Tackling Physical Inactivity

Be part of it!

active Cumbria
Why Physical Activity?

- Cognitive decline: ↓40%
- Type 2 diabetes: ↓35%
- Hypertension: ↓33%
- Depression: ↓48%
- All-cause mortality: ↓30%
- Bone fractures: ↓66%
- Breast cancer: ↓20%
- Coronary heart disease and stroke: ↓25%
- Colorectal cancer: ↓19%

Regular physical activity can reduce health risks.
The Inactivity Challenge - Adults

Carlisle 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 Carlisle is £1,900,000 every year (Sport England Local Sport Profiles)

28.3% of people (16+) in Carlisle are inactive compared to 24.6% in England (Active Lives Survey 7, 2020)

58.6% of people (16+) in Carlisle are active compared to 63.3% in England (Active Lives Survey 7, 2020)

62.9% of adults 18+ are overweight or obese in Carlisle compared to 62.0% in England (PHE Public Health Profile 2017/18)

1 in 4 will experience a mental health problem this year (Mental Health Foundation, 2017)

84.7% of adults in Carlisle 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

Carlisle 12.4%

22.5% of adults in Carlisle do not walk for 10 minutes at least once a month compared to 21.8% in England (DoT Walking and Cycling Statistics 2017-18)
## The Inactivity Challenge - CYP

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

#### Childhood Obesity

<table>
<thead>
<tr>
<th>Starting primary school</th>
<th>Leasing primary school</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.5% of children aged 4-5 are overweight or obese in Carlisle compared to 22.6% of children aged 4-5 are overweight or obese in England.</td>
<td></td>
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<tr>
<td>33.3% of children aged 10-11 are overweight or obese in Carlisle compared to 34.3% of children aged 10-11 are overweight or obese in England.</td>
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(National Childhood Measurement Programme 2018/19)

#### Sport and Physical Activity Levels

- **At school**: 62.3% compared to 29.6% in England
- **Outside school**: 48.9% compared to 29.8% in England

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

- **Overall years 5-11 (ages 9-16)**
  - 31.7% compared to England 38%

#### 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.

#### Inequalities in participation - less active every day

<table>
<thead>
<tr>
<th>Gender</th>
<th>Family Affluence</th>
<th>Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boy</td>
<td>Low influence less active</td>
<td>White British (36.6% inactive)</td>
</tr>
<tr>
<td>Girl</td>
<td>Medium influence less active</td>
<td>Asian (35.1% inactive)</td>
</tr>
<tr>
<td>Other</td>
<td>High influence less active</td>
<td>Black (33.9% inactive)</td>
</tr>
</tbody>
</table>

Children and young people in years 3-11 (ages 7-16) with a disability or long term health condition are more likely to be less active than those without.
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 is appropriately active as 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
Carlisle:
• 4 LSOAs across 3 Wards

For Low Socio-Economic Groups:
Cumbria:
• 23 LSOAs across 17 Wards
Carlisle:
• 5 LSOAs across 5 Wards
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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