

BIRMINGHAM WELLBEING SERVICE

BIRMINGHAM- TACKLING INEQUALITIES AND CHANGING BEHAVIOUR

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Birmingham.... Background to the challenge

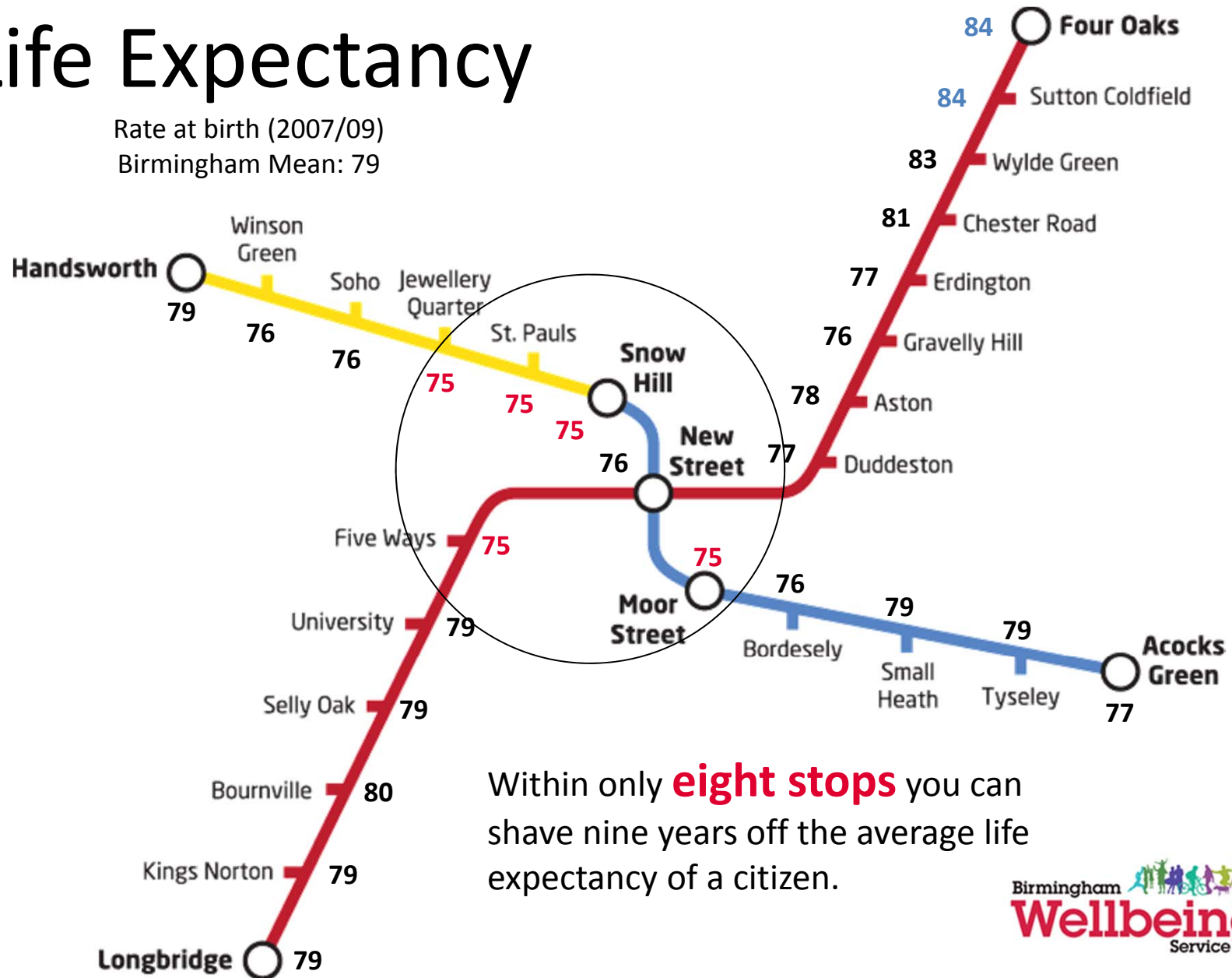
- 1.1 million people in the city
- 408,000 Birmingham citizens live in the top 10% most deprived in England
- Large health inequalities directly linked to poverty in the city
- Austerity means reduction in role of public services, including health
- Over 80% of the population are inactive in the city
- Around ¼ of Birmingham children are overweight/obese when they start school (rising to 40% by the time they leave primary school)



The impact of inequality
burdens some communities
more than others...

Life Expectancy

Rate at birth (2007/09)
Birmingham Mean: 79

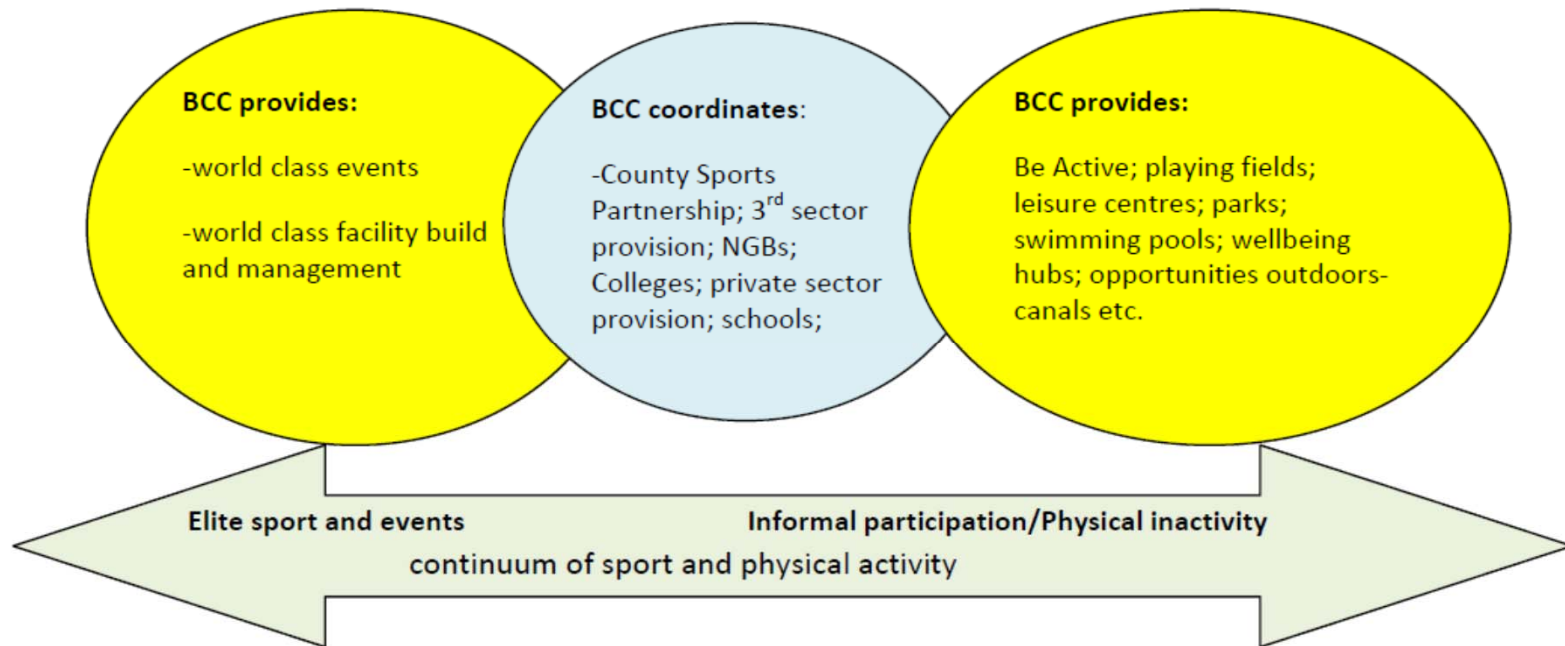


Within only **eight stops** you can shave nine years off the average life expectancy of a citizen.

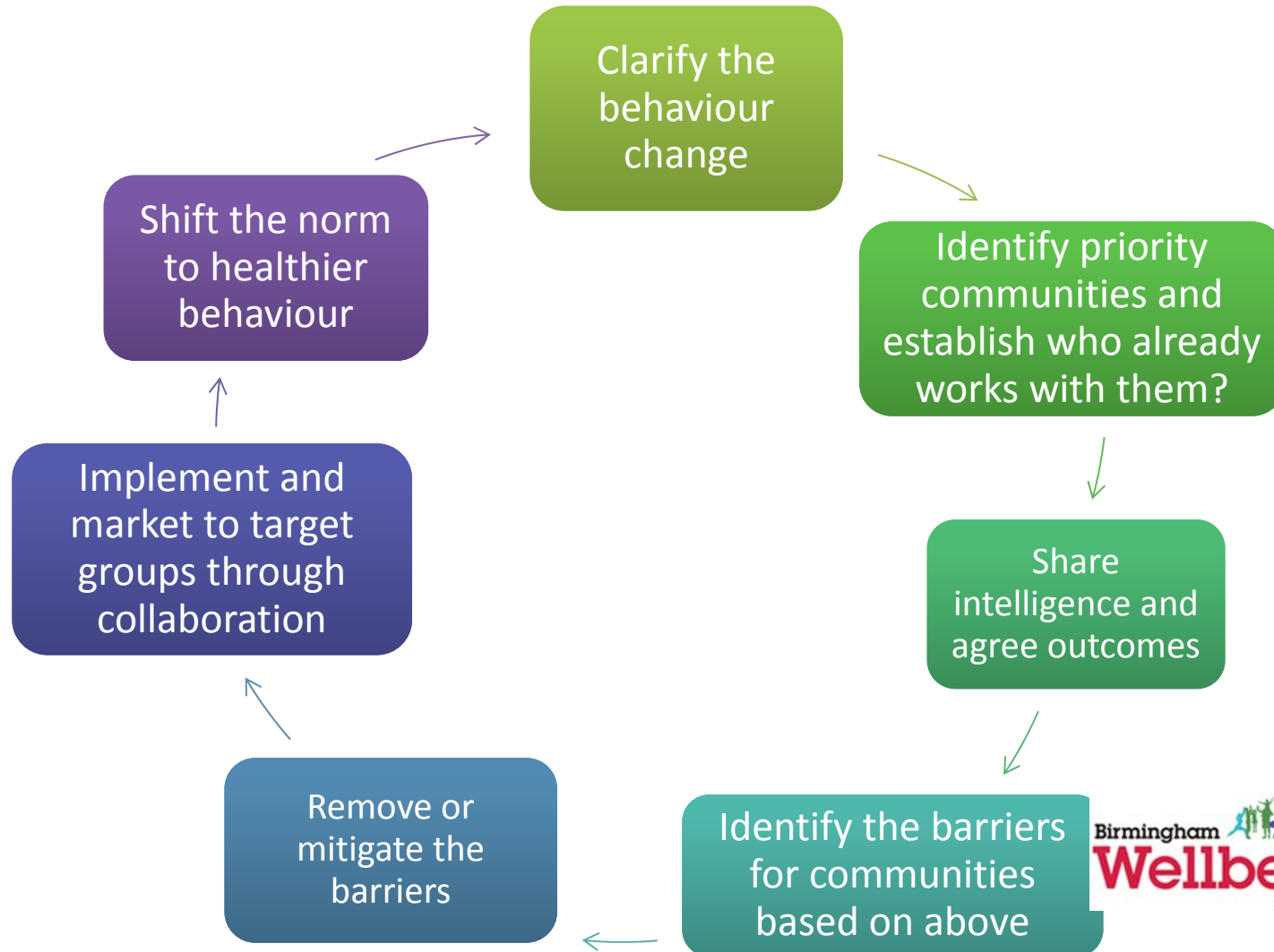
Responding to the challenge:

Vision for Sport and Physical Activity for Birmingham

Birmingham: a city of sporting participation and excellence



Health theory of behaviour change.... 'the Birmingham model'



[HTTPS://WWW.YOUTUBE.COM/WA
TCH?V=FKLMCZ9JWEE](https://www.youtube.com/watch?v=FKLMCZ9JWEE)

What are the barriers that stop people being more active?



What has that meant in practice...

‘people like me and places I live in or go’



Active Parks/Parklives

- Launched summer 2013
- Co-creation with Birmingham Open Spaces Forum, Friends of Parks Groups, NGBs, third sector organisations and providers.
- Sponsorship from CCGB increased scale-
 - Over 60 parks in priority neighbourhoods
- Something for everyone: *Green Fit Baby, Tai Chi, Zumba, Rowing and Cycling, Walking and Jogging, Family fun sessions, Multisport*



What has that meant in practice... bringing activity to people's doorstep



Active streets:

- New programme that entails:
 - Closing streets to traffic for play and physical activity
 - Coordinated by local residents
 - Bringing in national governing bodies of sport too
- Supports groups of residents to bring activity to people's doorstep with road closures (via Temporary Road Closure Order and partnering with Highways)
- Provide resource and a range of multi sports and family fun activities on peoples doorsteps (archery, badminton, tennis).
- Removing cost/co-ordination as barrier - with city wide insurance process that covers all road closures (previously cost to residents).



What has it meant in practice... giving people the tools

Big Birmingham Bikes

5000 free bikes to people in the poorest parts of the city

- **3000 free giveaway bikes** (in areas of highest deprivation).
- 1000 for community groups/individuals to use on sessional basis
- 1000 long term loans (to establish cycling habit)

Must use the bike once a week for first 6 months to keep it

- GPS tracking, real time data

Also provides: cycling lessons, learn to ride groups, led rides for beginners and cycling returners and cycling maintenance courses for participants



Building an evidence base...

- Universally free but targeted to those who need it the most
- Clear target groups - monitored regularly
- Who comes and what do they do
- **Capturing data to show baseline and improvement**

.....evidence of behaviour change, especially in BME communities

Outcomes...

- £1 spend = £21.70 benefits (mainly health)
- Paper published in BJSM citing Be Active as cost effective PA intervention
- 833,000 sessions attended last year across the Wellbeing Service
- Active People survey has seen an increase year on year against trend nationally
- Over representation of key communities participating in the offer (70% BME, 70% from most deprived quintile)

What's worked

- Focus on who and what
- Understand barriers to behaviour change- Remove barriers, articulate change
- Monitor then: Data, data, data= insight and impact= ROI
- Collaboration and co-production
- Doing the right thing for the right reason
- Working out how to get funding from the beneficiaries NOT the participants

We've changed lives....

