

Report for Health Improvement Board

27th October 2015

1. Introduction

This report provides a summary of how the Oxfordshire Sport and Physical Activity Partnership (OxSPA) is working to prevent obesity and promote the maintenance of healthy weight in the county.

2. Background

Following partner feedback Oxfordshire Sports Partnership changed its name in July 2015 to Oxfordshire Sport and Physical Activity. It also refreshed its purpose as:

‘Work together to improve people’s lives through growing participation in physical activity and sport ’

The partners of OxSPA include Oxfordshire County Council- (Public Health), 5 Districts Councils, Governing Bodies of Sport, Sport England (biggest funder), Universities, Further education, schools, voluntary sector etc.

3. How are we doing-big picture

The partners within OxSPA have come together to develop and refresh a Strategic Framework for Physical Activity and Sport 2012-2017. Its two key destinations or goals are to:

3.1 To get 35,000 more adults 16 years plus doing the governments recommendation for weekly physical activity

3.2 To get between 15,000-35,000 sedentary people doing more activity by 2017.

These two goals are measured by the Public Health Outcomes. To date the results have been:

3.1 22,227 more adults doing government’s recommendation of physical activity per month from 2012 to 2014

3.2 2,615 more adults no longer sedentary from 2012 to 2014. (Both surveyed by national Active People survey)

4. What has been done to prevent obesity and promote maintenance of health weight?

4.1 Commissioning

OxSPA has run a variety of programmes via a commissioning process. One significant programme for children and young people aged 11-25 years is the Sportivate programme which is led by the Districts in each of their areas.

OxSPA is also responsible for supporting Primary School Primary Schools Physical Education via the Governments Primary Premium. This has led to much better relationships with most Primary Schools within the county and the Chair of the Primary Heads Association has now joined the OxSPA Board.

Both these examples contribute to the Healthy Weight Plans Priority Number 2.

4.2 Partnerships and influence

Since an excellently attended conference on Physical Activity in March jointly organised and run with Public Health OxSPA has set up the Oxfordshire Strategic Physical Activity Group which is aiming to work closely with the Healthy Weight Group and produce and implement a Physical Activity Plan for the county. The group has representatives from each Local Authority, Oxford Brookes University, transport etc.

It is hoped that this can contribute to Priority number 4 in the Healthy weight plan by linking Oxfordshire County Council transport more closely to the sport and leisure sector

A key target market for OxSPA has been workforces and business organisations in the last year and this contributes to Priority number 3 in the Healthy Weight plan. Projects associated with this included Workplace Challenge, Business Games, Health MOTs.

4.3 Information and advice

OxSPA has a dedicated web site and produces a wide variety of promotional and information literature.

Key programmes such as GO Active Get Healthy and Active Body Healthy Mind have advice and support built into them.

4.4 Programmes and products

OxSPA has a wide variety of programmes and products aimed at various target markets and age groups within the county. It may be helpful to focus on one programme in particular

4.4.1 GO Active Get Healthy

GO Active, Get Healthy is a 3 year pilot programme aiming to increase participation in physical activity and sport in those who are inactive. This project has developed, maintained and promoted a 'Physical Activity and Sport Pathway' based on the Department of Health's 'Let's Get Moving' model.

The programme is funded by Sport England, Oxfordshire Public Health and Oxfordshire Sport and Physical Activity (OXSPA). The programme is led by the core team at OXSPA and delivered by a multitude of partners; Oxford Brookes University, South and Vale District Councils, West Oxfordshire District Council, Oxford City Council, Cherwell District Council, Fusion Lifestyle, GLL and Parkwood Leisure Limited and SOLL Leisure.

Tier One is based on the existing GO Active programme, led by a coordinator in each district. The coordinator ensures there is a varied and interesting range of activities/opportunities available, with particular focus on activities for inactive people

Tier Two supports participants to become more active through motivational coaching and on-going support over 12 months to help elicit behaviour change. Subsidised activities are provided in the form of a voucher booklet and incentives are offered to take part in the full 12 month programme.

Tier One Data (from April 2013 – June 2015)

- **3762 people** have been engaged in tier one of the programme that were doing *30mins or less of activity a week*
- **5715 people** have been engaged in tier one of the programme that were doing *90mins or less of activity a week*
 - **14362 people** have been engaged in total in tier one of the programme (*all levels of activity*)

Tier Two Data (from February 2014 – April 2015)

- **432** people have entered the programme
- **87** organisations have signed up to refer (**82.8%** are health)
 - **52.1%** came from **health or non-health** referrers
- **55.1%** of people entering the programme go on to take it up
- People were **more likely** to take up the programme if referred by **health or non-health** organisations

In terms of the specific targeting examples include:

- ✓ Large number of people entering programme are overweight (self-reported at baseline assessment)
- ✓ MoreLife are a Referrer – 30 referrals to date.
OxSPA now attending Physical Activity Session 5 to speak with group discuss local opportunities and offer support to group. Good feedback from 1st group
- ✓ Working with Public Health to improve working relationship with Slimming on Referral – refer people to GAGH for support and motivation that is likely to be needed.

In summary the programme is:

- ✓ The programme has been very effective at increasing overall activity levels and these are maintained at 6months
- ✓ The increased activity levels appear to be benefiting perceived health and wellbeing and reducing GP visits even in the short term (3months) and this is also maintained at 6months
- ✓ The programme is effective at recruiting people with disabilities
- ✓ Satisfaction with the programme is high for both referrers and participants
- ✓ The programme is achieving excellent data fidelity and follow up rates and therefore the results have good internal validity for this type of evaluation

4.4.1 Active Body Healthy Mind

This is another OxSPA programme aimed at people with mental health issues and is run in co-operation with MIND and a variety of local voluntary groups. OxSPA was successful in securing significant national funding to run the project over 3 years.

A very pleasing testimonial from one participant is included below:

Have you seen any benefits since taking part in physical activity?
Absolutely! Shortly prior to the opportunity you provided me with I was diagnosed with type 2 diabetes and I was asked, by the nurse, to see if I could do something about that, otherwise permanent medication was going to be the course of action recommended by the nurse. I was given 3 months and I kept an eye on my diet and attended the gym for the free 8 weeks. After 3 months I returned to the Diabetes Nurse and she was over the moon with my results. No blood sugar issues!

5. Conclusion

OxSPA provides a robust and effective means for partners to work together within Oxfordshire on areas of shared interest in sport and physical activity. It acknowledges that partners will work on their own in some areas but that in key areas of work where there is interdependency or they cannot achieve it alone with the resources at hand there is real added value in working together.

Key to the obesity and healthy weight agenda going forward is the impact the Strategic Physical Activity Group can have working co-operatively with the Healthy Weight Group and the willingness of partners to be influenced and in a more tangible way key will be the sustainability of the GO Active Get Healthy programme past its initial national funding. A unique chance to get more sedentary people active.