

Physical Activity & Health

Cardiff Health Alliance recognises the ever increasing importance of the role of physical activity on the health of the population, particularly in light of increasing rates of obesity. In Wales, the total cost of physical inactivity to the health service and the economy is estimated at around £650 million per year – equivalent to more than £200 per person, per year.

Increasing levels of physical activity within Cardiff contributes significantly towards achieving each of the seven outcomes identified within the Integrated Partnership Strategy. In particular, it is an important component of “People in Cardiff are healthy”, with the health benefits of physical activity including improved function of heart and lungs, reduced cholesterol, and a 50% reduced risk of developing chronic illness or diseases such as coronary heart disease, strokes, osteoporosis, type II diabetes and some cancers. Being active also plays an important role in achieving and maintaining a healthy weight, has a positive impact on mental health and well being and improves self-esteem. Physical activity also provides a platform for people in Cardiff to “achieve their full potential” as it may enable people to develop a variety of skills and provides the opportunity for people to fully express themselves.

The greatest health benefits of increasing physical activity come from reducing the number of people living sedentary lifestyles. Therefore, there is a need to both decrease the sedentary population and increase the percentage of people carrying out the recommended amounts of physical activity.

The commitment to **Getting Cardiff Active** builds on the national strategy *Climbing Higher (2005)* and subsequent plan *Creating an Active Wales (2009)*, whilst local partnerships have gone from strength to strength and recognise the importance of incorporating and addressing the need to increase physical activity across the city. In 2009 Cardiff achieved World Health Organisation (WHO) Healthy City status and, in addressing the wider environmental determinants of health, will build upon existing good-practice initiatives and policies relating to the physical activity agenda.

Headline Indicators and how are we doing?

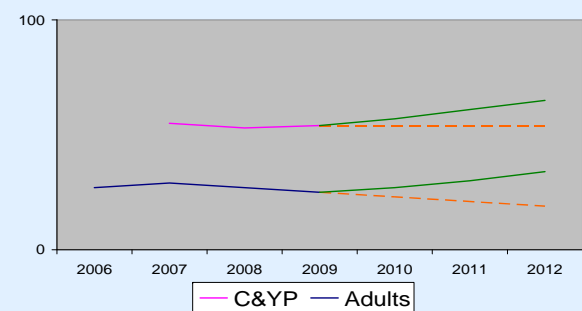
1. % people sufficiently active:

a) 5x30 minutes per week – adults

(Welsh Health Survey)

b) 5x60 mins – Children & Young People

(Speculative data used)



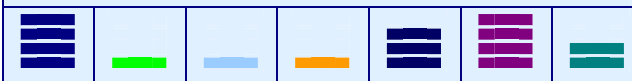
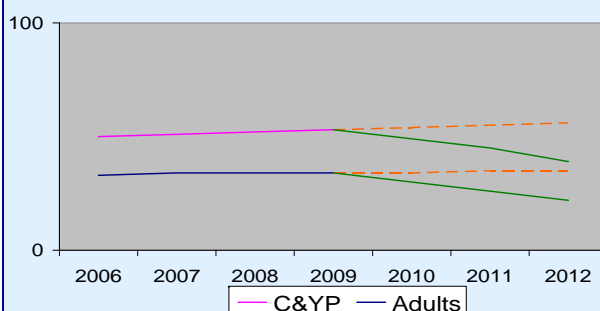
2. % people classed as inactive:

a) 0x30 minutes per week – adults

(Speculative data used, based on national stats)

b) 0x60 minutes per week – C&YP

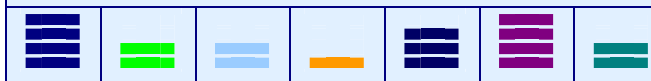
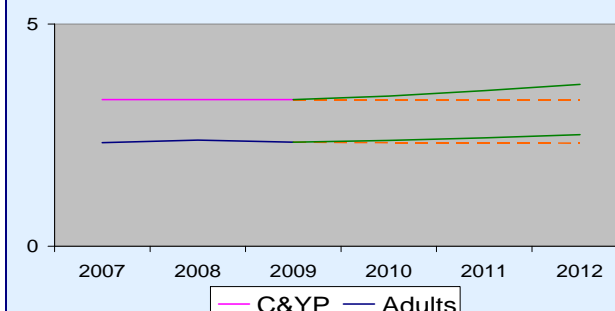
(Speculative data used)



3. Average number of days per week people are sufficiently active

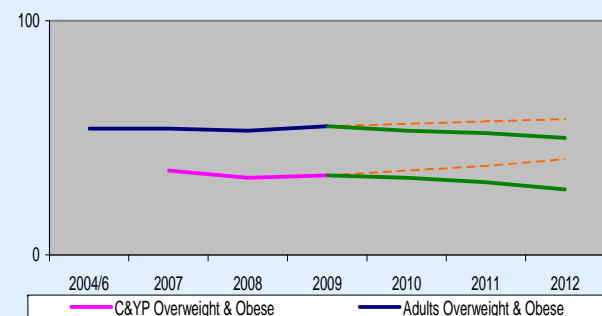
(Adults: Speculative data used, based on national stats.)

C&YP: Speculative data used)



4. % overweight or obese

(Welsh Health Survey)



Data Development:

- **Graphs 1b, 2, 3:** Data not yet available at local level (National WHS data used on graph). Will work with Sport Wales to establish suitable means of collecting local data
- **Graph 4:** Data to be established as when national measurement programme is rolled out

Key:

— — The route we will take if we do nothing

— The curve we want to turn

The bars under each graph represent how the indicator impacts on the seven Cardiff outcomes for the city as seen below:



Story behind the baselines

- Levels of physical activity in Cardiff are low with only 29% of adults carrying out the recommended levels (at least 30 minutes of moderate intensity physical activity, five times a week), slightly below the Welsh average of 30%. Statistics show women tend to undertake less physical activity than men, whilst activity also typically declines with age. Levels of physical activity in Cardiff closely follow the national trend.
- The health of individuals and populations is influenced both positively and negatively by a wide range of inter-related factors known as the 'determinants of health', starting with the individual and covering areas across wider society. The table below summarises the barriers identified as being behavioural / demand led (led by the individual or community and requiring a change in culture) or by being environmental / supply led (related to service provision and what is available).

Environmental / Supply Led:

- Facilities
- Costs
- Programming
- Transport
- Coaches: quality/quantity

Behavioural / Demand Led:

- Lack of volunteers
- Competition structures
- Financial support
- Negative experiences
- Time/commitment
- Culture
- Gender equality
- Alternative activities
- PE and school sport
- Personal appearance
- Role models
- Family responsibilities
- Personal attitudes
- Personal safety/abuse

- Whilst aiming to increase levels of physical activity across the whole city, the *Cardiff Physical Activity & Health Implementation Plan* will specifically target people whose current inactive lifestyles pose a risk to their health and encourage those who are already active to be "more active, more often". Therefore it is important to take into consideration that different groups of people, or individuals, may experience different barriers, and to varying degrees. For example, two Cymorth funded studies in Cardiff revealed that black minority ethnic (BME) children and young people (7-25 years) reported more barriers and differing barriers to physical activity than non-BME participants (Cymorth Research, 2006 & 2007).
- Additionally, recent trends that may affect levels of physical activity, positively or negatively, must be considered. These include:
 - **Lifestyle:** Increased use of televisions, computers and games consoles; increased reliance on cars; time constraints; increase in desk-based jobs and reduction in "active" jobs; tendency to focus on achieving short-term happiness / convenience rather than long-term benefit.

Access: Improved access under Disability Discrimination Act; attitudes to risk aversion and safety awareness; cost can be major barrier to participation; further improvements in walking and cycling routes / access required; tendency for areas to be labelled as “ball-free” or “cycle-free”.

Programmes: Programmes and activities made available through the Local Authority Partnership Agreement [LAPA] (e.g. 5x60, Dragon Sports, Free Swimming etc.); food and fitness projects launched; increased physical activity outreach work; range of activities provided by voluntary and private sector; activities funded by C&YP Partnership.

Facilities: Investment made into Council-managed and privately owned leisure facilities locally; more skate parks and Multi Use Games Areas (MUGAs) installed across the City; sports pitch audit undertaken.

Promotion: Marketing and promotion in the form of Health Challenge Cardiff and Change4life as well as local health promotion work; increased media reporting relating to obesity and healthy lifestyles; 2012 Olympics identified as opportunity to encourage people to get active; similarly, recent developments and successes within Cardiff’s major sports teams seen as motivational.

Evidence cited: Creating an Active Wales (2009), Wales Audit Office (June 2007), Cymorth Research Grant Reports (March 2006 and April 2007), Obesity Pathway 2010, NICE Guidance No.s 2, 8, 13 & 17.

Partners with a role to play

- Cardiff Council
 - Direct Services, Leisure & Play and Transport
 - Adult Services, Health Partnership Team
 - Schools & Lifelong Learning
 - Parks & Sport
 - Strategic Planning & Environment

- Cardiff Health Alliance
- Children & Young People’s Partnership
- Public Health Wales
- Cardiff & Vale University Health Board
- Sport Wales
- Further education / Universities etc.
- Sustrans / Cyclists’ Touring Club (CTC)

- Third Sector
- Private Sector
- Employers
- Sport National Governing Bodies
- Police
- Fire Services
- Press / media

What are we going to do?

In line with *Creating an Active Wales*, the *Cardiff Physical Activity Implementation Plan* will be developed around four themes: Active Young People, Active Adults, Active Environment and Sport for All.

Active Children and Young People:

- Ensure all children and young people have access to high quality play opportunities through implementing the Cardiff Play Strategy
- Deliver C&YP physical activity and sport opportunities via the LAPA, such as 5x60, Dragon Sports and Free Swimming
- Address barriers and prioritise interventions that develop physical literacy and participation in physical activity by the least active young people

Active Adults:

- Develop community based targeted initiatives which increase regular lifestyle and outdoor physical activity, such as walking, cycling and gardening
- Develop opportunities targeted at women, older people and those from BME communities
- Support active travel initiatives as part of workplace interventions

Active Environments:

- Increase availability, access and use of high quality local green space, waterways and countryside
- Support the development of the Cardiff Cycle Network

Sport for All:

- Support sustained participation in sport throughout life and take action to combat reduction in participation in secondary school pupils
- Improve Cardiff’s sports pitches via the Cardiff Council Pitch Audit, ensuring adequate facilities are catered for in the medium-long term