

Active Connections Conference

Embedding Physical Activity into Health

4th December 2024



Please take your seats, the event will begin soon



Housekeeping



Active Connections



Began in January 2024

Funded by Hertfordshire County Council Public Health

Delivered by Herts Sport & Physical Activity Partnership (HSP)

Mission: *To better embed physical activity into Hertfordshire healthcare systems*

Improving awareness, confidence and connections between healthcare and community physical activity.



Keynote Speaker



Sarah Perman

Director of Public Health

Hertfordshire County Council



How active are we?

- Around 1 in 3 adults are not physically active enough **but** there are two million more adults getting active on a regular basis than in 2016.
- 1 in 2 children are not physically active enough. Children and young people from the least affluent families are the least likely to be active.
- People tend to get less active with age, especially in older years.
- People with disabilities or long-term conditions are twice as likely not to be active enough for good health.
- People from Asian, black, and 'other' ethnic groups are less likely to be physically active **but** people from mixed ethnic backgrounds are the most likely out of all ethnic groups to be physically active.
- **One in four people would be more active if advised by a healthcare professional. Motivation from others – family, friends also important.**



Benefits of physical activity

Improves sleep

Maintains weight

Improves mental wellbeing and manages stress

Dose- response: small amount of exercise, i.e. less than the Government's guidelines, may be sufficient to reduce mortality

Type 2 diabetes -40%

Cardiovascular disease -35%

Falls, depression -30%

Joint and back pain -25%

Colon and breast cancer -20%

Dementia – 28%

How can we help people in Herts to be more active?

Make taking part in physical activity affordable, accessible, easy and fun

Invest in the infrastructure for active and safe commuting to work, school, shopping and recreation

Invest in physical activity for children - inspiring young people to make exercise a life-long habit

Prioritise people with long term conditions, people unable to work due to ill-health, strength-based exercise in older people

Listen to what people want: co-production, co-design, co-delivery

Promote what we have in Herts – there's huge amounts of exercise / activity on offer!



Partnership and integration with the NHS

National NHS priorities

- Equipping health care professionals with the tools and information, making it easy to sign post or refer
- Integrating physical activity into clinical pathways
- Supporting the NHS workforce to increase their physical activity
- Supporting innovation and evaluation with partners

Opportunities with the new Government

- NHS position statement on physical activity
- New Government Health Mission – includes physical activity
- Darzi Review emphasising the importance of prevention and efforts to tackle health inequalities
- Ten year NHS plan
- ‘Get Britain Working’ white paper
- Chief Medical Officer committed to physical activity being a priority

Huge assets in Hertfordshire to build on

- Shared commitment across Hertfordshire from NHS, local government, voluntary organisations
- Track record of investment and funding from district councils and the County Council
- Very strong relationships and good will between partners
- Masses of opportunities and innovative schemes
- Hundreds of grassroots organisations working hard to increase opportunities in their local communities
- Leadership and track record of achievements of Herts Sport & Physical Activity Partnership – anchored in the University with its incredible facilities and reach into the community
- GP leaders championing good practice, e.g. active practice charter and exercise on prescription
- Network of social prescribers and community navigators



Active Connections Conference

Keynote Speaker



Tom Burton

Strategic Lead – Health & Wellbeing Policy

Sport England



Active Connections Conference

04 December 2024

Tom Burton

Strategic Lead – Health and Wellbeing Policy, Sport England

A vision and mission for 2031

OUR VISION

Imagine a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.

There's no quick fix to make this vision a reality. But we know being active is one of the most effective and sustainable ways to achieve it. This is why Sport England exists.

The evidence is overwhelming that moving our bodies – through community sport, fitness and physical activity – improves our lives, individually and collectively.

OUR MISSION

We're here to invest in sport and physical activity to make it a normal part of life for everyone in England, regardless of who you are.

Because it's not always a level playing field.

Right now, the opportunities to get involved in sport and activity – and reap the rewards of being active – depend too much on your background, your gender, your bank balance and your postcode.

We're determined to tackle this and unlock the advantages of sport and physical activity for everyone.

Creating conditions to tackle inequalities by collaborating across key policy areas

**Connecting with
Health & Wellbeing**

**Positive Experiences
for Children & Young
People**

Active Environments

**Environmental
Sustainability**

Working with Strategic Partners, Places and Campaigns

“strengthening the connections between sport, physical activity, health & wellbeing, so more people can feel the benefits of, & advocate for, an active life //”

Unlocking health for all
Being active can maintain or improve health, wellbeing and quality of life

Enabling an equal chance
Investing more to support the least active plays a key role in reducing health inequalities

1

Evidence that has inspired change
The consistently strengthening PA evidence base has resulted in action by those that enable policy, messaging, delivery or investment

2

PA used by key sectors for good health
More sectors with a shared purpose of improving health and wellbeing value, prioritise, invest in and advocate for physical activity

3

Integration into health and care systems
Relevant and appropriate physical activity promotion and support has become part of routine NHS and social care at every level

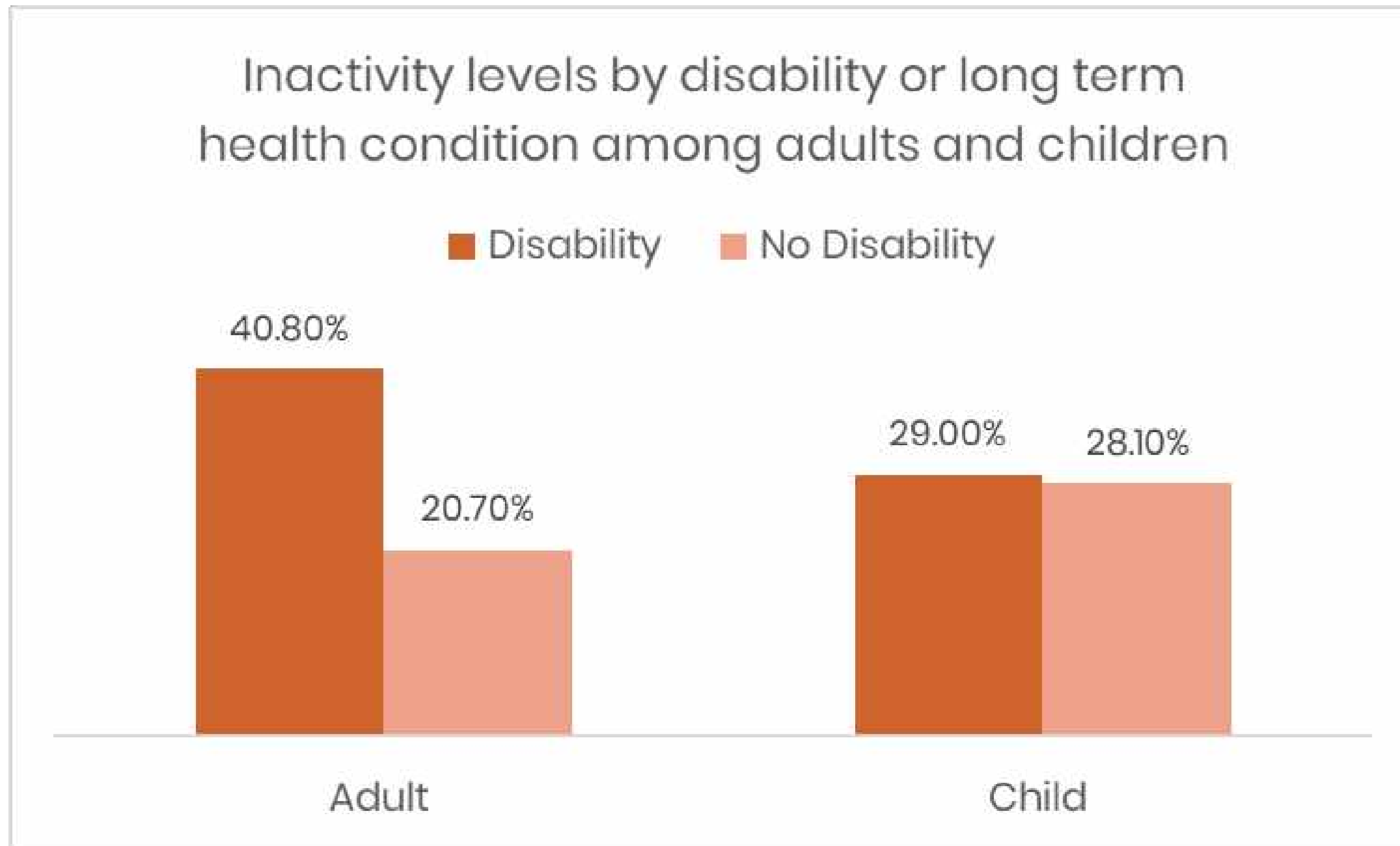
4

A pathway that supports behaviour change
Any journey between health & care and PA is easy, supported & personalised, irrespective of where you live and based on what matters to them

5

Positive experiences
There is a diverse spectrum of accessible, inclusive, supportive PA opportunities – particularly those at greatest risk of, or living in, poor health

Adults living with an LTC and/or disability are twice as likely to be inactive



69% of people living with long-term health conditions would like to be more active

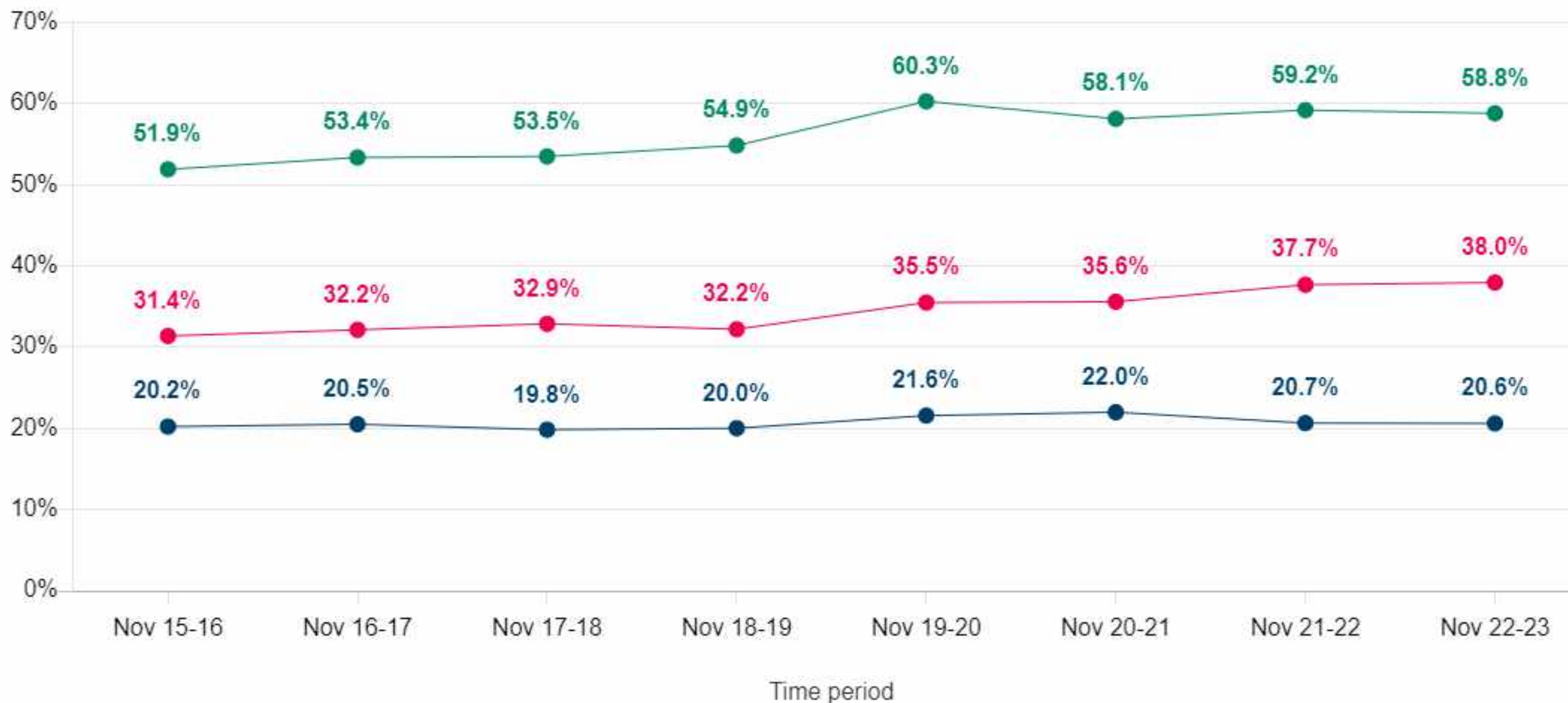
Source: Sport England (2019) DJS Research to inform the We Are Undefeatable campaign through a survey of 1,303 people aged 18+ in England living with long-term health condition

Source: Active Lives Adult Survey November 2022-23 Report Published April 2024

*Active adults is defined as an average of 150+ minutes a week, as per CMO PA guidelines. Active for children is defined as an average of at least 60 minutes a day, as per CMO PA guidelines

People who are on "long-term sick or disability leave" are almost 3x more likely to be inactive than those who are employed

Levels of activity (Main - 3 categories) - Work status
Inactive: less than 30 minutes a week



% Levels of activity (Main - 3 categories) by Work status:

- Employed
- Unemployed
- Retired
- Looking after family / home
- Long term sick or disabled
- Student
- Other status of work

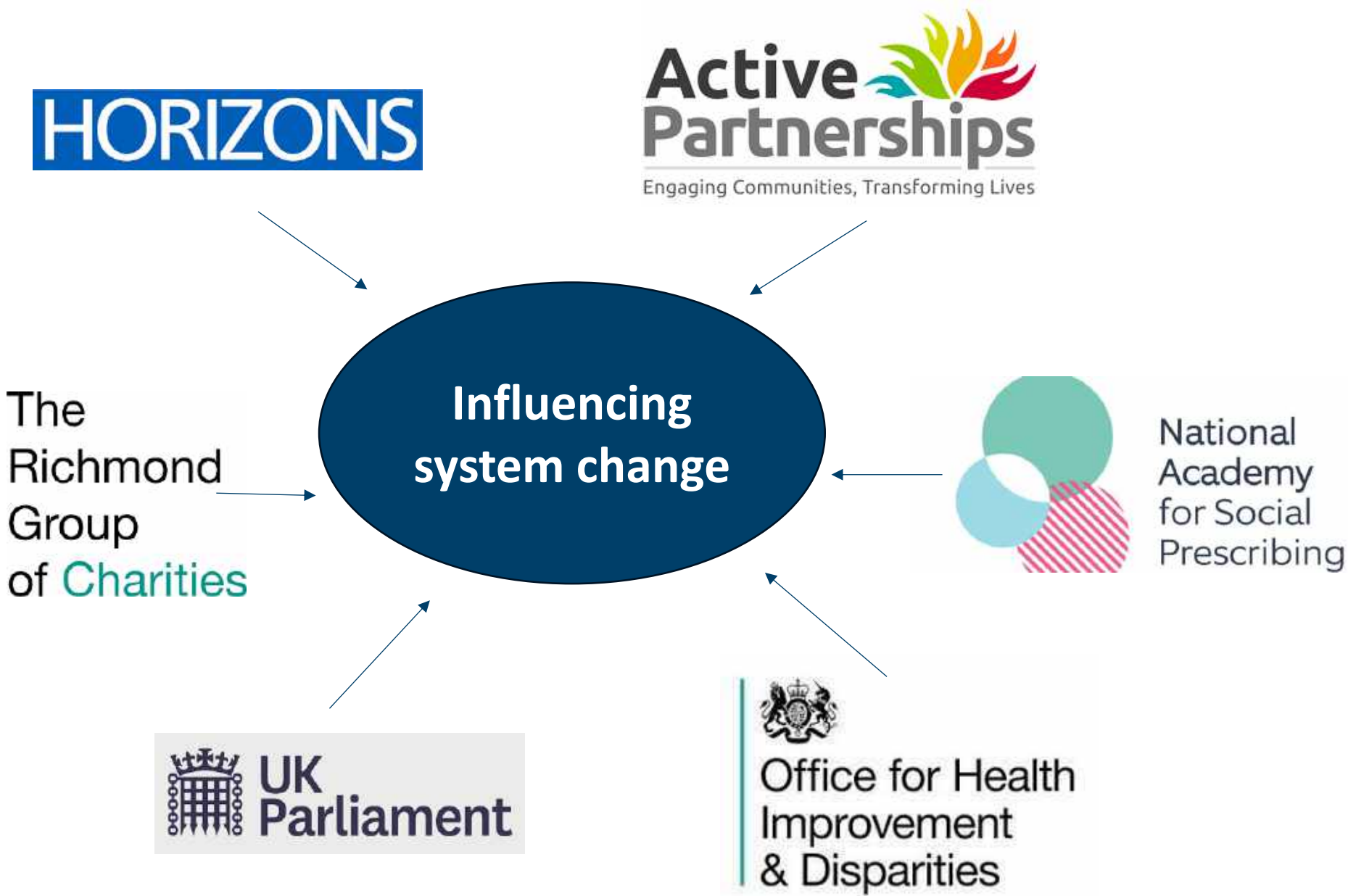
Sport and physical activity generates over £100 billion annually in social value!



* The secondary value research has focused on the wider savings to society from improved health outcomes in year one

** Calculated from both primary and secondary value

Building the movement with the NHS and social care to prioritise physical activity to address health inequalities



Improve the pathway between health and organised activity by removing barriers associated with risk



The Faculty of Sport and Exercise Medicine (UK)



Royal College of General Practitioners

Moving Medicine

It's safer for people with long-term conditions to be physically active

- 1. The benefits outweigh the risks**
Physical activity is safe even for people living with long-term conditions.
- 2. The risk of adverse events is very low but that's not how people feel**
Helping someone with a long-term condition to feel safe and confident is key to getting them to be more active.
- 3. It's not as easy as just telling someone to move more**
Be aware of the barriers to help build confidence.
- 4. Everyone has their own starting point**
Help people identify their own starting point, begin there and build up gradually.
- 5. Stop and seek medical review if...**
They notice a sudden increase in breathlessness, pain or swelling, chest pain, or dizziness (DVT symptoms), a sudden onset of rapid palpitations or irregular heartbeat, dizziness, a reduction in exercise capacity or sudden change in vision.

To find out more scan the QR code or visit www.movingmedicine.ac.uk

MOVE consulting

Active Partnerships
Engaging Communities, Transforming Lives

WE ARE UNDEFEATABLE

Champion the role of sport & physical activity in supporting positive mental health and wellbeing



NHS Talking Therapies



Improving CYP evidence



Mental Health Awareness Week 24



Developing proof of concept and understanding impact on clinical outcomes

Specific inequalities audience focus
Supporting those living in poverty, racialised communities and CYP

Conduct an evidence-base review

SE campaign partnering with The Mental Health Foundation

Surfacing insight and stimulating action

Policy and influencing

Surface existing best practice

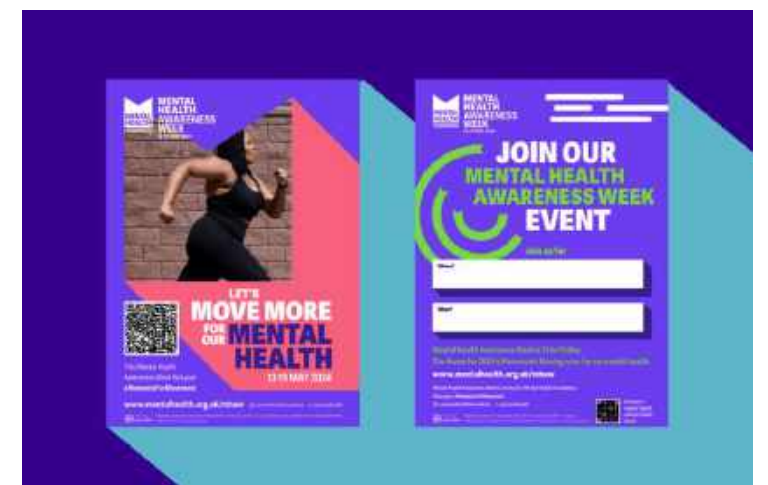
Theme – Moving More for your Mental Health

Best practice and learning networks

Sector support and partnerships

Translate the evidence into simple, compelling key messages

Surface gaps and opportunities for future investment



Government's Health Mission



Get the NHS
back on its
feet

Modernising
the NHS

Power to the
Patients

Ensuring
Patient Safety

Healthcare
closer to
home

Dentistry
rescue plan

Social care
reform

Improving
Mental Health

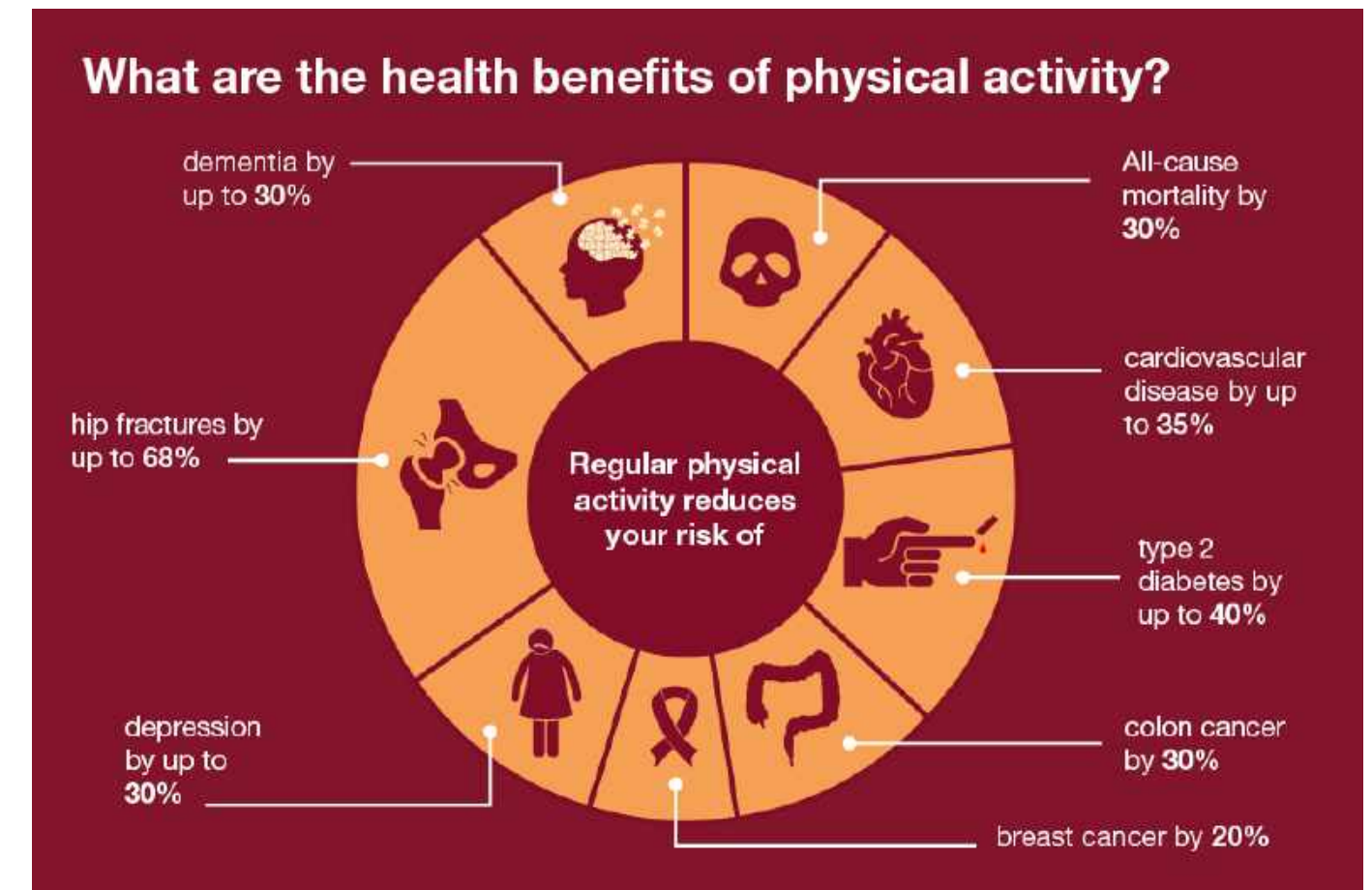
Action on
Public Health

Reducing
Health
Inequalities

- Tackle the social determinants of health, halving the gap in healthy life expectancy between the richest and poorest regions in England
- Raise the healthiest generation of children and young people ever
- Greater focus on prevention throughout the entire healthcare system and supporting services
- **Three 'Strategic Shifts' required:**
 1. Moving care from hospital to community
 2. From analogue to digital
 3. From treatment to prevention

Strengthening the relationship with NHS England: Position Statement for Physical Activity

- To provide a clear, consistent narrative and reference document for the NHS, health and care systems and their partner organisations on PA's contribution to the NHS.
- To galvanise support to make PA a core part of NHS care – which benefits patients, NHS staff and wider society.
- To underline the importance of a life-course approach to maintaining and improving the healthy life-expectancy of the whole population in England, to enable people to live healthier, independent lives for longer.
- To ensure that people with long-term health conditions and those from underserved communities receive PA support in accordance with clinical guidance.



Strengthening the relationship with NHS England: Position Statement for Physical Activity

Four ways forward....

1

**Empowering
Healthcare
Professionals**



2

**Integrating Physical
Activity into
Clinical Pathways**



3

**Supporting the NHS
Workforce to increase
their physical activity**



4

**Supporting innovation
and evaluation with
partners**



A woman with long dark hair is holding a young child with short brown hair. They are outdoors, with green foliage in the background. The woman is looking at the child, and the child is looking upwards. The text "WE ARE UNDEFEATABLE" is overlaid on the image in a bold, white, sans-serif font.

**WE ARE
UNDEFEATABLE**

and I won't let it stop my
son from living his either.

Thank you

tom.burton@sportengland.org



Active Connections Conference

Keynote Speaker



Dr Hussain Al-Zubaidi

Lifestyle & Physical Activity Champion

Royal Society of General Practitioners





Finding your voice

Dr Hussain Al-Zubaidi

Instagram @irondoctorhaz

Twitter @zubaidihussain

Outline

Where it started

Early years

New opportunities

Establishing a platform

Creating a path for growth



How it all started...

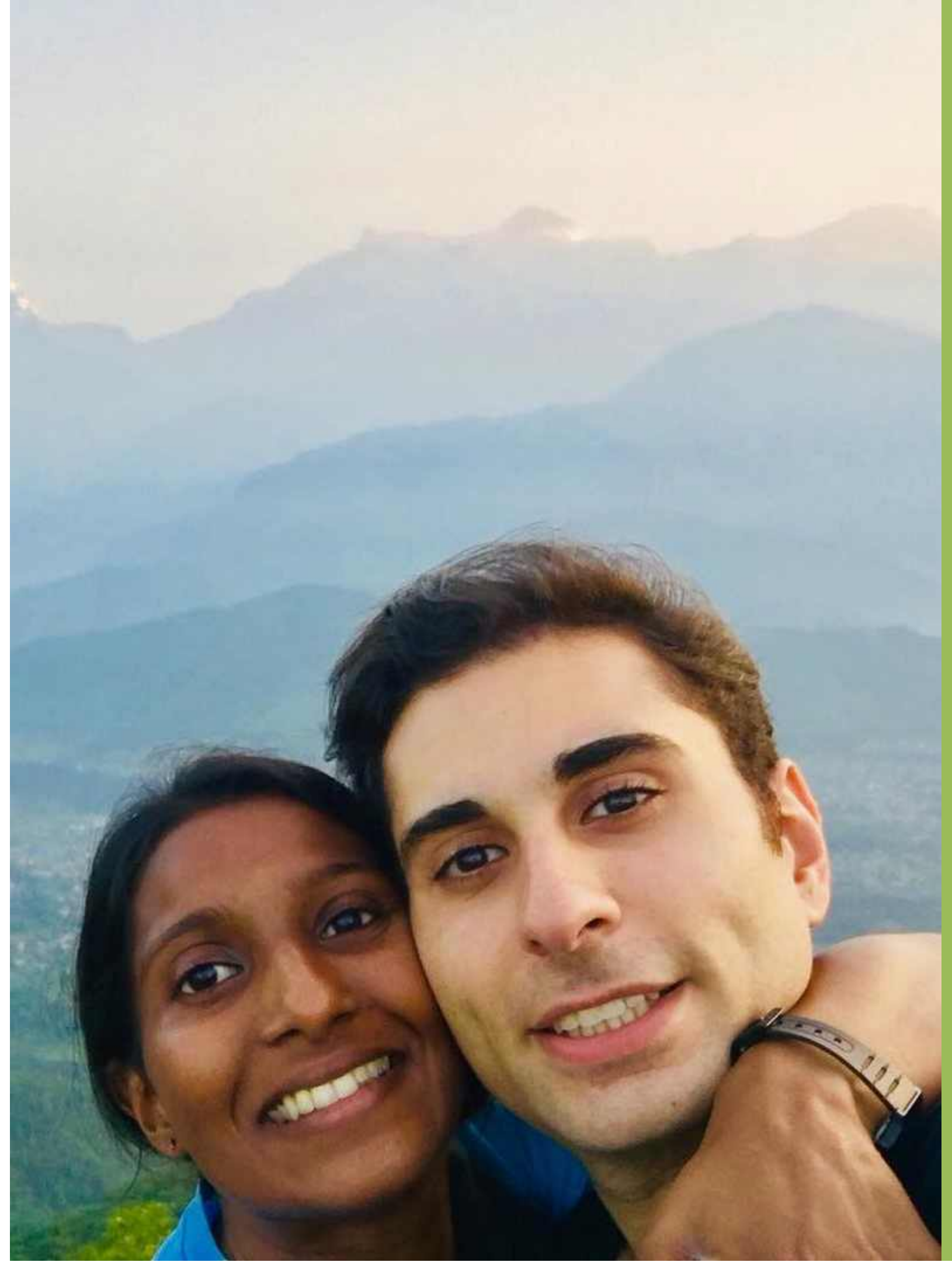
- Lost
- Burnout
- Tired
- Frustrated



The spark!

My wife!

She transformed her life after watching
doctor in the house!





So I started my journey back to me...

- Running
- Cycling
- Swimming



Created a free GP fitness club for staff and patients

Became a parkrun practice
Then an active practice



Leamington PCN Fitness Club

Strava Club

Walking groups

Running groups

Swimming groups



LEAMINGTON PCN FITNESS CLUB



Easter EGG HUNT

WELLBEING WALK, JOG OR RUN.
THERE IS A GROUP FOR YOU!

TUESDAY 5TH APRIL 18:20

CLARENDON LODGE MEDICAL PRACTICE
16 CLARENDON STREET L SPA CV32 5SS

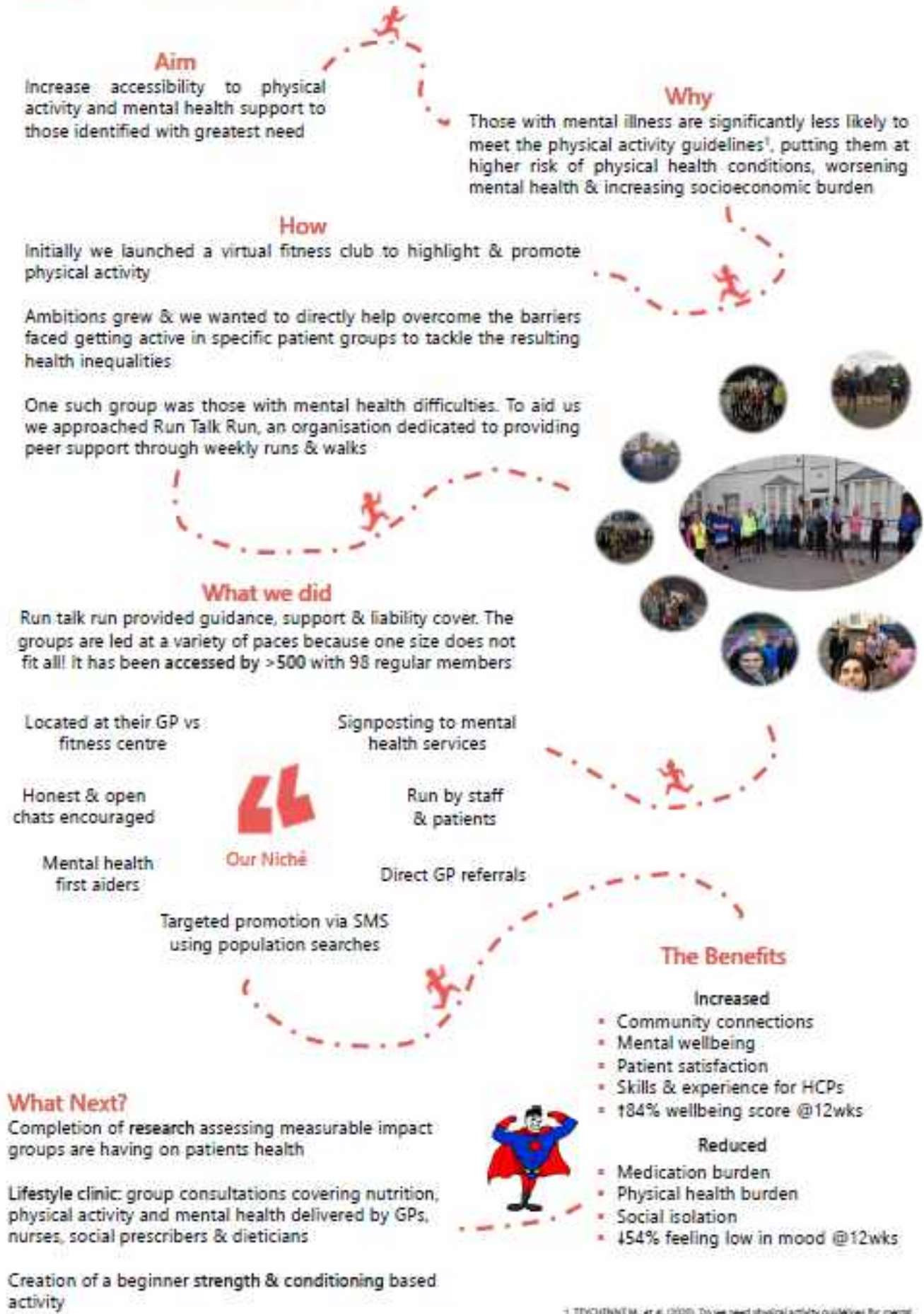



LEAMINGTON SPA
Primary Care Network

CHRISTMAS COMMUNITY EVENT
**WALK TALK TALK
&
RUN TALK RUN**
12TH DECEMBER 6:20PM

MEET UP @ CLARENDON LODGE MEDICAL
PRACTICE
FREE & OPEN TO ALL ABILITIES (INC.
MOBILITY AIDS)
FREE MULLED WINE, MINCE PIES &
HEALTHY SNACKS


RUN TALK RUN



Research & service evaluation

Funding

Impact

Resource

¹ TEYCHENNE M, et al. (2020) Do we need physical activity guidelines for mental health? What does the evidence tell us? *Mental Health and Physical Activity*, 18.

Leamington PCN

New Lifestyle Clinic

Helping you achieve your goals!

A free group clinic you bring your trainers too!

CLICK HERE TO FIND OUT MORE & REFER YOURSELF TODAY



Translate my personal journey for my patients

Leamington lifestyle clinic was born!





Delivering Group Lifestyle Clinics in Primary Care

Dr Jo Fleming & Dr Hussain Al-Zubaidi

Why?



Being overweight and obesity is now the norm in adults in the UK

4/10 of us are classified as sedentary³

Rise in consumption of ultra-processed food in the UK in comparison to Southern European nations²

Our Aim

To reimagine delivery of primary care to better support patients to make lifestyle changes. Leamington Spa PCN includes 8 practices, supporting 84,000 patients.

How?

- Reimagining of how lifestyle intervention was delivered in primary care.
- Training staff: BSLM core accreditation, physical activity coaching and awareness of health inequalities.
- Utilisation of the current ARRS roles to help ensure expertise, resilience in the work force & cost-effectiveness.
- Relationships forged with local wellbeing and fitness providers.
- Promotion of the services amongst the patient community.

What we did

Create and deliver a 4-session group lifestyle clinic
 Mixed co-morbidities (self-referral included)
 1 hour facilitated discussion, interactive tasks & education
 30 minutes guided physical activity
 Want to know what we covered? Scan the QR code below!

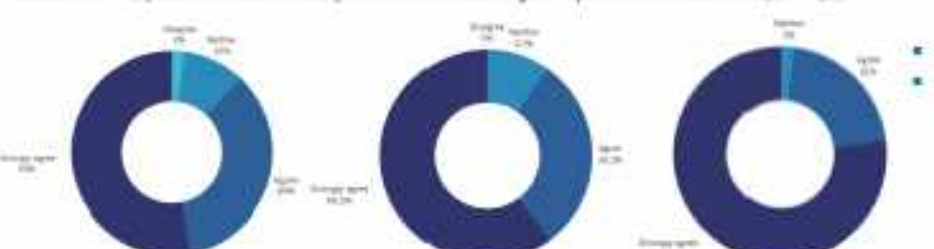
Gentle accessible walk up to 30 mins
 Special events to keep interest up
 Play on swings & climbing frame to train strength



Free access to the pool for 1 hour
 Quiet and calm atmosphere
 Supported and funded by our partners (see below):

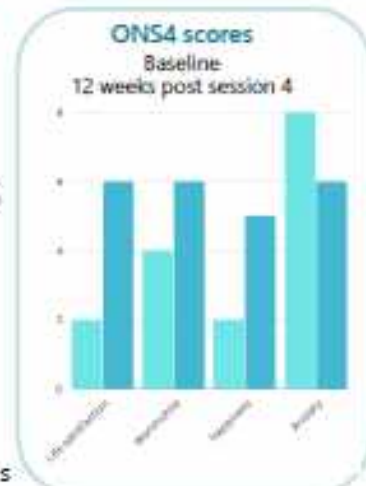
The impact so far...

Data based on 142 patients who attended Lifestyle Clinic at a North Leamington GP practice location between 09/21 - 11/22.



↑ Confidence to make lifestyle changes
 Have you noticed any positive impacts on your physical health?
 Have you noticed any positive impacts on your mental health?

- Community connections
- Patient satisfaction
- Additional skills & experience for staff
- Increased clinician satisfaction
- Collaborative working with PPG



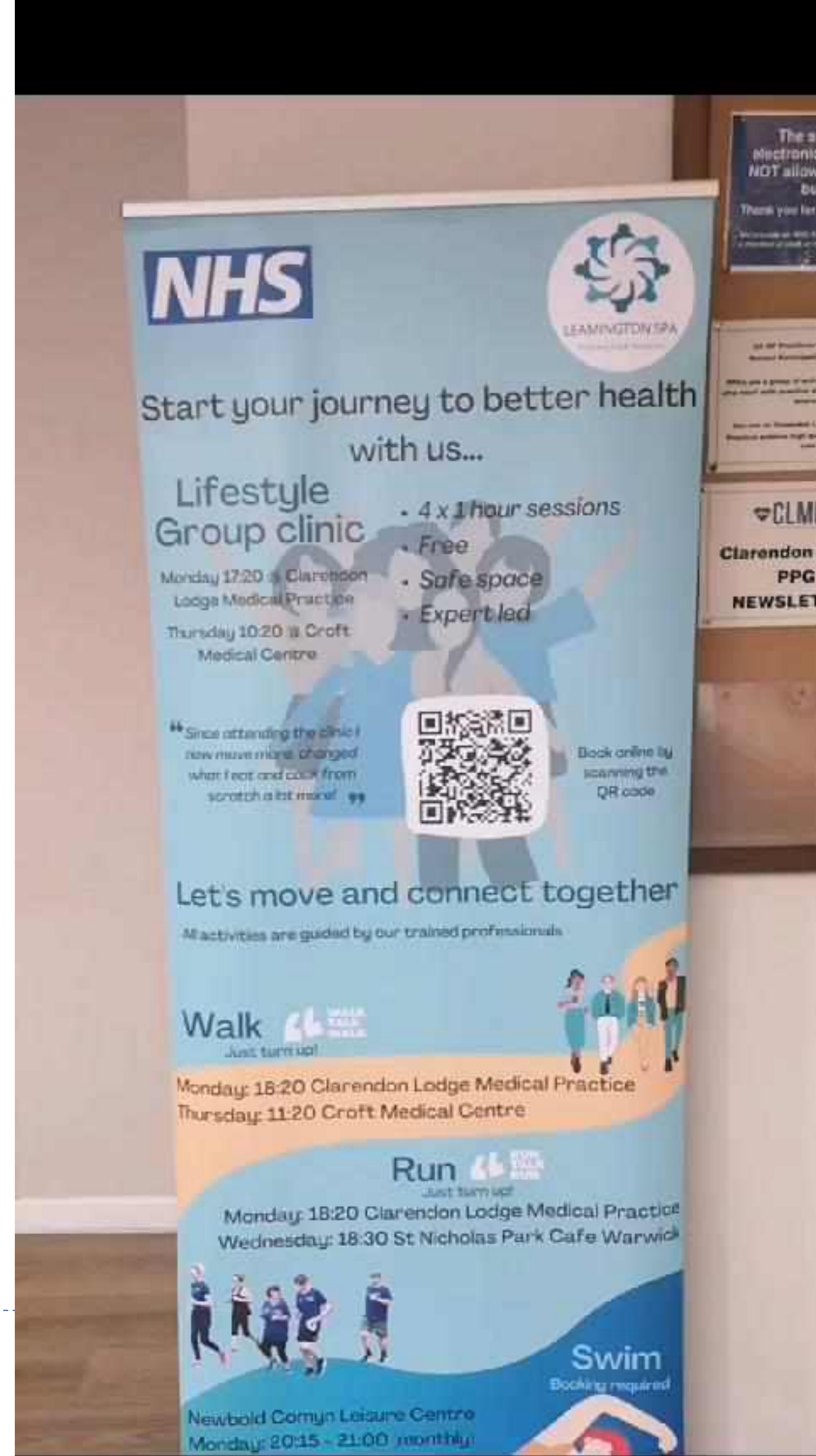
What Next?

£80,000 funding won to support 8 further PCNs to implement our blueprint

Service evaluation currently being conducted by Coventry University

Condition specific clinics being developed (Hypertension, obesity & type II diabetes)

1) Physical activity: Applying All Our Health March 2022 2) PH Nutrition 2017;10:1017 3) Sport England, Active Lives 2022





Self-referral

HCP referral

Population search



Lifestyle Group Clinic: 6-12 people 4 sessions
Led by HWC and lifestyle GP.
Supported by social prescribers and dieticians

Select patients



1. Happy Healthy Me

2. Behaviour & Community

3. Food & Nutrition

4. Physical Activity

All patients



Allocated to additional **1:1 support**

Health and wellbeing coach

Dietician

Social Prescribing Link Worker

Weekly community activities

Free community physical activity sessions run by PCN staff & patient volunteers



WALK TALK WALK



RUN TALK RUN



mental health swims
Swim England



Practice to parkrun

parkrun

New identity
formed

Authentic
Aligned to my values
Purpose



Aims for the future

Policy change

Build a better environment

Lead by example

Lifestyle medicine in every network



Why I incorporate physical activity?

47





Summary

Believe in yourself

Work smart

Build connections

Volunteer

Be in the room where it happens!

Thank You

Instagram: @irondoctorhaz

Twitter: @zubaidihussain



THE MOVEMENT PRESCRIPTION PODCAST

Inspire, educate and transform physical activity in primary care





Active Connections Conference

Keynote Speaker



Annie Brewster JP

High Sheriff of Hertfordshire





Sport for Good

**The High Sheriff
of Hertfordshire**









Active Connections Conference

Active Connections



Will Slemmings

Strategic Lead for Health

Herts Sport & Physical Activity Partnership



Active Connections



Working with Primary, Secondary and Personalised care, offering:

- Attending team meetings/Protected Learning Time/Target Events
- Delivering and/or connecting to training opportunities
- Assisting with joining the Active Practice Charter
- Connecting to physical partners, activity tools & resources
- Physical activity demonstrations
- Understanding local physical activity insights
- Healthcare Physical Activity Champions newsletter



**LISTER HOUSE
SURGERY**



Active Connections Conference

Active Connections Hub



Tony Eames

Founder & CEO

Total Active Hub



activehub

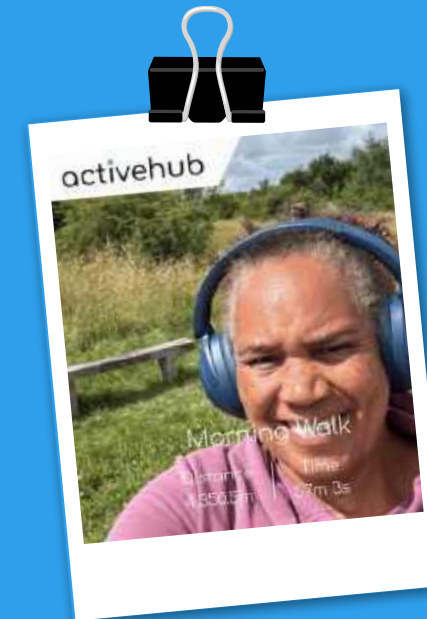


Launching the Active Connections Hub

A movement programme for PCN's across
Hertfordshire

Tony Eames
Founder & CEO

www.totalactivehub.com

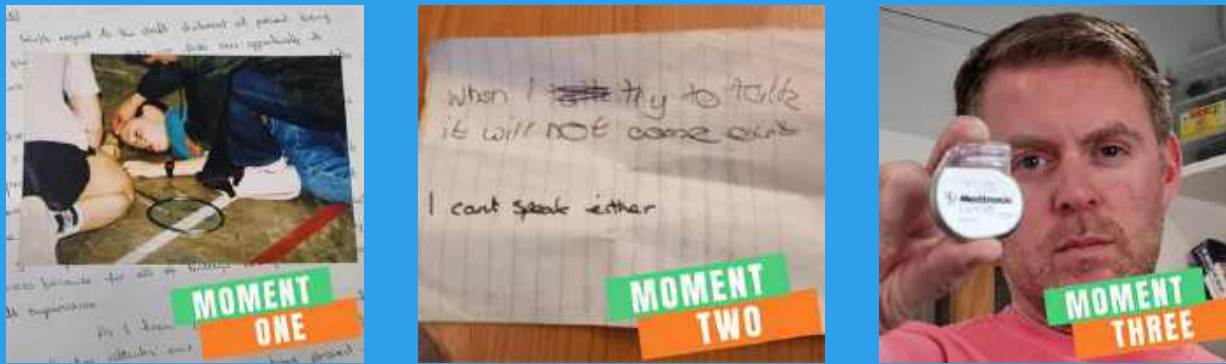


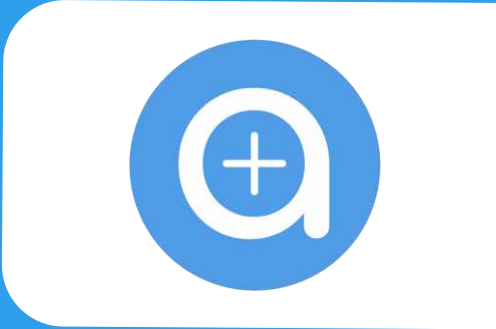


Inclusive movement that grew into a leading movement programme

Today
activehub

Supporting 1'000's of employees to
move more together



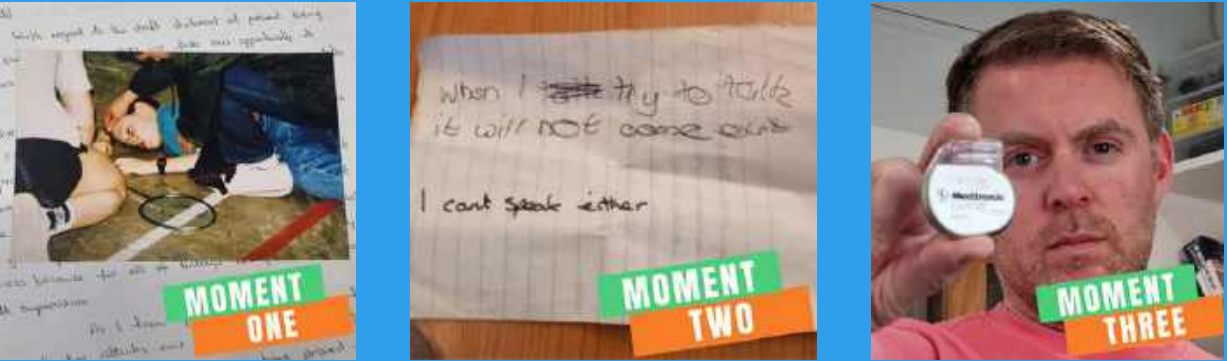


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Why...

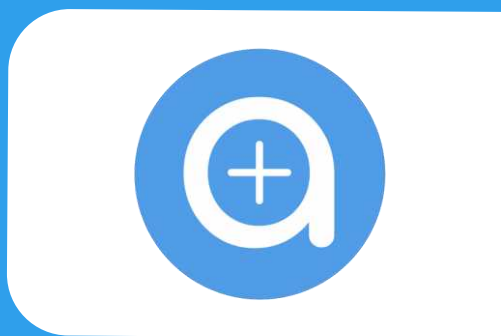
Help reduce absenteeism:
(MSK & Mental Health)

Increase Engagement
(Gallup - 10% workers engaged)



But, there is a new way, **community movement**





How to deliver more movement in your community

Engage the majority

focus on the most basic form of movement 'walking' and 'time'

16%

of gym members, 67% memberships go unused

Team Engagement

teams need members to support & motivate each other

97%

motivated to move together

Align to Social Good

embed micro-rewards

Charity, Planet,
Cost of Living Rewards

100%

clients embed rewards into their initiatives

Live Data

insights to motivate, measure, adapt and optimise

Tuesdays

the most active day of the week for workers



How to deliver more movement in your community

1 Autonomy
The feeling one has choice and willingly endorsing one's behaviour.

2 Competence
The experience of mastery and being effective in one's activity.

3 Relatedness
The need to feel connected and belongingness with others.

Motivation

Create Motivation

The self-determination theory

Utilise proven technology

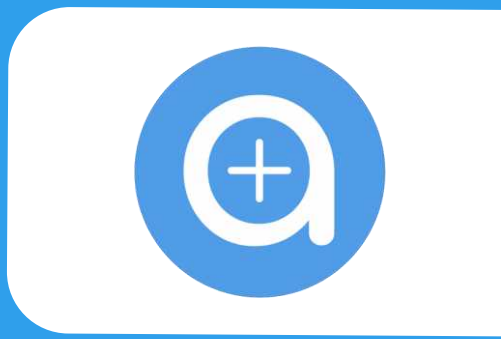
Fitness Devices, AI, Smartphones,

Remove barriers to entry

Make it easy for everyone to engage with the community



activehub



Working in partnership to create more movement across Hertfordshire



Leverage our differing experiences to achieve the same ambition

Together inspire organisations beyond the Active Connections Hub (PCN Programme)

Test & Learn how technology can create incremental movement

activehub

Announcing the Active Connections Hub

- Fully-funded Movement Programme
- Open to all staff across the PCN network
- Monthly Events & Prizes
- Friendly intra-PCN / Surgery competition
- FLAGSHIP EVENT: ReMOVE the Blues

Scan QR code to register now or visit:
www.totalactivehub.com/activeconnections



EARLY BIRD SPECIAL

Active Connections

Active Hub Stats
 0 minutes 0 miles 0 activities

Welcome to your exclusive Active Connections Hub, a dedicated platform where you will find events curated to get everyone active. Your hub will have a LIVE always-on calendar of events for you to join throughout the next few months. Whether you are a keen walker, determined runner, agile swimmer, eager cyclist or prefer any other sport - your hub caters for you. Enjoy solo challenges and motivational team events; your Active Hub will support you whilst creating a highly engaged workforce.

We're always interested to hear new ideas for events, if you have an idea for a challenge for your active hub please reach out to us at info@totalactivehub.com.

Latest activity
 RACHEL BELLON
 📍
 Date: 29th Nov
 Name: Quick lunch Walk
 Distance: 10.7km
 Moving time: 34m 35s
 Source: "activehub"

Early Bird Prize Draw
 Join the ReMove the Blues challenge before Friday, 20th December and be entered into a prize draw to win a £25 Decathlon voucher.

Flagship Event
 ReMOVE the Blues
 Target: 20mins per day
 Dates: 20th Jan 25 - 16th Feb 25
 去学 挑战 活动

Events
 PAST LIVE FUTURE

Boxing Day 5km
 Target: 5km
 Date: 26th Dec 24
 去学 挑战 活动

New Years Day 5km
 Target: 5km
 Date: 1st Jan 25
 去学 挑战 活动

Create your personal goal today
 We're all unique and we're all at a different stage in our active journey. That's why we've introduced the ability to create your own personal goals. You choose the duration, the distance, the activities, short-term or long-term, solo or invite colleagues to a team even.

Active Connections Hub
 Celebrating the achievements of everyone

activehub activehub activehub activehub activehub



Active Connections
 Find out more how the Herts Sport & Physical Activity Partnership are supporting primary care embed physical activity. The Active Connections programme includes providing training opportunities, adopting the Active Practice Charter and more.
[Explore Active Connections](#)

Moving More Active Finder
 Looking for ways to be active? Find physical activity opportunities that suit you with the Moving More Activity Finder. Moving More has been developed to be the 'one stop shop' for discovering physical activity opportunities in Hertfordshire. The Activity Finder hosts thousands of sessions and there is even a workout from home section on the website.
 Moving More also hosts a [dedicated space for healthcare professionals](#). This includes resources to help signpost patients to physical activity as well as resources for specific health conditions.
[Visit the Moving More website](#)

MEET YOUR ACTIVE HUB LEADS:

RACHEL BELLON ZOE MCKEATING

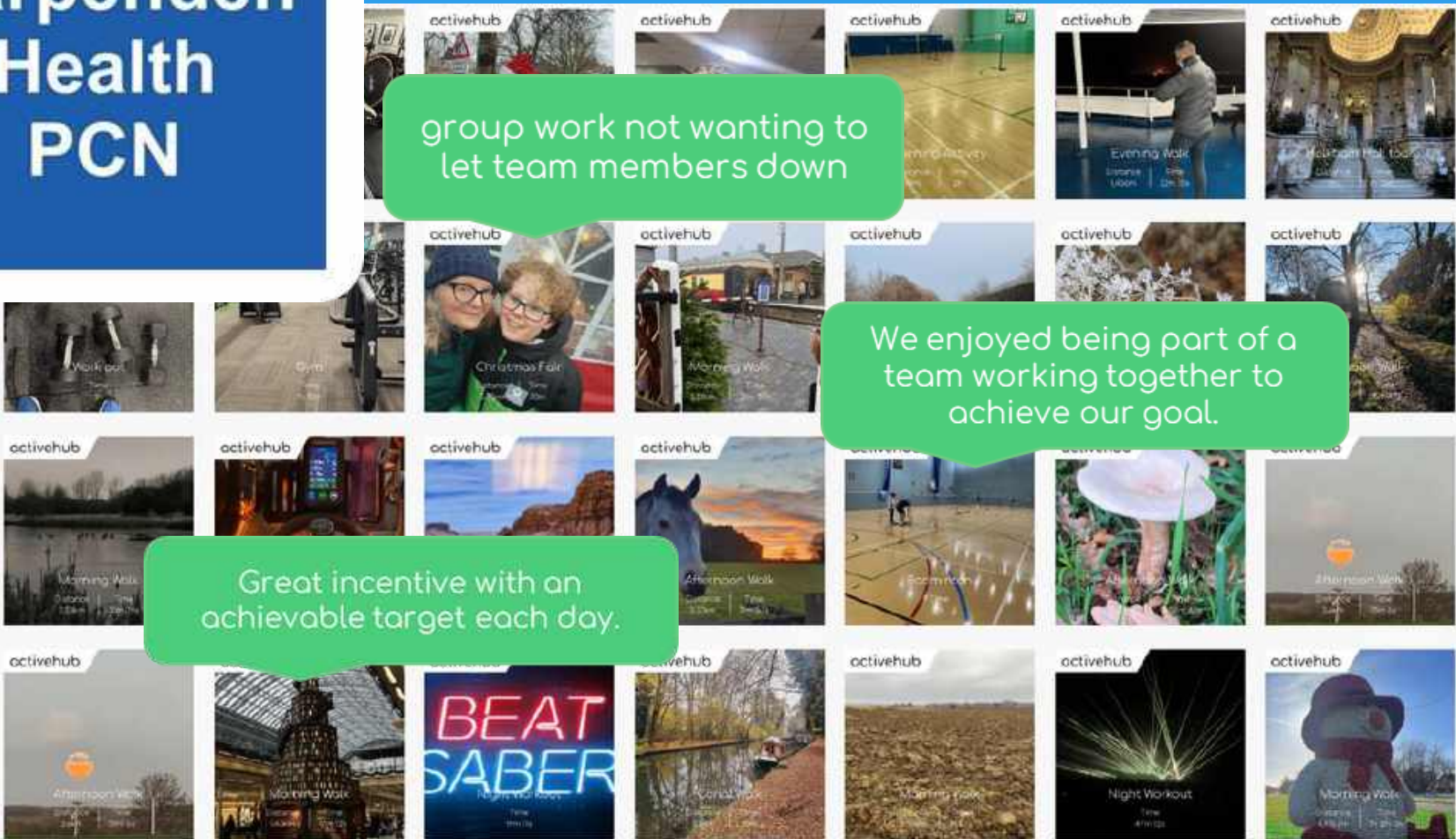
Your Active Connections Hub Leads:
 The foundations of Total Active Hub are built upon the idea of groups coming together to help motivate each other to get active.
 For any questions regarding Active Connections, please contact Zoe at: zmckeating@herts.ac.uk
 For any technical questions regarding the Hub or challenge, please contact Rachel at: rachel@totalactivehub.com

SUPPORTING THE WELLBEING OF THE ACTIVE CONNECTIONS HUB



The Impact within a PCN setting

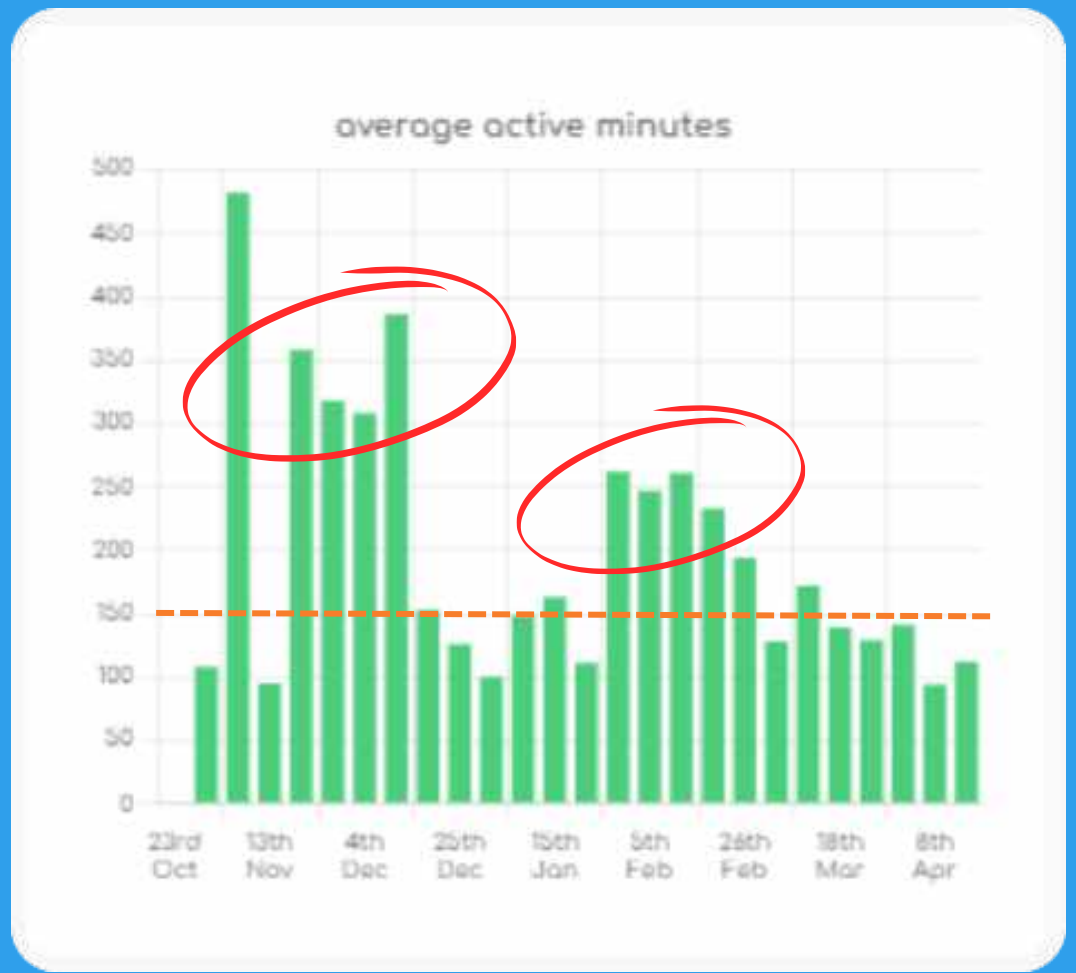
Harpenden
Health
PCN



group work not wanting to let team members down

We enjoyed being part of a team working together to achieve our goal.

Great incentive with an achievable target each day.



- 3 Surgeries
- 90 Employee Sign-ups
- 79% of Activities Walking
- 90% motivated to move with colleagues
- 80% reported being more productive



Interested to learn more

Creating Active Engaged Communities

A 'Movement Programme' that unlocks passion

A movement programme is an inclusive, always-on approach to employee wellbeing that weaves physical activity into the fabric of an organisation's culture. By offering a range of accessible and engaging movement options throughout the workday, it encourages employees of all fitness levels to stay active in ways that fit their schedules and preferences. This continuous, culture-embedded approach promotes both physical and mental wellbeing, fostering a more energised, connected, and resilient workforce.

Some of the many components to incorporate:

- CHALLENGES:** Series of inclusive events to drive mass employee participation
- REWARDS:** Reward employees with a weekly charitable amount to donate to a charity
- REWARDS:** Reward employees with vouchers for keeping active each week
- ADVENTURES:** Creating compelling and exhilarating experiences for employees
- ADVENTURES:** Bringing like-minded employees together to succeed in their passions
- ADVENTURES:** Provide gym discounts to the largest gym networks
- ADVENTURES:** Employee benefits, delivering great savings on your favourite fitness brands

8

Traditional Benefits vs. a Movement Programme

While traditional benefits like gym memberships or one-off wellness events are often limited in scope and appeal, an inclusive movement programme is designed to engage all employees, providing accessible, daily opportunities to stay active. This approach creates lasting positive change in employee health, morale, and productivity, ultimately fostering a more connected and motivated workplace.

	Traditional Benefits (Gym Discounts, One-off days)	Movement Programme
Accessibility for All Fitness Levels	often appeals mainly to those already active	designed to engage all employees regardless of fitness level
Regular Engagement Opportunities	often sporadic or annual events	integrates movement into the daily routine
Flexible Movement Options	usually gym memberships or specific classes	options like walking groups, virtual classes, and office-friendly exercises
Encourages Social Interaction	some events may be social	promotes team-building through shared activities and group challenges
Integration into the working day	requires personal time outside of work hours	designed to support all working patterns
Inclusive for Remote and Hybrid Workers	typically limited to in-office options	accessible to all, including remote and hybrid employees
Customisable to individual needs	typically one-size-fits-all benefits	adaptable to employee preferences and activity levels
Ongoing Motivation and Incentives	occasional incentives	continuous rewards and recognition tied to movement goals
Focus on Mental and Physical Wellbeing	mostly physical focus	both physical and mental health through movement and mindfulness activities
Long-Term Health Benefits	limited reach and inconsistent engagement	fosters sustainable health habits across the workforce

9

DOWNLOAD FREE GUIDE:

Guide to 'unlocking' more movement



www.totalactivhub.com/resources/unlock-movement-hertfordshire

activehub

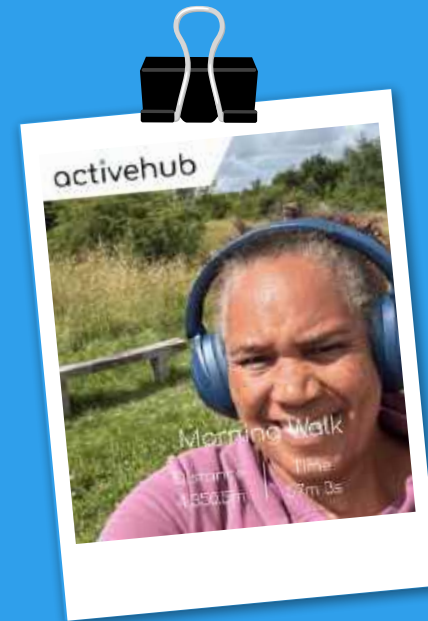


Launching the Active Connections Hub

THE END

Tony Eames
Founder & CEO

www.totalactivehub.com





Active Connections Conference

What's next?



Refreshments available



Workshops begin at 11.05am & 12.10pm



Lunch served at 1.00pm

