

# **Building physical activity into a healthy future**

**APSE Sports and Leisure Seminar – 13 November 2024**

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## What will be covered?

- Health and Wellbeing within Uniting the Movement: a recap of the ambition
- Tackling inequalities: a focus on people living with LTHCs
- Health and wellbeing advocacy: ambitions and collaboration
- Contributing to the nation's wellbeing: latest social value report
- Looking to the future: Supporting the Government's Health Mission

# Joining forces on the Big Issues

**Recover &  
Reinvent**

**Connecting with  
Health &  
Wellbeing**

**Positive  
Experiences for  
Children & Young  
People**

**Connecting  
Communities**

**Active  
Environments**

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**Active  
Environments**

**Environmental  
Sustainability**

**↑  
HOW**

**↑  
WHAT**

“strengthening the connections between sport, physical activity, health & wellbeing, so more people can feel the benefits of, & advocate for, an active life”

**Unlock health for all**  
Being active can maintain or improve health, wellbeing or quality of life

**An equal chance to get benefits of an active life**  
Investing more to support the least active can play a key role in reducing health inequalities

1

**Evidence that has inspired change**  
The benefits of SPA on health and wellbeing is recognised and has resulted in evidence-inspired action by those that strengthen policies, messaging, delivery or investment which enables SPA participation

2

**Use of SPA by key sectors for health**  
More organisations and sectors with a shared purpose of improving health and wellbeing use, talk about, invest in and advocate for sport and physical activity

3

**Integration into health and care systems**  
Relevant and appropriate physical activity advice and support has become the norm within the health system, at every level

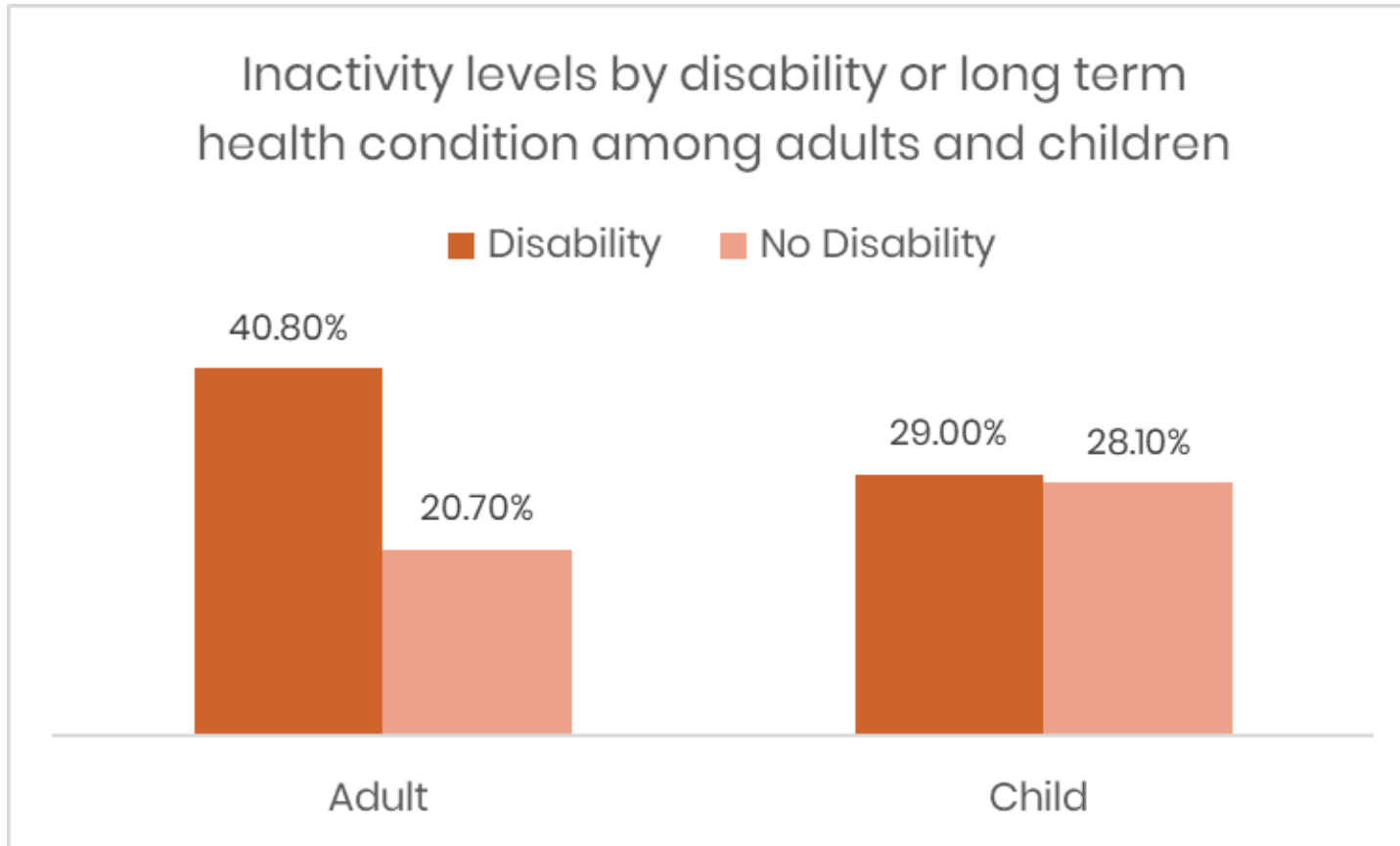
4

**A pathway that supports behaviour change**  
Any journey by people between health and care and SPA sectors is easy, supported & personalised, wherever you live

5

**Positive experiences**  
There are a diverse range of accessible, inclusive and supportive SPA opportunities that cater for people in, or at risk of, poorer health and beginners, designed around what matters to the person

# Adults living with an LTC and/or disability are twice as likely to be inactive



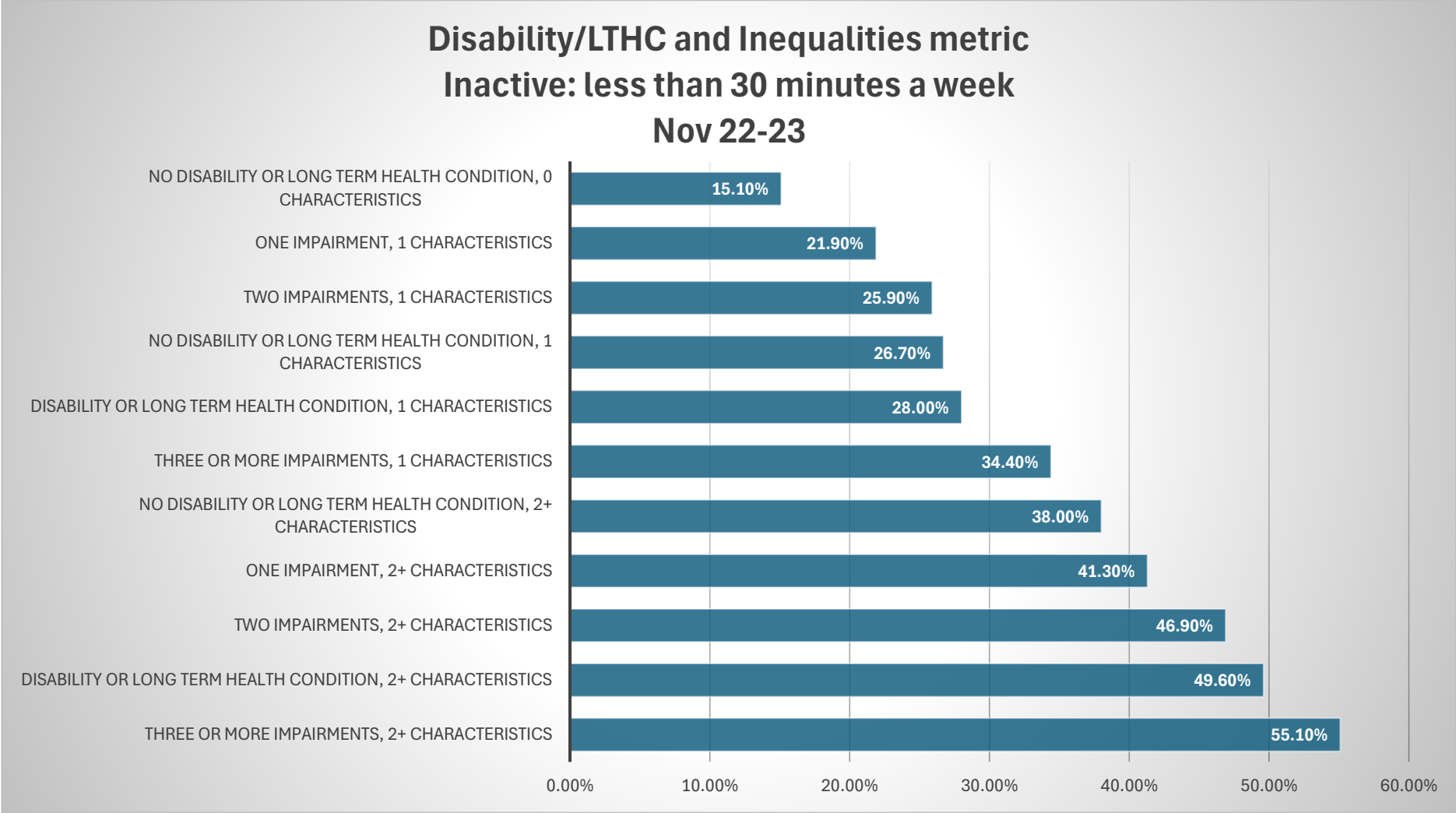
**69% of people living with long-term health conditions would like to be more active**

Source: Sport England (2019) DJS Research to inform the We Are Undefeatable campaign through a survey of 1,303 people aged 18+ in England living with long-term health condition

Source: Active Lives Adult Survey November 2022-23 Report Published April 2024

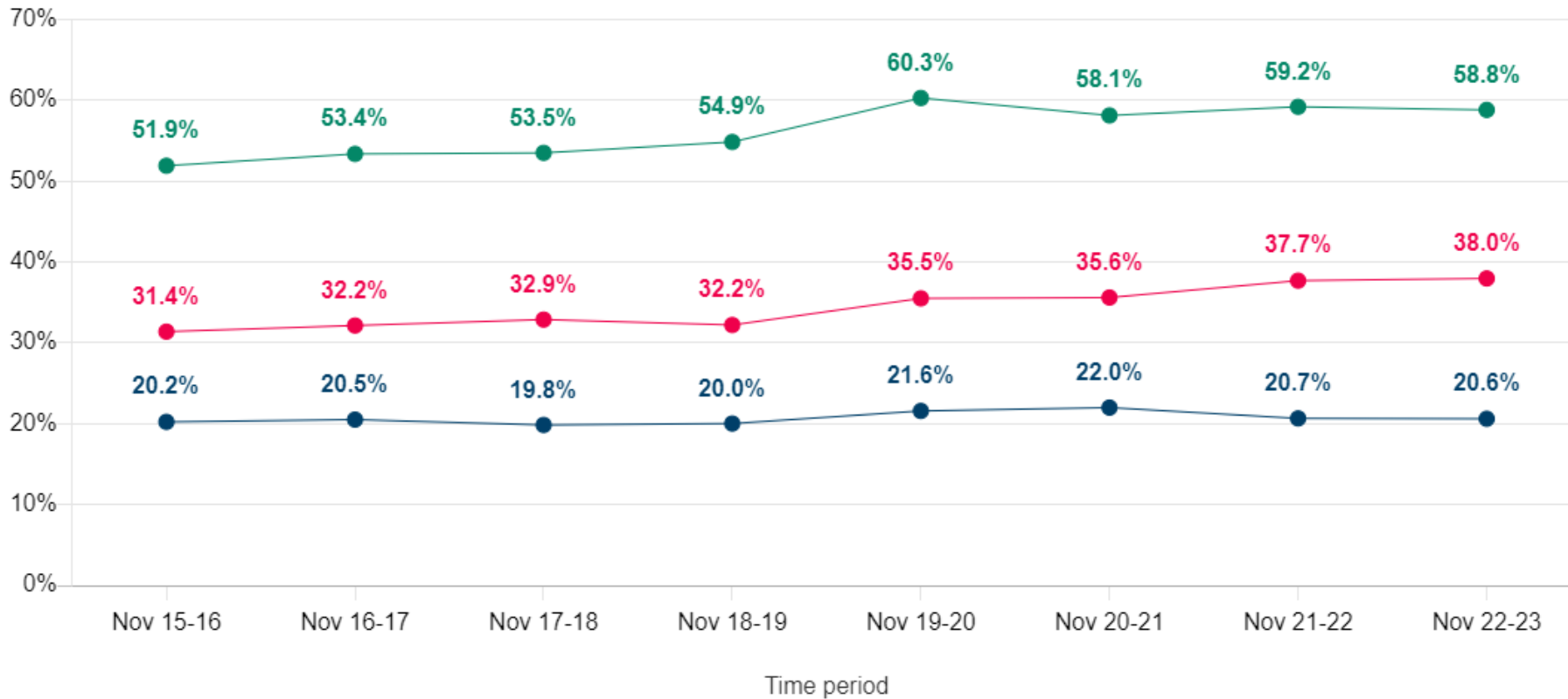
\*Active adults is defined as an average of 150+ minutes a week, as per CMO PA guidelines. Active for children is defined as an average of at least 60 minutes a day, as per CMO PA guidelines

# Inactivity is highest amongst people living with three or more impairments AND two or more protected characteristics



# People who are on "long-term sick or disability leave" are 3x more likely to be inactive than those who are employed

Levels of activity (Main - 3 categories) - Work status  
Inactive: less than 30 minutes a week



% Levels of activity (Main - 3 categories) by Work status:

■ Employed 
 ■ Unemployed 
 ■ Retired 
 ■ Looking after family / home 
 ■ Long term sick or disabled 
 ■ Student 
 ■ Other status of work

**19% of people living with long-term health conditions said they were unable to work due to their health condition, rising to 25% among those aged 45-64.**

Source: Sport England (2019) DJS Research to inform the We Are Undefeatable campaign through a survey of 1,303 people aged 18+ in England living with long-term health condition



# Health and Wellbeing Policy, Influence and Advocacy

## Key Opportunities for Change 2022–25

### **Influence people working in the NHS and social care to prioritise physical activity to address health inequalities**

Raise the visibility and importance of physical activity across NHS England and Integrated Care Systems, by winning the hearts and minds of those working in the health and care system, so it is used more consistently as a trusted solution to support prevention and health inequalities agendas

### **Improve the pathway between health and organised activity by removing barriers associated with risk**

Understanding and removing cultural and systemic barriers associated with inaccurate perceptions of risk that exacerbate inequalities, influencing policy and delivery, to enable a more personalised pathway between health and physical activity

### **Champion the role of sport & physical activity in supporting positive mental health and wellbeing**

Increase the visibility of the role sport and physical activity can play as a key driver for supporting the nation's mental health and wellbeing, building on our work to date with adults and developing work to support children and young people

**In collaboration with Strategic Partners, Places and Campaigns**

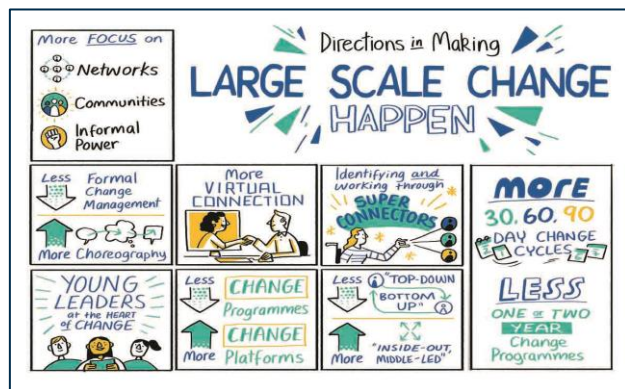
# Influence people working in the NHS and social care to prioritise physical activity to address health inequalities



## HORIZONS



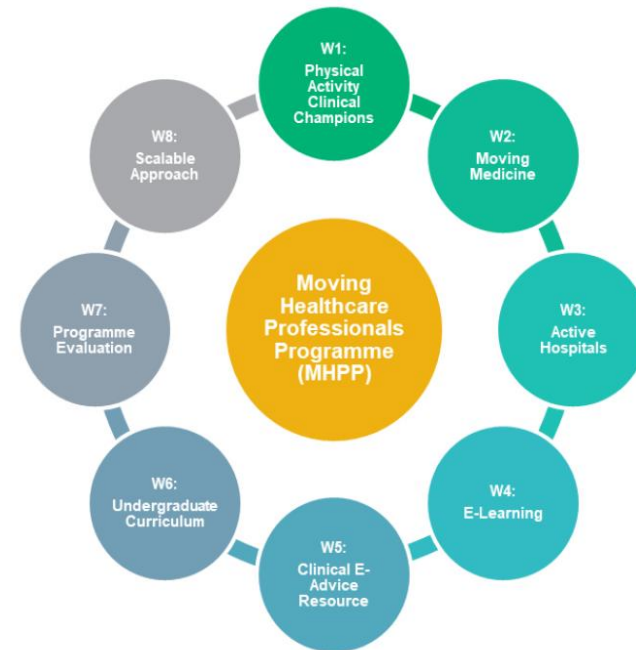
Engaging Communities, Transforming Lives



RCGP Active Practice



More people  
More active  
More often



The Richmond Group of Charities



National Academy for Social Prescribing



Office for Health Improvement & Disparities

## REDUCING HEALTHCARE INEQUALITIES

**CORE20**  
The most deprived 20% of the national population as identified by the Index of Multiple Deprivation

The Core20PLUS5 approach is designed to support Integrated Care Systems to drive targeted action in healthcare inequalities improvement

**PLUS**  
ICS-chosen population groups experiencing poorer-than-average health access, experience and/or outcomes, who may not be captured within the Core20 alone and would benefit from a tailored healthcare approach e.g. inclusion health groups

Target population

# CORE20 PLUS 5

Key clinical areas of health inequalities

- MATERNITY**  
ensuring continuity of care for women from Black, Asian and minority ethnic communities and from the most deprived groups
- SEVERE MENTAL ILLNESS (SMI)**  
ensuring annual health checks for 60% of those living with SMI (bringing SMI in line with the success seen in Learning Disabilities)
- CHRONIC RESPIRATORY DISEASE**  
a clear focus on Chronic Obstructive Pulmonary Disease (COPD), driving up uptake of Covid, Flu and Pneumonia vaccines to reduce infective exacerbations and emergency hospital admissions due to those exacerbations
- EARLY CANCER DIAGNOSIS**  
75% of cases diagnosed at stage 1 or 2 by 2028
- HYPERTENSION CASE-FINDING**  
and optimal management and lipid optimal management

**SMOKING CESSATION**  
positively impacts all 5 key clinical areas

## REDUCING HEALTHCARE INEQUALITIES FOR CHILDREN AND YOUNG PEOPLE

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Target population

# CORE20 PLUS 5

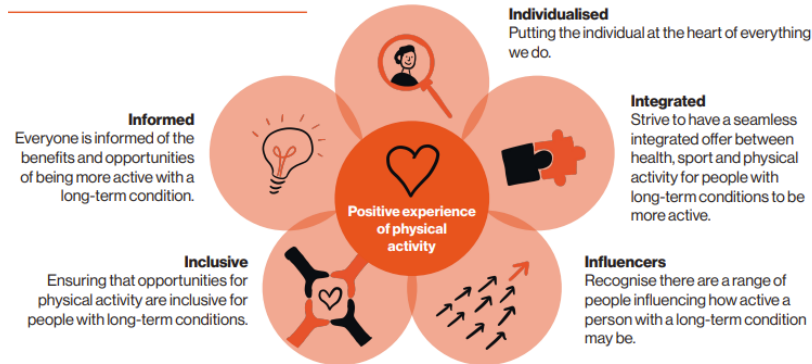
Key clinical areas of health inequalities

- ASTHMA**  
Address over reliance on reliever medications and decrease the number of asthma attacks
- DIABETES**  
Increase access to Real-time Continuous Glucose Monitors and insulin pumps in the most deprived quintiles and from ethnic minority backgrounds & increase proportion of children and young people with Type 2 diabetes receiving annual health checks
- EPILEPSY**  
Increase access to epilepsy specialist nurses and ensure access in the first year of care for those with a learning disability or autism
- ORAL HEALTH**  
Address the backlog for tooth extractions in hospital for under 10s
- MENTAL HEALTH**  
Improve access rates to children and young people's mental health services for 0-17 year olds, for certain ethnic groups, age, gender and deprivation

# Improve the pathway between health and organised activity by removing barriers associated with risk

## #EasierToBeActive

### The 5 I's Framework



The Faculty of Sport and Exercise Medicine (UK)

MOVE  
consulting

WE ARE  
UNDEFEATABLE

**It's safer for people with long-term conditions to be physically active**

**1. The benefits outweigh the risks**  
Physical activity is safe even for people living with a long-term health condition.

**2. The risk of adverse events is very low but that's not how people feel**  
Well-informed conversations with healthcare professionals (2018) reassure people who are fearful of their condition worsening, and further reduce this risk.

**3. It's not as easy as just telling someone to move more**  
Be aware of the concerns of individuals and their carers to help build confidence.

**4. Everyone has their own starting point**  
Help people identify their own starting point, begin there and build up gradually.

**5. Stop and seek medical review if...**  
They notice a dramatic increase in breathlessness, new or worsening chest pain and/or increasing O2N requirement, or sudden onset of rapid palpitations or irregular heartbeat, dizziness, or reduction in exercise capacity or sudden change in vision.

To find out more scan the QR code or visit [www.movingmedicine.ac.uk](http://www.movingmedicine.ac.uk)

# Champion the role of sport & physical activity in supporting positive mental health and wellbeing



## NHS Talking Therapies



Developing proof of concept and understanding impact on clinical outcomes

Surfacing insight and stimulating action

Best practice and learning networks



Specific inequalities audience focus  
Supporting those living in poverty, racialised communities and CYP

Policy and influencing

Sector support and partnerships

## Improving CYP evidence



Conduct an evidence-base review

Surface existing best practice

Translate the evidence into simple, compelling key messages

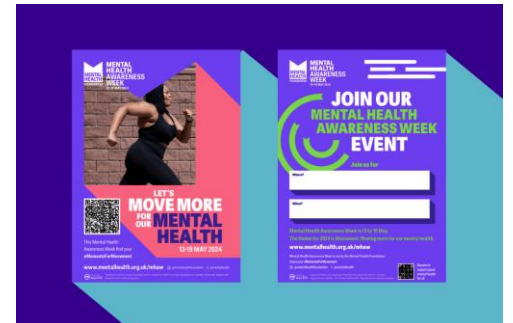
Surface gaps and opportunities for future investment

## Mental Health Awareness Week 24



SE campaign partnering with The Mental Health Foundation

Theme – Moving More for your Mental Health



# Sport and physical activity generates over £100 billion in social value!

- 1) the primary direct value to individuals through improved wellbeing (being happier and healthier)
- 2) the secondary wider value to society (such as savings made to the public purse).

## Headlines

- Relieves NHS burden, preventing 1.3m cases of depression, 600K of diabetes and 57K of dementia – saving £10.5bn a year.
- Saves £540m on reduced GP visits and £780m on reduced mental health service use.
- For adults who are disabled and/or live with a long-term health condition, being active generates a wellbeing value of £5,100 a year – more than double than for the average active adult (£2,500).
- However, the social cost of inequalities in adult activity levels is calculated at £15.6bn a year.



# Government's Health Mission

Get the NHS  
back on its  
feet

Modernising  
the NHS

Power to the  
Patients

Ensuring  
Patient Safety

Healthcare  
closer to  
home

Dentistry  
rescue plan

Social care  
reform

Improving  
Mental  
Health

Action on  
Public Health

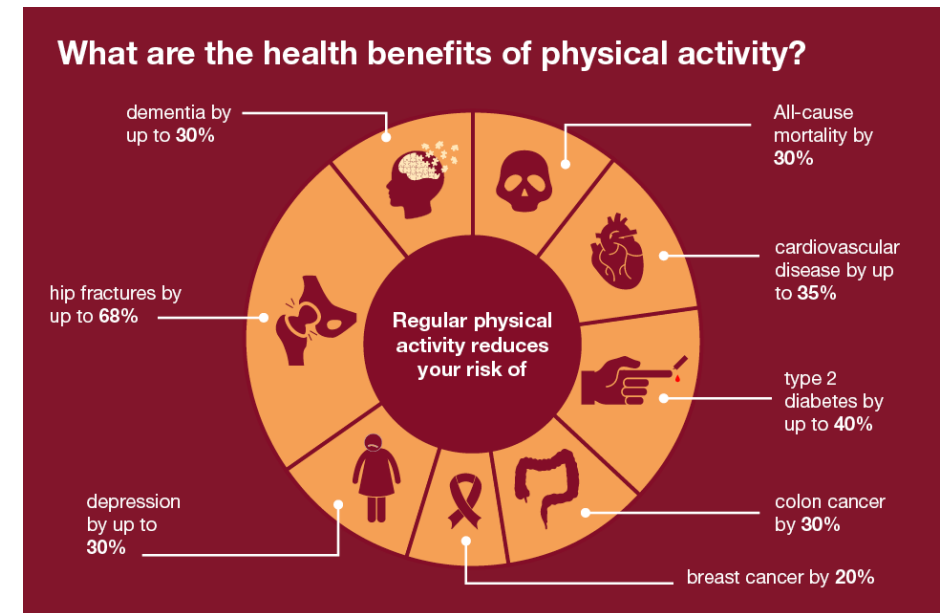
Reducing  
Health  
Inequalities

## Three 'Strategic Shifts' required:

1. Moving care from hospital to community
2. From analogue to digital
3. From treatment to prevention

# Building strong foundations: NHS Position Statement for Physical Activity

- To provide a clear, consistent narrative and reference document for the NHS, health and care systems and their partner organisations on PA's contribution to the NHS.
- To galvanise support to make PA a core part of NHS care – which benefits patients, NHS staff and wider society.
- To underline the importance of a life-course approach to maintaining and improving the healthy life-expectancy of the whole population in England, to enable people to live healthier, independent lives for longer.
- To ensure that people with long-term health conditions and those from underserved communities receive PA support in accordance with clinical guidance.





# Building strong foundations: NHS Position Statement for Physical Activity

## Four ways forward....

1

Empowering  
Healthcare  
Professionals



2

Integrating Physical  
Activity into  
Clinical Pathways



3

Supporting the NHS  
Workforce to increase  
their physical activity



4

Supporting innovation  
and evaluation with  
partners



A woman with long dark hair, wearing a light blue button-down shirt, is holding a young child with short brown hair. The child is looking up at the woman. They are outdoors, with green foliage in the background. The text "WE ARE UNDEFEATABLE" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

**WE ARE  
UNDEFEATABLE**

and I won't let it stop my  
son from living his either.

# Thank you

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