



# Tackling Physical Inactivity

Be part of it!



# Why Physical Activity?



# The Inactivity Challenge - Adults

## Eden Headline Statistics for Sport & Physical Activity 2020 - Adults

**1 in 6**

adults in the UK die a year as a result of being inactive



(Sport England, 2016)

Health cost of inactivity to Eden is **£1,000,000** every year

(Sport England Local Sport Profiles)

**24.8%** of people (16+) in Eden are **inactive** = **11,100** people

compared to **24.6%** in England  
(Active Lives Survey 7, 2020)

**64.8%** of people (16+) in Eden are **active** = **29,000** people are happier, healthier and stronger

compared to **63.3%** in England  
(Active Lives Survey 7, 2020)



**25**

**deaths** could be prevented each year if 75.0% of the adult population aged 40-75 in Eden met Chief Medical Officer Guidelines

(Sport England Local Sport Profiles)

**61.5%** of adults 18+ are **overweight or obese** in Eden

compared to **62.0%** in England  
(PHE Public Health Profiles 2017/18)



**1 in 4**

will experience a **mental health problem** this year

(Mental Health Foundation, 2017)

**83.0%** of adults in Eden **do not** cycle at least once per month

compared to **83.9%** in England  
(DoT Walking and Cycling Statistics 2017-18)



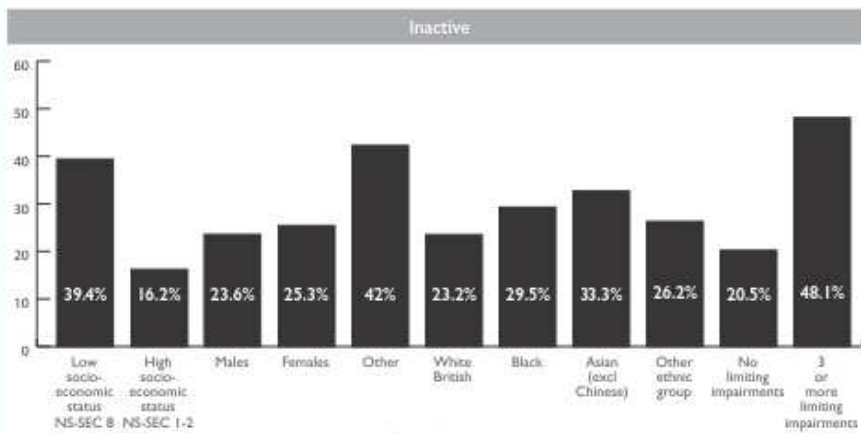
People who **volunteered** to support sport & physical activity **at least twice** in the past year

**Eden 20.4%**

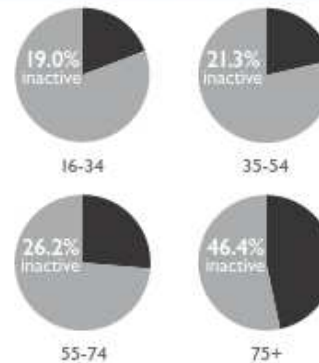


compared to **13.4%** in England  
(Active Lives Survey 7, 2020)

### Inequalities in participation



### Inactivity increases with age



**16.6%** of adults in Eden **do not** walk for 10 minutes at least once a month

compared to **21.8%** in England

(DoT Walking and Cycling Statistics 2017-18)

Be part of it!





# The Inactivity Challenge - CYP

## Eden Headline Statistics for Sport & Physical Activity 2020 - Children & Young People

### Childhood Obesity

Starting primary school

Leaving primary school

**22.1%**  
of children aged 4-5  
are **overweight or obese** in Eden

compared to

**22.6%**  
of children aged 4-5  
are **overweight or obese** in England

**31.2%**  
of children aged 10-11  
are **overweight or obese** in Eden

compared to

**34.3%**  
of children aged 10-11  
are **overweight or obese** in England

(National Child Measurement Programme 2018/19)

### Sport and Physical Activity Levels



**Volunteered** to support sport and physical activity **at least twice** in the last twelve months



**Overall years 5-11 (ages 9-16)**  
41.9% compared to England 38%

(Active Lives Survey CYP 2, 2019)



The percentage of children that are not meeting the new Chief Medical Officers recommendations of 30 minutes of their daily physical activity through the school day and 30 minutes outside of school.

(Active Lives Survey CYP 2, 2019)

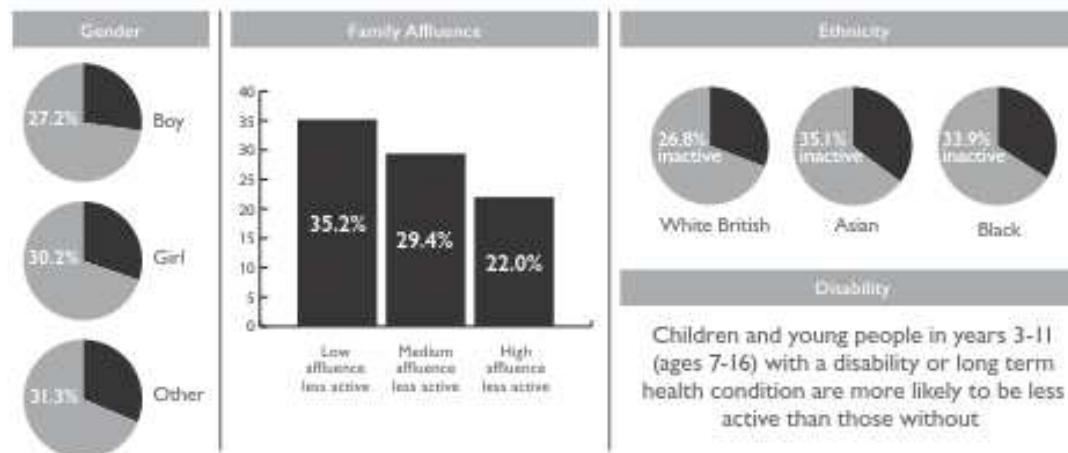
### Key Findings

1. More physically literate children and young people are more likely to be active. Physical literacy has four elements – motivation (measured through enjoyment), confidence, competence and knowledge and understanding. The more elements present, the more active a child or young person is likely to be
2. Physical literacy changes with age, as they grow older, they report lower levels of enjoyment, confidence, competence and understanding
3. There are important inequalities that must be tackled
4. More physically literate children and young people are happier, more resilient and more trusting of other children and young people

(Active Lives Survey CYP Attitudes 1, 2019)



### Inequalities in participation - less active every day

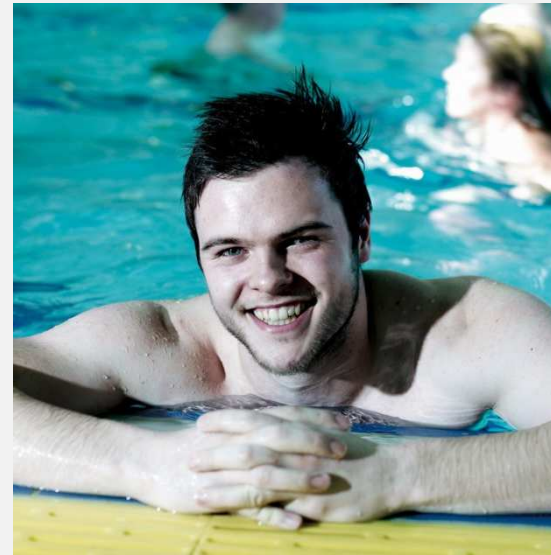


# 3 Year Plan 2018 - 2021



## Mission

To advocate the benefits of physical activity, and increasing opportunities to address inactivity to improve county wide health and wellbeing outcomes.



## Vision

Everyone in Cumbria appropriately active a part of their everyday life.

# Local Delivery



## 3 Components to Local Delivery

**Primary Role**

**National funded programmes, services and events**

**Local funded programmes, services and events**

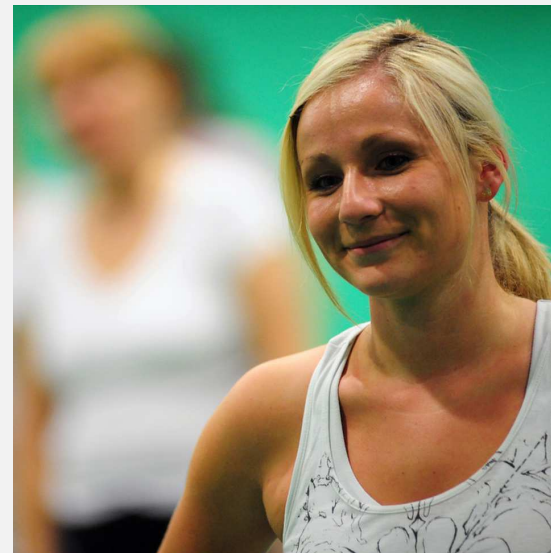


# Primary Role Headline Priorities



To improve the health and wellbeing of Cumbria's super ageing population by supporting 'inactive' older adults in identified areas to become more regularly active.

To contribute to a reduction in health inequalities in our most deprived communities by supporting inactive people of all ages to be more regularly active.



# Primary Role Priority Areas

for Older Adults:

Cumbria:

20 LSOAs across 16 Wards

Penrith:

2 LSOAs across 2 Wards

for Low Socio-Economic Groups:

Cumbria:

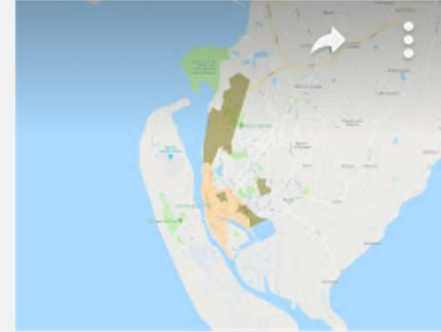
23 LSOAs across 17 Wards

Penrith:

0 LSOAs across 0 Wards



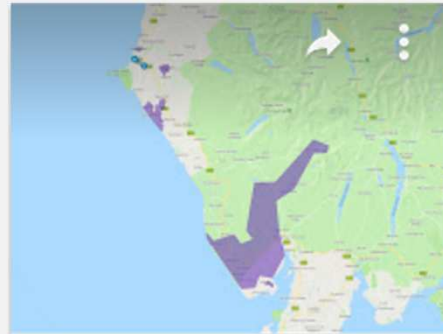
Priority Role Areas Allerdale



Priority Role Areas Barrow



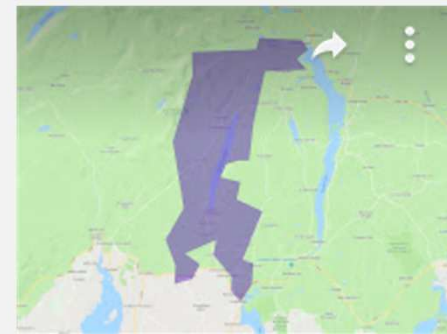
Priority Role Areas Carlisle



Priority Role Areas Copeland



Priority Role Areas Eden



Priority Role Areas South L...



# Looking ahead – Post COVID-19 and a new 5 Year Plan



## POST COVID-19

Provide support for the recovery of existing sport and PA network

Explore approaches for new activity and engagement with new partners to reach our targeted audiences

Capitalise on the changing national value of exercise as 'essential'



## RESTART PROGRAMMES & ACTIVITIES SAFELY

- Walking for Health groups
- Train up more Walk Leaders
- Activate
- Satellite Clubs
- Events – Cumbria School Games
- PE & School Sport interventions and support



## 5 YEAR PLAN

- Evolution – build on strong foundations of existing 3 Year Plan
- More targeted approach to working with Older Adults - those with LTCs or at risk of LTCs
- Continue to tackle stubborn inequalities and work in the poorest communities
- Support the Climate Emergency agenda via Active Travel

# How can you help?

Recognise that tackling inactivity needs to be a top priority as it is responsible for 1 in 6 UK deaths and for up to 40% of long-term medical conditions

Become part of a growing network of champions to help tackle inactivity locally

Help AC to understand the reach and influence you have with the under-represented users/communities that you support and help AC to get them active

Explore ways in which our resources can be maximised with those available locally



# Thank You

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