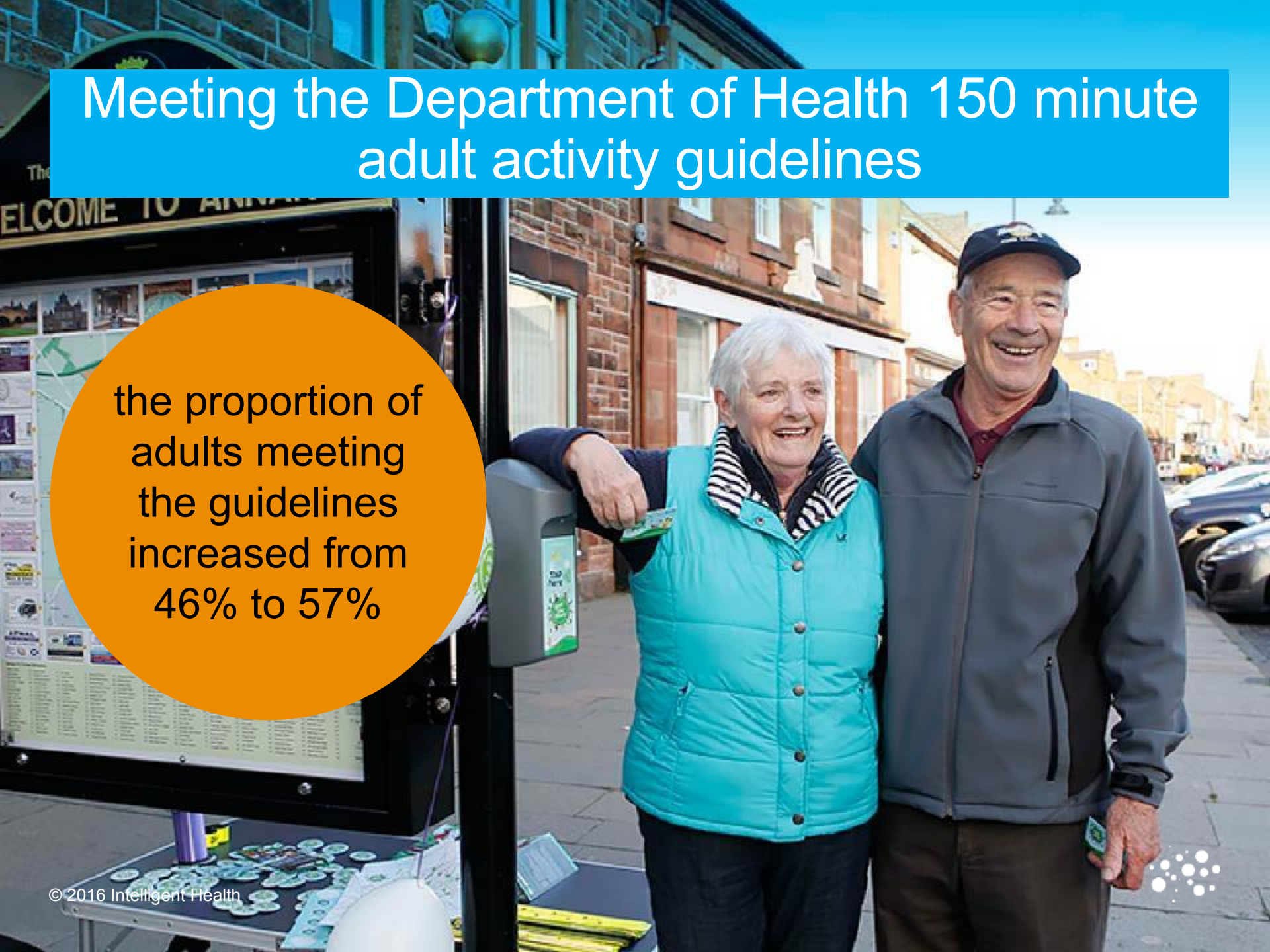
Reaching the inactive



At the beginning of Beat the Street, on average 13% of people said that they did 0 or 1 day per week of physical activity. This had reduced to 4% by the end ($p < 0.01$)

Meeting the Department of Health 150 minute adult activity guidelines

the proportion of adults meeting the guidelines increased from 46% to 57%



Switching travel behaviour

47% of adults reported walking on 5–7 days per week. This had increased to 61% by the end of Beat the Street





Providing a
base platform
to step into
activity



Community 'own' the game



Handsworth Library Community Sports Day



For every £1 spent on Beat the Street after 2 years

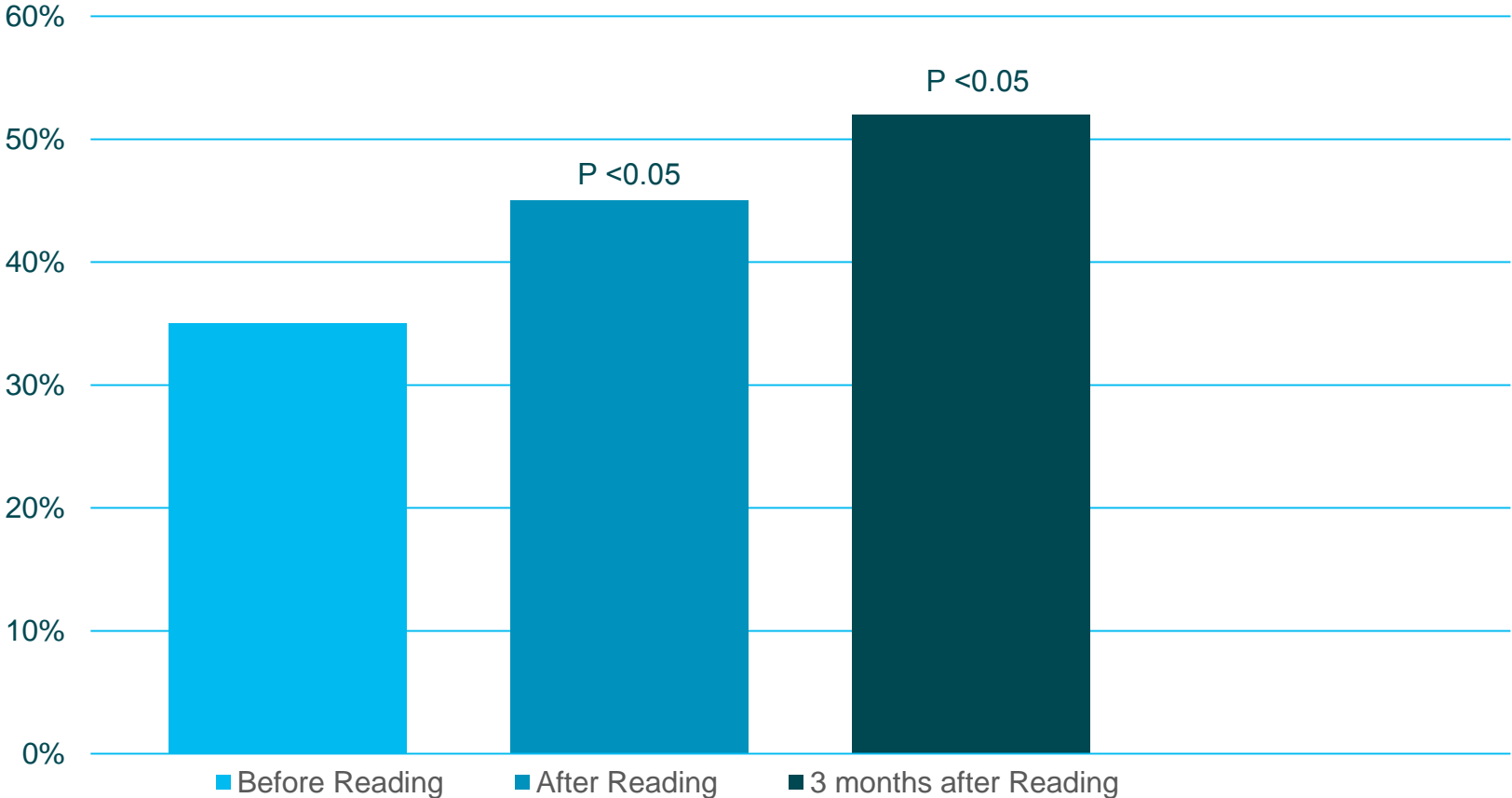
NICE ROI tool:

- Transport £3.53
- Healthcare £14.58
- Productivity £16.39



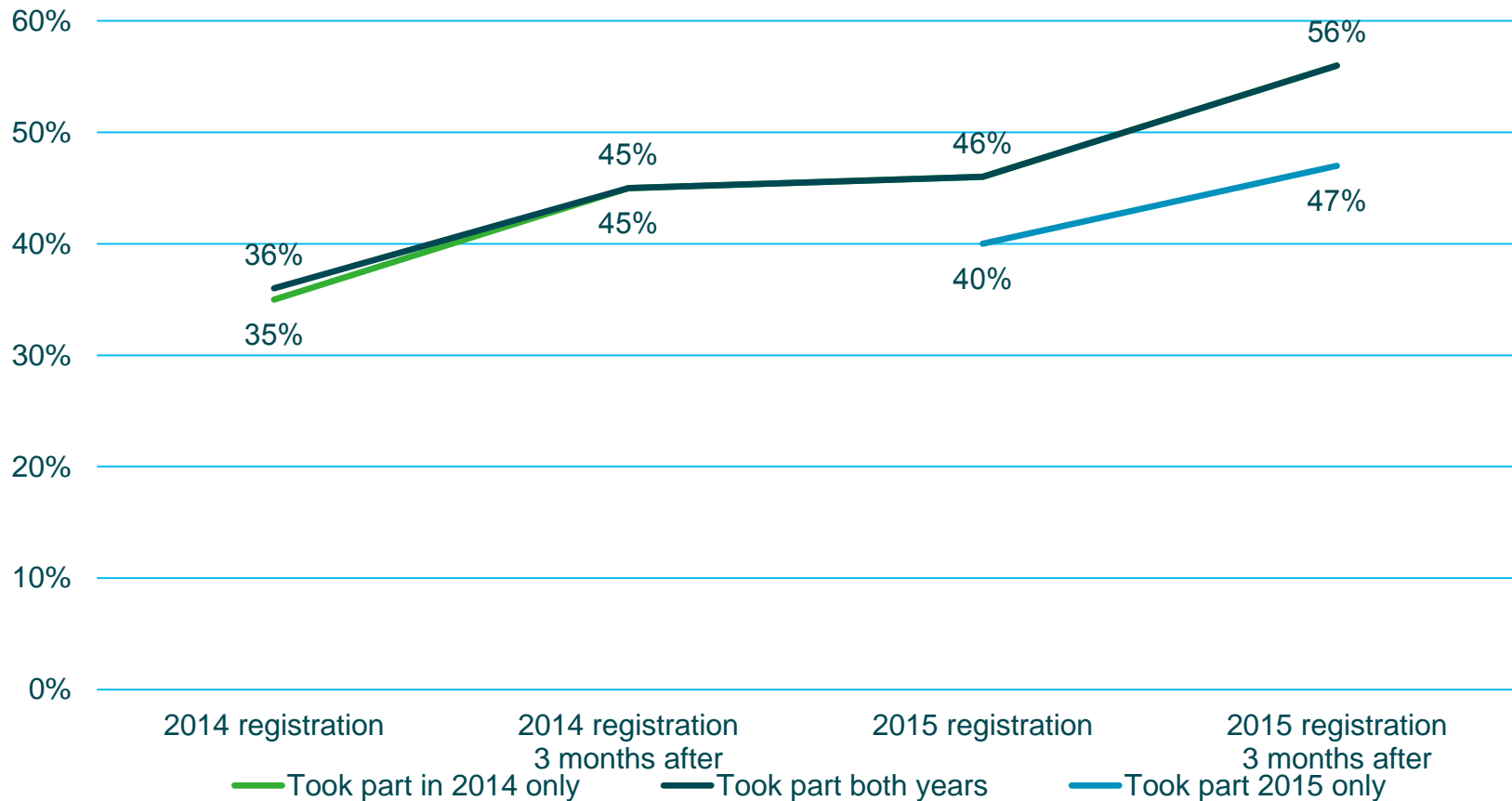
Changes in Physical Activity Beat the Street Reading 2014

Achieving 30 minutes of activity 5 days a week



Beat the Street Reading

Over two years in Reading there has been a 20% increase in the number of people reaching the Government recommended activity levels of 150 minutes a week



Thank you

Building Active Communities

@Intelligent_Hlt
#BeattheStreet

