

Health Promotion Service – Project Overview

<p>TITLE</p>	<p>LEAPActive</p>
<p>NATIONAL TARGETS / LOCAL PRIORITIES</p>	<p><u>To increase participation by 2 million in Sport and Physical Activity by 2012. To do this the target has been split.</u></p> <p>National 2012 physical activity target</p> <p>200,000 more people at 5x30 minutes per week 1 million more people at 1x30 minutes per week</p> <p>National 2012 sport target:</p> <p>1 million people doing more sport</p> <p>If this target is to be spread equally across the country targets for Cornwall would be:</p> <ul style="list-style-type: none"> • 10,000 more @ 1 x 30 mins physical activity • 2,000 more @ 5 x 30 mins physical activity • 10,000 doing more sport <p><u>National target set within Healthy Weight, Healthy Lives.</u></p> <p>Our ambition is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. Our initial focus will be on children: by 2020, we aim to reduce the proportion of overweight and obese children to 2000 levels.</p> <p>Locally this translates to the vision of the Cornwall and Isles of Scilly Healthy Weight Strategy which is to:</p> <p><i>To achieve an upward trend in the number of people who are a healthy weight in Cornwall and the Isles of Scilly by 2013, with a particular focus on children and families</i></p> <p><u>PE & SPORT STRATEGY FOR YOUNG PEOPLE (PESSYP)</u></p> <p>The PESSCL Strategy is now the PE & Sport Strategy for Young People (PESSYP) often referred to as the 5</p>

	<p>Hour Offer. By 2011 the ambition outlined in the Strategy is to offer all children at least 5 hours of sport every week, comprising:</p> <ul style="list-style-type: none"> • At least 2 hours high quality PE in the curriculum (5-16 year olds) • The opportunity for at least a further 3 hours sport beyond the school day delivered by a range of school, community and club providers (5-19 yr olds)
<p>SCOPING</p>	<p><u>National Context</u></p> <ul style="list-style-type: none"> • Be Active, Be Healthy (2009) • Let's Get Moving - A new physical activity care pathway for the NHS (2009) • Healthy Weight, Healthy Lives A Cross Government Strategy for England (2008) • Healthy Weight, Healthy Lives- Ones year on (2009) • Behaviour change at population, community and individual levels (2007) • Choosing Health (2004) - Reducing Obesity, increasing opportunities to take part in physical activity, making healthy choices easier. • NSF Older People- Promoting healthy and active life amongst older people- Keeping older people active in later life through physical activity, preventing disease through physical activity. • NSF Children, young people and families- Encouraging young people to take part in physical activity to benefit their health • Every Child Matters- Giving children the opportunity to lead a healthy lifestyle through physical activity. • National physical activity care pathway (2007) - Recently launched following the evaluation of the national LEAP projects. Targets inactive individuals to help increase their physical activity levels. • Foresight (2007) - Tackling Obesities - Future Choices Project. LEAP follows the guidance set out in order to reduce the prevalence of obesity. • Obesity Care Pathway and your weight, your health (2006) - LEAP contributes to this target of raising the issue of obesity amongst the general population. • NICE Guidance Promoting physical activity,

active play and sport for pre-school, school age, children and young people in family, pre school, school and community settings

- NICE Four commonly used methods to increase physical activity
- NICE Guidance Obesity: The prevention, identification, assessment and the management of overweight and obesity in adults
- NICE Guidance MI: Secondary Prevention
- NICE guidance for increasing workplace physical activity
- NICE guidance on the promotion and creation of physical environments that support increased levels of physical activity

Local Context

NHS Cornwall and Isles of Scilly, Strategic Objectives

1. Help children to achieve a healthy weight and so improve their current and long term health prospects. -Physical Activity is a key element in achieving and maintaining a healthy weight.
2. Reduce deaths by cancer by improving prevention, early diagnosis, treatment and long term care.
-Physical activity directly reduces the risk of breast and bowel cancer. In addition to this it will reduce the risk factors for other cancers.
-Obesity is the 2nd most important preventable cause of cancer. Increased physical activity will have a positive impact to help gain a healthy weight, therefore reducing the risk of cancer.
3. Reduce the number and impact of strokes through better prevention, diagnosis, treatment and long term care.
-Regular physical activity helps to lower blood pressure, creates a healthy balance of blood fats and improves the body's ability to cope with insulin.
6. Improve mental health and wellbeing and help people with mental health problems to have the same life opportunities as everyone else; reduce the number of deaths by suicide.
-Physical activity helps to reduce the stresses and strains of everyday life.
-Regular physical activity lifts mood, helps deal with negative emotions, improves sleep, reduces tension stress and fatigue, and gives increased energy levels.
-Physical activity can also help individuals with

	<p>anxiety and depression.</p> <p>7. Ensure people get early diagnosis and treatment for dementia and strengthen access to care and support for individuals and their carers. Regular physical activity may reduce the risk of dementia and Alzheimer's disease by up to 40%.</p> <p>9. Reduce the gap between people with the best health and those with the poorest health by targeting support where it is most needed. -The <i>LEAPActive</i> project works with the whole population of Cornwall as it is vital that everyone has the opportunity to increase their physical activity levels. However <i>LEAPActive</i> targets Cornwall's disadvantaged communities with all programmes.</p> <p>10. Help people live longer and raise life expectancy in Cornwall to match the best levels in Europe. Increased physical activity has a number of benefits that will help to increase life expectancy. These include; weight loss, lower blood pressure, lower cholesterol, improved mental wellbeing, reduced risk of cancer, reduced risk of coronary heart disease and reduced risk of stroke.</p> <ul style="list-style-type: none"> • National Child Weighing and Measuring programme within Cornwall- <i>LEAPActive</i> offer tailored support and advice for individuals identified as overweight/ obese through the programme. • Cornwall and Isles of Scilly Healthy Weight Strategy 2009- 2013.
<p>AIM(S)</p>	<p>The aim of <i>LEAPActive</i> is to help more people become more active using the resources available in their own communities.</p>
<p>OBJECTIVES</p>	<ul style="list-style-type: none"> • Increase levels of Physical Activity and Sport by building activity into every day life. A particular emphasis will be placed upon individuals and families who are currently most inactive. • Highlight the dangers of physical inactivity particularly in relation to; achieving a healthy weight, reducing the risk of Coronary Heart Disease, some cancers, diabetes and stroke, also an improvement in mental wellbeing. • Contribute to achieving an upward trend in the number of people in Cornwall who are a healthy weight by 2013.

	<ul style="list-style-type: none"> • Extend opportunities for active travel. • Create and maintain a wide range of opportunities for physical activity through the promotion or delivery of a diverse range of physical activities. • Promote physical activity using best practice guidelines outlined in the Scoping section above. Continue to build upon this good practice to ensure consistent high quality delivery. • Contribute to the delivery of a wide range of Weight Management programmes for individuals of all ages.
<p>PROJECT TARGETS and BEHAVIOURAL GOALS</p>	<p>Physical Activity Reviews (GP and community based health professionals). 100 Adults. 24 children.</p> <p>Streetgames: Deliver 6 sites with 300 beneficiaries.</p> <p>Health Champions: Recruit 15 new volunteers to be placed through the various programmes.</p> <p>Exercise referral: support new programmes throughout Cornwall with advice and guidance. 4 new schemes to be run by Leisure Centres with LEAP guidance.</p> <p>Swim Fit: Deliver 5 courses with 66 beneficiaries.</p> <p>Cardiac Rehab: Support delivery of Cardiac Rehab through Leisure providers through being the link between phase 3 and phase 4.</p> <p>Weight Management Clinic: Deliver physical activity support and advice in partnership with Endocrinology specialist and RCHT dieticians. 300 beneficiaries.</p> <p>Falmouth Healthy Weight Programme. This will deliver a rolling programme of physical activity and healthy eating interventions for referred children in Falmouth/ Penryn but focussing on the wider family. 3 courses this year delivered with 15 families per course.</p> <p>Weight Matters: 8 courses with 160 beneficiaries.</p> <p>Website- The launch of the new website linked to sister project Mobilise will see 500 unique users in the first three months with an ongoing monthly hit rate of 300</p>

THE PROPOSITION

The proposition will be broken down into three sections:

1. Brief interventions
2. Group based activity
3. Weight Management

Brief interventions

We propose to deliver comprehensive support packages for individuals to encourage them to move from their current state of sedentary behaviour to a more active lifestyle. The brief intervention package will provide the tools necessary for the individuals to make positive lifestyle changes for themselves. This work is evidenced through the Lets Get Moving- Physical Activity Care Pathway published by Department of Health in 2009 and will follow NICE guidance around brief interventions within NICE Four commonly used methods to increase physical activity. By encouraging sedentary individuals to become more active we will impact upon the national target of To increase participation by 2 million in Sport and Physical Activity by 2012, set out above. In addition to this impact will be made upon the PCT strategic outcomes associated with cancer, strokes, mental health, dementia, health inequalities and raising life expectancy.

Group based activity

We propose to deliver comprehensive support packages for individuals to encourage them to move from their current state of sedentary behaviour to a more active lifestyle. The group delivery will provide the tools necessary for the individuals to make positive lifestyle changes for themselves in the longer term through education and practical experience in a comfortable environment before moving on to community based exit routes. These interventions are evidenced through Be Active, Be Health published by Department of Health in 2008. By encouraging sedentary individuals to become more active we will impact upon the national target of To increase participation by 2 million in Sport and Physical Activity by 2012 and PE & sport strategy for young people (PESSYP). In addition to this impact will be made upon the PCT strategic outcomes associated with cancer, strokes, mental health, dementia, health inequalities and raising life expectancy.

Weight Management

	<p>We propose to deliver comprehensive support packages for individuals to encourage them to move from their current state of sedentary behaviour to a more active lifestyle. Weight Management interventions will provide the tools necessary for the individuals to make positive lifestyle changes for themselves in the longer term through education and practical experience in a comfortable environment before engaging in longer term physical activity choices. These interventions are evidenced through Healthy Weight, Healthy Lives (2008). By encouraging sedentary individuals to become more active and eat healthier we will impact upon the national target of increasing participation by 2 million in Sport and Physical Activity by 2012 and the HWHL ambition which is to be the first major nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight. In addition to this impact will be made upon the PCT strategic outcomes associated with healthy weight for children, cancer, strokes, mental health, dementia, health inequalities and raising life expectancy.</p> <p>Local impact will also be made upon:</p> <ul style="list-style-type: none"> • National Child Weighing and Measuring programme within Cornwall- LEAPActive offer tailored support and advice for individuals identified as overweight/ obese through the programme. • Cornwall and Isles of Scilly Healthy Weight Strategy 2009- 2013.
<p>EVALUATION</p>	<p>The LEAP programme as a whole will be evaluated in a variety of ways:</p> <p>Physical Activity Reviews, Simple circuits, Swimfit and Weight Matters will be evaluated by collecting baseline activity data through an activity questionnaire with follow up after 2 and 6 months to monitor progress. This will help to shape future delivery of activities. Satisfaction surveys may also be used within group delivery.</p> <p>All obesity related programmes will be evaluated using the framework set out by the National Obesity Observatory in order to produce data that can be compared against similar data sets nationally and locally to determine the effectiveness of the individual programmes.</p>

	<p>StreetGames will be evaluated by utilising the monitoring system of the StreetGames national team. By doing so the data is inputted locally with the StreetGames national team analysing the data and providing quarterly feedback to encourage more efficient delivery.</p> <p>Exercise referral and Cardiac Rehab programmes will not be directly delivered through Health Promotion; therefore all evaluation will be done through the activity provider. Support and guidance may be provided through the LEAP team.</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<ul style="list-style-type: none"> • Cornwall Council Leisure Department • Cornwall Sports partnership • Devon & Cornwall Constabulary • Primary and Secondary schools and Extended Services • Activity providers (including public sector facilities and local sports clubs) • Community & voluntary groups • Health Professionals including GP's, Physios, Dieticians and Specialist nurses • Community Sports Networks • Cornwall Physical Activity Network • StreetGames charity