

## Health Promotion Service – Project Overview

TITLE	Mobilise
<p><b>NATIONAL TARGETS / LOCAL PRIORITIES</b></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"> <li>• 10,000 more @ 1 x 30 mins physical activity</li> <li>• 2,000 more @ 5 x 30 mins physical activity</li> <li>• 10,000 doing more sport</li> </ul> <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>National Active Travel Strategy</u></p> <p>Published jointly by the Department for Transport and Department of Health. This strategy sets out to increasing walking and cycling following decades of reductions in walking and cycling levels.</p>

	<p><i>The vision set out in the Active travel strategy is for more people walking and cycling more often, and more safely. We want this because of what it can do to support our wider objectives of promoting better public health, increasing accessibility and reducing congestion, and reducing emissions.</i></p> <p><i>Overall we want to see a reversal of the long-term decline in levels of cycling and walking, and more people enabled and encouraged to incorporate active travel into their everyday lives. That would mean:</i></p> <ul style="list-style-type: none"> <li><i>• more people accessing key services and destinations by active means;</i></li> <li><i>• more people accessing public transport through active means;</i></li> <li><i>• active travel contributing to more people meeting recommended physical activity levels; and</i></li> <li><i>• Where people are making active travel choices, they are doing so in greater safety.</i></li> </ul> <p>Mobilise will on a local level with partners to ensure that there is greater opportunity for active travel for individuals across Cornwall.</p> <p>We will also work towards the ambition set out in the Active Travel Strategy that states a desire for everyone to Walk once a Week (wow). We will convey this message locally to mirror national campaigns.</p> <p>We also work towards the priorities set out within Foresight (2007) – Tackling Obesities Future Choices</p>
<p><b>SCOPING</b></p>	<p><u>National Context</u></p> <ul style="list-style-type: none"> <li>• Be Active, Be Healthy (2009)</li> <li>• Let's Get Moving - A new physical activity care pathway for the NHS (2009)</li> <li>• Healthy Weight, Healthy Lives A Cross Government Strategy for England (2008)</li> <li>• Healthy Weight, Healthy Lives- Ones year on (2009)</li> <li>• Behaviour change at population, community and individual levels (2007)</li> <li>• Choosing Health (2004) - Reducing Obesity, increasing opportunities to take part in physical activity, making healthy choices easier.</li> <li>• 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.</li> </ul>

- 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.
- Foresight (2007) - Tackling Obesities - Future Choices Project. Mobilise follows the guidance set out in order to reduce the prevalence of obesity.
- Obesity Care Pathway and your weight, your health (2006) Mobilise 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 2<sup>nd</sup> 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

	<p>through better prevention, diagnosis, treatment and long term care.</p> <ul style="list-style-type: none"> <li>-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.</li> </ul> <p>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.</p> <ul style="list-style-type: none"> <li>-Physical activity helps to reduce the stresses and strains of everyday life.</li> <li>-Regular physical activity lifts mood, helps deal with negative emotions, improves sleep, reduces tension stress and fatigue, and gives increased energy levels.</li> <li>-Physical activity can also help individuals with anxiety and depression.</li> </ul> <p>7. Ensure people get early diagnosis and treatment for dementia and strengthen access to care and support for individuals and their carers.</p> <p>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.</p> <ul style="list-style-type: none"> <li>-The Mobilise project works with the whole population of Cornwall as it is vital that everyone has the opportunity to increase their physical activity levels. However Mobilise targets Cornwall's disadvantaged communities with walking and cycling programmes.</li> </ul> <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"> <li>• Cornwall and Isles of Scilly Healthy Weight Strategy 2009- 2013.</li> </ul>
<p><b>AIM(S)</b></p>	<p>The overall aim of Mobilise is to promote and enable sustainable, healthy active travel through walking and cycling as part of everyday activity, to help protect the environment, to improve health and to help promote social inclusion.</p>

<p><b>OBJECTIVES</b></p>	<ul style="list-style-type: none"> <li>○ To increase levels of physical activity through walking and cycling as people incorporate them into their daily routine.</li> <li>○ To increase awareness of active travel through walking and cycling, promoting trips to the local amenities.</li> <li>○ To provide information and educational materials about the health, environmental and community benefits of projects to promote walking and cycling.</li> </ul>
<p><b>PROJECT TARGETS and BEHAVIOURAL GOALS</b></p>	<p>60 new volunteer walk leaders trained through Natural England  7 weekly guided cycle rides  60 new cyclists attending guided rides.  12 guided weekly walks with one longer monthly walk  480 new walkers attending the guided walks  Delivery of festival of cycling with 1400 beneficiaries  New website launch attracting 500 unique users in the first three months with return hits at a rate of 300 per month  2 new infrastructure developments</p>
<p><b>THE PROPOSITION</b></p>	<p>Through the delivery of guided walks and cycles we will have a positive impact upon individuals travel choices and levels of physical activity as evidenced through research within the new DoH/ DfT Active Travel Strategy and Healthy Weight, Healthy Lives. This delivery will also contribute towards the target of 2 million more active people by 2012 set out above. Within the local context improved travel choices and enhanced levels of physical activity will impact upon the PCT strategic outcomes associated with healthy weight for children, cancer, strokes, mental health, dementia, health inequalities and raising life expectancy.</p> <p>Our infrastructure development work will also aid improved travel choices and physical activity levels by enhancing the environment within which people will be travelling actively. This is evidenced by the work of NICE guidance on the promotion and creation of physical environments that support increased levels of physical activity and the DfT/DoH Active Travel Strategy.</p> <p>Through informing members of the public as to the benefits of walking and cycling we will have a positive impact upon individuals travel choices and levels of physical activity as evidenced through research within the new DoH/ DfT Active Travel Strategy and Healthy</p>

	<p>Weight, Healthy Lives. This delivery will also contribute towards the target of 2 million more active people by 2012 set out above. Within the local context improved travel choices and enhanced levels of physical activity will impact upon the PCT strategic outcomes associated with healthy weight for children, cancer, strokes, mental health, dementia, health inequalities and raising life expectancy.</p>
<p><b>EVALUATION</b></p>	<p>As Mobilise is a Big Lottery funded project administered by Sustrans we are committed to a number of evaluation procedures for 2010/11 these will be:</p> <p>Participant data capture and registers will be submitted to Sustrans in order to capture our impact upon increasing and maintaining participation in walking and cycling. This will be done as part of our quarterly evaluation to Sustrans. Feedback will be given back to the local projects to measure progress against targets/ outcomes.</p> <p>Route user surveys will be used to evaluate the effectiveness of the infrastructure developments associated with the project.</p> <p>Focus groups will be used to measure a more qualitative impact upon the participant's health and wellbeing.</p> <p>Postal survey to measure individual impact of the interventions.</p>
<p><b>DELIVERY PARTNERS and Stakeholders</b></p>	<ul style="list-style-type: none"> <li>• Sustrans</li> <li>• Big Lottery Well Being Fund</li> <li>• Cornwall Council (various departments)</li> <li>• Eden</li> <li>• Imerys</li> <li>• Commercial Bike Hirers/ shops</li> <li>• Natural England</li> <li>• National Trust</li> </ul>