



Building Active Communities

10 March 2016

APSE conference Trafford

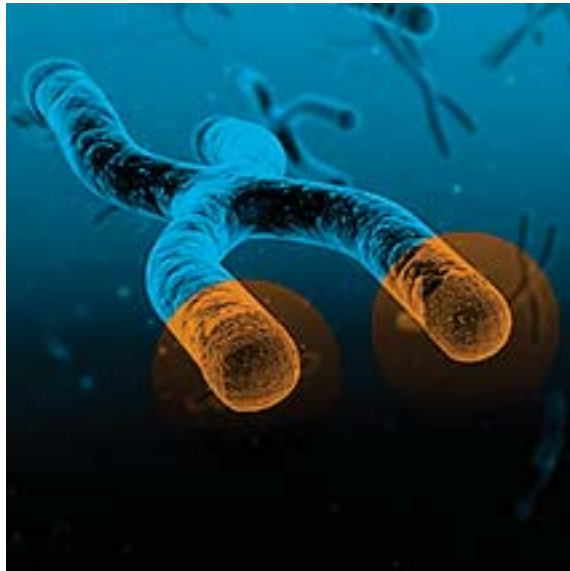
Dr William Bird

CEO Intelligent Health



Intelligent Health

Knowledge



Engagement



Evidence



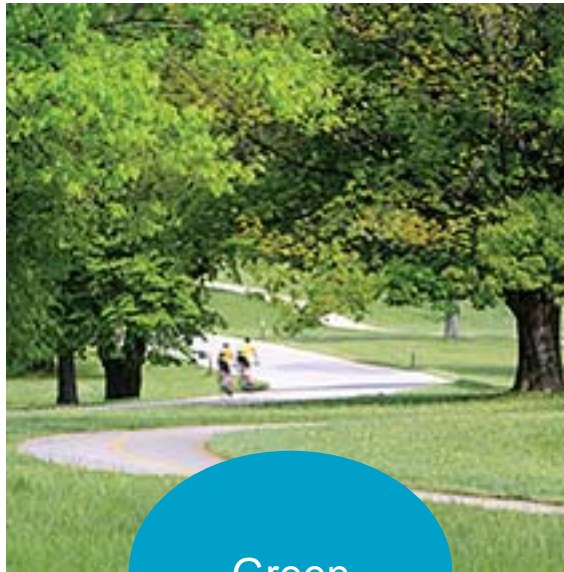
Our factory setting is to be in a sociable group, supportive environment and have a purpose

People



Sociable

Place



Green

Purpose



Valued



People



Loneliness

Place



Hostile

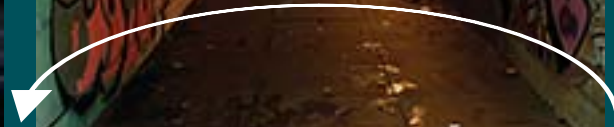
Purpose



Rejection

Fear and Chronic Stress





Chronic Stress

Stress
Hormones

Physical
Inactivity

And other
poor health
behaviours

Chronic Inflammation

Mitochondria as a key component of the stress response. Manoli et al. Trends in Endocrinology and Metabolism Vol 18 No 5 2007

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Inactivity causes inflammation

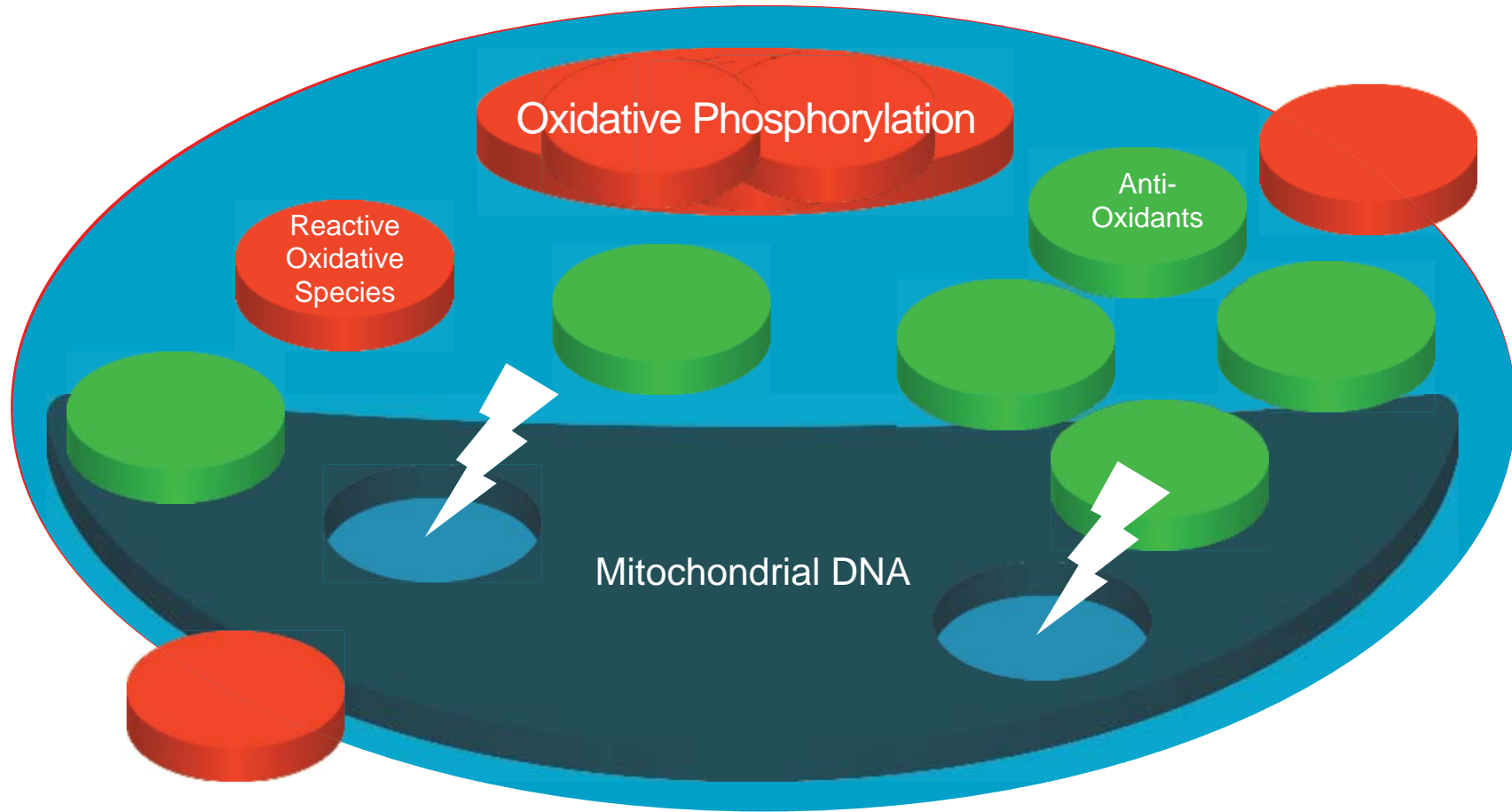
1.
Increases
visceral fat

2.
Reduces anti-
inflammatories

3.
Damages
healthy cells



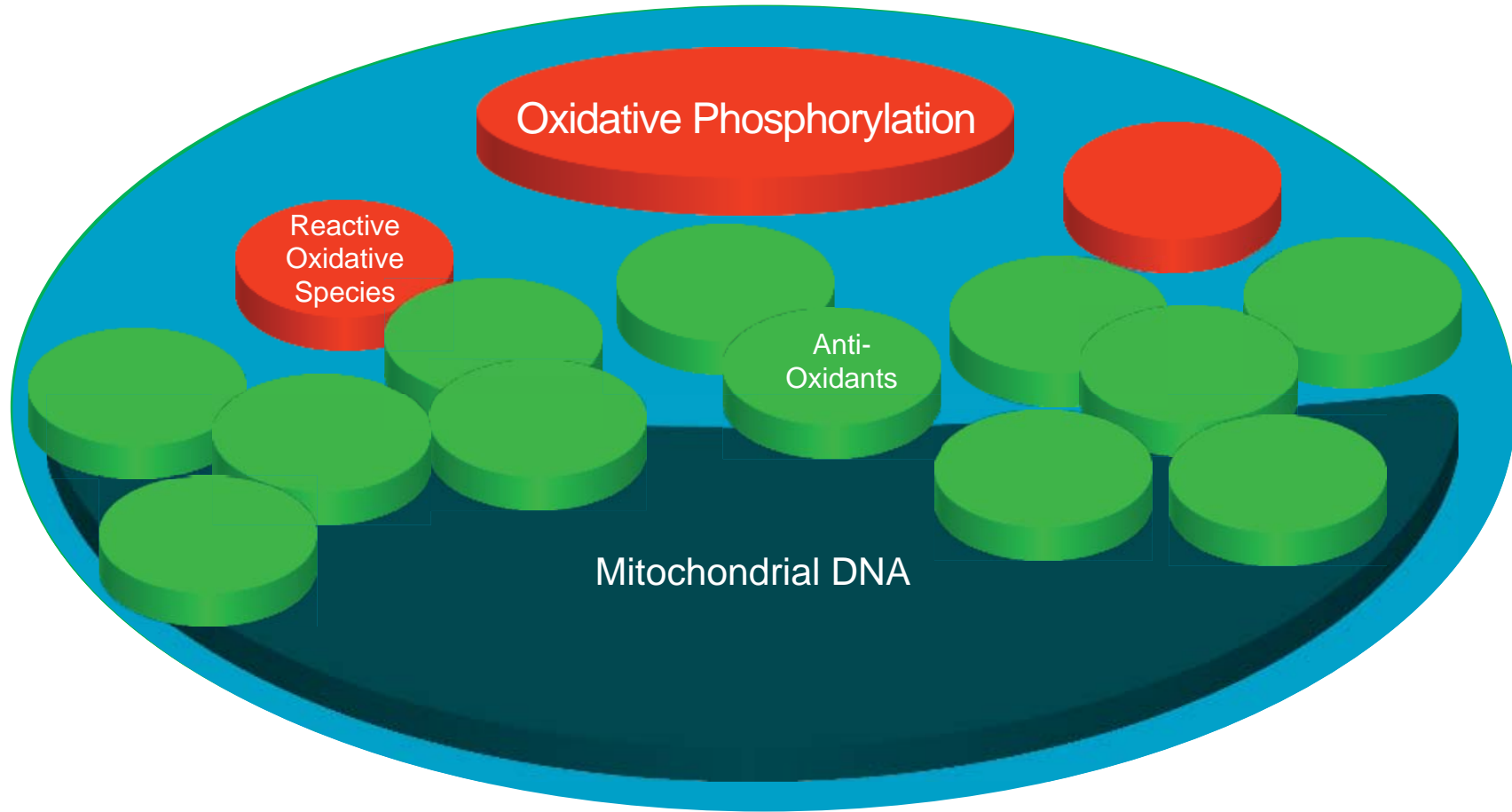
Sedentary, high fat diet and stress



Mitochondria



Physically active, low fat and not stressed



Mitochondria



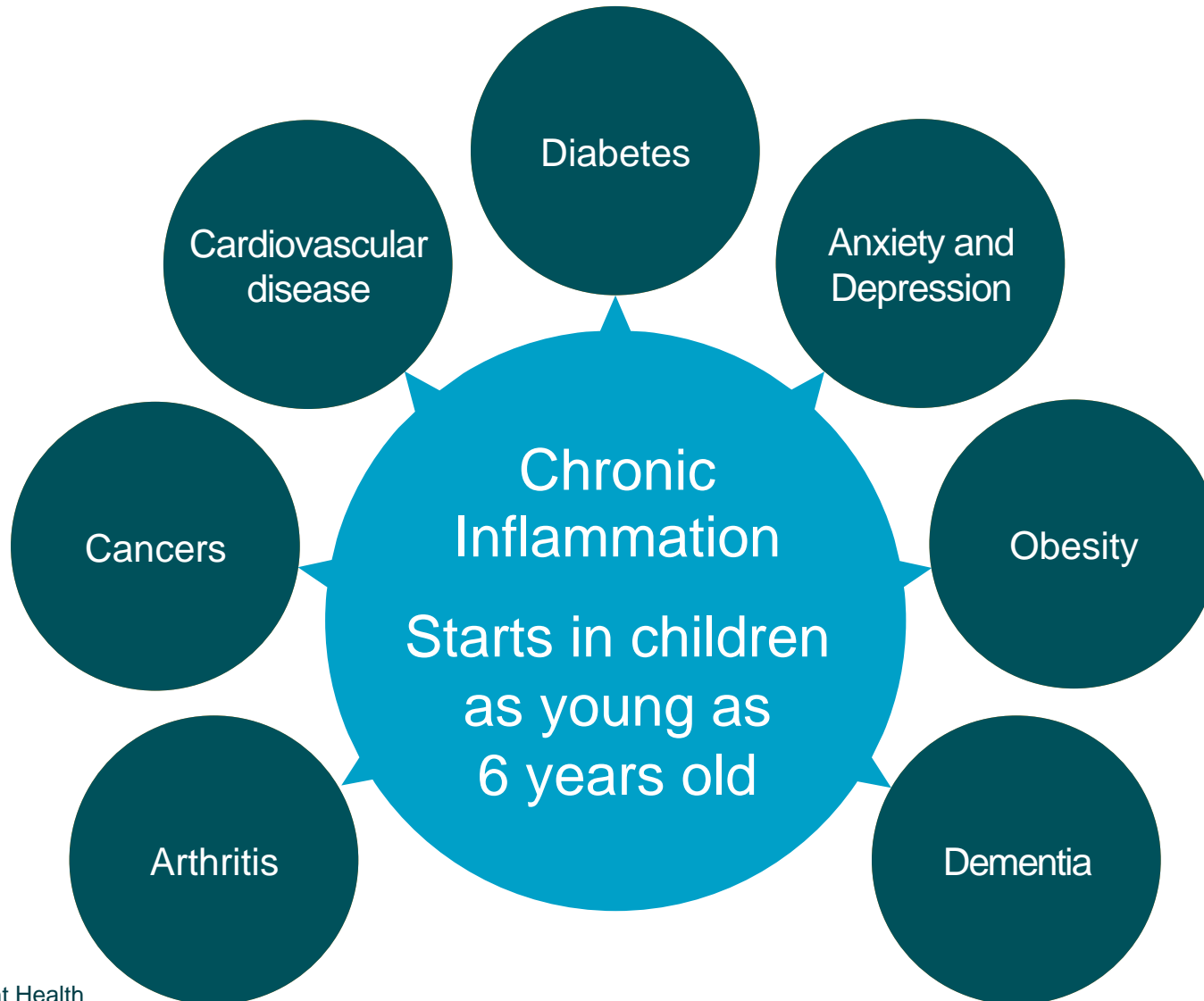


This causes inflammation

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

Mitochondria as a key component of the stress response. Manoli et al. Trends in Endocrinology and Metabolism Vol 18 No 5 2007





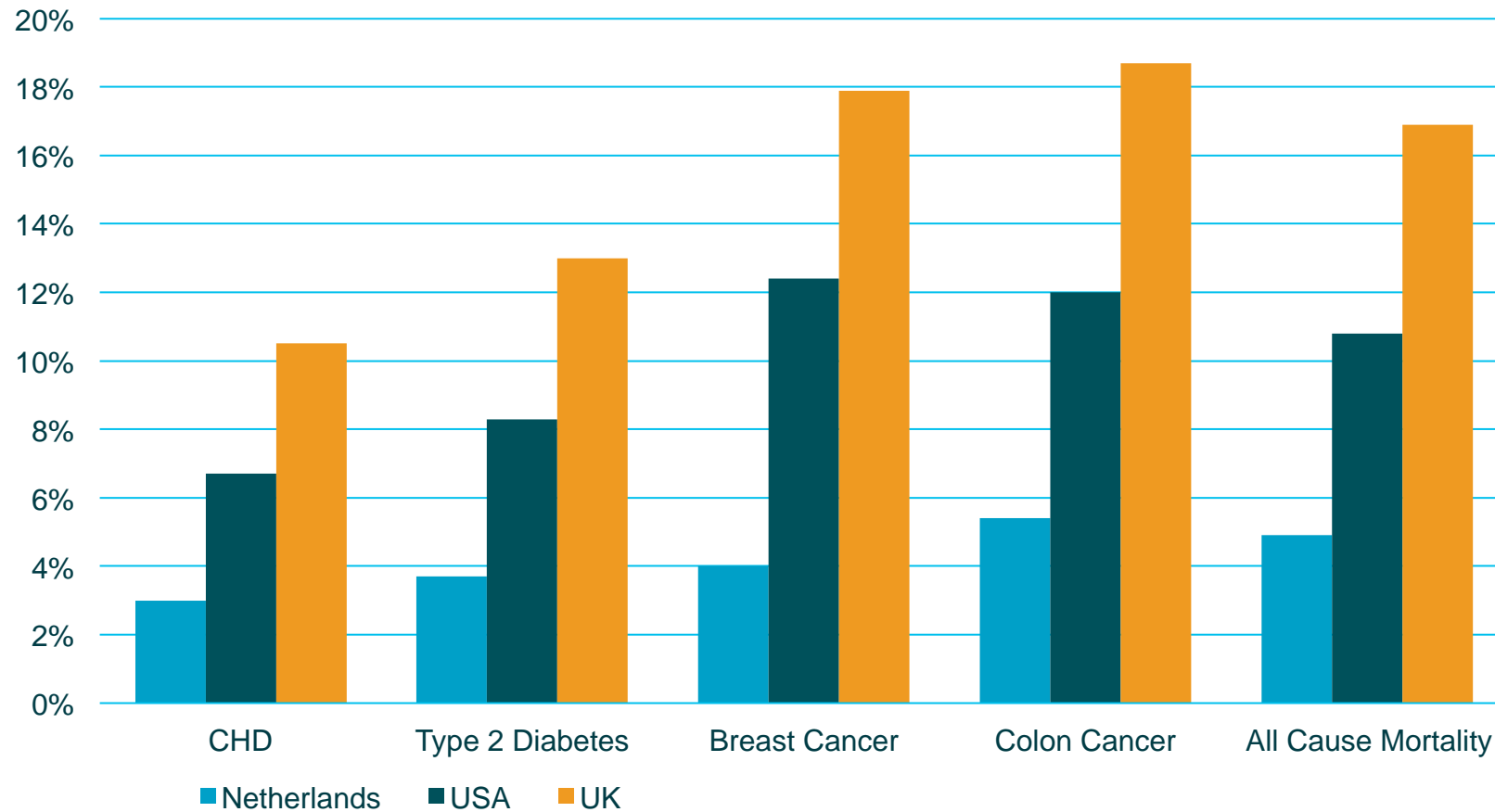
‘Physical inactivity
is the fourth
leading cause of
death worldwide.’

THE LANCET



Mortality due to Inactivity

Population Attributable Fraction of mortality due to Inactivity (%)

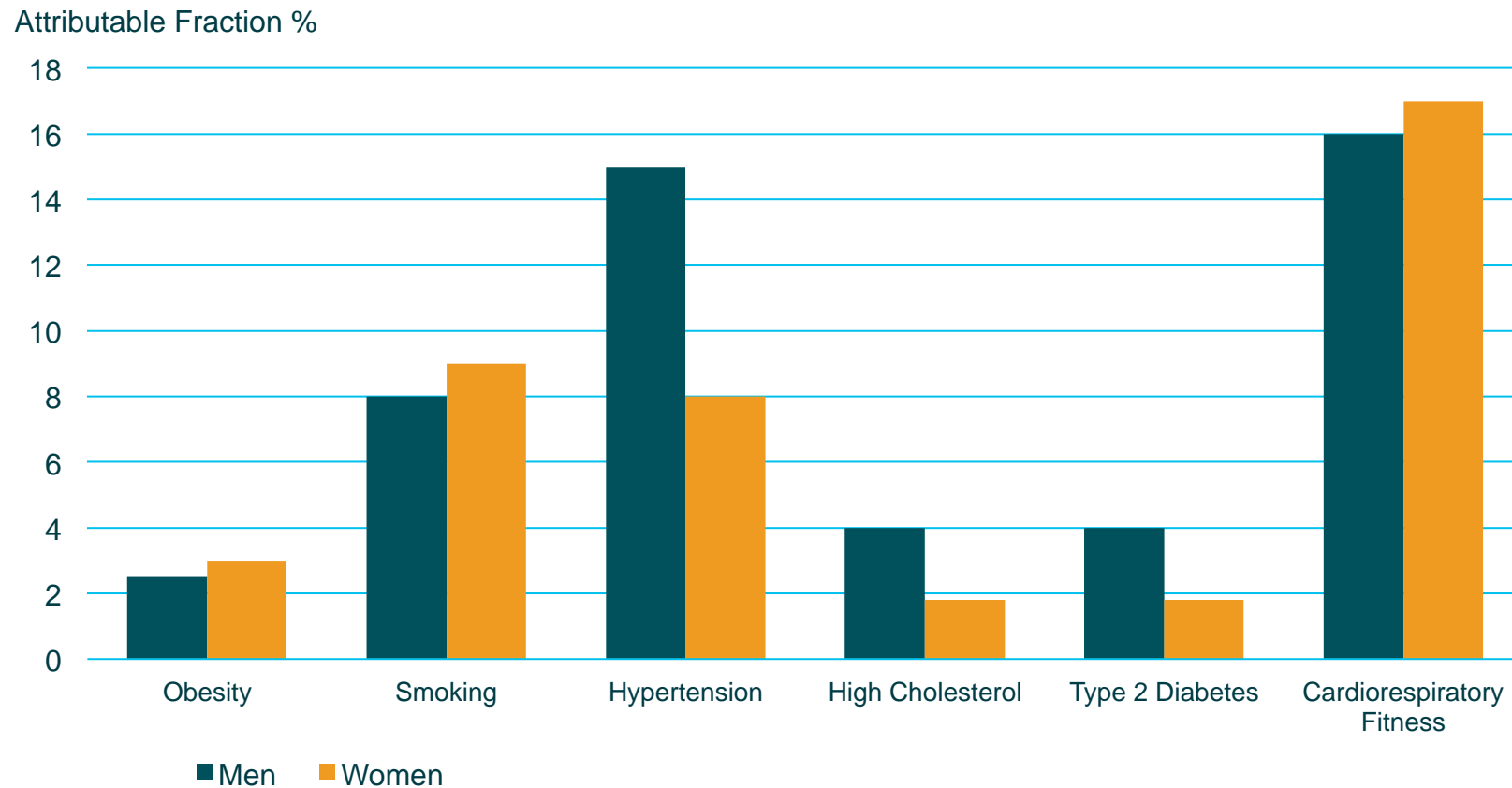


Lee I-M et al. Effects of physical inactivity on major non-communicable diseases worldwide: an analysis of burden of disease and life expectancy. The Lancet 2012 Published online July 18.



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



Blair S N Br J Sports Med 2009;43:1-2

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Increases articular
thickness in joints





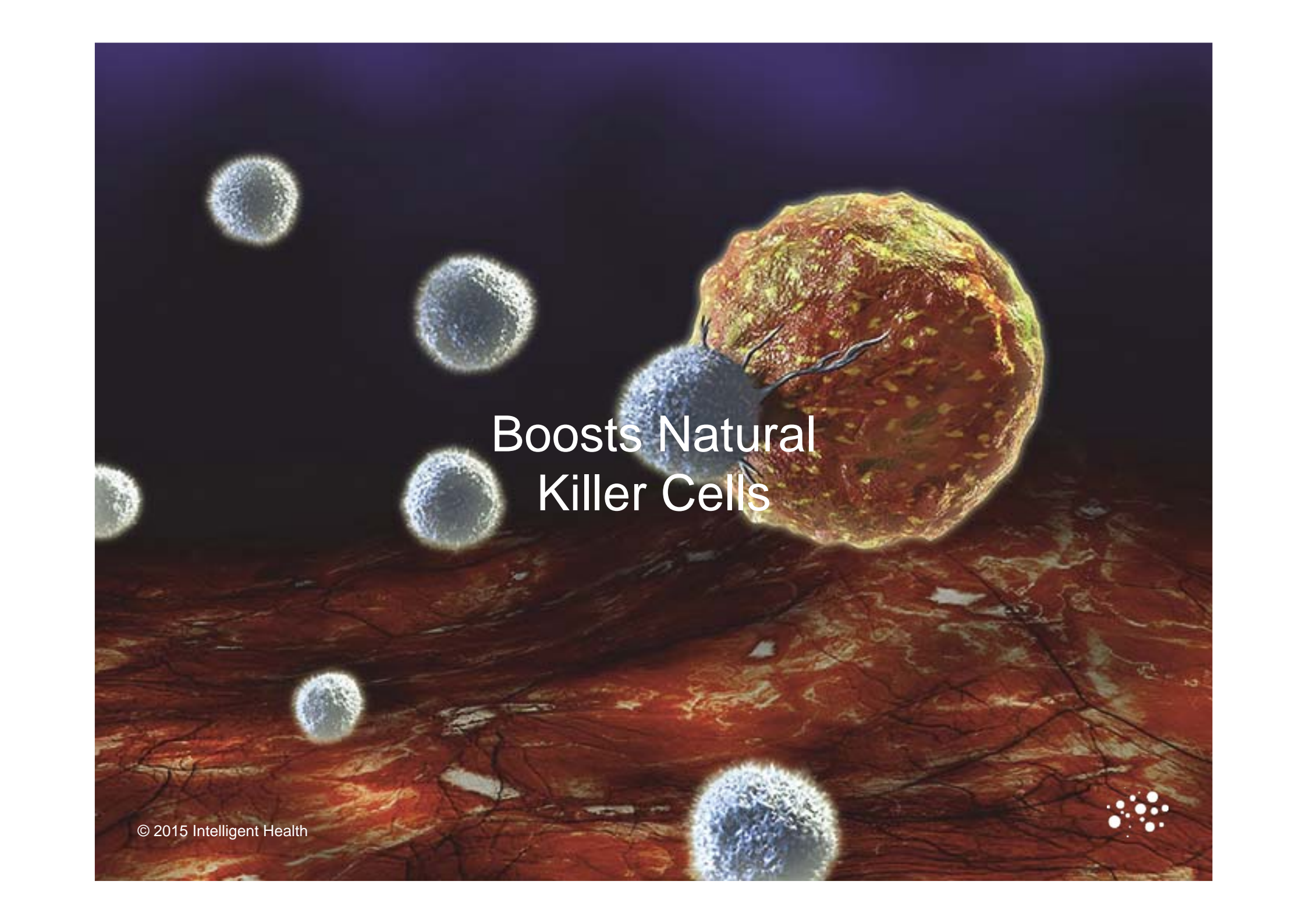
Increases Hippocampus
by 20%





Reduces Breast Cancer
recurrence by 24%



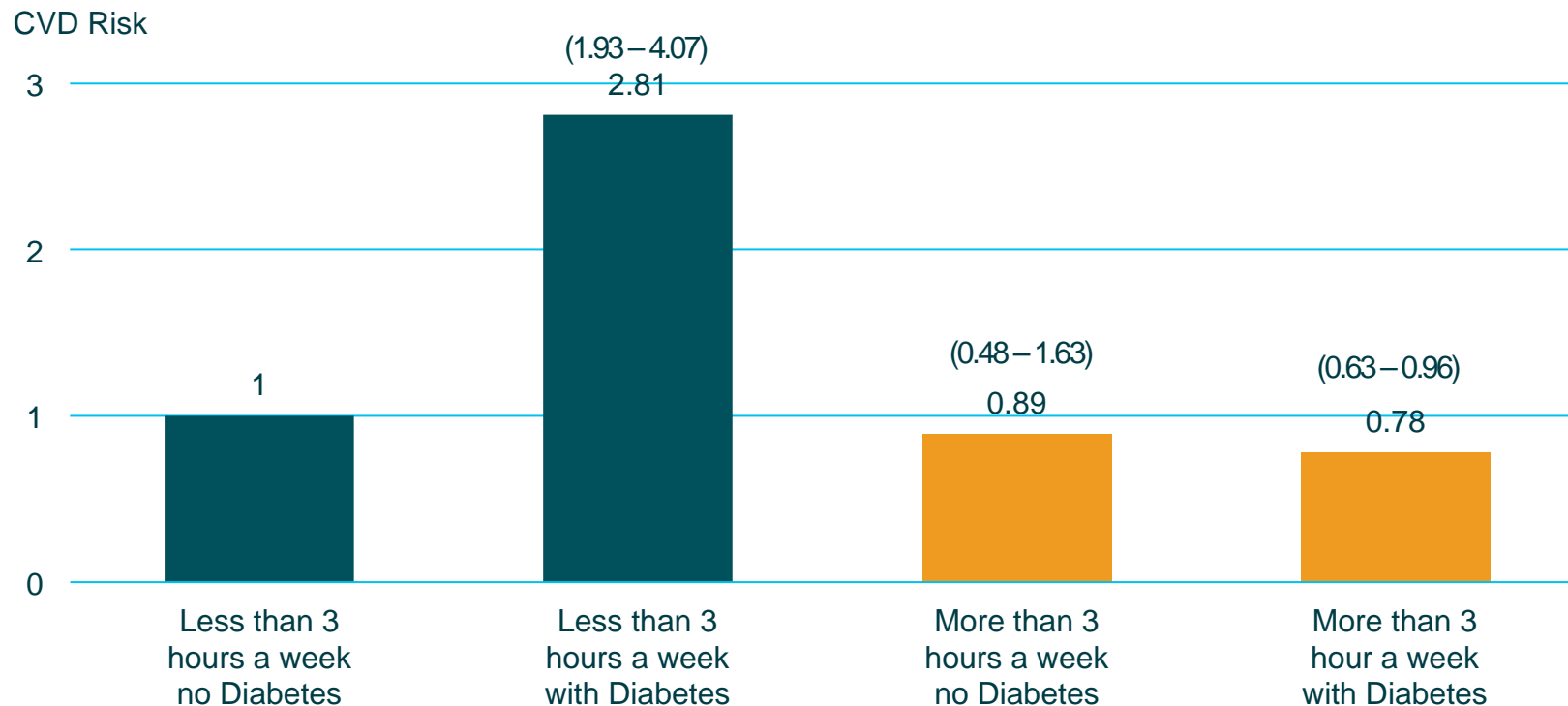


Boosts Natural Killer Cells



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

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A man is sitting in bed, 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 containing a sock. The entire scene is overlaid with a blue tint. A white circular graphic is positioned in the center of the image, containing the text 'Meet Bob'.

Meet
Bob




A man is sitting in bed, looking thoughtful with his hand to his chin. He is holding a bottle of beer in his left hand. A speech bubble is overlaid on the image, containing the text "Let's get Bob active". The entire image has a blue tint.

Let's get
Bob
active



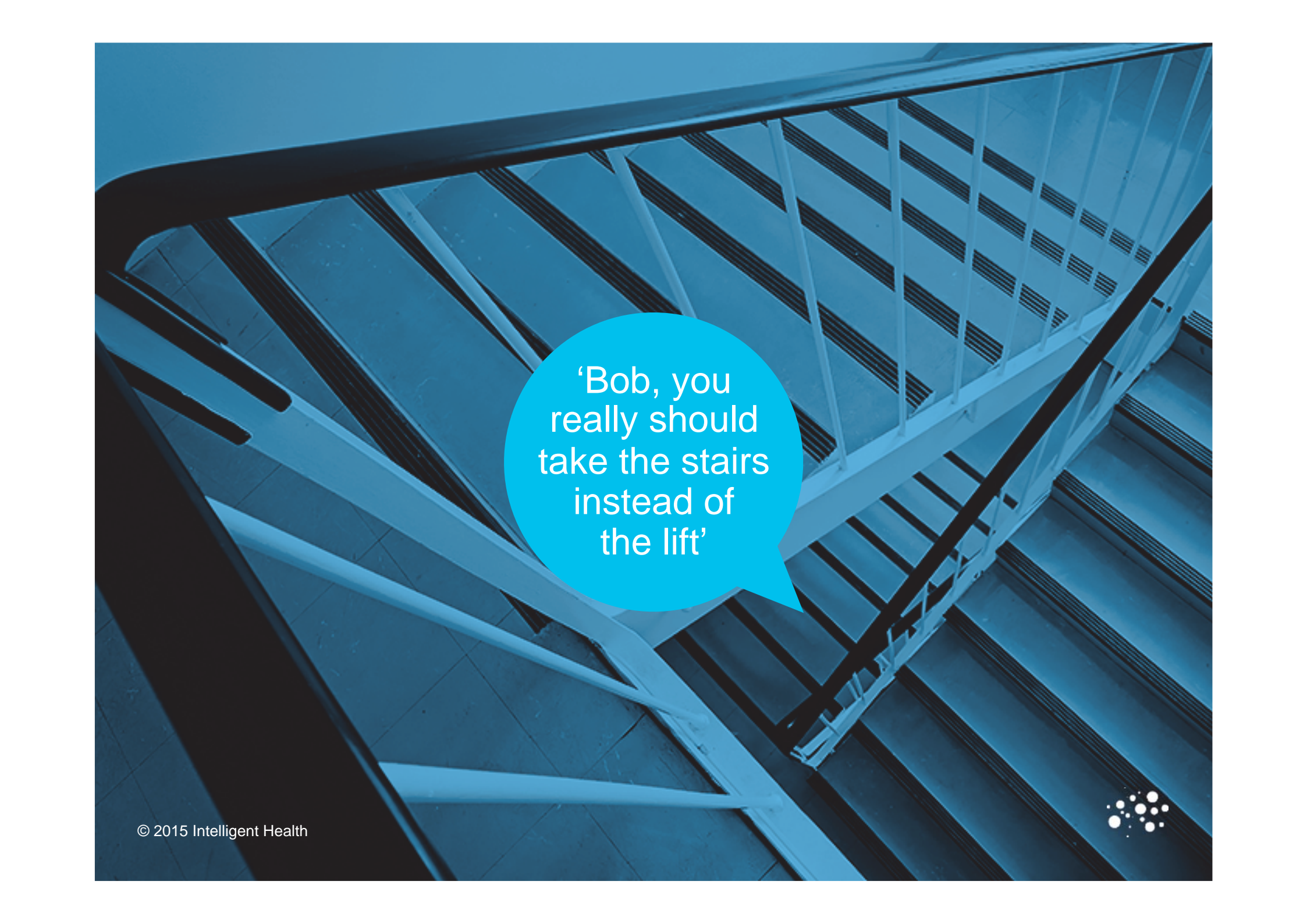


We can
give him
NHS
treatment




'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 bright blue speech bubble is centered over the cyclist, containing the text:


'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 at a stadium, holding flags and banners, with a white circle overlaid in the center containing text.

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!



66 DAYS TO FORM A HABIT



Motivation

Is what gets you started

Habit

Is what keeps you going

European Journal of Social Psychology,
[Volume 40, Issue 6, pages 998–1009, October 2010](#)

Step change across a community



Engagement





Beat the Street 2015

- 1 Aldershot
- 2 Terni
- 3 Calne
- 4 Devizes
- 5 Reading
- 6 Wokingham
- 7 Broxbourne
- 8 Stevenage
- 9 Hemel Hempstead
- 10 Watford
- 11 Lowestoft
- 12 Hounslow
- 13 Gdansk
- 14 Athens
- 15 Annan
- 16 Dalbeattie
- 17 Newham
- 18 Tower Hamlets
- 19 Waltham Forest
- 20 Hackney
- 21 Basingstoke



Beat the Street 2015

14% of a population took part = 175,000 people



Beat the Street 2015

100,000
children
75,000
adults



Beat the Street 2015

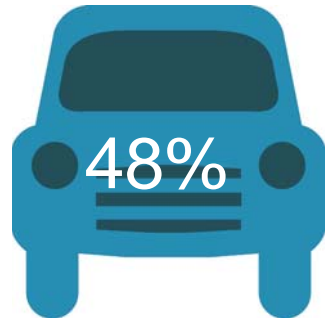
45,136
people
registered.
Of these, 39%
were male and
61% were
female

Beat the Street 2015

10,506
people (23%)
had a long-term
medical condition
such as diabetes,
asthma or heart
disease



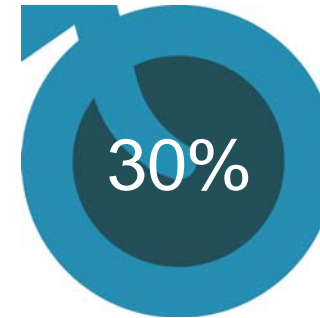
Making a difference



said they used the car less.



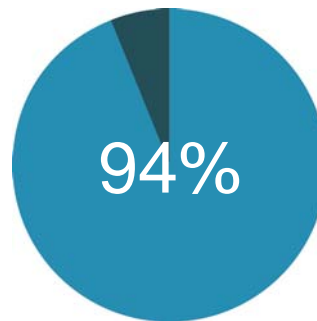
Facebook likes across summer projects.



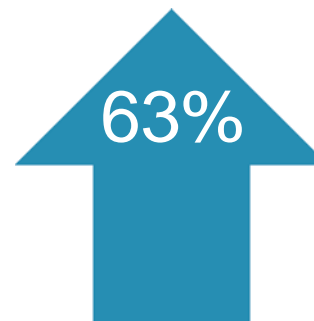
increase in cycle traffic in Lowestoft.



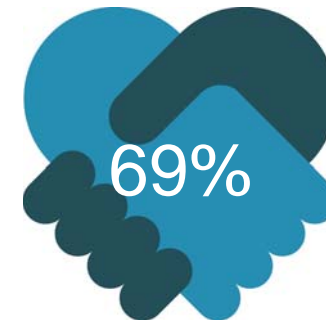
of participants lifted into activity (results from Norwich, Thurrock and Reading in 2014).



said they would recommend Beat the Street to their friends and family!



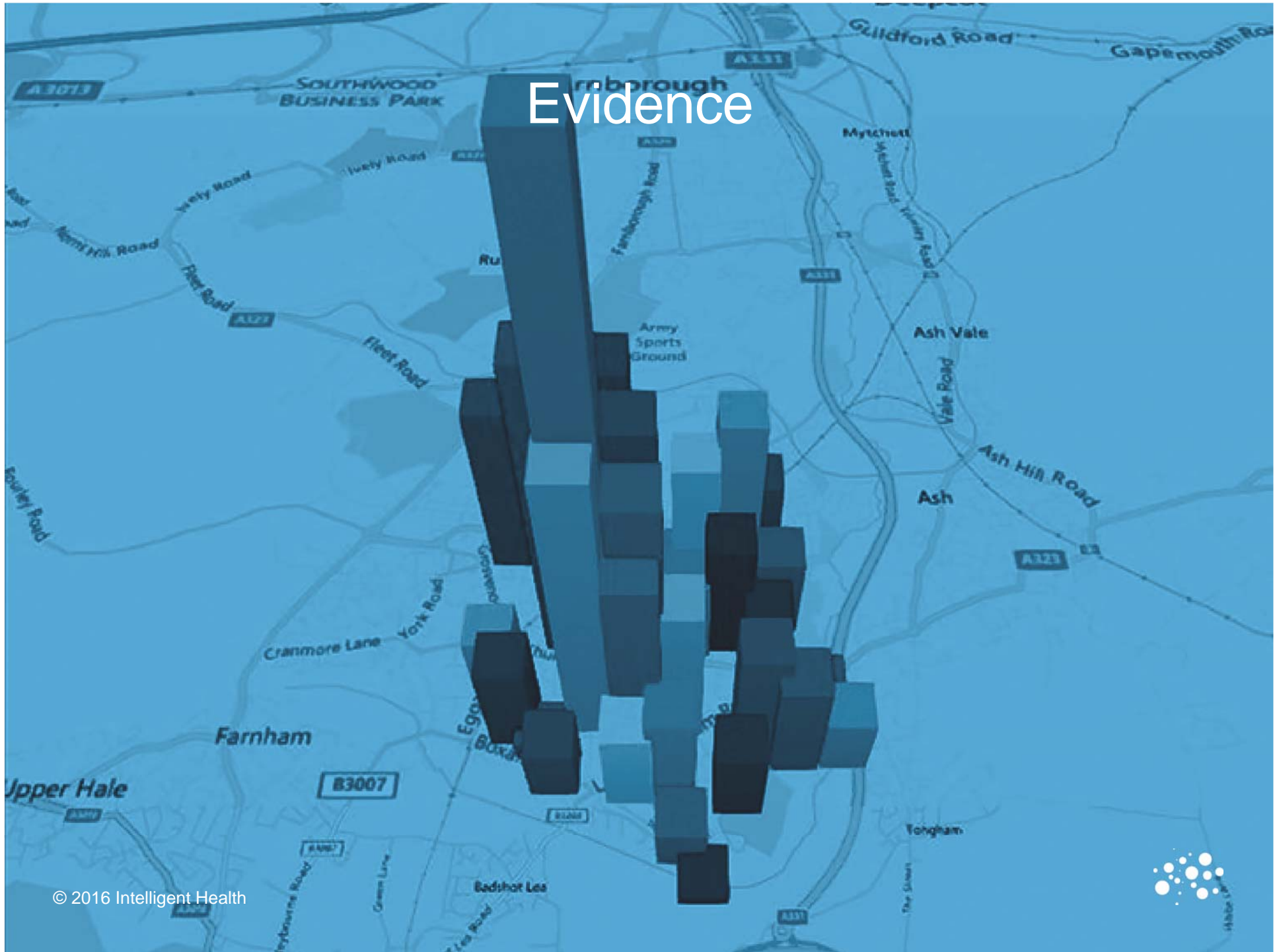
increase in players for second year of Reading (15,074 – 23,992).



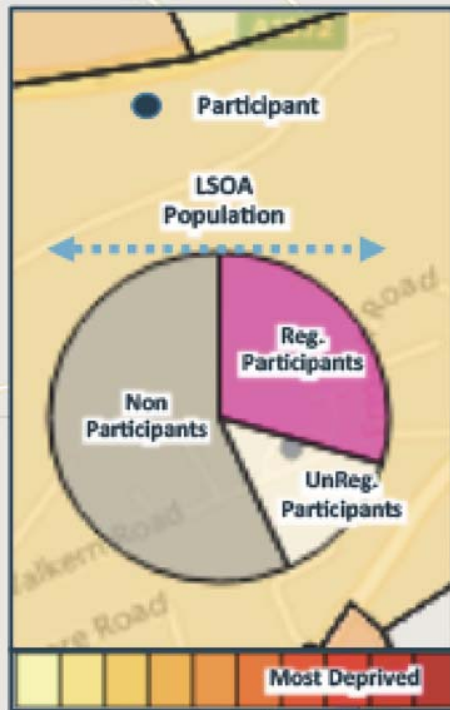
said Beat the Street helped them feel more involved in the community.



Evidence



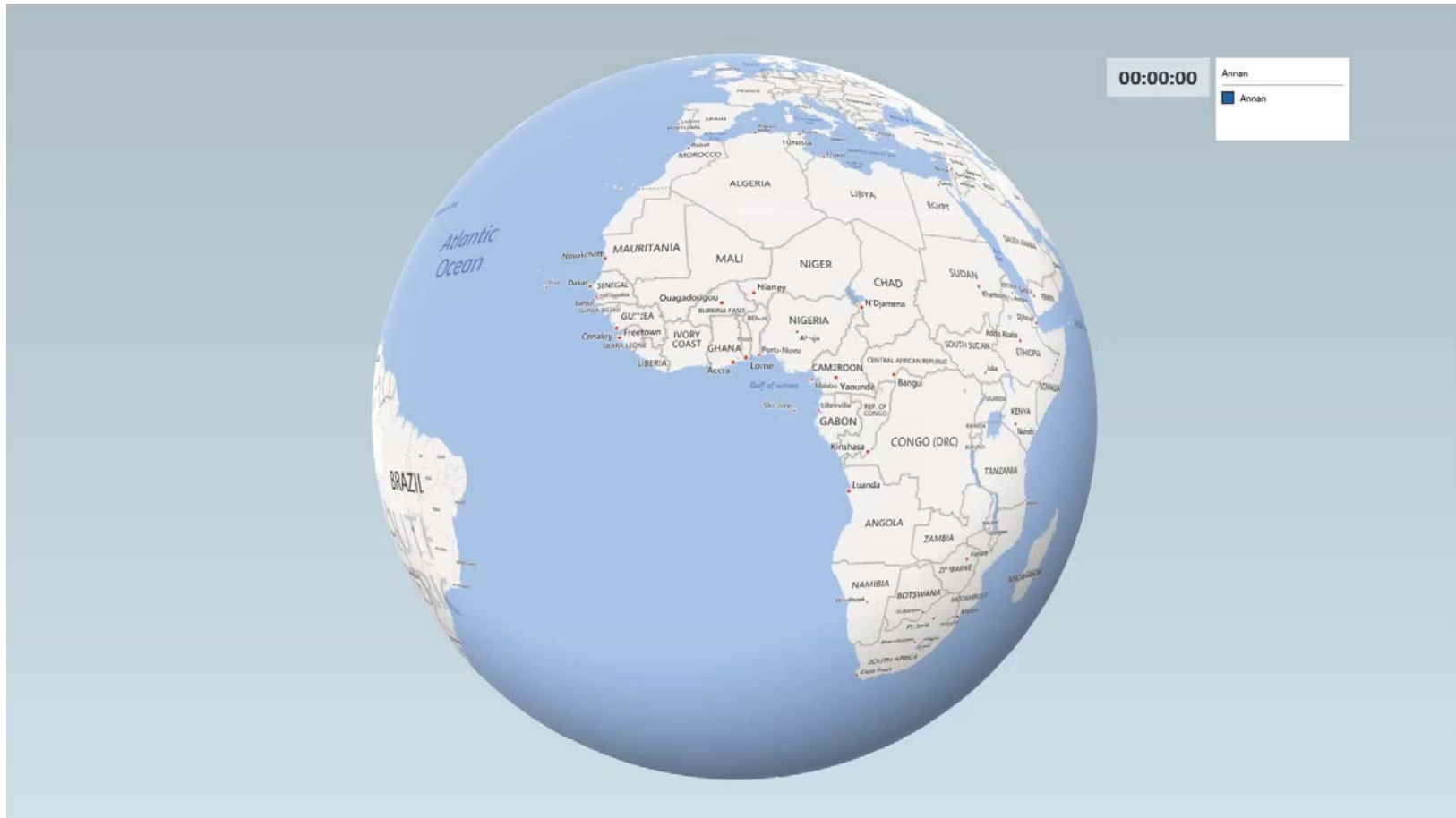
Getting inactive people engaged



Beat the Street well represents deprived communities

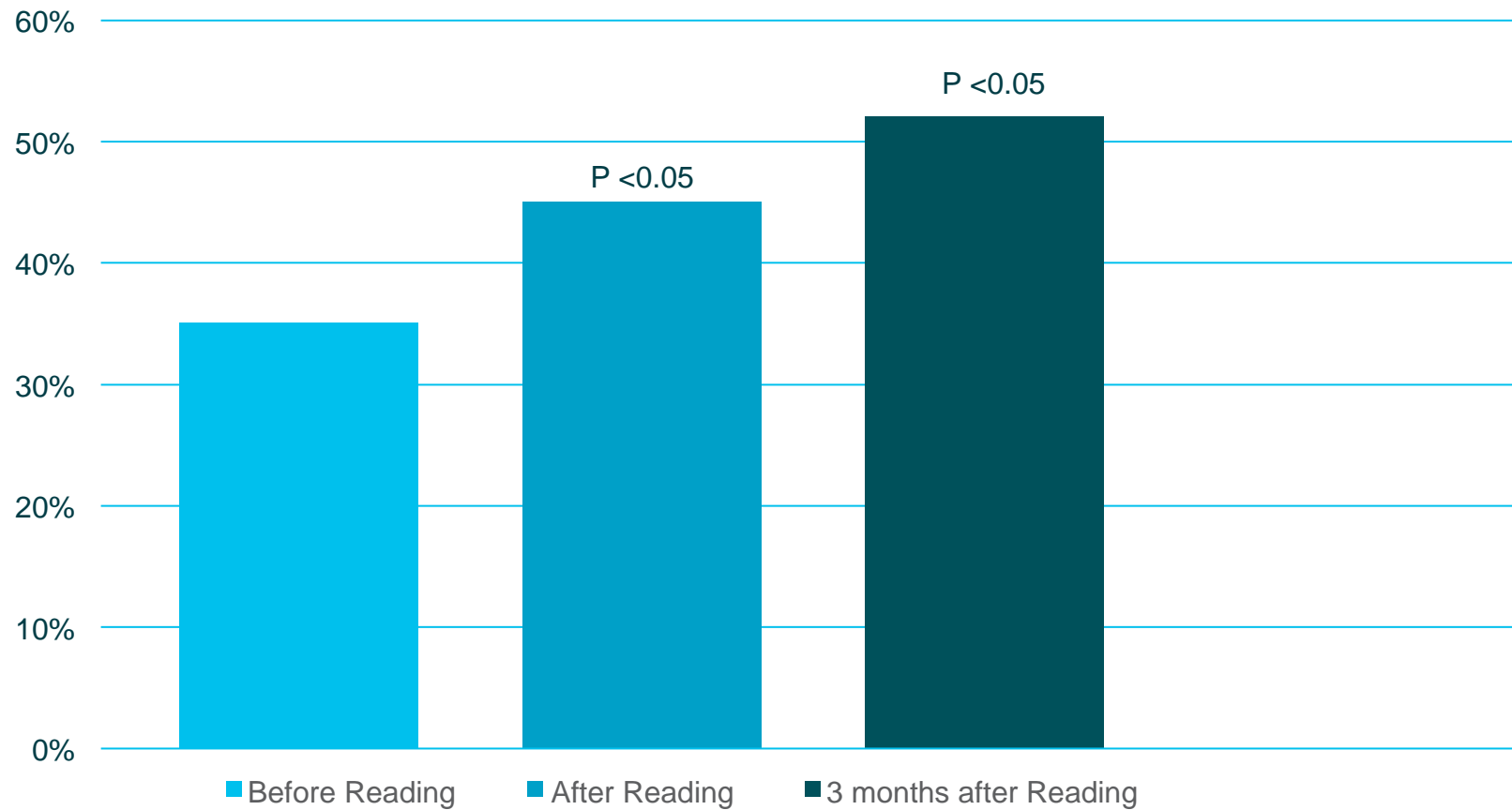


A day in the life of ...Annan Beat the Street



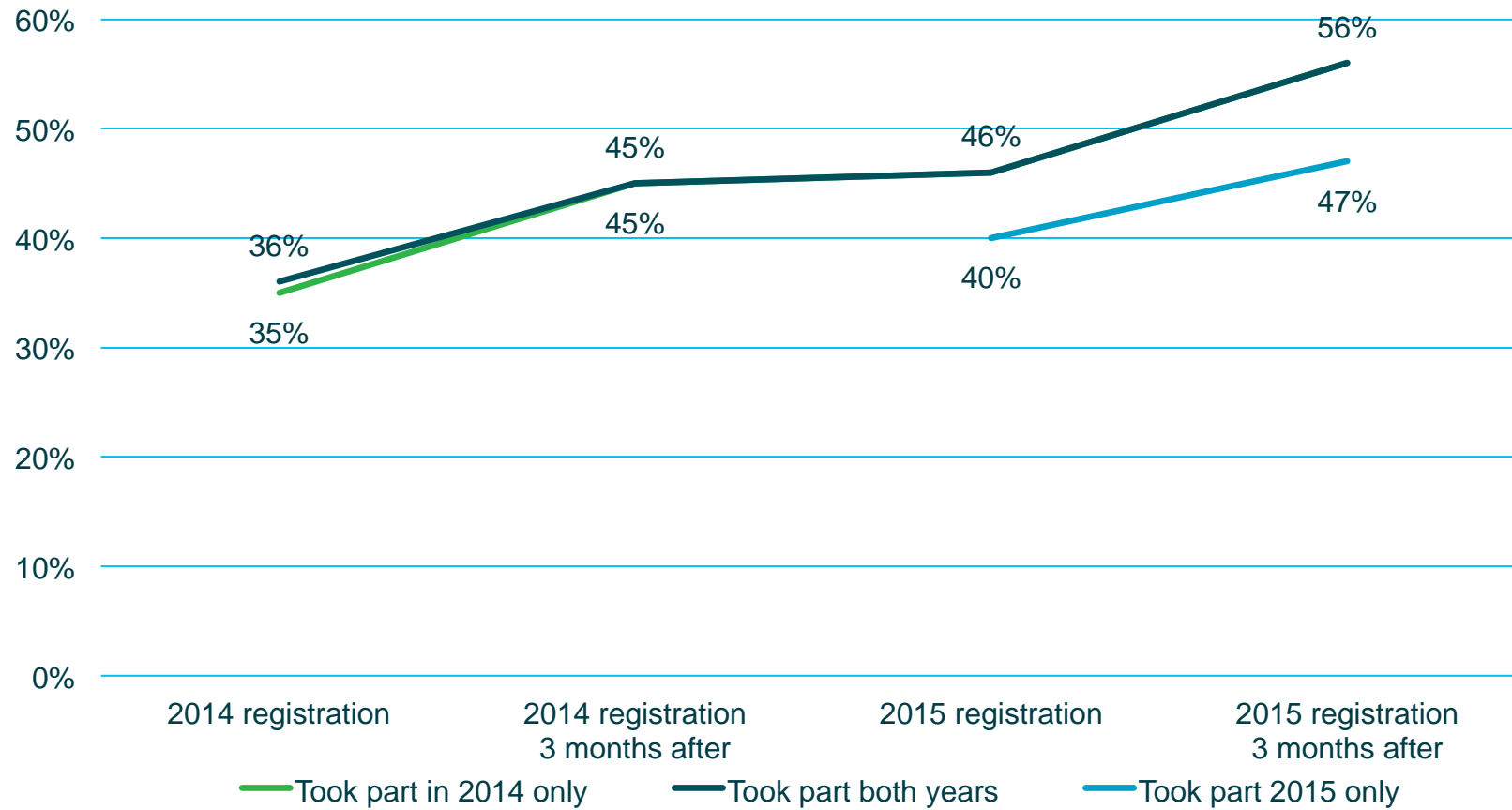
Changes in Physical Activity Beat the Street Reading 2014

Achieving 30 minutes of activity 5 days a week

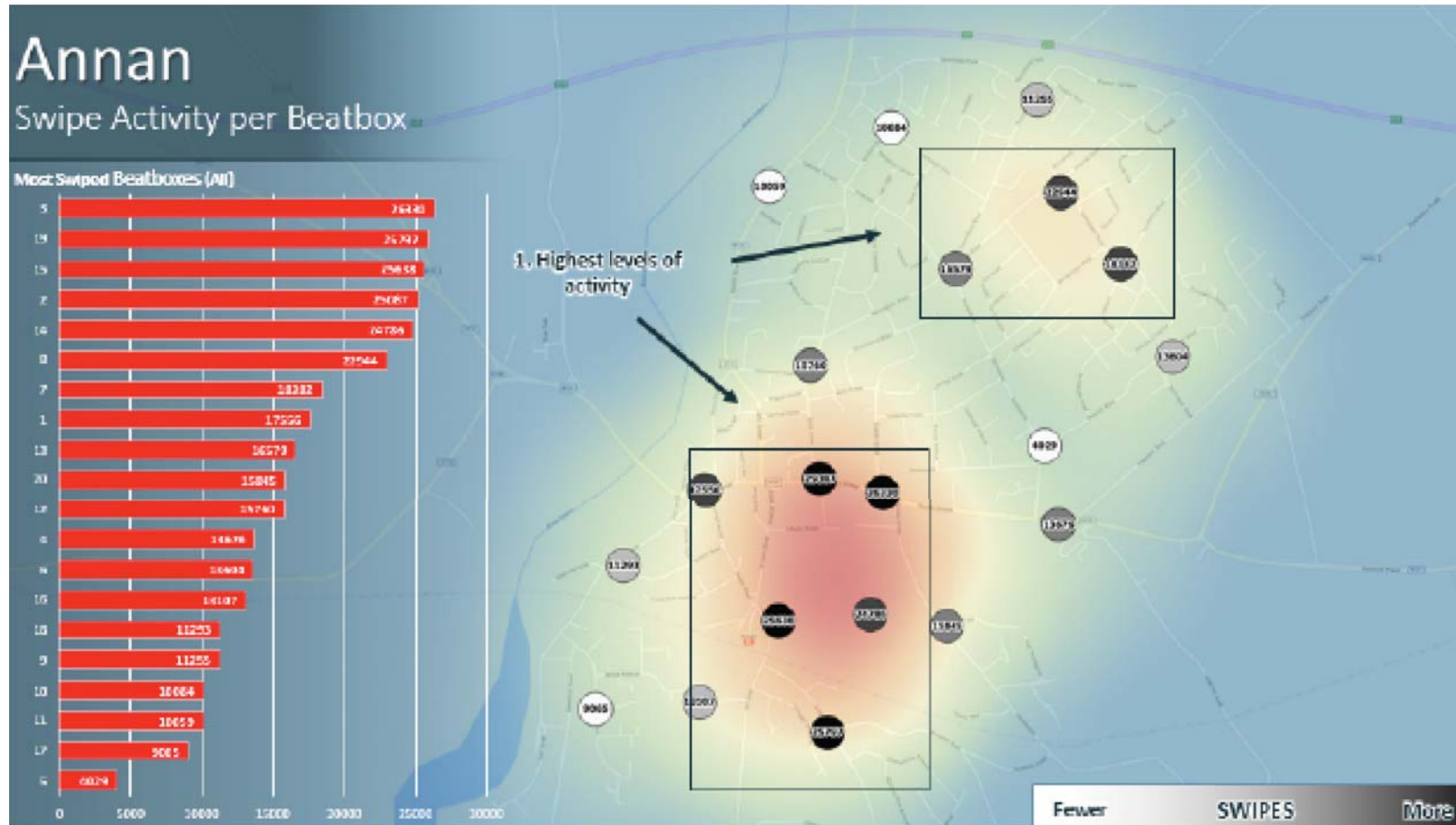


Beat the Street Reading

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



Data is analysed using suitable technology and linked to other platforms



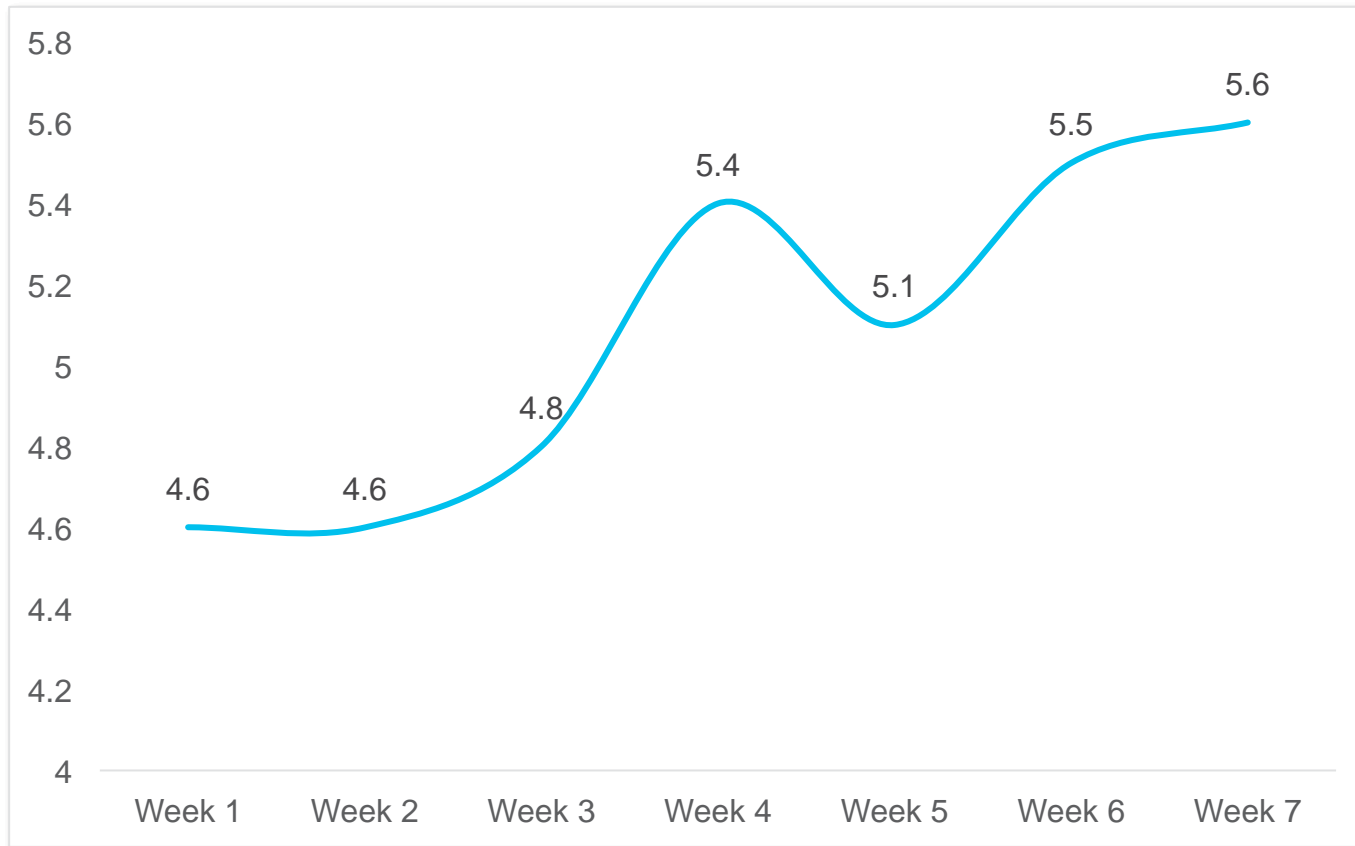
For every £1 spent on Beat the Street after 2 years

NICE ROI tool:

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



Walking Speed – Hounslow BTS 2015



Average walking speed 487 matched pairs increased from 4.3 in week 1 to 5.4 in week 7 ($p < 0.000$). Greatest increase in least active





Building Active Communities

Thank you

@Intelligent_Hlt
#BeattheStreet

