

Impacting on Health Outcomes

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Chief Executive

Vision Redbridge Culture and Leisure



Vision Redbridge Culture and Leisure

- Sport and Leisure 2007
- Wider Trust 2011 – Libraries, Arts, Heritage, Sports Development, Parks and Events.
- Set-up and Legal Basis
- Relationship with the Council
- Public Health

Impacting on Health Outcomes

- Moving from a leisure team to a Sport & Health service.
- Working with public health for ill-health prevention and intervention.
- Developing a meaningful way to tackle adult and childhood obesity.

What is Physical Activity?

Physical activity
(expenditure of calories,
raised heart rate)

Everyday activity:

Active travel
(cycling/walking)
Heavy housework
Gardening
DIY
Occupational activity
(active/manual work)

Active recreation:

Recreational walking
Recreational cycling
Active play
Dance

Sport:

Sport walking
Regular cycling
(≥ 30 min/week)
Swimming
Exercise and
fitness training
Structured competitive
activity
Individual pursuits
Informal sport

The UK picture 2015



- 21% of boys and 16% of girls reach the CMO recommendations.
- 33% of men and 45% of women fail to meet guidelines.

- As a nation 20% Less active than 1961
- If this trend continues - 35% Less active by 2050
- Physical activity is being built out of our lives
- First generation to live 5 years less than their parents (Nike and BHF)



Physical Activity and Health

- Physical Activity = Wonderdrug
 - “If being active was a pill, doctors would be rushing to prescribe it.” Everybody Active Every Day, PHE 2014.
- Reduces the risk of many preventable diseases, such as cancer, diabetes and obesity, and has a positive impact on mental health.
- Being physically active also increases chances of staying independent in later life.

“Sport and Leisure”

- Creates barriers to participation.
- Attracts ‘active’ people.
- Associated with sports only.
- Suggests it needs to be carried out in ‘leisure time’.



“Sport and Health”

- There is a wealth of evidence which supports that physical activity is beneficial for health.
- Identifies that our programmes are beneficial for health.
- It is for everyone looking to improve their health .
- Can be inclusive of referral schemes, community programmes, sports opportunities, leisure and health activities.
- Creates a direct link between partners in Public Health and CCGs in Redbridge; all looking to achieve the same thing – an increase in health.

Physical
Activity
Coordinator in
Public Health
Team

Links to
Obesity
Strategies for
children and
adults

Walking
for Health

Forever
Fit – Older
Adults

Children’s
Centre
programmes

EOR
programme

Community
Allotment

Us Girls –
Female
only

Moving from a Leisure team to a Sport and Health Service (The Redbridge picture)

Sports Development Team



Introduction of a Physical Activity Coordinator to the Sports Development Team and weight management projects.



Sport & Physical Activity Team

Introduction of an Exercise on Referral programme and greater links with Public Health.



Sport & Health Team

Cost of Quality of adjusted life years

Public Health Interventions – Cost per QALY saved

Telehealth for people with LTCs (Henderson et al. 2012)	£92,000
Chlamydia screening (under 25 yrs age) (Woodhall et al. 2014)	£27,269
Buprenorphine maintenance therapy (NICE. 2007)	£26,400
Group Exercise Programme (>65 yrs) (Garrett et al. 2011)	£13,890
Walking Groups ('GWKW') (Garrett et al. 2011)	£2,700
Exercise 'Prescriptions' (>65 yrs) (NICE 2006)	£74

Working with Public Health for Ill-health Prevention and Intervention

Examples of Redbridge Projects:

- Weight Management Programmes (will return to later)
- Work Based Health
- Exercise on Referral
- Antenatal and Postnatal Yoga Classes
- Other Adult Health Prevention and Intervention projects

Prevention



- **Strong Links to Smarter Travel Team to increase physical activity**

“Active travel is the only viable option for significantly increasing physical activity levels across London’s whole population” *TfL Improving the health of Londoners 2014.*

- ✓ Support schools with active travel plans
- ✓ Active travel events
- ✓ Links to cycling and walking to healthy lifestyle behaviours
- ✓ Support for campaigns – Living streets walk to school/work week
- ✓ Further partnership within the borough

- **Work Based Health Physical Activity Programme**

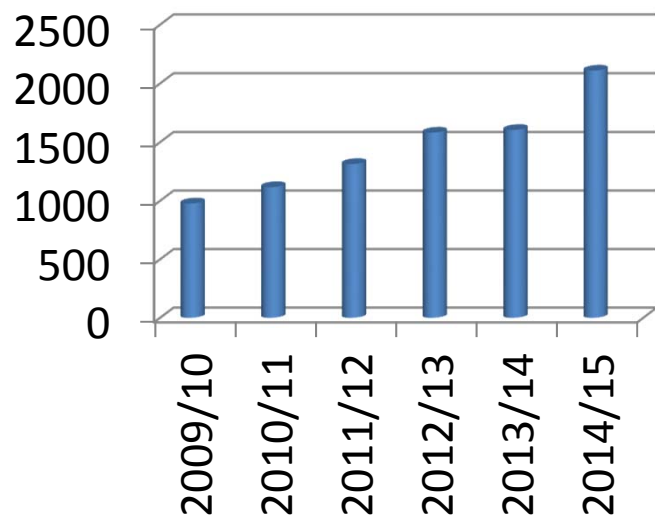
- ✓ Workplace Challenge app – London Sport (early stages!)
- ✓ Lunch time running group
- ✓ Consultation with teams
- ✓ Provide physical activity sessions of their choice
- ✓ Discounts to lunch time and after school activities
- ✓ Incentives/prizes/challenges
- ✓ Fun games and competitions (staff rounder's)



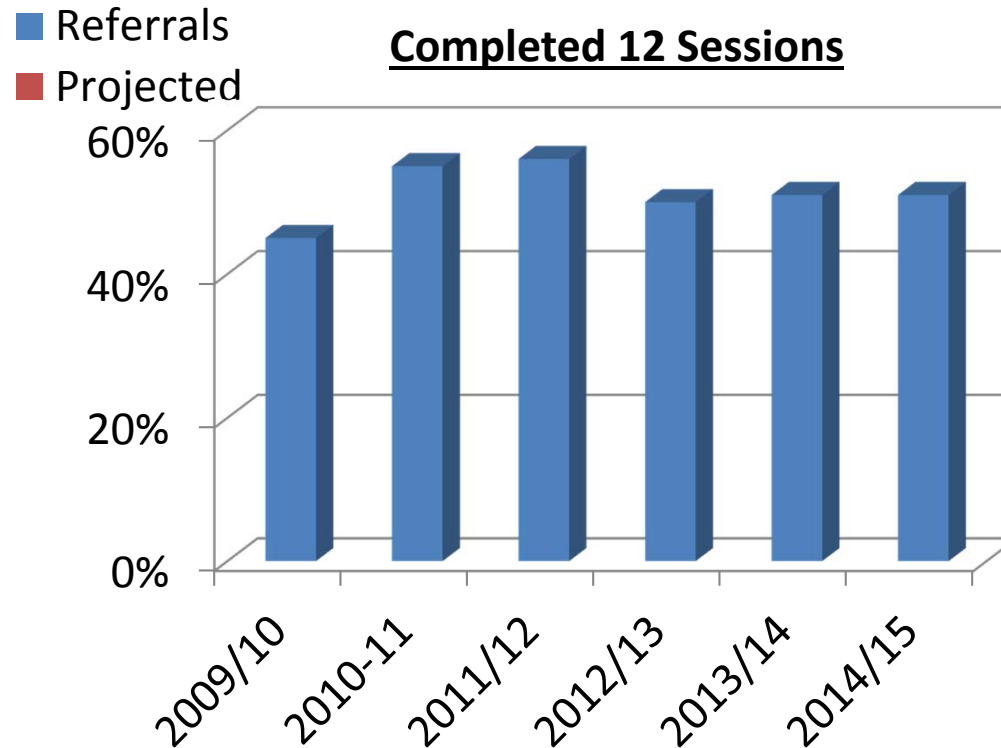
Intervention - Redbridge Exercise on Referral (EOR)

Our Redbridge Exercise on Referral Scheme which started in 2008 continues to be a huge success and continues to exceed all targets.

Total Referrals

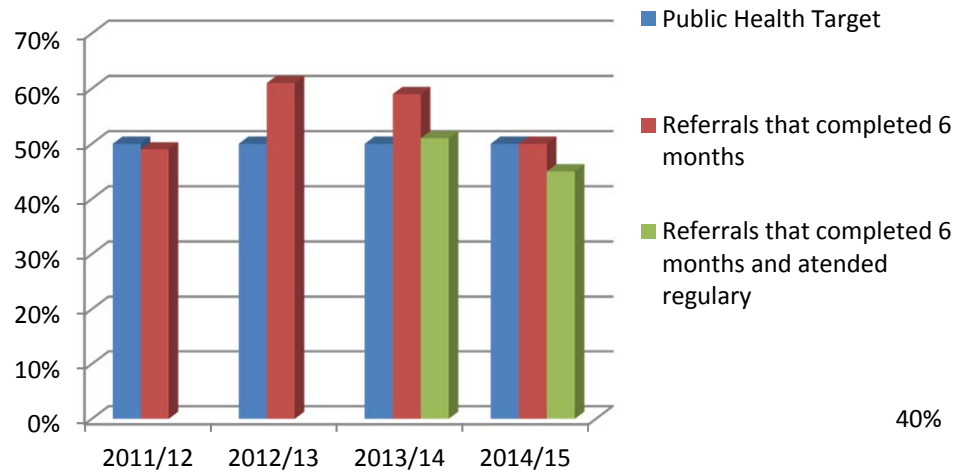


Completed 12 Sessions

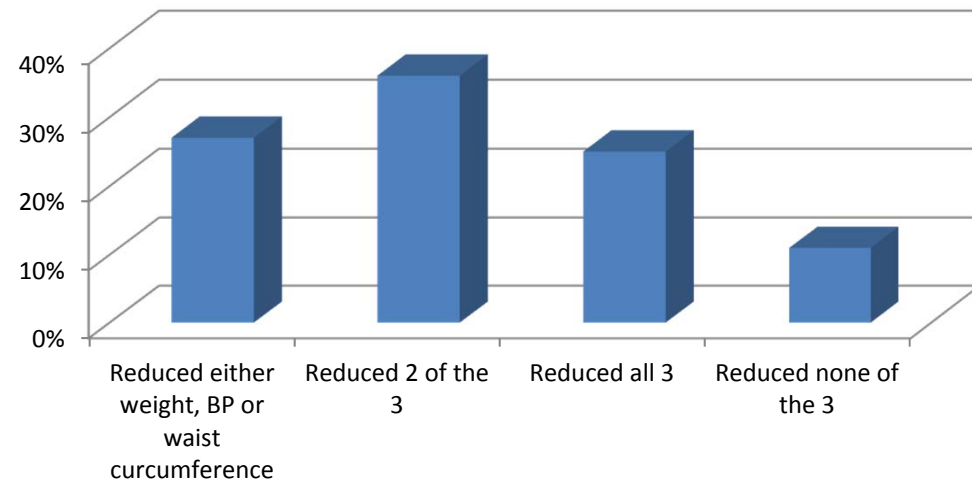


Intervention - Redbridge Exercise on Referral (EOR)

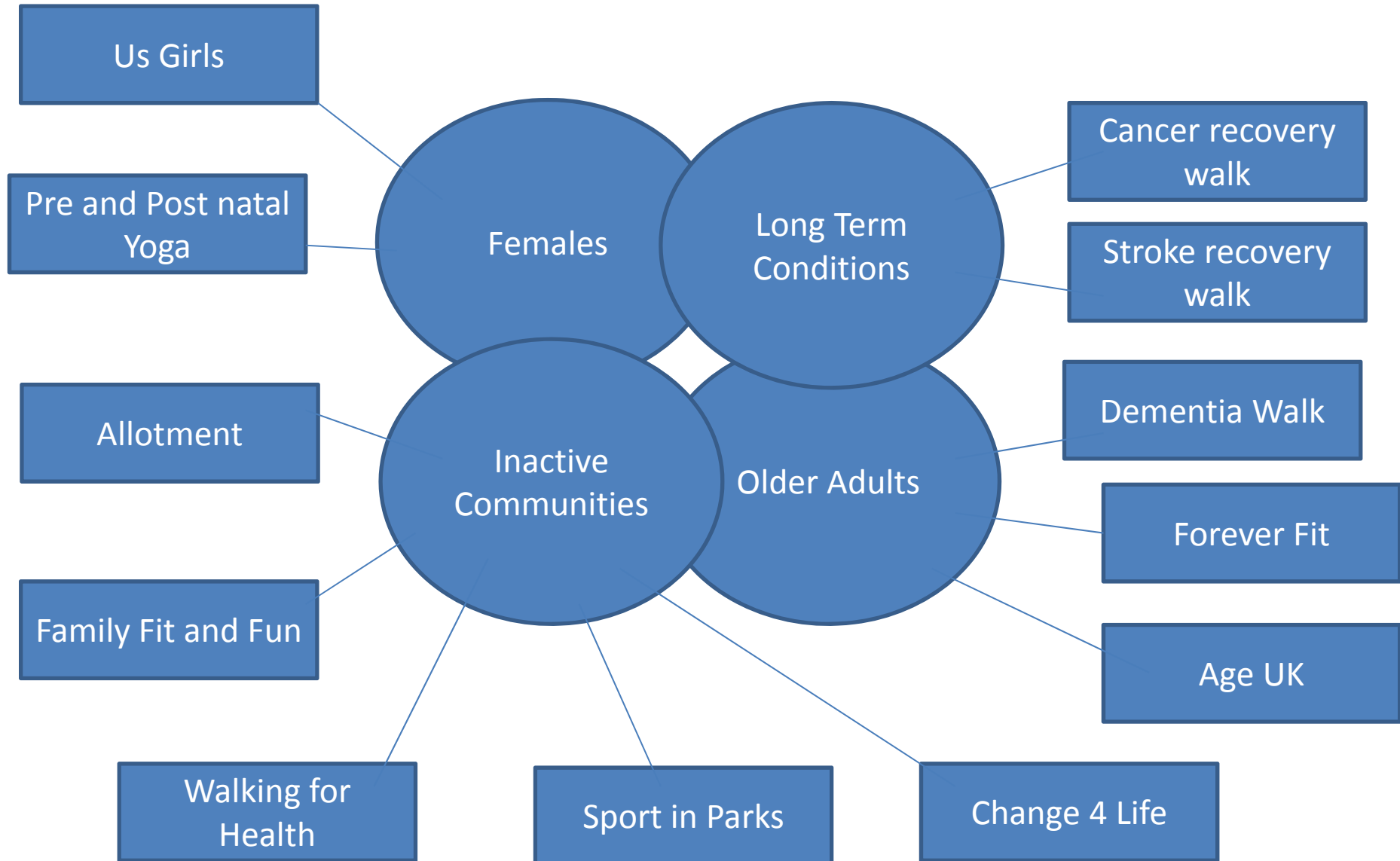
- **Completed 6 month assessment**



Reduction in weight loss, blood pressure and waist circumference.



Adult Health Sessions



Developing a Meaningful Way to Tackle Adult and Childhood Obesity

- Child Weight Management Programmes
- National Childhood Measurement Programme (NCMP) - Target Sports Premium
- Adult Weight Management Programme

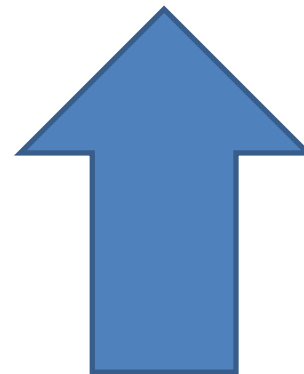
Obesity

- Two thirds of adults
- A quarter of 2-10 year olds
- A third of 11-15 year olds

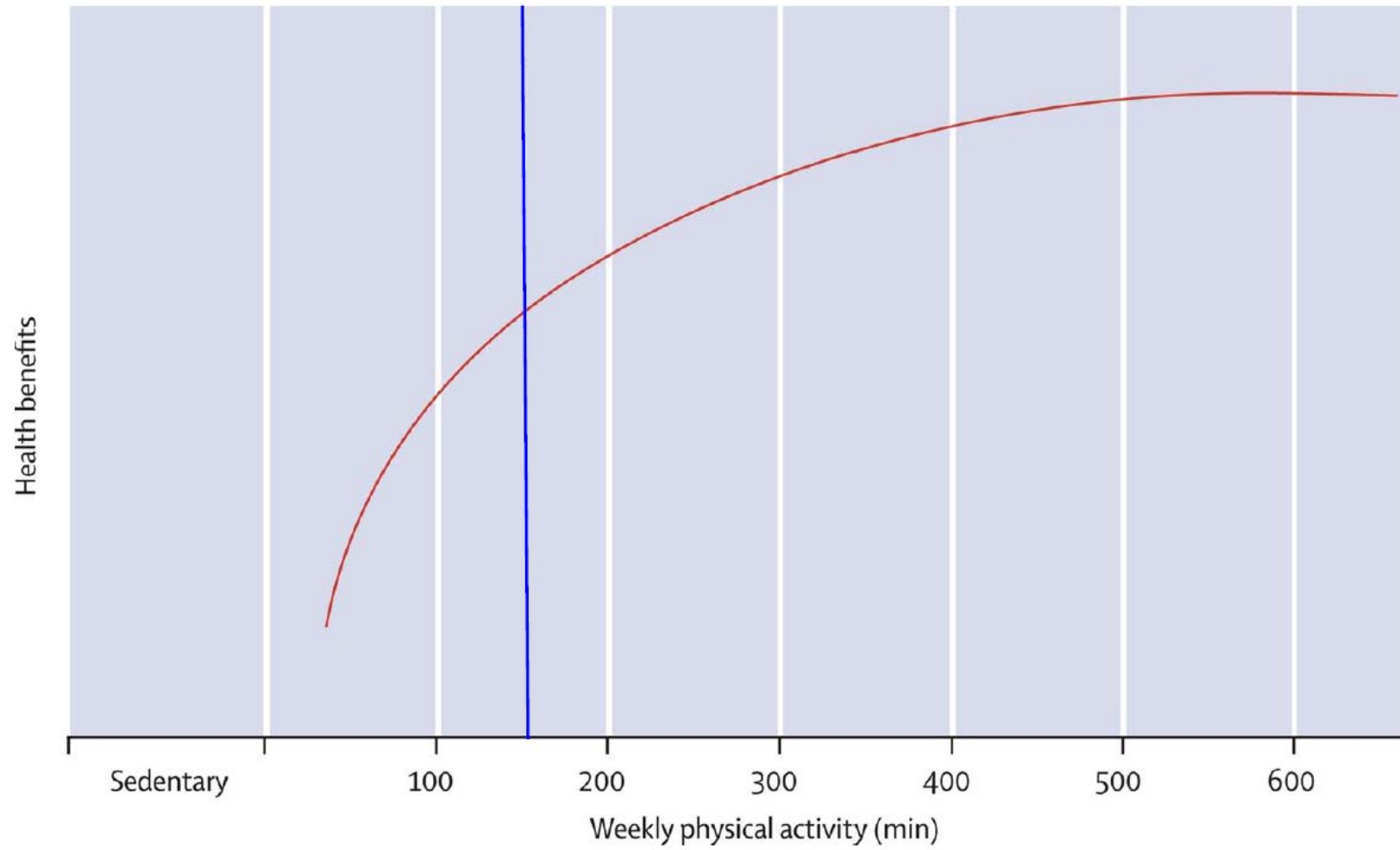


High BMI is costly to the health service and has wider economic societal impacts:

- Absenteeism from school or work
- High Cholesterol and blood pressure
- Pre-diabetes
- Bone and joint problems
- Breathing difficulties
- Employment issues (adults)
- Risk of hospitalisation
- Reduces life expectancy



**These numbers
are expected to
increase**



Rutter, 2015

Childhood Obesity Interventions – Partnership with NELFT

- **Little Dudes** (4-7 year olds) – 10 week Physical Activity and Healthy Eating Intervention with families.
- **MEND** (7-13 years) – 10 week Physical Activity and Healthy Eating intervention with families.
- **Active Stars** – (5-11 years) – 10 week Physical Activity Course.



Adult Weight Management Programme

- Over 50% of referrals from our EOR programme are for Weight Related illnesses. Only 24% completed the programme, showing the need for a specific adult weight management project.
- We are currently writing a business plan for a Tier 2 Weight management bolt-on to the EOR scheme which will not only include physical activity, but also aspects of behavioral changes, physical activity and diet/nutrition.