

Oxfordshire ON THE MOVE

A whole system
approach to physical
activity in Oxfordshire



Whole system approach to physical activity

Components:

- **Expanded YouMove and Move Together programmes** to include maternity & Early Years
- **Physical Activity training** for health and social care professionals
- **Active Travel Community Outreach** in priority neighbourhoods
- **Expanded social movement** to increase activity levels through multiple partners taking action

Approach:

- **Fully collaborative** together with ICB, County and District Councils; Public Health; Home Starts
- **Place based** and focused on **tackling health inequalities**
- **Cross theme collaboration** e.g. food access, green space and environmental improvement

Progress so far – Social Movement

Together, we have:

- Supported **470 children from priority neighbourhoods to learn to swim** and **3,800 school aged children now have access to discounted swimming lessons**
- Launched a **Falls prevention campaign**
- Delivered two **Active Neighbourhood Scans** in priority neighbourhoods and raised £40,000 of match funding
- Developed a new working group for **deploying volunteers in health pathways**

Progress so far – Social Movement

“OOTM has enabled more connections with partners and more collaboration. I have joined a falls prevention campaign working group which are meeting face-to-face later this month.”

79% of partners are now working with other organisations to encourage people to become more active

100% of responders confirmed they have made changes in how they support people to be active as a result of OOTM

Achievements to date

Utilisation of health services

Participants recorded **36% fewer GP appointments** in the 4 weeks prior to their 3-month review, compared to in the 4 weeks before their initial assessment.



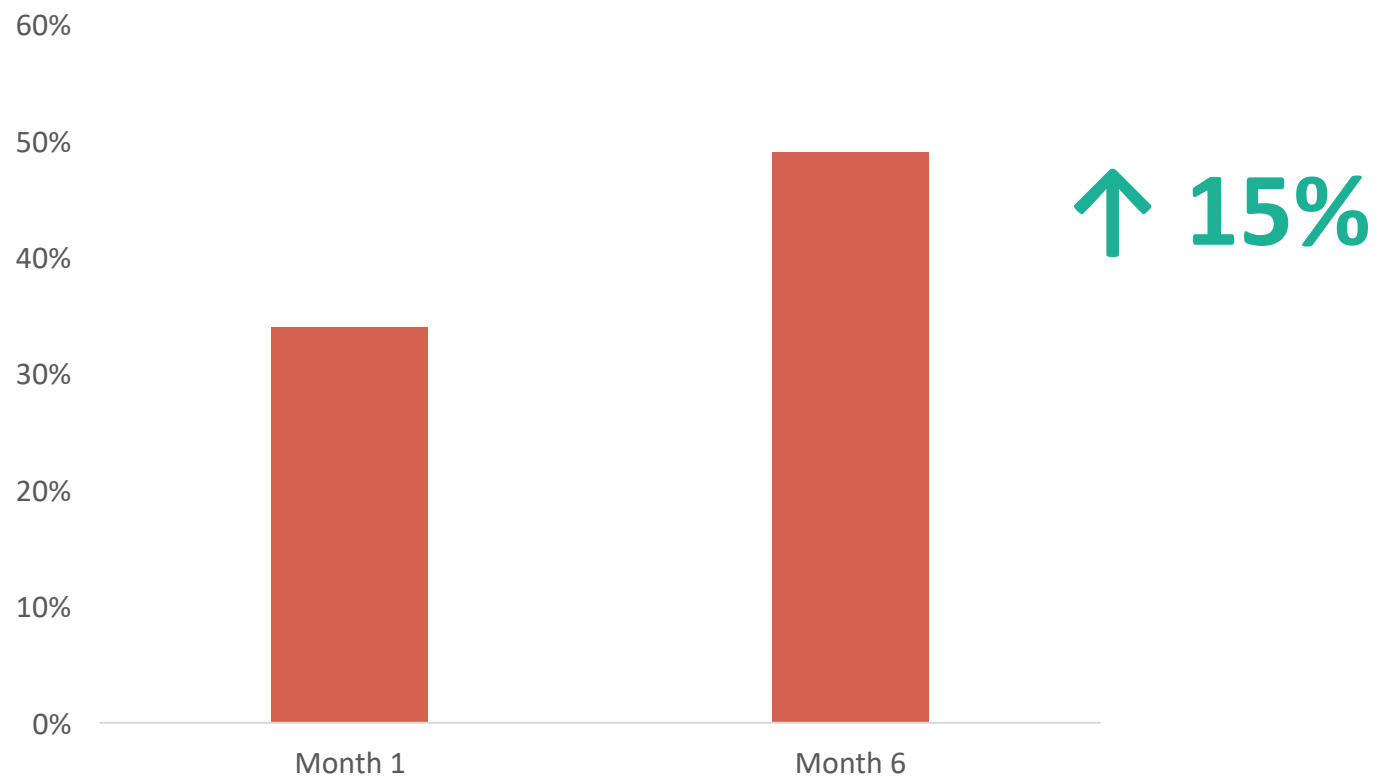
This can be translated into a saving of **4 GP appointments per participant per annum.**

There was a **28% reduction in 111/OOH demand** in the 4 weeks prior to 3-month review compared to initial assessment.

Participants reported **12% fewer falls.**

Achievements to date

Children achieving CMO guidelines



Ambitions

Move Together:

- Increasing the reach to **6300 residents over next 3-years.**
- Extending the pathway to support maternity, mental health, disabilities and anchor institutions.

YouMove:

- **Increasing the reach over 3-years to 18,000**, including Early Years, working together with Home-Start.

Social movement:

- A continued sense of ownership for partners
- 3 working groups fully established in 2024: *Falls Prevention, Swimming & Volunteer deployment*
- Further cross theme working in green prescribing, food access and tackling the climate emergency

Stories of change

“I have made some friends and connections, coming to class twice a week. When I leave the room I am the happiest I am all week, it’s the happiest I ever am, I feel so lifted by it.”

“When I move everything gets better”