Leadership Forum
Friday 7th December 2018

Tackling the inactivity crisis in Oxfordshire
Welcome

- **Ian Hudspeth** – Leader
  Oxfordshire County Council

- **Louise Upton** – Board Member for Healthy Oxford
  Oxford City Council
Dr William Bird
GP and Founder
Intelligent Health
Oxfordshire Leadership Forum

Dr William Bird  MRCGP MBE
7th December 2018
What if there was a perfect drug called Fiterix

- Major effect on the faulty immune system reducing the pro-inflammatory markers of anti-TNF factor, C Reactive Protein and IL-6.

- Increases antioxidants and reduces the oxidative stress from Krebb’s Cycle in each mitochondria as measured by reduction in 8-hydroxydeoxyguanosine (8-OHdG)

- Prolongs the life of cells by stimulating Temelorase and lengthening the telomeres at the end of each Chromosome hence prolonging cell life.

- Reduces blood pressure, visceral fat, obesity, fibrinogen, blood pressure, and HDL/LDL ratio and can reduce the atheroma in each coronary artery

- Stimulation of Brain-Derived Neurotrophic Factor Increases repair of neurons in the brain and promotes neural generation and increases grey and white matter with enlarging the Hippocampus.
Fiterix
(aka going for a walk)

Triple Strength
Activity
Friendship
Nature
Our factory setting is to be in a sociable group, supportive environment and have a purpose

People

Place

Purpose

Sociable

Nature

Autonomy

Connect

Take Notice

Be Active, Give Keep Learning
How does nature benefit health?

(a) Less stressed,
(b) More exercise,
(c) More positive social interactions
(d) Better quality environment for health promotion (i.e. has lower levels of air pollution)

Fear and Chronic Stress

People
- Loneliness

Place
- Hostile

Purpose
- Lack of control
Chronic Stress Loneliness

Inactivity Poor diet Obesity Smoking
Chronic Stress

Stress Hormones

Inactivity
Poor diet
Obesity
Smoking

Chronic Inflammation

Mitochondria as a key component of the stress response. Manoli et al. Trends in Endocrinology and Metabolism Vol 18 No 5 2007
Inflammation: The cause of Causes

Chronic Inflammation
Starts in children as young as 6 years old

- Diabetes
- Anxiety and Depression
- Cardiovascular disease
- Cancers
- Obesity
- Arthritis
- Dementia
‘Physical inactivity is the fourth leading cause of death worldwide.’

THE LANCET
The cost of Diabetes

In Oxfordshire there are 29,461 people with Diabetes (4.1%)
Walking reduces inflammation

1. Reduces visceral fat
2. Reduces anti-inflammatories
3. Damages healthy cells
Sedentary, high fat diet and stress

Mitochondria
Physically active, low fat and not stressed

Mitochondria

Oxidative Phosphorylation

Reactive Oxidative Species

Anti-Oxidants

Mitochondrial DNA
Telomeres get shorter

Pathway of Ill Health

People
- Chronic stress

Place
- Poor health behaviours

Purpose
- Mitochondrial damage, telomere shortening, and chronic inflammation
- Cardiovascular disease, diabetes, cancer, depression
When people are inactive

Chronic stress
- Poor concentration, tiredness, irritability, addiction, depression, weakness, chronic inflammation

Lack of Activity
- Unsafe streets, poor air quality, reduced learning and productivity, dependence on others, less volunteering, isolation,
When physical activity becomes central

People

Place

Purpose

Increased confidence, greater concentration, less illness, greater contentment, better behaviour.

Increased productivity, safer streets, good air quality, stronger students, community cohesion, independence, more volunteering etc
The focus has moved physical activity from a venue based strategy ...
... to a community based activity where activity happens everywhere
But to get real scale we need to get lots of people becoming activity leaders themselves.
Green Gym Vs Aerobics

Comparison of heart-rate response during two sessions of activity

V Reynolds 1999
OCHRAD
Can we have our future world, today?

Let’s remove boundaries and turn a whole town into a game!
Beat the Street Launch
The Future is when...
everyone is active

Torbay (Most deprived Communities)
Active: From 60% to 78%  18%↑
Fairly active: From 9% to 14%  15%↑
Inactive: From 31% to 8%  23%↓
The Future is when...
lots more people are walking and cycling

6 months following BTS In Dumfries there remained a 23% increase in cycling in those aged 50+
The Future is when...
Everyone helps each other

After BTS in Dumfries there was an 11% increase in those agreeing with the statement “I feel like I belong to this neighbourhood”
The Future is when...
the parks
are full of people

Handsworth Sports Day created from volunteers as a direct result of Beat the Street
The Future is when... nobody struggles with anxiety and depression

Terry managed to get out of his house to play BTS and meet new people that lifted his depression following his wife’s death.
The Future is when...
the air is clean

In Hounslow there was a 26% reduction in cars around 7 schools as a direct result of Beat the Street
The Future is when...
we rediscover our values

Exploring the local area (66%)
Getting fit (54%)
Having fun (54%)
Spending time with friends or family (53%)
and feeling more healthy (52%)
Winning Prizes (13%)
The Future is when...
Everyone can be part of it
Thank you

Building Active Communities

William.bird@intelligenthealth.co.uk

@Intelligent_Hlt
Andy Reed
Founder
Sports Think Tank
Saje Impact – Sports Think Tank
Which Future for us all?
Greater segmentation required – Sports Analytics AI and personalisation
Which are Inactive?
At the Heart of Co-creating a solution

Use and work with Active Oxfordshire – engage, collaborate, support – to help local people make physical activity part of their every day lives again.
Austerity – 2008-2022?
Challenge

Political Will
Challenge

No evidence for whole system change thinking successes – lots of individual projects, but population scale models

The 'inverse evidence law' of Physical Activity

We know most about the effects of interventions likely to influence the smallest number of people (i.e. individually tailored behaviour change), and least about the effects of interventions likely to influence the largest number of individuals (i.e. population level) interventions.
There is a value in the Sports Economy & is one of the 5 Sport England Outcomes – Jobs and GVA
Importantly too – Wellbeing and increased productivity through a healthy workforce.
Types of leadership

Co-creation of solutions – through collaborative and servant leadership
Don't wait for the perfect moment, take the moment and make it perfect!
Nudge

Behavioral science and insight is improving – use it!
It’s amazing what you can achieve together when you don’t care who takes the credit
Mike Diaper
Director
Sport England
We want everyone in England, regardless of age, background or level of ability to feel able to engage in sport and physical activity.

Some will be young, fit and talented – but most will not.

We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.
What we are aiming for

**FIVE OUTCOMES FROM SPORTING FUTURE**

- Physical Wellbeing
- Mental Wellbeing
- Individual Development
- Social & Community Development
- Economic Development

**THREE TARGETS AGREED WITH GOVERNMENT**

- An increase of 500,000 in the number of people physically active overall
- An increase of 250,000 in the number of women who are physically active
- An increase of 100,000 in the number of people from LSEG groups more active

**OUTCOME BASED PROJECTS MUST STILL DELIVER NUMBERS**

**PURSUIT OF NUMBERS MUST NOT NEGLECT OUTCOMES**
OVERVIEW

What?
• Increasing Activity
• Lower SEG
• Women
• Decreasing Inactivity
• Children & Young People
• Volunteering
• Talent

How?
• Investing in new markets and collaborating with new partners
• Targeting new audiences
• Improving experience in existing markets
• Digital transformation
• Place – based working
• National campaigns
• A more productive, sustainable and responsible sector

Why?
“Transforming people’s lives through sport and physical activity”
The Challenge

This number is going up and has reached 28m

This number is decreasing but 11.3m do very little or nothing
TACKLING INEQUALITY

Social Economic Groups
- NS-SEC 1-2: 71%
- NS-SEC 3-5: 62%
- NS-SEC 6-8: 54%

Ethnicity
- Mixed: 71%
- White Other: 66%
- White British: 63%
- Chinese: 60%
- Other Ethnic Origin: 57%
- Black: 57%
- South Asian: 55%

Gender
- Male: 65%
- Female: 60%

Disability
- Active: 21%
- Inactive: 42%

Age
- 15-24: 15%
- 25-34: 20%
- 35-44: 21%
- 45-54: 22%
- 55-64: 27%
- 65-74: 29%
- 75-84: 47%
- 85+: 71%
… and locally

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<tr>
<th></th>
<th>Inactive %/Number</th>
<th>Fairly Active %/Number</th>
<th>Active %/Number</th>
<th></th>
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<tbody>
<tr>
<td>Cherwell</td>
<td>22.3% 26,300</td>
<td>16.6% 19,600</td>
<td>61.2% 72,400</td>
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</tr>
<tr>
<td>Oxford</td>
<td>16.3% 20,800</td>
<td>9.3% 11,800</td>
<td>74.5% 85,000</td>
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<tr>
<td>South Oxfordshire</td>
<td>18.2% 20,600</td>
<td>10.9% 12,400</td>
<td>70.9% 80,100</td>
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<tr>
<td>Vale of White Horse</td>
<td>17.4% 18,400</td>
<td>16.4% 17,400</td>
<td>66.2% 70,300</td>
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</tr>
<tr>
<td>West Oxfordshire</td>
<td>22.3% 19,800</td>
<td>11.0% 9,800</td>
<td>66.7% 59,500</td>
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<tr>
<td>Oxfordshire</td>
<td>19.1% 105,900</td>
<td>12.8% 71,000</td>
<td>68.2% 367,300</td>
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Just out – Active Lives Children results

A third of Children

32.9%

32.9% of children and young people (2.3m) do less than an average of 30 minutes a day

23.9% (1.7m) are fairly active but don’t reach an average of 60 minutes a day

23.9%

25.7% (1.8m) do an average of 60 minutes or more a day but don’t do 60 minutes every day

43%

3m

17.5% (1.2m) do 60 minutes or more every day
Why does tackling inactivity matter

"If sport and physical activity was a drug, it would be regarded as a miracle"
Professor Sally Davies, Chief Medical Officer – Department of Health

1 in 6 DEATHS in the UK are caused by inactivity

£7.4 BILLION

56% of adults meet the guidelines of 160 minutes a week of moderate intensity physical activity. For over 2/3 of them sport is part of the activity mix.
Sport England need CSPs to ensure Local capacity and Reach

CSP Primary role

• A strong granular understanding of the place and people

• An ability to broker and facilitate a much wider range of relationships

• Where necessary supporting projects and relationships on Sport England’s behalf

• Supporting local authorities by consent

Programme Funding

• School Games, Workforce and Satellite Clubs
Working Lunch

Discussions around the following questions;

1. How can the organisations in this room work together differently to reduce inactivity in Oxfordshire?

2. What can Active Oxfordshire do to help and support?

3. What should we do together in the next 12 months?
Close

• Keith Johnston – Chair
  Active Oxfordshire