

Public Health England
Health Matters: Supporting Information for Healthcare Professionals
January 2020

Physical activity initiatives and training for healthcare professionals

Rationale:

More than 1 in 10 people visit their GP every 2 weeks and there are 1.2 million health-related visits to a community pharmacy every year. In most cases, those who are regularly engaging with healthcare professionals (HCPs) have, or are at risk of, developing health conditions and are more likely to be inactive. In addition, 1 in 4 people would be more active if advised by a HCP, so HCPs play a unique role in supporting people to be more physically active.

However, a 2017 survey of 1,000 GPs found that:

- 80% of GPs in England are unfamiliar with the national physical activity guidelines
- less than half (44%) are confident in raising physical activity with patients
- over half (55%) had done no specific training on physical activity

This is, in part, due to a system issue around providing adequate training for HCPs on the guidelines and physical activity (PA) for people newly diagnosed with a long-term condition (LTC) or in treatment. HCPs may also feel that they cannot speak to patients about PA when they are seeing them about their LTC, nor may they have time to fit in a conversation about PA in a 10-minute appointment.



Moving Healthcare Professionals Programme



The Moving Healthcare Professionals Programme (MHPP) is a national partnership programme led by Sport England and PHE. It is a whole-system educational approach to embed prevention and physical activity promotion into clinical practice, helping to address the barrier of HCPs not speaking to their patients about the benefits of physical activity due to either lack of knowledge, skills or confidence.

The programme provides a variety of resources including peer-led training and is developing practical resources to support HCPs implement the NICE guidance on physical activity, and guidance for treatment of a breadth of conditions that recommend physical activity.

There are multiple strands to the programme:

- training existing healthcare professionals

- development of resources, such as Moving Medicine (outlined below)
- upskilling the next generation
- testing innovative ideas

Upskilling NHS workforces through the MHPP provides the opportunity to:

- address a recognised knowledge and skills gap across HCPs and their capability to implement PA guidelines
- provide the workforce with access to evidence-based training and resources proven to increase their knowledge and confidence, and support their practice
- improve management of patients with over 30 LTCs that PA is known to improve
- help reduce service demand and costs to the NHS

Moving Medicine

Moving Medicine is an initiative led by the Faculty of Sport and Exercise Medicine (FSEM) UK, in partnership with PHE and Sport England. It is a digital toolkit for clinicians and allied health professionals that is part of the Moving Healthcare Professionals programme, and has been developed in collaboration with experts, professional bodies and charities representing patients and healthcare professionals in each disease area.

The toolkit provides accessible, evidence-based and condition-specific information to help give advice on physical activity at all stages of a patient's treatment pathway for 10 common conditions:

- cancer
- COPD
- dementia
- depression
- falls and frailty
- inflammatory rheumatic disease
- ischaemic heart disease
- MSK pain
- primary prevention
- type 2 diabetes



Moving Medicine

Faculty of Sport & Exercise Medicine-led development of tool covering nine conditions with **evidence based scripts and resources** for conversations

Co-produced with over 300 healthcare professionals, endorsed by Medical Royal Colleges and health charities and launched by SoS in 2018

Around **3,000 users** each month of beta version.

To access the resources: movingmedicine.ac.uk

The image shows a digital interface for 'Moving Medicine' with a navigation menu for 'Ischaemic Heart Disease' and three conversation options: 'The 1 minute conversation', 'The 5 minute conversation', and 'The more in-depth conversation'.

The toolkit provides what is needed for a 1 minute, 5 minute and longer conversation, complete with step-by-step guides, behavioural change insights, and all the evidence to back it up.

Physical Activity Clinical Champions Training

PHE and Sport England's Physical Activity Clinical Champions training involves a national network of 50 healthcare professionals providing a free, peer-to-peer, standardised training package to over 22,000 other healthcare professionals. They aim to improve the physical activity knowledge, skills and confidence of other HCPs. Sessions can last from 1-3 hours depending on the requirements of the group being trained and are designed with the latest evidence-based, insight-led research. This includes practical advice on how to embed physical activity into clinical practice, and the latest information on current physical activity guidelines.

Physical Activity Clinical Champions

Free peer-to-peer training by a **national network of 47 expert HCPs** (Medics, Nurses / Midwives, AHPs) to increase knowledge, skills and confidence to incorporate physical activity within clinical care.

Over **22,000 HCPs trained** with an independent evaluation demonstrating improvements in participant knowledge confidence and frequency of patient physical activity conversations.

Training can be provided for **groups of 12** or more healthcare professionals, sessions last for one or more hours

To be in put touch with your local champion email physicalactivity@phe.gov.uk



An independent evaluation has showed that this training:

- increased knowledge – 1 in 4 (25%) of those who did not know the guidelines recalled them correctly at 4 and 12 weeks
- increased confidence – those ‘extremely confident’ increased from 16% to 30% at 4 weeks
- increased regularity of discussions – 40% had more physical activity conversations with patients.

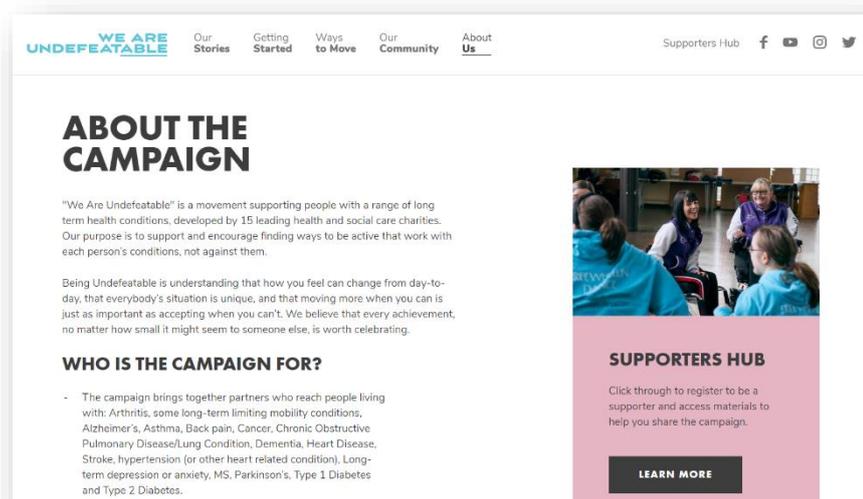
We Are Undefeatable campaign

The We Are Undefeatable campaign – led by a collaboration of 15 leading health and social care charities and supported by PHE and Sport England – is designed to inspire and motivate people living with long-term conditions to get active in a way that’s right for them.

It is designed with the perspective and lived experience of people with health conditions, and provides an opportunity to stimulate positive discussion and action, and identify and address barriers to engaging this audience.

The main audience for the campaign is:

- people who are doing little physical activity and those who are doing almost none at all
- male and female, 30 to 64 years old and beyond
- broad range of health conditions



The campaign drives sustainable attitude and behaviour changes, therefore addressing some of the factors that people with long-term conditions identify as barriers to physical activity.

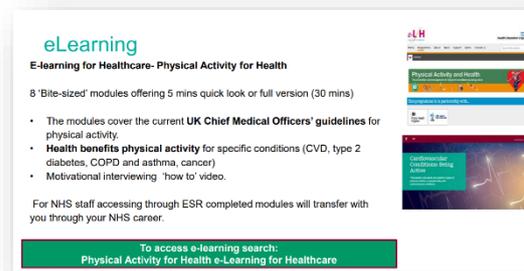
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E-learning courses:

There are several other digital resources that PHE, in collaboration with partners, has developed to support healthcare professionals in championing the benefits of physical activity with their patients.

PHE, Health Education England and Sport England have developed a physical activity and health e-learning course, which is hosted on the e-Learning for Healthcare hub. The course will familiarise the learner with:

- the UK CMOs' physical activity guidelines
- the underpinning evidence-base
- how to incorporate the guidelines into their daily clinical care



Royal College of General Practitioners 3-year priority

PHE is working with the Royal College of General Practitioners (RCGP) on their 3-year priority on physical activity. This includes their Physical Activity and Lifestyle Toolkit and Active Practice Charter, both developed in partnership with Sport England.

The toolkit can be downloaded to help healthcare professionals embed physical activity within the conversations they're having with patients. The charter inspires and celebrates GP practices that are taking steps to increase activity in their patients and staff, and aims to support around 8,000 GP practices in the UK. More resources and condition-specific resources for healthcare professionals can be found on the RCGP website.



Physical Activity and Lifestyle Toolkit



The RCGP and parkrun UK also

launched the parkrun practice initiative in June 2018, which asks GPs to affiliate themselves with their local parkrun and become parkrun practices. Involvement in this initiative will help practices:

- improve the health and wellbeing of practice staff
- improve the health and wellbeing of patients and carers, particularly those who are inactive or living with long-term conditions, reducing the need for lifelong medication
- raise awareness amongst the parkrun community of services that practices provide
- contribute to the development of a local community and environment that is centred around wellness generation
- support the UK-wide movement to scale up social prescribing activities

Introduction	+
Moving Medicine	+
Condition specific resources for healthcare professionals	+
Other useful resources for healthcare professionals	+
Organisations	+
Resources and guidance for patients	+
National guidance and reports	+
Tips to make your practice an Active Practice	+
Resources for commissioners	+
Nutrition and Diet	+

More than 16% of GP practices in the UK have registered to become a parkrun practice to date.