

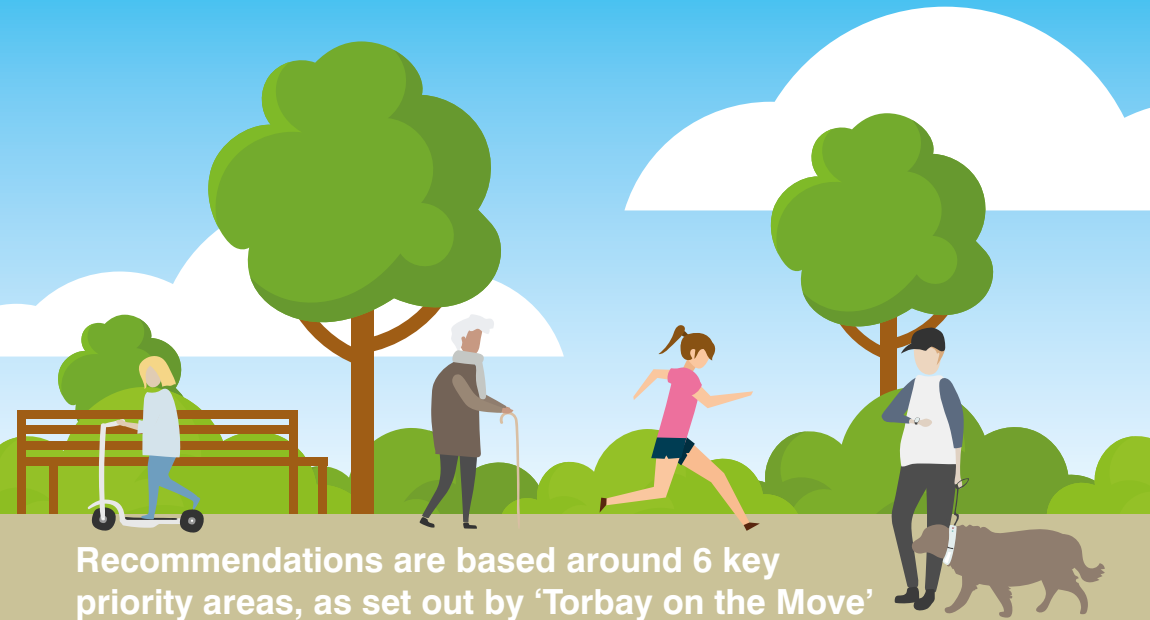
Public Health



Annual Report 2018

Torbay on the Move





Recommendations are based around 6 key priority areas, as set out by 'Torbay on the Move'

1

EMPOWERED COMMUNITIES

Engaged communities who have control of their lives and ownership of 'changing the way we do things' in terms of physical activity.

2

ACTIVE ENVIRONMENTS, TRAVEL & FACILITIES

Torbay becomes a place which is designed to make it easier for people to move more.

3

PHYSICAL ACTIVITY AS MEDICINE

Torbay's healthcare system values, promotes and commissions physical activity as part of prevention and treatment.

4

ACTIVE EARLY YEARS & SCHOOLS

Torbay children are provided with a positive experience of physical activity within schools and early years settings.

5

ACTIVE PEOPLE & FAMILIES

Physical activity is a normal part of daily life for people living in Torbay.

6

ACTIVE WORKPLACES & WORKFORCE

Torbay employers enable their workforce to move more as part of their working day.

Foreword

This year, I have decided to focus my annual report on physical activity. This is because exercise is something that everyone can do and everyone can benefit from whatever their age or circumstances. It is something that all of us can promote in both our work and personal lives - in our workplaces, in the work we do in our communities and with our families. The health and wellbeing improvements from being physical activity also saves money with a return of £9 for every £1 spent.. So, lots of reasons to get more active!

In 2019, I feel that if we are able to all work together to promote physical activity, we can make a difference to the health of the people of Torbay. We have already done a lot, as you will see in the following sections of this report, and I am asking that we all do more to promote the programmes that already exist as well as working together to develop new ones.

This is why, this year I am being ambitious and have set the target of having

10% of Torbay residents more physically active by 2025.

This will set us above regional and national averages for our levels of activity.

I invite you to read the report and see what you can do to help.

Finally, at the end of the report you will see that, as usual, I have reviewed the recommendations that I made in my last report and refreshed those for 2019.

Please can you read the recommendations and think how you can help. These are all also being driven forward by Torbay's Health and Wellbeing Board, which has now taken on a wider membership from across Torbay to support delivery.

Acknowledgements

Could I thank the following people for supporting me to develop this report: Kirsty Parker-Calland, Andrew Gunther, Bruce Bell, Gemma Hobson, Beth Hill, Angela Cappello, Paul Iggulden.

Caroline Dimond
Director of Public Health

Why physical activity is important to Torbay

Physical activity is important for mental health as well as physical health. Access to safe and attractive public spaces for activity and recreation is key. This is something that Torbay has an abundance of with some of the best beaches, parks and green spaces in the country. We have fantastic sports facilities and our air quality is so much better than in many of the large urban areas such as London. No wonder Torbay is such a popular tourist destination!

However, we have a physical activity problem. Not enough of us are as physically active as we should be in order to receive the physical and mental benefits it brings. We have much more to do as a Council, as private, voluntary and community organisations, and as individuals living and working in the Bay to address this issue.

It is my ambition that everyone living in Torbay has the opportunity to be physically active and that we, working with other third party organisations, communities and volunteers to support 10% more residents to be physically active by 2025. This means we are looking to have 15,000 more people active over the coming six years. The 'Torbay on the Move' plan outlines how we will do this.

Physical wellbeing

Prevention and treatment of more than 20 diseases
Maintain healthy weight
Reduced risk of falls and hip fractures

Individual Development

Improved school readiness
Increased academic attainment
Increased confidence and self-efficacy
Improved independent living
Increased life-expectancy

Mental Wellbeing

Enhanced cognition and learning
Improved emotional resilience
Reduce anxiety and depression
Reduced risk of Dementia

Social and Community Development

Increased social cohesion
Reduced anti-social behaviour
Improved perceptions of community safety
Reduced social isolation

Economic Wellbeing

Reduced burden on services
Enhanced employability
Improved productivity
Decreased sickness absence and staff turnover
Improved labour mobility

more people more active
across the life course
15,000

Being physically active throughout life

Whether we are younger or older, getting enough physical activity benefits us at any stage in our lives. Health in later life is hugely affected by our lifestyle choices. For this reason, we need to make sure we give our children the best start in life and help them maintain health choices through their adolescence, into adulthood and beyond.

For us as adults, it's never too late to get more active and reap the benefits. For example, we know that for older adults, physical activity is important for strength and balance, which helps to prevent falls.

With this in mind, we would like people to get more active at all ages.



Baby & primary



Adolescence



Adult



Older adults

How much?

Toddlers, who can walk on their own, should be physically active for at least **180 minutes** per day.

at least **60 minutes** of moderate - to vigorous-intensity physical activity every day

at least **150 minutes** of moderate physical activity each week

What this would look like

Early positive experiences in PE/sport/play

Schools as a foundation for impact

Physical activity becomes a part of everyday

Make physical activity a solution

How much should we move?

In July 2011, the four UK Chief Medical Officers published new physical activity guidelines in a joint report Start Active, Stay Active. The guidelines focus on being active every day, and over a week adults should aim for 150 minutes of moderate intensity activity in bouts of 10 minutes or more. Specific guidelines are provided for different age groups – early years, children and young people, adults and older adults.

Early Years (under 5)



Today's children may be the first generation to have a shorter life expectancy than their parents

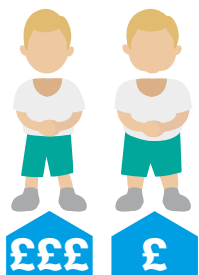
Current situation



9%

of toddlers (aged 2-4) meet the recommended levels of activity.

At the age of five, children in the lowest income households are **twice as likely to be obese** than the most well-off households.



Move More Sit Less Play Together Be Active

Babies should be supported to be as active as possible. Toddlers, who can walk on their own, should achieve 3 hours of physical activity every day. Most UK pre-school children achieve 2 hours of physical activity per day.

What are we doing now?

Torbay Council is committed to supporting our children to become more physically active. This includes working with early years settings, community groups and children's centres. We support a range of initiatives, from Beat the Street through to Family Fitness sessions.

A recent study has shown that the more active a mother is, the more physically active her child will be.

Where we are going – Getting fitter, faster

We are committed to improving the quality and range of physical activity opportunities for children and young people, ensuring that the provision of physical activity for all children in Torbay is high quality, fun, and child-focused.

Following the successful delivery of Run for your Life 1 in all of our Torbay primary schools in 2018, we will look to develop a similar programme for our Early Years settings. The programme will extend out into the family so that we can encourage parents and

carers to be active role models. We will also provide them with ideas on how to be more active at home and outside.

We will continue to develop our Active Mums offer, connecting people and families with physical activity opportunities across the life-course. This will include diversifying the Active Mums programme so that we can offer it to Active Grandparents, creating a programme of inter-generational physical activity offers across the Bay.

Benefits of physical activity for under 5s

- ✓ Happy
- ✓ School ready
- ✓ Builds social skills
- ✓ Maintains health and weight
- ✓ Contributes to brain development and learning
- ✓ Improves sleep
- ✓ Develops muscle and bone growth
- ✓ Encourages co-ordination



Case Study: Active Mums

We deliver an Active Mums programme across the Bay. This includes a number of different activity sessions, which mothers and their young children can enjoy together.

Sessions include My Baby, Buggy and Me, My Baby, Bike and Me, Bounce Away, Pregnancy Yoga and SlingSwing. These provide young children with an opportunity to develop their co-ordination skills and opportunities for mums to socialise, be active and support their child's development.

There are many competing priorities for new parents and making time to be active may not always be top of the list. Active Mums provides the opportunity for small increases in maternal activity levels, which will lead to benefits for mothers and children.

Current situation

1 in 3

children in Torbay don't meet the recommended levels of physical activity



This can be linked to excess weight observed in children. Obesity affects 1 in 5 children across the UK and can cause increased risk of getting type 2 diabetes, heart disease, cancer, stroke and psychological problems.

1 in 4 Reception children and 1 in 3 Year 6 children are carrying excess weight

Children aged 11 from the poorest income groups are **three times as likely to be obese** compared to their most well off peers.



Children and young people (5-18)

What are we doing now?

Research shows that education and health are closely linked. Children and young people who are aerobically fit have higher academic scores. The intensity and duration of exercise are both linked to improved academic performance. We are committed to providing a range of programmes for school-age children, both within the school setting and when at home.



Beat the Street was a free, fun challenge where people were rewarded with points and prizes for exploring Torbay on foot or bicycle. All of our primary schools engaged with

this programme, some even led 'special' walks during the school day so that their pupils could tap more boxes to earn more points for their school team.

Where we're going – Getting fitter, faster

We are committed to enhancing the quality and range of physical activity opportunities for children and young people, ensuring that the provision of physical activity for all children in Torbay is high quality, fun, and child-focused. We want to make sure that Torbay children are provided with a positive experience of physical activity through the physical, social and educational environment of their school.

We will ensure that all schools in Torbay will have a 'whole of school programme' to promote physical activity and that physical activity has a place on school development plans.

Case Study: Run for your Life

The **Run for your Life** campaign encouraged primary school pupils to walk, jog or run around a measured mile track within the safety of their school grounds. It was a great opportunity for schools to reward personal achievement and encourage their pupils to take part in daily physical activity.

Benefits of physical activity for 5 - 18 year olds



Less risky behaviour



Builds confidence and social skills



Improves sleep



Develops co-ordination



Improves concentration and learning



Strengthens muscles and bone



Improves health and fitness



Maintains healthy weight

Current situation

21%

of adults in Torbay are physically inactive

66% of

adults in Torbay meet the recommended guidelines for physical activity. Torbay performs better than the England average on both these measures, but worse than the South West average for physically active adults.

62%

of adults in Torbay are carrying excess weight



Nationally, men (65%) are more likely to be active than women (60%).

There is a much worse picture for lower socio-economic groups.

What do we need to make happen?

Make a start today, it's never too late. For this age group, fitting physical activity into the working day (before, during and after) is an important issue. Working adults spend around a third of their waking hours at work, or travelling to and from work. Getting enough exercise every day will be easier for those who are able to integrate it into their daily routine.

Adults (19-55)



What are we doing now?

There are a wide range of things you can do to build physical activity into everyday life. That could mean joining a gym, becoming a member of a sports club, or simply going for a walk, run or cycle with family and friends. Torbay is committed to sustaining what we already offer as well as exploring and developing new opportunities for Torbay residents to become more active for life.

Where we are going - Getting fitter, faster

Cycling Programme for Women – Torbay is committed to promoting the benefits of cycling and walking and making sure that Torbay is a place designed to allow people to move more. This programme recognises the importance of our natural environment and is aimed at increasing the number of women cycling.

Bigwave Media Business Games will become an annual competition, comprising several games designed to test the physical and mental prowess of business employees across Torbay. The games will support and incentivise employers to embed regular physical activity into the workplace as a benefit of employment and as part of wider health and wellbeing gains for individuals.

Case Studies: Go For It & Park Run

The **Go For It** campaign encourages people of all ages and ability levels to lead healthier and happier lives by signing up for a string of activities offered by a variety of clubs and organisations, ranging from sports teams to leisure businesses and gyms.

Since its launch in 2016, **Torbay Parkrun** has grown and now welcomes over 200 runners each week. In addition to the Torbay Parkrun, we launched the Torbay Junior Parkrun in October 2018 as part of our Beat the Street Sustain Phase, a run specially designed for children to enjoy running with other children in a safe space.



Benefits of physical activity for adults

- ✓ Higher annual earnings
- ✓ Improves sleep
- ✓ Lower burden on the healthcare system
- ✓ Maintains healthy weight
- ✓ More productive at work
- ✓ Manages stress
- ✓ Benefits health - Reduced risk of heart disease, stroke, cancer and diabetes
- ✓ Improves quality of life

Older Adults 55+



Current situation

Older adults are far more likely to be inactive. Across Devon and Torbay, 38% of the population is 55 or over, 35% of this population are inactive.

We need to encourage and support people to keep active as they get older. Keeping active is as important for older people as anyone else in keeping people healthy and happy - something is always better than nothing!



72%

aged 55+ are classed as overweight

(Active Lives survey 2016/17)

What are we doing now?

Opportunities to get active should not stop or decrease as you get older. There are a wide range of opportunities available including the Community Development Trust Ageing Well Programme, the FitBay GP Referral as well as a multitude of sport and fitness clubs/groups that you can enjoy.

A programme that Torbay is proud to have supported is the **Stroke City Football Programme**. This unique walking football group



consists of a group of male stroke survivors who meet every week.

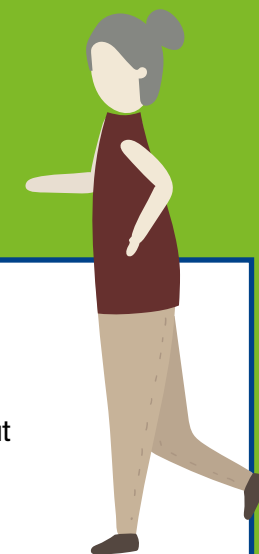
Walking is also simple, free and one of the easiest ways to get more active, lose weight, feel good and become healthier. Sometimes overlooked as a form of exercise, walking briskly can help you build stamina, burn excess calories and make your heart healthier. Affiliated to the Walking for Health Scheme, **Torbay Bay Walks** is a programme of regular led walks in Torquay and Paignton. It helps people to walk their way to better health while discovering the stunning landscape that Torbay has to offer.

Where we are going - Getting fitter, faster

Whatever someone's age, we know that being physically active has a multitude of health and wellbeing benefits. We believe and are committed to ensuring that everybody in Torbay, regardless of age, has the opportunity to make physical activity a part of their everyday life.

Connecting Actively to Nature

Torbay will be a key partner in the delivery of a five year Sport England funded programme which will support inactive people, aged 55+, to be physically active within their natural environment.



Benefits of physical activity for older adults

- ✓ Reduced social isolation
- ✓ Benefits health - Reduced risk of heart disease, stroke, cancer and diabetes
- ✓ Improves sleep
- ✓ Maintains healthy weight
- ✓ Healthy heart and mind
- ✓ Improves quality of life
- ✓ Improved muscle and bone strength
- ✓ Improved balance and co-ordination

Case Study: Walking programmes

Torbay supports the delivery of popular Walking Football and Walking Netball sessions across the Bay. These walking programmes offer a multitude of health benefits but are mainly based around having fun, making friends and harnessing the love of a sport people may not necessarily be able to participate in any longer.

Our biggest achievements in 2018

We are really proud of what we have achieved to date. The following show our results so far, and sets the groundwork moving forward. We are excited to launch our new strategy 'Torbay on the Move' so that we can create communities that embrace physical activity.

Run for Your Life

This is a campaign where pupils simply walk, jog or run around a measured mile track within the safety of the school grounds.

Run for Your Life rewards personal achievement and encourages Torbay primary-aged pupils to take part in daily physical activity.

Run for Your Life encourages regular healthy competition and physical activity across the week, with all the proven health and psychological benefits, and also develops leadership skills and empowers pupils.

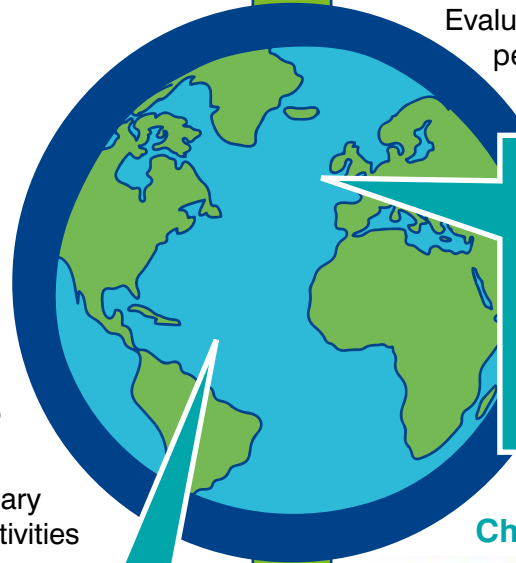
Run for Your Life incorporates a league for all Torbay primary schools with live competition and tracking for schools. Activities such as personal, intra and inter school challenges and competitions (co-designed with pupils and teachers) are delivered throughout the campaign.

Run for your Life was successfully delivered in 2018 with 28 out of 32 primary schools involved. Schools were invited to a glittering awards ceremony at the Princess Theatre, in Torquay, where they all received certificates and prizes across various categories for hitting milestones and winning the leader boards.

"I've enjoyed Run for your Life because it makes everyone do a lot more exercise every day. It makes your stamina improve so that you can run more laps each time that you do it."

Lewis Riches (Shiphay Pupil)

In just 6 weeks, our Torbay children travelled over 32,000 miles, the equivalent of travelling **1.3 times around the world.**



11,301 (9% of the targeted population) played Beat the Street over a 6-week period and travelled a total of 72,379 miles - equivalent to 3 times around the world.

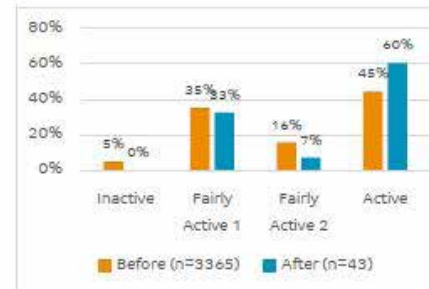
Beat the Street

This initiative sets out to increase physical activity levels amongst adults and children in Torbay, reduce the number of people who are inactive and improve mental wellbeing. We wanted to encourage small lifestyle behaviour changes by encouraging active travel (getting people to walk, run or cycle rather than using the car or the bus) getting people to explore their communities and access their local green spaces.

Evaluation of 'Beat the Street' showed the positive changes that people made as a result of the campaign. People reported being more active, having improved mental health (feeling happier or less anxious) and better connected within their communities.

Pre-game registration data shows that we have succeeded in reaching all of our target groups; women (60% of players were female) people living in disadvantaged areas (32% of participants) and inactive people.

Children's results



Adults' results



Review of recommendations

Every year I set a number of recommendations for the year ahead and review progress against those set in my last report.

Below is a summary of my review and future recommendations. The full version of the original challenge, the progress that was made in 2018 as well as the recommendations for 2019 can be found here:

www.torbay.gov.uk/phar-2019-recomendations.docx

1. Shifting the focus to prevention

A significant shift has occurred **in 2018** towards a focus on prevention across health and care organisations with a number of programmes now being delivered.

In 2019, I would like to see us build on this early work to roll out a programme for “prevention at scale” with a shift in all organisations towards prevention. We are beginning to lay the foundations for this to happen.

I would also like to see, a greater emphasis on improving the earlier identification of cardiovascular disease with a greater take-up of interventions to prevent progression to more serious illness.



2. Creating Happy Healthy places and addressing deprivation and inequalities

In 2018, many new initiatives were delivered by the “Healthy Torbay” partnership. We continued to promote healthy eating and increase in physical activity and to address the underlying causes of obesity as well as undertaking further work to promote health within planning decisions. A new tobacco alliance was also created to address our continued high levels of smoking. We also began to engage a



wider set of organisations in our work to create a healthier Torbay.

In 2019, I would like to see this work gain greater momentum, especially the work with neighbourhoods and GP practices. I would like to see us begin to develop a community-led and focused initiatives to improve health and wellbeing. I also hope to see greater social (non-medical) prescribing.

3. Giving Children and young people a good start in life

In 2018, many of the recommendations set were met. We completed the content of the emotional health and wellbeing section of the Healthy Learning Website for schools, we set up a Wellbeing Outcome Network (PSHE network) for schools/colleges and we developed a children’s Emotional Health and Wellbeing Transformation Partnership group and plan. Staff have also got together to form a network to promote work on Adverse Childhood Experience. Importantly the first meeting of the Children and Young Peoples partnership also took place.

In 2019, I would hope to see a much greater emphasis on the wellbeing of children especially in early life. In particular I would like to see a focus on understanding and addressing the drivers of our high numbers of

looked after children and on supporting the emotional resilience of all children by working in schools and early years settings.

4. Enabling older citizens to age well

In 2018, the Older People Forum worked hard to develop the Age Positive Charter.

In 2019, we need to work to ensure that the aspirations of this Charter are fulfilled and that the Older Persons partnership play an active role in the design of relevant services.

5. Focus on emotional health and resilience across all programmes

In 2018, we begin more systematic work in this area. The community led focus on Mental Health in Brixham gained momentum while training and campaign work in mental health and wellbeing was also rolled out. There



is now an agreed all age Mental Health strategy across Devon and a Partnership forum set up to focus on early intervention work. Torbay Council also signed up to the Mental Health Prevention Concordat.

In 2019, I would like to see mental wellbeing developed further and faster. This area has still not yet received the focus it needs from the system and despite consistent agreement that this is a key area, there has been very little money or officer time available to make a significant difference.



6. Breaking the cycle of vulnerability

In 2018, as per my recommendations, the partnership work on adults with multiple complex needs and vulnerabilities was refocused with collaborations and alliances being forged between providers, commissioners and people with lived experience of domestic abuse and sexual violence, drug and alcohol misuse, homelessness and mental health problems. In addition, the new domestic abuse and sexual violence action plan has a greater focus on prevention, early intervention and puts the needs of children at the centre. Partners have also worked to support services to become more trauma informed.

In 2019, I would like to extend this more focused work to see further recognition of the needs of this group of people within system plans and the further roll out of a trauma informed approach to health and care interactions.

