

Wandsworth Public Health Adult Physical Activity Plan

2021-2031

Executive Summary



The Aim: For physical activity to become a way of life, improving the health and wellbeing of people either at risk of, or most affected by health inequalities.

Objectives

- To increase the number of knowledgeable, motivated, and skilled residents who are creating regular physical activity habits and sticking with them
- To create opportunities to be physically active for inactive families and groups of people faced with health inequalities
- To support the delivery of the prevention aims of council Strategies through physical activity - (1) Active Wandsworth Partnership, (2) Environment and Sustainability Strategy, (3) Health and Care Plans
- To create equitable access for all residents to engage in physical activity
- To support council aims to becoming carbon neutral and the greenest inner-London council by 2030

Key principles: Collaborative and partnership approaches across the systems; evidence and population based, promotion of independence and fostering individual and community agency, utilising existing assets and services, insight and data driven, innovating community-led solutions and activities, sustainable and green solutions.

What is physical activity?

- Physical activity is more than exercising. It includes activities such as walking and gardening, dancing, or simply using the stairs rather than the lift. Furthermore, Physical Activity is any activity which requires body movements, and therefore, uses energy
- We want inactive people to benefit from meeting Chief Medical Officer guidelines, promoting (150 minutes a week for moderate physical activity or 75 minutes for vigorous activity for adults), “some exercise is good, more is better”

Why is physical activity important and COVID-19 Pandemic Response and Recovery?

Key reasons of Public Health focus on Physical Activity

- Physical inactivity and sedentary behaviours/ lifestyles can be detrimental to a person’s physical and mental health
- There are considerable inequalities with older people, carers, women, certain people who are Black, Asian and Minority Ethnic, those with disabilities (physical, mental and learning) and those on low income/living in more deprived areas of the borough who suffer consequences of inactivity, as seen during the COVID-19 pandemic. Consequences have included an increase of people who report being deconditioned through lack of physical activity and a rise in falls in older people
- Conversely, physical activity is widely acknowledged to play a key part in maintaining individual and population optimal physical and mental health and wellbeing, and improves people’s quality of life as well as reducing their risk of needing health and social care services

Targeting inactivity - meeting the needs of those most at risk of physical inactivity

- Increasing the activity of an already active person (say from 200 minutes to 300 minutes a week) will benefit that individual's health but the health benefit gained by a sedentary person who takes up even a small amount of activity is far greater. To maximise the best use of resources, effort should be targeted at getting the most vulnerable and inactive people and populations doing some physical activity but aiming for them to do even more as this is better
- The first step is to gain deeper insight into barriers for specific groups that prevent physical activity. Individual barriers include a lack of confidence, deprivation, lack of time, fear of injury, and loneliness. Community level concerns include peer support and supportive workplaces. Lastly, at an environmental level barriers to becoming physically active include traffic and pollution, lack of toilets in parks, and an enabling public infrastructure
- For example, public health and adult social care launched an Active Chats service run by Wandsworth Age UK that aims to work with 100 isolated older people. This service matches isolated older people with trained telephone befrienders who will call up, each week for a number of weeks, for a chat and to work through some gentle seated exercises. All exercises have been designed by a professional personal trainer and physiotherapist



Local strategic context

- Physical Activity is a workstream of the Wandsworth Prevention Framework with its' responsibility to address inequality through systems thinking and leadership, seeking to make best use of local assets and services (statutory, community and voluntary sector and private/ commercial sector)
- Physical Activity is delivered across the three key Prevention Framework placed-based approaches to create Active People, Active Communities and Active Environments in our priority areas and populations
- This plan will complement and align with relevant aims of the council, health sector, and voluntary sector strategies and policies
- In addition to the universal offer from the council to promote physical activity via its Active Wandsworth Strategy, the Public Health Physical Activity Plan specifically contributes to the 'Participate' outcomes of enabling inactive people to become active; encouraging activity to be integrated into everyday lives, creating regular activity habits; and targeting specific geographical areas of Wandsworth which have high levels of inactivity

Action Plan Summary

Expected outcomes

Key actions

➤ Target Adult population

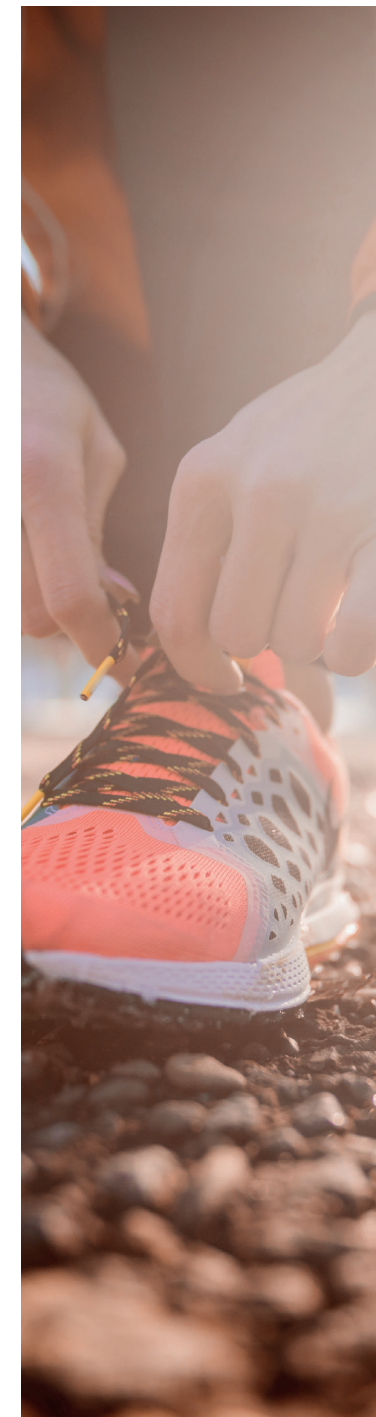
Physical Activity becomes a way of life for more inactive people (circa 3% decrease in physical inactivity year on year).

More inactive people become active.	In 2022, Wandsworth Active at Home campaign, looking to shift attitudes and create social norms utilising campaigns to support people moving more both indoors as well as outdoors again or for the first time.
Coordinated systems-thinking around physical activity aims, especially for under-represented groups and other priority groups.	Over the next five years work with stakeholders to develop and connect initiatives, stimulating local providers to offer a range of choice that is inclusive, including but not limited to: <ul style="list-style-type: none"> • Work with Active Wandsworth Partnership to develop and connect initiatives, stimulating local providers to deliver the Active Wandsworth Strategy outcomes and to offer a range of choice that is inclusive, scaling up targeted interventions that we know work for under-represented groups and help inactive people to become more active
Up to 1,200 inactive people moving more p.a.	<ul style="list-style-type: none"> • Set up a cross departmental and key stakeholder matrix group to develop and deliver the plan's initiatives and ensure fit with existing physical activity opportunities and facilities/ assets. For example promoting walking and cycling to get people moving more. • Work with partners to maximise the use of blue and green spaces like parks for physical activity

➤ Target By priority group

2,550 inactive people in the priority groups to report an increase in physical activity at recommended levels over the next 5 years decrease health inequalities.

Older people and Carers Reduce falls incidence among older people.	To work with Adult Social Care on their falls prevention and carers strategies and plans to ensure the importance of them being physically active is a key prevention aim and outcome to deliver improved health and wellbeing.
Ethnic minority populations Increase community agency within at least 5 identified groups.	Implement community development approaches and initiatives that seek to foster greater community agency amongst ethnic minority populations so that they can co-create community-led initiatives to help get such populations in their local community moving more.



Expected outcomes

Key actions

Target People with Long-Term Conditions (LTCs)

Up to 400 inactive and pre-diabetic people get active and no longer at risk

Other people with long term conditions are supported to get active to reduce their risk, and when advised, a reduction in their Body Mass Index (BMI) after participation in Programme.

To launch a diabetes decathlon Prevention Programme, covering initially 2 Primary Care Networks in the borough and scaling as driven and evidenced by data and outcomes.

Target People in need of Mental Health (MH) services/support

Inactive people who experience mental health problems or Inactive people with mental health needs.

Ensure people with depression or anxiety can access opportunities for physical activity so that they can benefit from the psychological and physical benefits of exercise that can help improve their mood and reduce their anxiety.

We will scope national programmes and translate to local context.

Target People living with a learning or physical disability

Inactive people living with a physical or learning disability increasing their physical activity as appropriate.

By 2026, co-develop a pilot PA initiative with special considerations for disabled people such as:

- a Community-based individual exercise programmes, home-based monitoring using digital platform
- b Local activities with social support such as an activity-based rehabilitation

Target People living in deprived areas

Inactive people living in the most deprived areas become physically active.

Implement community development approaches and initiatives that seek to foster greater community agency so that local people can co-create community-led initiatives to help get inactive people in their local community moving more.

Primary Care Networks (PCNs) in deprived areas identify and refer patients to appropriate PA initiatives.

To work with Primary Care Networks to address physical inactivity as part of adult weight management and long-term conditions management plans and services. Explore the future possibility to upskill Social Prescribers and health professionals in primary and secondary care via a 'champions' campaign.

Target People identified as priority groups, most impacted by health inequalities

Reduced health inequalities
18,500 or more people active who are currently inactive in Wandsworth to be more physically active as part of daily life by 2031.

To establish an enabling environment for residents to be physical active, Public Health will engage with colleagues across the council and relevant stakeholders to address wider determinants of health and environmental factors in a holistic and collaborative approach to encourage and support more physical activity amongst residents, especially those who are inactive.



Partners Adult Social Care and Public Health Directorate, Environment and Community Services, Stronger and Safer Communities (Community and Partnerships Team), Enable Leisure and Culture, NHS South West London Clinical Commissioning Group and Integrated Care System, Primary Care Networks, St George's University Hospitals Service (Integrated Falls and Bone Health Service), Social Prescribing Providers (Enable Leisure and Culture and Surrey Physio), South West London and St George's Mental Health NHS Trust, Community and Voluntary Sector, Wandsworth Care Alliance (WCA) Voluntary Sector Coordination Service, My Roehampton (Citizens Advice), Wandsworth AGE UK, and Voluntary Healthcare and Private sectors.