



Public Health

- Health Improvement
- Health Protection
- Healthcare services



Public Health is the science and art of promoting and protecting health and well-being, preventing ill-health and prolonging life through the organised efforts of society.



In Wiltshire...

- Life expectancy has risen to 80.9 years for males and 84.1 years for females
- Wiltshire's CVD mortality rates are below those of the South West and England nationally
- The health of people in Wiltshire is generally better than England average
- Deprivation is lower than average



However, in Wiltshire...

- Male healthy life expectancy is 68.5 years
- Female healthy life expectancy is 66.7 years
- **65.8% of adults are overweight or obese**
- **25.7 % of adults are inactive**
- **14.3% of adults smoke**
- About 260 early deaths from CHD & stroke a year
- Over 16,000 people have Coronary Heart Disease
- Over 10,000 people have had a stroke or TIA
- Over 73,000 people have hypertension
- Over 23,000 people have diabetes

What can we do?

- A great deal of cardiovascular disease is caused by poor lifestyle choices:
 - Smoking
 - Diet
 - **Lack of physical activity**
 - Alcohol

THE LANCET

Physical activity—time to take it seriously and regularly

“Physical inactivity is as important a modifiable risk factor for chronic diseases as obesity and tobacco.”

Source: Published online 27 July 2016
[http://dx.doi.org/10.1016/S0140-6736\(16\)31070-4](http://dx.doi.org/10.1016/S0140-6736(16)31070-4)



Health Benefits of Physical Activity (1)

Whatever your age, there's strong scientific evidence that being physically active can help you lead a healthier and even happier life

- Adults should undertake 150 minutes moderate-intensity aerobic activity weekly and muscle strengthening on 2 days or more
- Children should undertake 60 minutes moderate-intensity aerobic activity daily and muscle strengthening on 3 days or more



UK Chief Medical Officers' Guidelines

Health Benefits of Physical Activity (2)

People who do regular physical activity have:

- up to 35% lower risk of coronary heart disease and stroke
- up to 50% lower risk of type 2 diabetes
- up to 50% lower risk of colon cancer
- up to 20% lower risk of breast cancer
- 30% lower risk of early death
- up to 83% lower risk of osteoarthritis
- up to 68% lower risk of hip fracture
- 30% lower risk of falls (among older adults)
- up to 30% lower risk of depression
- up to 30% lower risk of dementia

Source: NHS Choices

Physical activity prevents

- Depression
- Anxiety
- Dementia





Physical activity prevents

- **Coronary heart disease**
- **Stroke**
- **Type 2 diabetes**



Physical activity prevents

- **Falls**
- **Osteoarthritis**
- **Hip fractures**



Physical activity prevents

- **Colon cancer**
- **Breast cancer**

Conclusions

- The benefits of physical activity to everyone are clear
- No-one is too unfit to become more active

We can all be more active everyday



Wiltshire Indicators

- ▲ 65.8% Adults overweight/obese
- ▼ 60% Adults Physically Active
- ▲ 25.7% Adults Physically Inactive
- ▲ >23,000 People with Diabetes
- ▶ 1 in 3 children aged 10-11 have excess weight
- ▼ 20.4% children in reception have excess weight

Source: PHOF, NCMF



Obesity Strategy Priorities:

- Prevention for everyone of all ages
- Giving children the best start in life
- Effective self-care, early intervention and treatment for those who are overweight or obese
- Changing the environment we live in to ensure healthy food and activity choices are the easy and preferred choice.

Leisure Services

Vision for Leisure Services:

- Help people in Wiltshire to live longer, healthier lives, while addressing health inequalities

Objectives:

- Contribute to health improvement and reduction in health inequalities
- Increase participation in community sport and physical activity and reduce inactivity
- Develop a strong sporting infrastructure to improve the health, well-being and skills of people and communities
- Identify opportunities that will inspire people to take part in sport, active recreation and health related activities
- Identify opportunities to increase the volunteering workforce

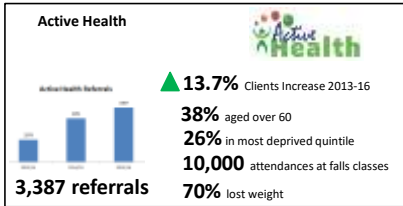
Delivered through universal and targeted activities and services



Leisure Services activity 

- ▲ 31% Growth since 2011/12
- ▲ 3.1M centre visitors
- ▲ 6,000 swim school members
- ▲ 8,500 leisure members
- ▲ 183,000 Sport/Physical Activity Development attendances

Active Health



ABLE TO WALK TO WORK A LOT QUICKER.
 77lbs lost since January
 WAS WEARING SIZE 28 CLOTHES, NOW WEARING SIZE 14
 INCREASED ENERGY, FEELING BETTER
 FEEL GREAT!

My confidence has improved massively! I love going to the leisure centre and look forward to it. I am a busy mum looking for a degree and this helps to clear my head!



But it's not just about leisure centres

Much of the work of the Sport and Physical Activity team targets health inequalities, or those most likely to face barriers which prevent them from participating. This includes:

- Individuals with a physical or learning disability
- Individuals living in areas of socio economic deprivation
- Older People
- Women and girls
- Minority ethnic groups
- Individuals who have had previous poor health

Healthy Families

- For children aged 7-11
- 153 families engaged
- New Healthy Me programme from September 2016

Get Wiltshire Walking

- 2,000 registered walkers
- 15% from most deprived quintile
- 130 trained volunteer walk leaders
- 24 walking groups

Ability Sports

2014/15: 3,775
 2015/16: 5,642

- Community multi-sports sessions for adults and children
- Schools coaching
- 121 Swimming
- Sport specific opportunities

Sports Camps

| | Sport Specific | Camp |
|------------|----------------|-------|
| Activate | | |
| • 2014/15: | 1,583 | 3,678 |
| • 2015/16: | 2,714 | 5,885 |

- Sport Specific holiday camps for: athletics, basketball, cricket, football and tennis
- Disability delivery part of mainstream camps to encourage inclusivity

Walking Sports

Walking Football

- 286 active members (56% 60+)
- 3,152 attendances
- 7 active venues
- 5 Volunteers

Walking Netball

- 82 Active members (67% 60+)
- 566 attendances
- 4 Active Venues
- 4 Volunteer hosts

Walking Basketball

- 15 Active members (44% 60+)
- 374 attendances
- 1 Active Venue



Wiltshire StreetGames

Weekly community-based sports activities, events and volunteering opportunities targeting hard to reach young people aged 13 – 25 years.

In 2015/16:

- 552 participants
- 4,190 attendances
- 35 young people deployed in volunteering opportunities
- Winners of 'Investing in Youth Leadership' at the StreetGames national awards



Run England

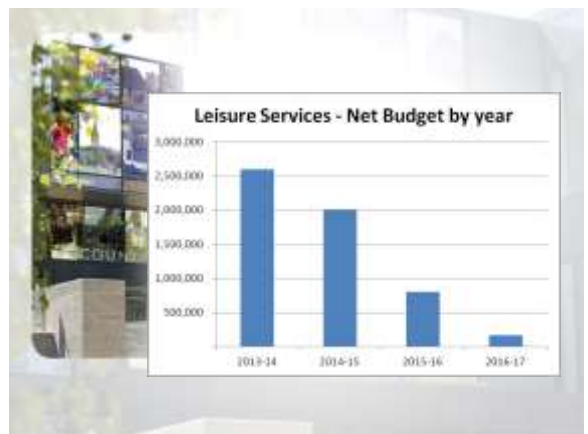
The official England Athletics recreational running project which aims to get the whole nation running.

- 815 new runners 15/16
- 6 trained run leaders
- 3 trained run coaches
- 38 active running groups across county



Big Pledge 2016

- First campaign was 2014
- Part of Wiltshire's Legacy Programme
- 2016 – Road Rio – get active campaign
 - Over 18,100 participants
 - 178 teams
 - 47 schools (15,714 pupils)
 - Walked to Rio and back over 15 times



**Wiltshire Council's
Leisure Service:
helping everyone to
be more active
everyday**



Any questions?

