



# Older People & Physical Activity

Philip Garner

Strategic Programme Manager

# Welcome

Domestics

Covid-19 Guidelines:

- Symptoms – self isolation
- Social distancing – 2 metres apart
- Catch it, bin it, kill it
- Hand hygiene



# Programme

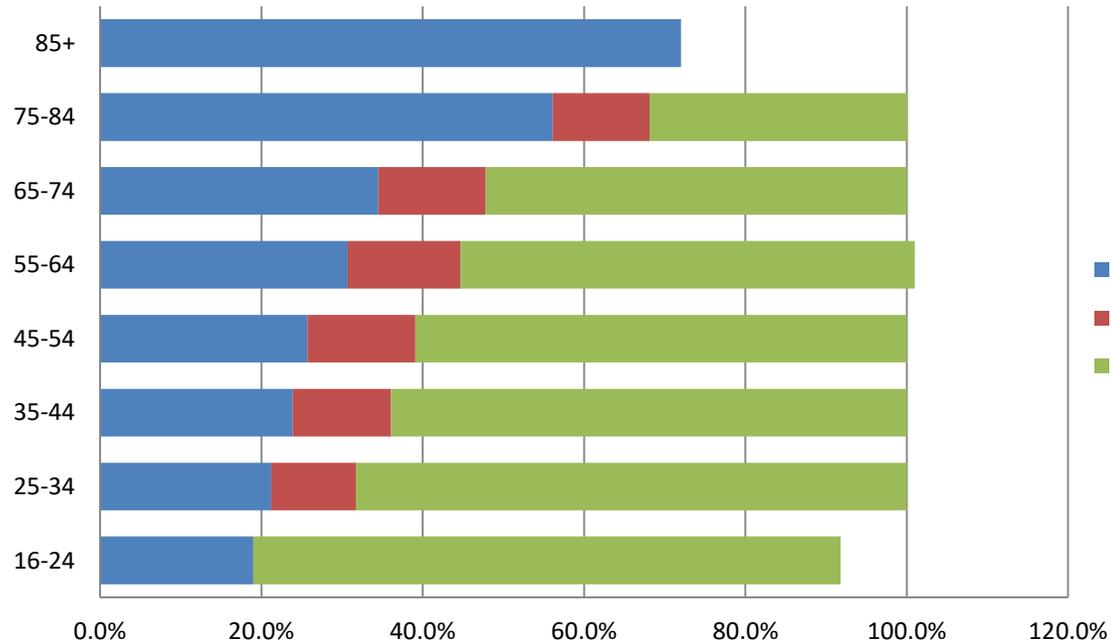
|         |   |
|---------|---|
| 12.30pm | Registration and lunch  |
| 1.00 pm | A welcome and Context (Philip Garner)                           |
| 1.10 pm | The research and the report (Kelly Hunstone)                    |
| 2.00 pm | Questions   |
| 2.20 pm | Comfort / Coffee break  |
| 2.40 pm | Healthy Ageing -Centre for Ageing Better (Jess Kuehne)          |
| 3.00pm  | Creating a social movement (Kelly Hunstone & Michaela Pinchard) |
| 3.50 pm | Next steps (Michaela Pinchard)                                  |
| 4.00 pm | Close / Networking  |



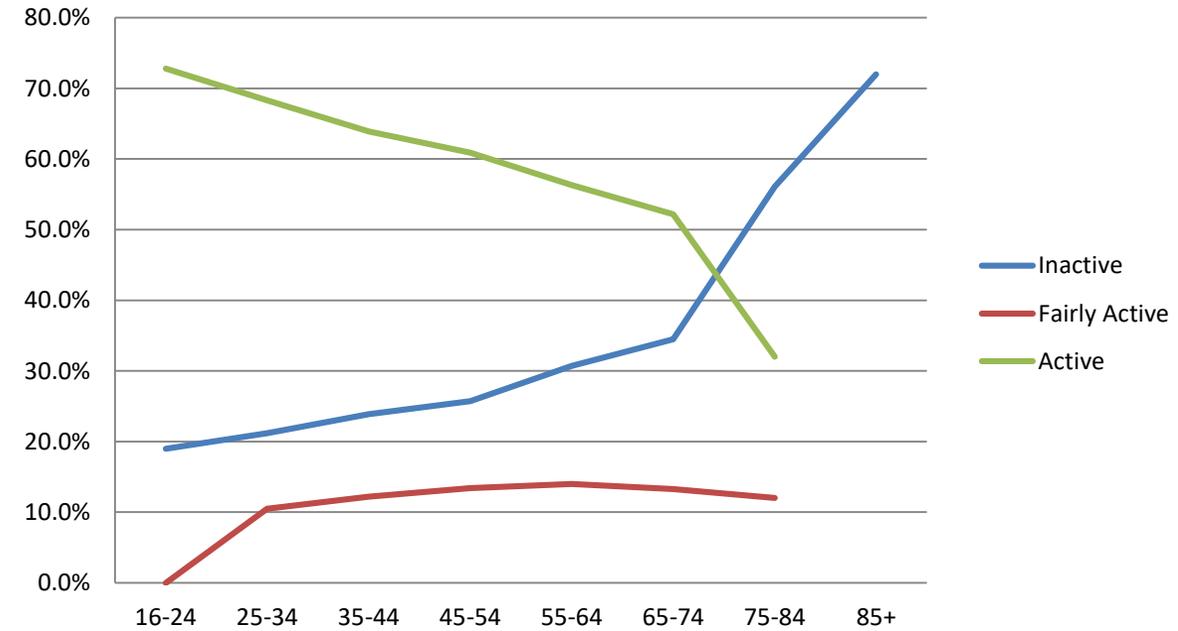
# Active Lives Survey 2017/18



## Active Lives: Lincolnshire (Nov 17/18)



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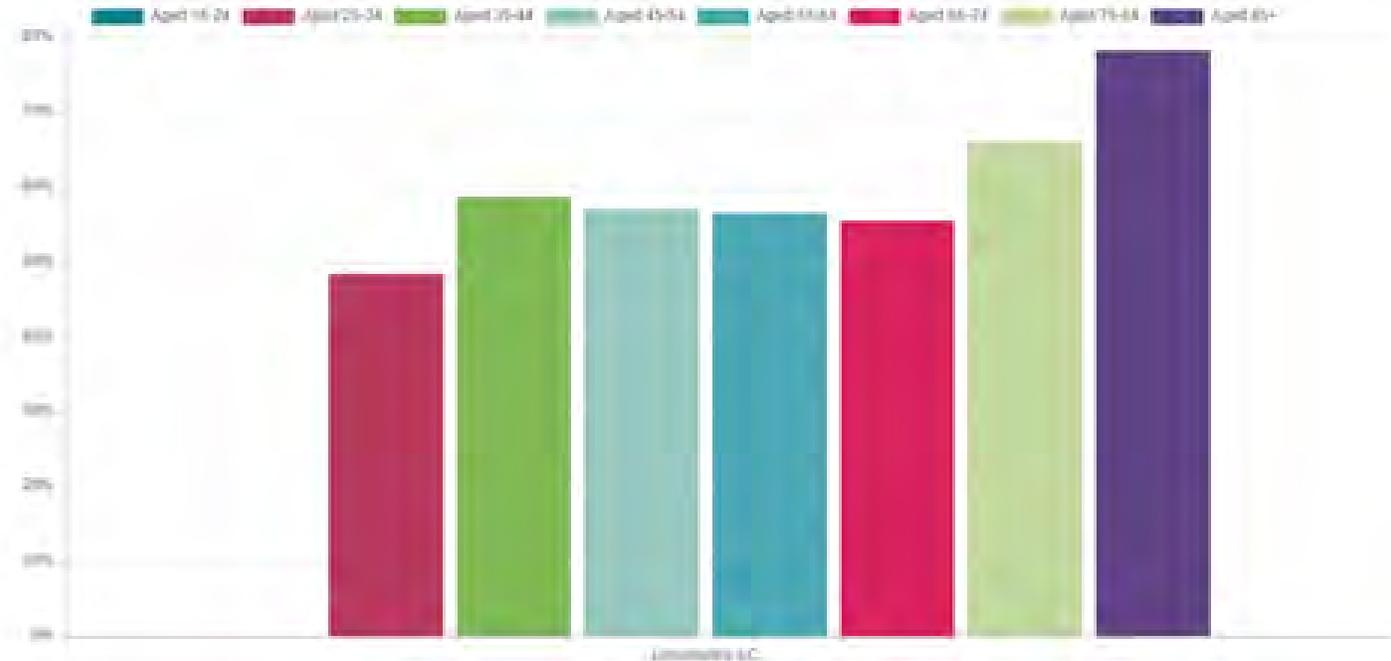


# Active Lives Survey: Nationally



## INACTIVITY - NOTHING: HAVE DONE NO ACTIVITY IN THE LAST 28 DAYS - ACTIVE LIVES SURVEY NOV 17/18

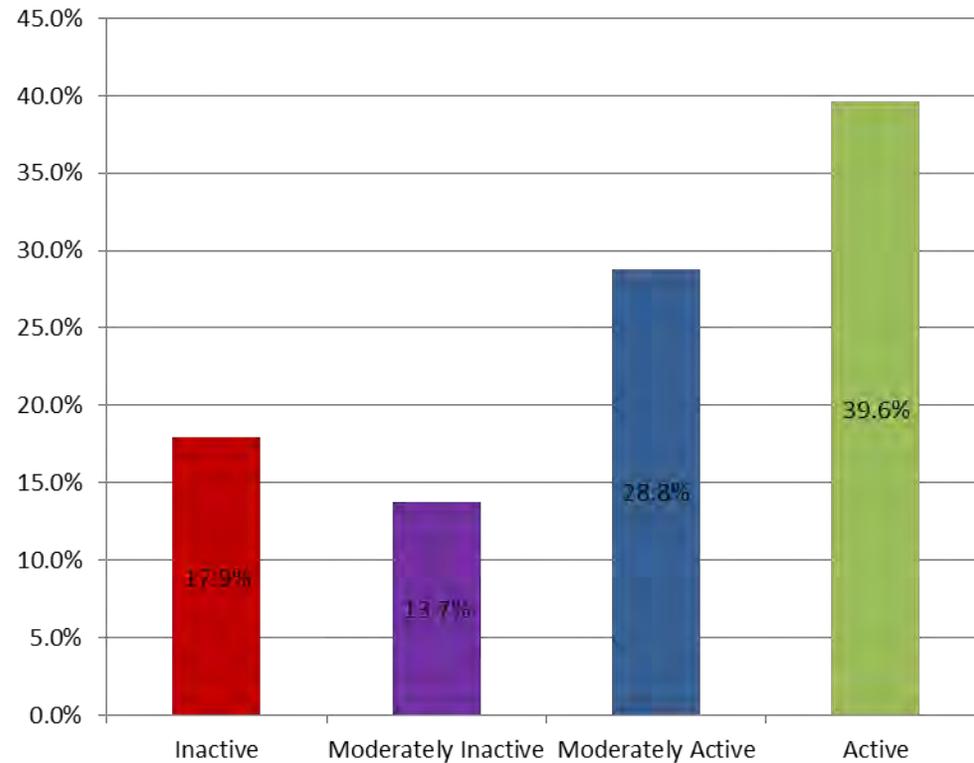
|                 | Aged 16-24 | Aged 25-34 | Aged 35-44 | Aged 45-54 | Aged 55-64 | Aged 65-74 | Aged 75-84 | Aged 85+ |
|-----------------|------------|------------|------------|------------|------------|------------|------------|----------|
| Lincolnshire CC | -          | 48.4%      | 58.7%      | 57.0%      | 50.5%      | 55.6%      | 66.1%      | 70.2%    |



# NHS Health Checks 2018/19 (n=24,911)

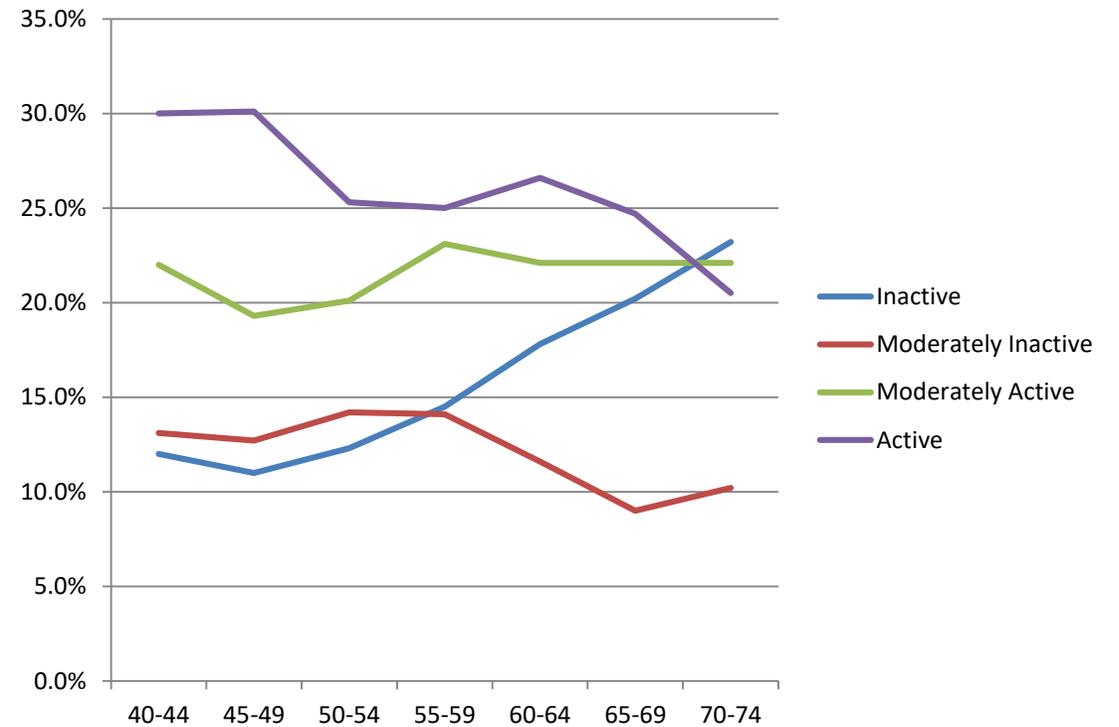
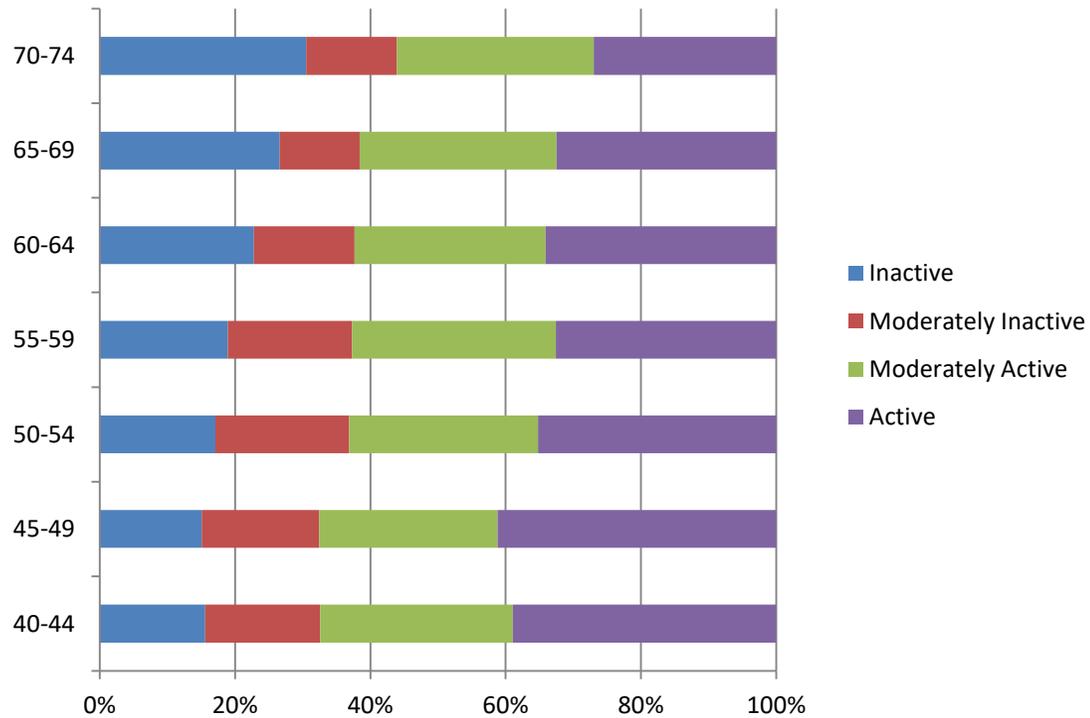


Activity levels of Lincolnshire Health Check patients

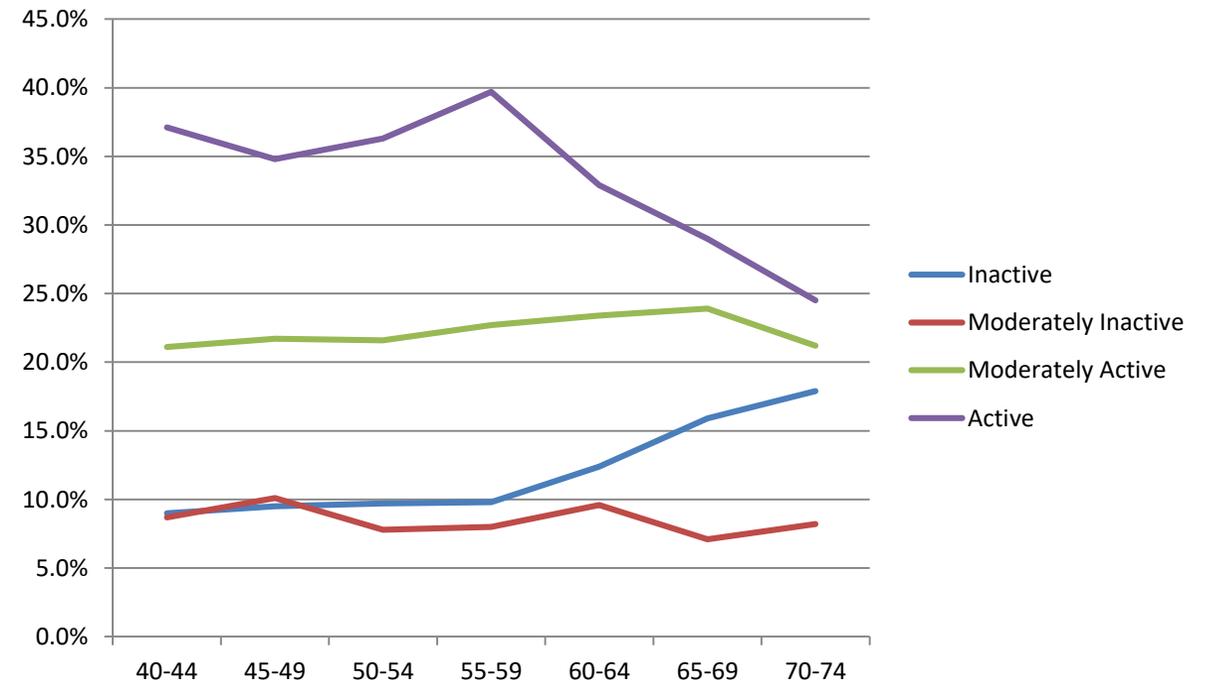
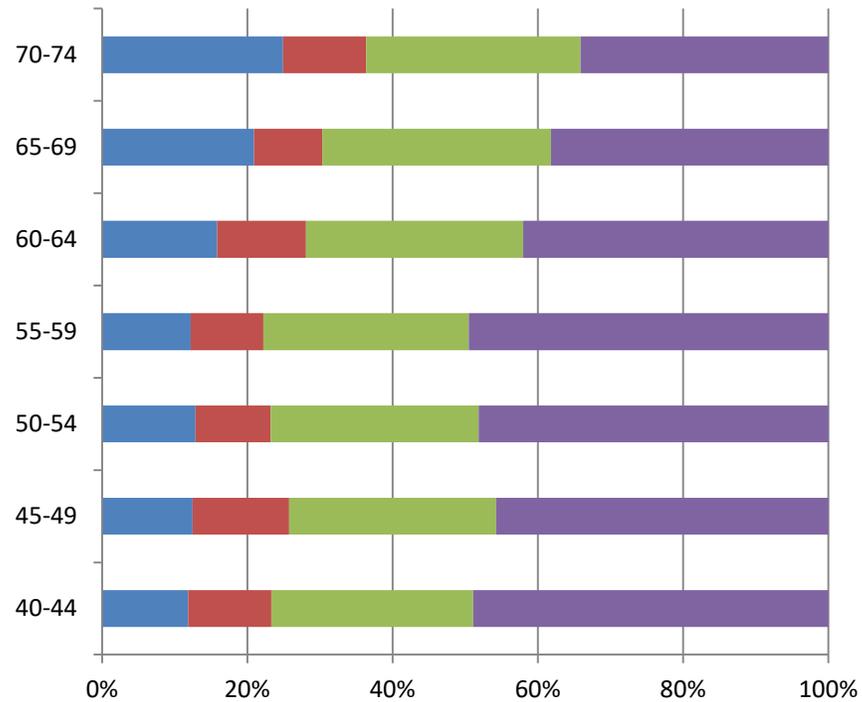


|                     |   |
|---------------------|---|
| Inactive            | Sedentary job and no physical exercise or cycling   |
| Moderately inactive | Sedentary job and some but < 1 hour physical exercise and / or cycling per week OR<br>Standing job and no physical exercise or cycling  |
| Moderately active   | Sedentary job and 1-2.9 hours physical exercise and / or cycling per week OR<br>Standing job and some but < 1 hour physical exercise and / or cycling per week OR<br>Physical job and no physical exercise or cycling   |
| Active              | Sedentary job and $\geq 3$ hours physical exercise and / or cycling per week OR<br>Standing job and 1-2.9 hours physical exercise and / or cycling per week OR<br>Physical job and some but < 1 hour physical exercise and / or cycling per week OR<br>Heavy manual job |

# NHS Health Checks 2018/19: Females (n=13,601)



# NHS Health Checks 2018/19: Males (n=11,304)



## A Focus on Physical Activity and Inactivity

National and local insight links physical inactivity to complex issues and for people with multiple challenges:

- health conditions
- disability
- social isolation
- caring responsibilities and
- poverty.

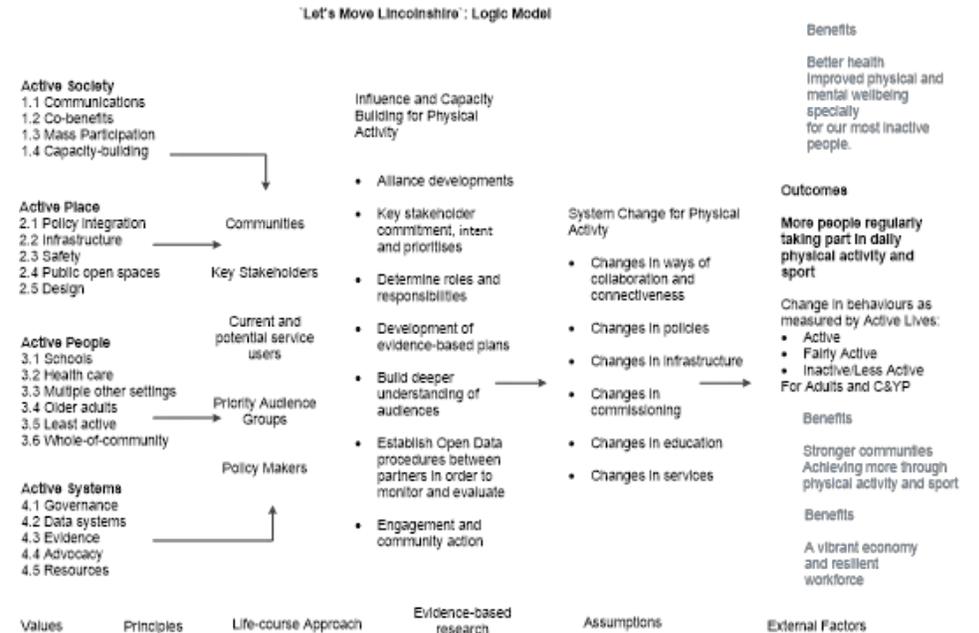
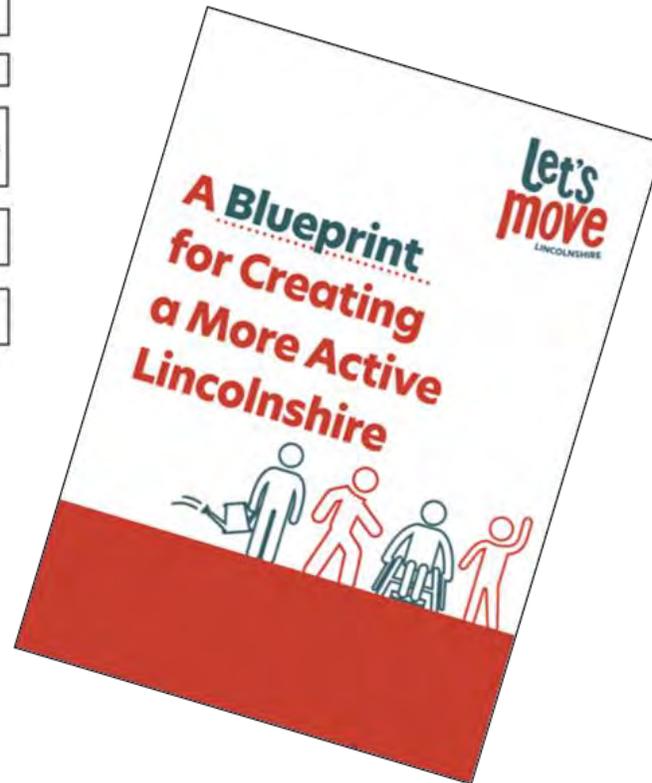
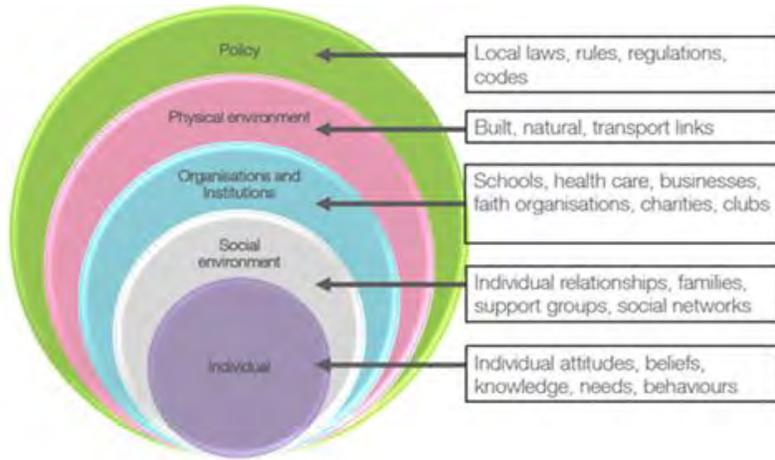
The Active Lives Survey describes three cohorts in the Inactivity definition: `no activity`, `less than 30 mins per week` or `of insufficient intensity of activity (less active)`. On average over 30% of the Lincolnshire population are inactive; of which greater than half have `no activity` and this increases post 65 years.

The most inactive cohort requires support to address such issues (as above) before they are willing and able to consider becoming active and this takes time and resources. This support would typically not be related to traditional physical activity programmes.

A consistent level of `fairly active` populations is noted across the surveys. Endorsing the CMO's message "something is good, more is better" approach could be conceivable for the remaining inactive cohorts in order to do more and of an intensity.

Segmentation of the population pre 65 and post 65 years along with a set of behaviours will be helpful.

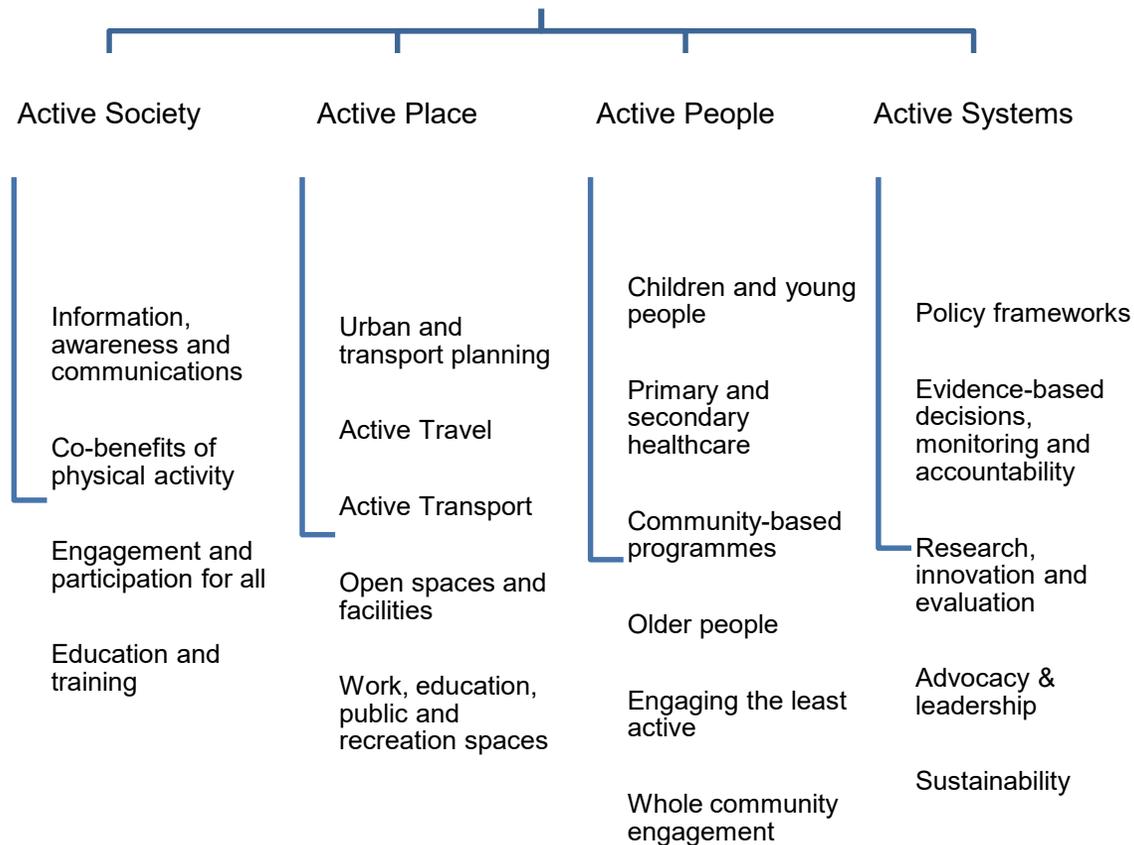
# Whole System Approach to Physical Activity





To improve people's lives through habitual physical activity.

Everyone in Lincolnshire is leading a physically active life, regardless of age, wealth, gender, ability or circumstances.



Where now:

- Process - `WSA`
- Scope – Logic model
- Intelligence - JSNA
- Indicators – Active Lives
- Targets - ?

Where we want to be:

- Agreed activities
- Partnerships/networks
- Outcomes

Actions to be:

- Specified
- Prioritised
- monitored and
- Measured

Information held by the lead organisation accountable for the work.

# Whole System Approach to Physical Activity



|                                      |   |  |   |  |
|--------------------------------------|---|--|---|--|
| <p>Action 3.4<br/>(Older adults)</p> | <p>Enhance the provision of, and opportunities for, appropriately tailored programmes and services aimed at increasing physical activity and reducing sedentary behaviour in older adults, according to ability, in key settings such as local and community venues, health, social and long-term care settings, assisted living facilities and family environments, to support healthy ageing.</p> | <p>Gain insight into the barriers and opportunities for physical activity by older people – scoping exercise by Social Change on behalf of Active Lincolnshire.</p> <p>Develop over 50s opportunities with leisure and recreation providers, e.g. <a href="#">Vitality</a></p> <p>Frailty – the development of balance and strength training for falls prevention.</p> <p>Embed physical activity into commissioned programmes supporting older people:</p> <ul style="list-style-type: none"> <li>• <a href="#">NHS Health Checks</a></li> <li>• <a href="#">One You Lincolnshire</a></li> <li>• <a href="#">Social Prescribing</a></li> <li>• <a href="#">Wellbeing Services</a></li> </ul> <p>Also reference 3.2 Primary and Secondary healthcare</p> | <p>Partners:<br/>Active Lincolnshire<br/>Charities<br/>Local authorities<br/>NHS organisations<br/>Provider organisations</p> |  |
|--------------------------------------|---|--|---|--|

# The Scoping Exercise

## Project Description

The developing physical activity strategy for more active Lincolnshire is seeking a life-course approach and there are key audiences to engage with and as part of the plans we intend to seek a greater understanding of the older adult audience (65+ years) and their physical activity behaviours, within communities and care settings, in order to develop a multi-faceted approach to promoting and supporting regular daily activity.

A social marketing approach is being engendered amongst partners committed to the strategy. The first element of this approach is to understand the scope of the project:

- A greater understanding of the strength and balance evidence base with partners
- An understanding of the audience 65+ years and their physical activity behaviours
- A greater awareness of the co-benefits of physical activity for an older population
- The type of interventions available and possible locally, including tactically embedding strength and balance messages into current community programmes as well as proposing future strategic commissioning intentions.

