



**Cheshire and
Merseyside**
Health and Care Partnership



Champs
Public Health
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**SPORT
ENGLAND**

Welcome

All Together Active – Launching Cheshire and Merseyside's Physical Activity Strategy for health and social care

#AllTogetherActiveCM
#BetterTogether



Working as one to build a more active,
fairer and healthier Cheshire and Merseyside



Working as one to build a fairer,
healthier Cheshire and Merseyside

12th October 2022



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Welcome and overview

Mike Watson, Chief Executive of Active Cheshire

Justine Blomeley, Strategic Lead (Local Delivery) at Sport England

Ian Ashworth, Director of Public Health for Cheshire West and Chester and Lead Director for Population Health

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Our vision

Video introduction to the All Together Active strategy

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Welcome from political leaders

Councillor Paul Warburton, Warrington Borough Council, Cabinet Member for Health and Social Care, Chair of the Warrington Health and Wellbeing Board

Councillor Ian Moncur, Sefton Council, Cabinet Member for Health and Wellbeing, Chair of the Sefton Health and Wellbeing Board

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Launching Cheshire and Merseyside's Physical Activity Strategy for health and social care

Cllr. Paul Warburton

Cabinet Member: Statutory Health & Adult Social Care
Chair: Health & Wellbeing Board

Labour & Cooperative Councillor: Chapelford & Old Hall Ward
Warrington Borough Council

Declaration of Interests:

Nurse – with extensive cardiac experience

Member: Cycling UK

Member: Living Streets

Dad (82) has an e-bike

‘Our Vision’

We want a Cheshire and Merseyside in which far fewer people suffer health inequalities resulting from physical inactivity.

The UK Chief Medical Officers’ Guidelines recommend each week adults aged 19 to 64 do:

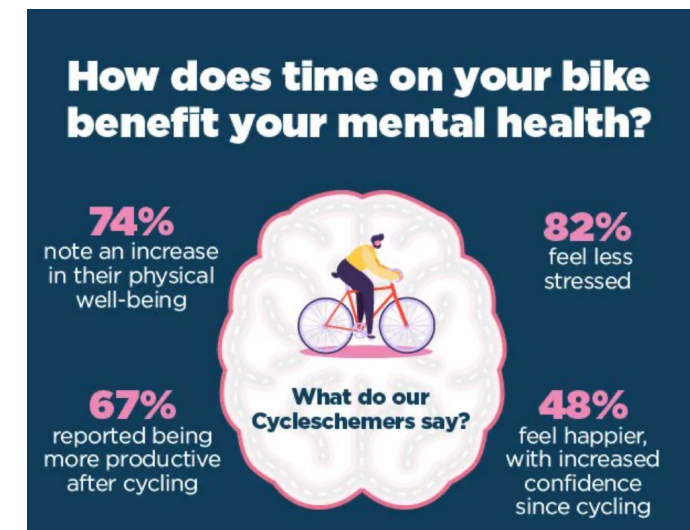
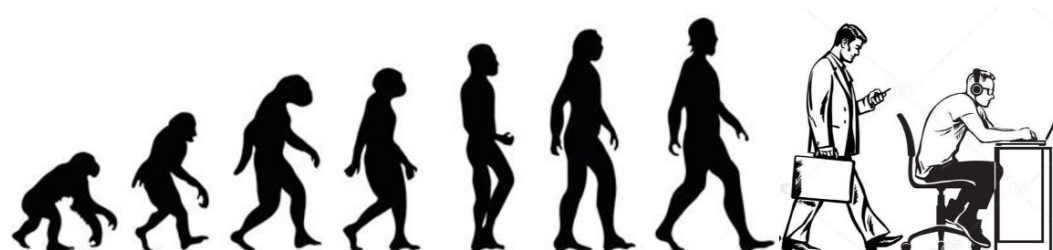
- **Some type of physical activity every day.**
- ***At least* 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week**
- **Strengthening activities on two days**
- **Reduce time spent sitting or lying down and break up long periods of not moving with some activity**

Humans are Made to Move!

- Physical inactivity is the 4th leading risk factor for global mortality and is *associated* with 1 in 6 deaths in the UK (~ 100,000 in 2020)

Activity is good for us!

- People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease compared to those who have a sedentary lifestyle.
- Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon/breast cancer and with improved mental health.
- In older adults physical activity is associated with increased functional capacities.
- Physical activity really is **The Miracle Pill!**



How Are We Doing?



Office for Health
Improvement
& Disparities

Fingertips | Public health data

Guidance API Contact us Your data ▾

Physical Activity

*(x2)

Data view ▾
Area profiles



Geography

North West region

Region in England

Topic ▾

Related conditions

Indicator	Period	North West		England			
		Count	Value	Value	Worst	Range	Best
Percentage of physically active adults	2020/21	-	64.5%	65.9%	63.0%		70.5%
Percentage of physically inactive adults	2020/21	-	24.9%	23.4%	25.6%		19.9%
Percentage of physically active children and young people	2020/21	-	44.0%	44.6%	42.0%		47.1%
Percentage of adults walking for travel at least three days per week	2019/20	-	13.4%	15.1%	12.6%		22.1%
Percentage of adults cycling for travel at least three days per week	2019/20	-	1.8%	2.3%	1.4%		4.1%
Percentage physically active for at least one hour per day seven days a week at age 15	2014/15	-	13.2%	13.9%	11.8%		16.0%
Percentage with a mean daily sedentary time in the last week over 7 hours per day at age 15	2014/15	-	71.2%	70.1%	75.2%		66.9%
Percentage of adults (aged 18+) classified as obese	2020/21	-	27.5%	25.3%	32.3%		19.5%
Percentage of adults (aged 18+) classified as overweight or obese	2020/21	-	65.9%	63.5%	69.7%		56.0%
Reception: Prevalence of overweight (including obesity)	2020/21	-	28.7%	27.7%	29.4%		25.7%
Year 6: Prevalence of overweight (including obesity)	2020/21	-	41.6%	40.9%	45.2%		35.9%
Estimated diabetes diagnosis rate	2018	-	81.1%	78.0%	71.4%		86.3%
Under 75 mortality rate from colorectal cancer	2017 - 19	2,402	12.4	11.8	12.8		10.4
Under 75 mortality rate from breast cancer	2017 - 19	1,908	19.4	20.3	22.1		19.3
Hypertension: QOF prevalence (all ages)	2020/21	1,156,289	14.6%*	13.9%	10.8%		15.9%
CHD: QOF prevalence (all ages)	2020/21	280,080	3.5%*	3.0%	1.9%		4.0%
Stroke: QOF prevalence (all ages)	2020/21	157,673	2.0%*	1.8%	1.1%		2.3%

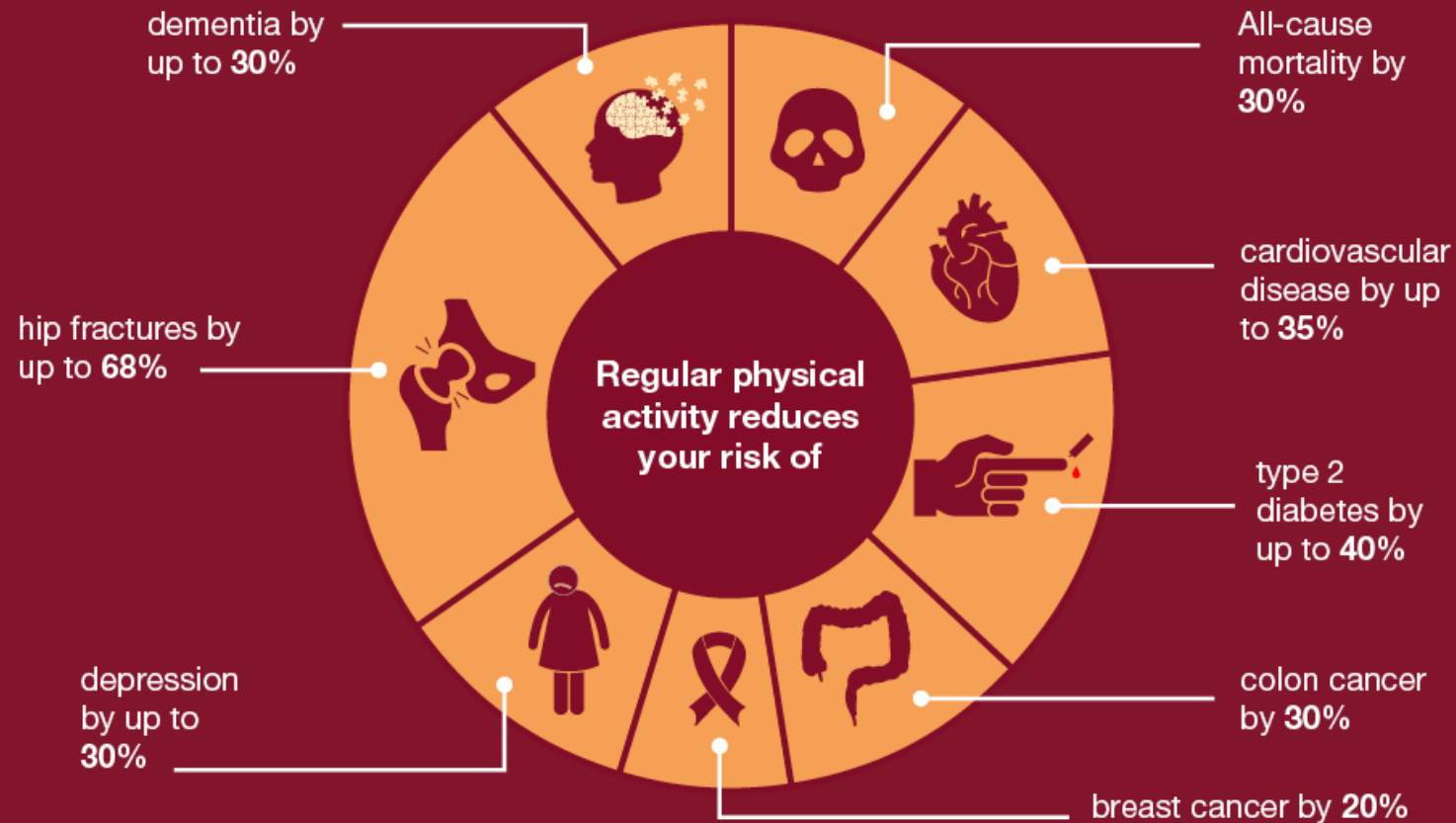
There comes a point where we need to stop just pulling people out of the river.

We need to go upstream and find out why they're falling in.

Desmond Tutu

Physical (In)Activity?

What are the health benefits of physical activity?



Estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).

Our population is around 20% less active than in the 1960s.

If current trends continue, it will be 35% less active by 2030.....

.....with increased implications on individual health, resources and society.

‘Half a million adults in Cheshire & Merseyside are inactive!’

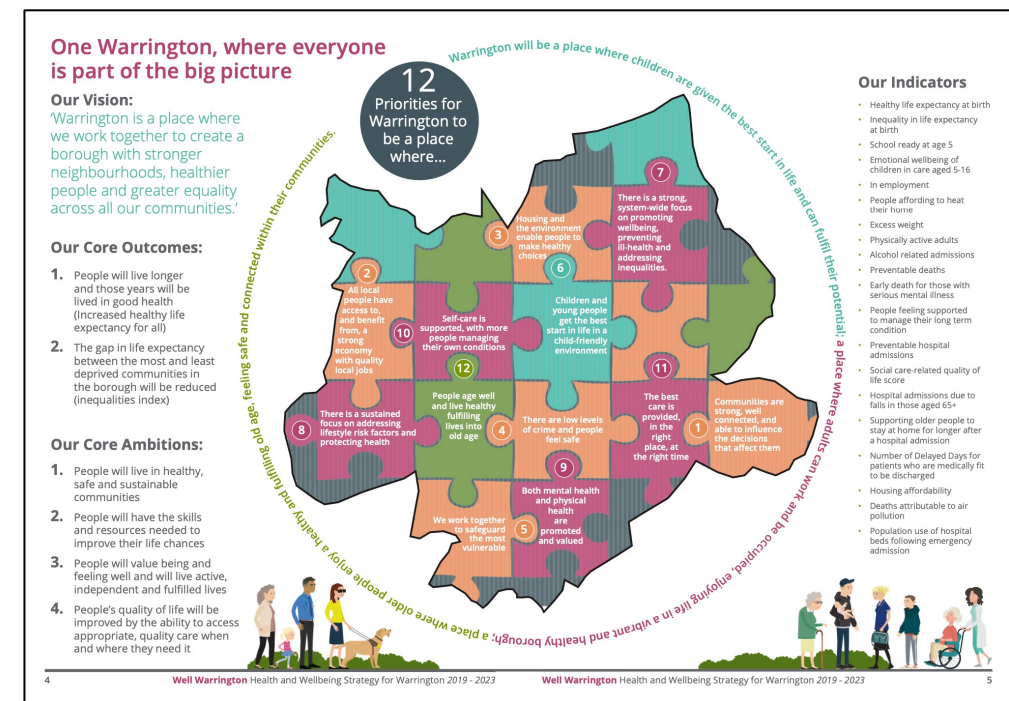
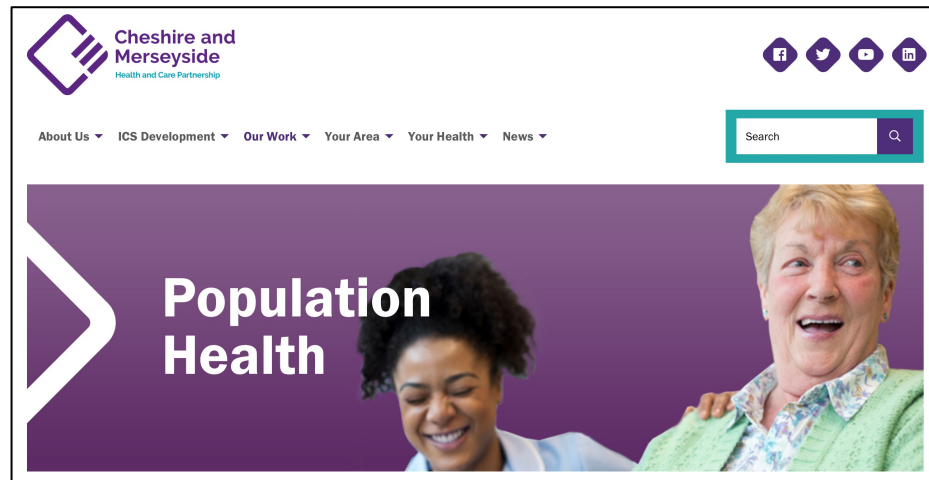
All Together Active 2022

<https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health>

All Together Active: Strategic objectives

By 2026, we will:

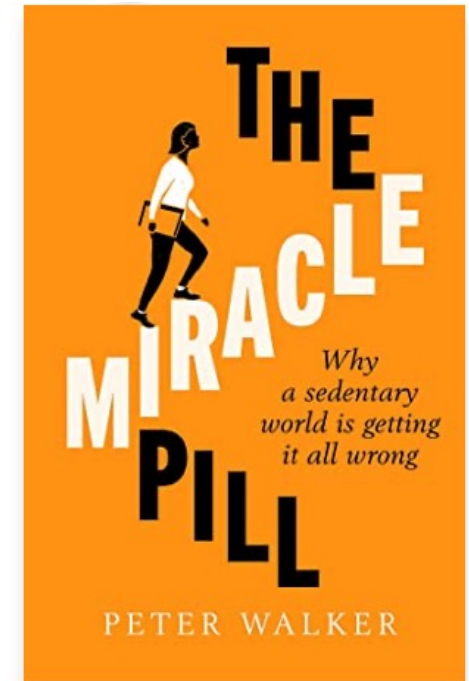
1. Support our 9 Places to further develop opportunities to use physical activity as a way of improving population health.
2. Embed movement, physical activity and sport within the Cheshire and Merseyside health and social care system.
3. Deliver measurable reductions in health inequalities.
4. Empower 150,000 inactive people to become more active.



Health *and Activity* in All Policies!

Enjoy the launch!

- Support the ambitions of the All Together Active strategy
- Take into account the Health & *Activity* implications of the decisions we make
- Consider Health & Activity in All Policies (H&AiAP)
- Be the change you want to see
- Sign the pledge!



Further reading



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Case study

Start Well – Physical activity within the Merseyside Violence Reduction Partnership

Andrew Bennett, Public Health Lead for the Merseyside Violence Reduction Partnership

Dave Sheridan, Chair of Maximum Edge CIC

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Trauma and ACE informed approaches in sport and physical activity

Andrew M Bennett

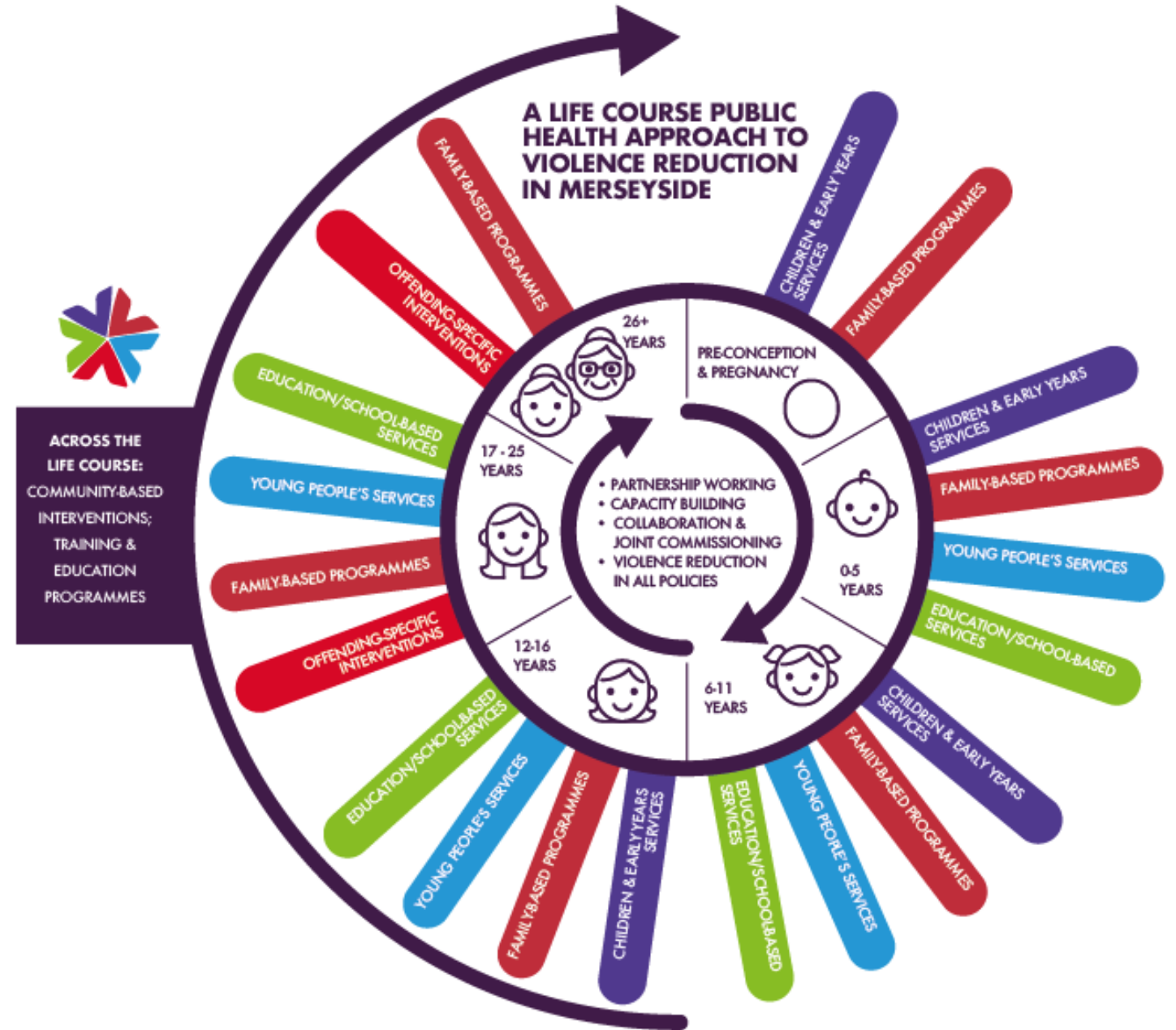
Public Health Lead

Merseyside Violence Reduction Partnership

andrewmbennett@me.com



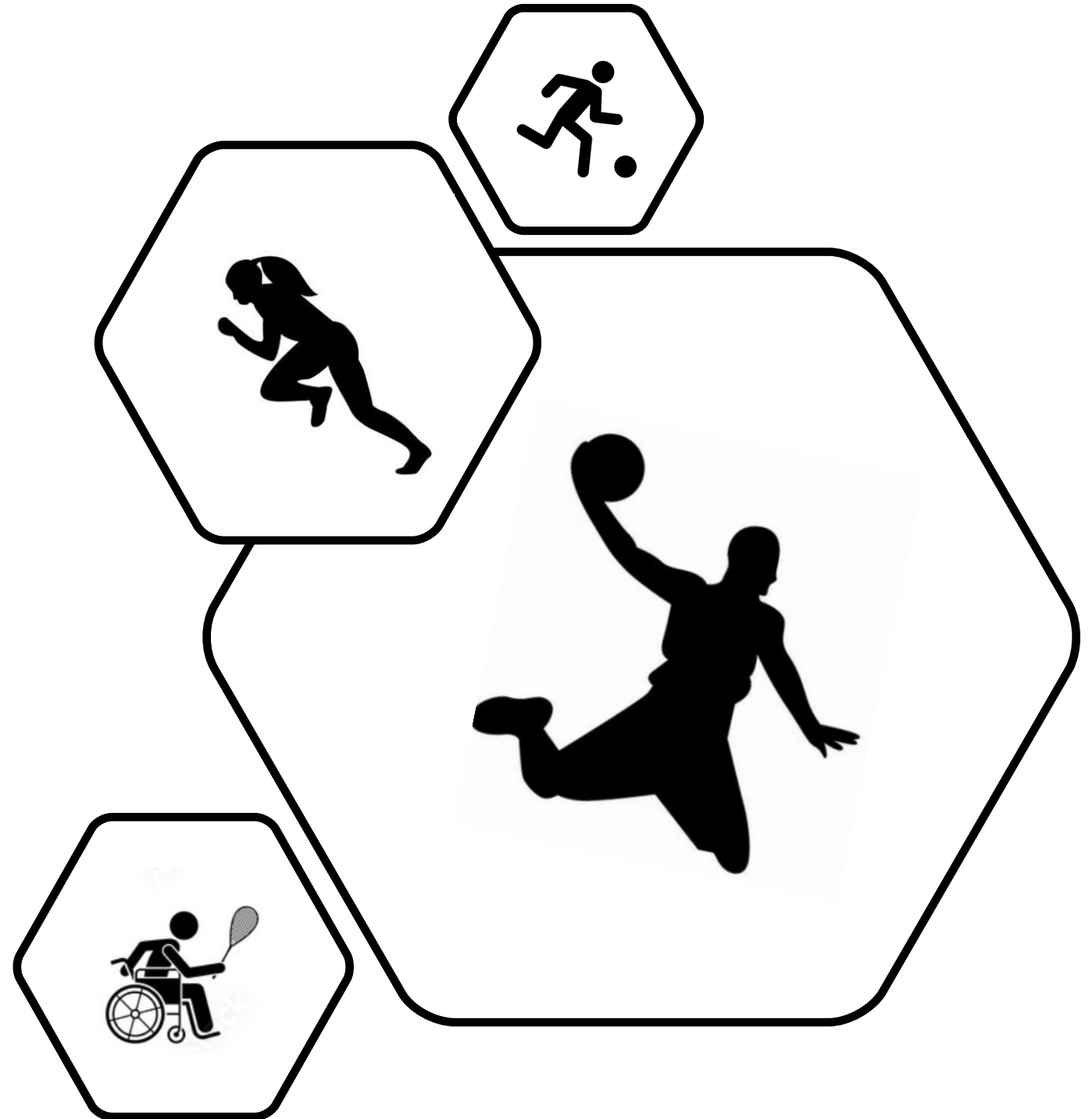
A public health approach to serious youth violence



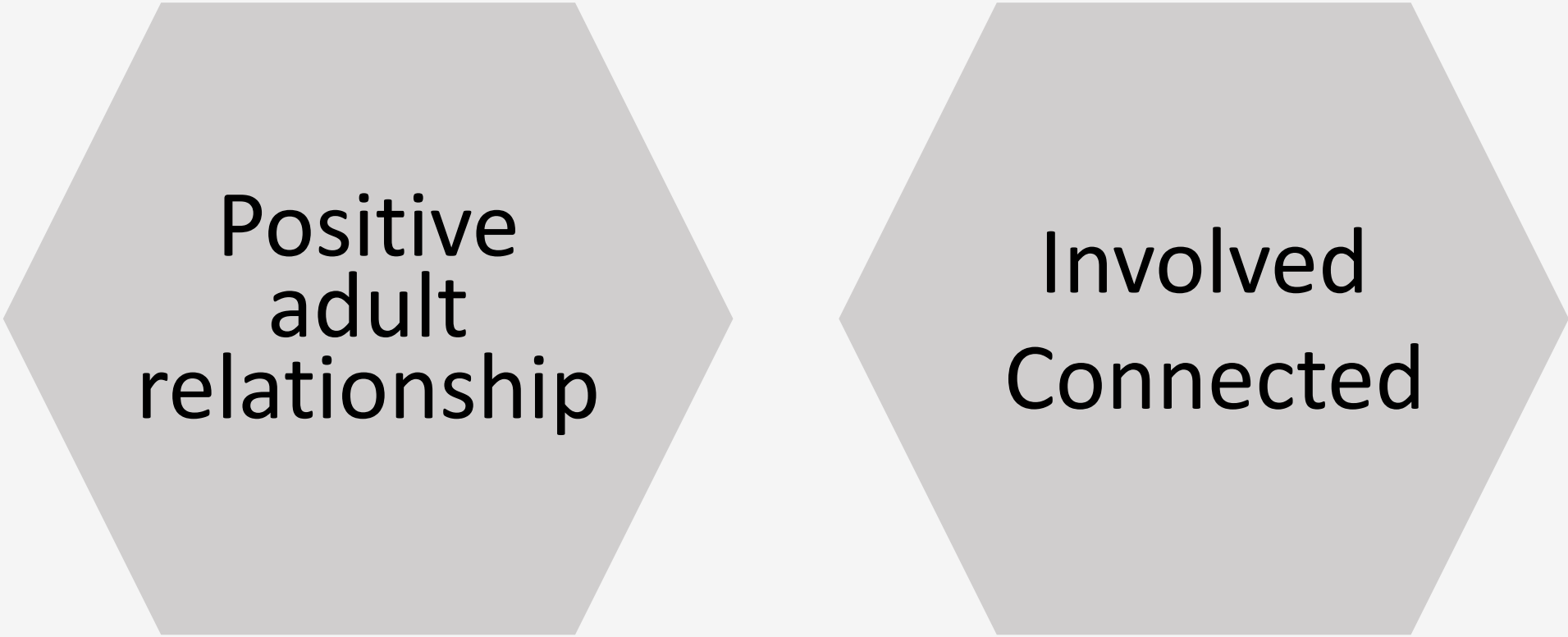
《The power of sport and physical activity

- Promote and protect health
- Address health inequalities
- Provide diversionary activities
- Prevent or reverse the harm from ACEs and trauma

But trauma and ACEs can negatively affect sport participation and retention.



Resilience building blocks



Positive
adult
relationship

Involved
Connected

Summary

- The supportive relationships and environments that **sport and physical activity** provides can build resilience.
- Everyone has a role in creating opportunities and life chances for individuals affected by trauma and adversity including those of us involved in **sport and physical activity**.





Dave Sheridan
Maximum Edge





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Case study

Live Well (prevention) – Embedding physical activity within alcohol treatment pathways

Dr. Lynn Owens, Nurse Consultant in Hepatology at Liverpool University Hospitals NHS Foundation Trust and an Honorary Research Fellow at the University of Liverpool

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Liverpool University Hospitals
NHS Foundation Trust

Embedding physical activity within a health pathway

PHAST (Physical Activity Supporting Treatment for alcohol use disorders pilot)

Dr. Lynn Owens

Nurse Consultant in Hepatology at Liverpool University Hospitals NHS
Foundation Trust and Honorary Research Fellow at the University of Liverpool



Liverpool
City Council



Liverpool PHAST project

- Recognised opportunity to embed physical activity within the alcohol pathway
- Piloted a model within Liverpool, offering patients options of 1:1 or group activities post clinical intervention (also piloted with Warrington CGL service)
- Working in partnership with LCC Lifestyles – unique approach to delivery
- Early outcomes look promising – 100% patients from first phase have not had a subsequent readmission
- Second phase starting November 2022 – significant demand identified
- Potential for scale up - represents a big cost saving to the NHS

Patient case study

- David, 45 from Liverpool

“I’ve been through 14 previous detoxes and two residential treatments, none of which really helped. But I found the one to one support through this programme brilliant; the instructor understood my needs and pushed me to achieve my best.

I suffer with anxiety and depression, but these sessions gave me a reason to get out of bed and something to look forward to.”



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Sportsperson's perspective

Chris Kirkland, former Liverpool FC goalkeeper and professional football coach

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Interpreting the strategy at a local level

Tom Douglas, Director at MSP

Alex Holt, Public Health Programme Lead, Cheshire West and Cheshire Council

Nicky Yates, Strategic Physical Activity and Sport Development Manager at Liverpool City Council

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Being Active in Cheshire West

- What the data says
- The Eat Well Be Active Partnership
- Strong leadership
- Cross-departmental working
- Health and Wellbeing Provider – Brio Leisure
 - ☐ Hub and Spoke model
 - ☐ Kids swim passes
 - ☐ Weight management and exercise on referral programmes
- Council-funded initiatives
 - ☐ Natural Health Service
 - ☐ Health Rangers
 - ☐ Decarbonisation Officer
 - ☐ Active Practices
 - ☐ Smile for a Mile





Interpreting the strategy locally

- Whole systems approach at place level
 - Further integration with health, particularly primary and secondary care
 - Work with partners delivering interventions to develop accessible offers
 - Work together to remove barriers to participation
 - Capitalise on strong leadership, support champions for physical activity at all levels
 - Work to impact on linked agendas e.g. mental health and the 5 ways to wellbeing
 - Embed physical activity into all roles
 - Learn from others – 9 places all doing things differently. Opportunities for collaboration. Figure out what success means to us.
 - Most importantly – do this with residents – engage, listen and involve – co-creation
- 



Liverpool
City Council

Interpreting the All Together Active Strategy Locally

Nicky Yates

Strategic Physical Activity and Sport Development Manager



Interpreting the All Together Active Strategy Locally: Liverpool



Liverpool
City Council

- Thinking differently
- A good start
- New partnerships, collaboration
- Innovation
- Inactivity levels
- Navigating our system
- Doing more within the council, and beyond the council
- New PAS strategy: Health, Inclusion, Climate
- Enablers: Communication, Collaboration, Co-creation



Interpreting the All Together Active Strategy Locally: Liverpool



Liverpool
City Council

- Wider leadership and whole system support
- Supportive governance
- Scale up the conversation
- Strengthen the local case
- Build on current collaboration
- Wider health and wellbeing outcomes
- Focus on learning
- A platform for system leaders and senior leaders
- Supporting Liverpool to become a more active city where everyone is active every day for life





Liverpool
City Council

Thank You

nicky,yates@liverpool.gov.uk





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Case study

Age Well Active Waterways

Vicki Birch, Participation, Health & Wellbeing Project Manager (North West) Canal & River Trust

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**Canal &
River Trust**

Making life better by water

We're the charity who look after and bring to life 2,000 miles of waterways, because we believe that life is better by water.

Our canals and rivers run through some of the most heavily populated communities in England and Wales, providing accessible green and blue space where it's needed the most.

Active Waterways Walking programme in Cheshire

Active Ageing Fund – Sport England 2018- 2022



LOTTERY FUNDED



**Canal &
River Trust**

Making life better by water



The Active Waterways Cheshire programme reached participants from Cheshire, Merseyside, Wirral, Manchester and Shropshire demonstrating a real appetite for led waterways walks.

Outcomes ...

Outcomes show that physical activity can help older adults to reduce isolation, improve their mental health and reduce the risk of falls

Overall, the participants felt that the programmes (guided walks) have encouraged them to be more active (40.45% true – 25.84% completely agree) which reinforces the success of the programme.

Participants who provided follow-up data showed large increases in self-reported physical activity.



**Canal &
River Trust**

Making life better by water

Our vision

Living waterways transform places and enrich lives

Caring for the waterways and
securing their future

Improving the wellbeing
of the nation

Measurable outcomes – developing broader engagement & support



Health,
Wellbeing and
Happiness



Engaged
People and
Cohesive
Communities



Learning and
Enhancing
Skills



Prosperous
and
Connected
Places



Green and
Blue Futures



Cultural and
Environmental
Assets

Let's ...



**Canal &
River Trust**
Making life better by water

Let's Walk!

Get active and discover
your local area on our guided walks

Book a place at
canalrivertrust.org.uk/lets-walk



Charity Number 1146792



**Canal &
River Trust**
Making life better by water

Let's Paddle!

Get active on our
organised paddles

Explore your local area



Charity Number 1146792



**Canal &
River Trust**
Making life better by water

Let's Fish!

Discover a love for fishing
at one of our friendly events

Book a place at



Sign up to our pledge

'I support the ambitions of the All Together Active strategy'

slido.com #2976 277



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Next steps and implementation

Mark Wilkinson, Cheshire East Place Director

Carl Marsh, Warrington Place Director

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Closing comments

Ian Ashworth, Director of Public Health for Cheshire West and Chester and Lead Director for Population Health

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Thank you!

A recording of today's event will be available at www.champspublichealth.com

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