

Towards a more active nation

How the NHS can make physical activity a cornerstone of 21st century health



“Promoting active lifestyles should be NHS core business and not a peripheral concern”

Andy Burnham, Health Secretary

www.bearhunt.org.uk

Thursday 25th February 2010
Crowne Plaza Hotel, Manchester



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How the NHS can make physical activity a cornerstone of 21st century health

If there was a World Premier League for physical activity, we wouldn't even be in it. In Europe, Britain is ranked 21st when levels of physical activity are compared.

The health benefits of increased activity are well known; the economic case is strong; yet making it happen is easier said than done. The Health Secretary wants the NHS to aspire to **fourth** place in the league tables over the next ten years.

Yet this will not happen whilst the promotion of active lifestyles remains peripheral to the NHS; it will not happen if we continue to believe that using only logic – telling people that activity is good for them – is the way forward; and it will not happen if we continue to ignore the evidence from the £108 million Active England programme.

Getting people more active **has** to happen. If 1% of people on incapacity benefit could get back to work through active lifestyles it would save the economy £67 million a year. A modest increase in the activity of older people could save more than £200 million by cutting hip fractures by just 1%.

The logic of active lifestyles is irrefutable, yet logic alone does not work. We've been telling people for decades about the benefits of activity and as a nation have invested more than £1 billion in new sports & leisure facilities in recent times. Yet activity rates have gone **down**.

This not to be missed event looks at what practical steps can be taken to begin to reverse this downward trend, and gets beyond the logic to begin to uncover insights into what really does work. You will: -

- Get a sense of direction from the new NHS Sports Tsar
- Get to grips with what can and can't be achieved from an Olympic legacy
- Learn the lessons from 260 activity projects in the Active England programme
- Find out what practical things NHS Trusts can do now and in the future
- Gain insights from innovations and models of effective practice from around the country; and much more

One of the four pillars of change envisaged by the Minister is "A new awakening across the NHS – **from board to ward** – that active lifestyles are now an intrinsic part of 21st century health".

This event aims to be a catalyst for a broad based, more vibrant, evidence based, insight driven awakening which encourages new innovation. We've tried logic; we've tried investment; now we have to think differently.

Who should attend:

- NHS Chief Executives
- Directors of Public Health
- Health Promotion Managers
- Directors of Commissioning
- Wellbeing Projects
- Leisure Services Providers
- Sports partnerships
- Local Strategic Partnerships
- Social enterprises
- National Governing Bodies of Sport
- Directors of Sport & Leisure Services

Towards a more active nation Conference Programme

9.30 Chair's welcome

9.45 Towards a more active nation: A ten year journey starts now

- ➔ The business case for active lifestyles
- ➔ From 'relegation candidates' to 'play-off contenders'
- ➔ The implications of the 'four pillars of change' at local level
- ➔ Tips on how to make active lifestyles part of the NHS core business
- ➔ If you always do what you always did...

Mike Farrar, NHS Health & Sport Tsar, Chief Executive NHS North West

10.20 Modelling the boundary busters: Insights from the Active England Programme

- ➔ Insights from a three year study of 260 active lifestyle projects and £108 million investment
- ➔ Innovation needs a licence to make mistakes
- ➔ Boundary busters are different – how to model their characteristics
- ➔ Drivers & barriers to innovation in getting people active
- ➔ In search of health entrepreneurs - clues and tactics catalysing active lifestyles

Malcolm McClean, Director, Bearhunt

11.05 Tea and coffee - 11.20 & 2.00
Concurrent Workshops

12.20 Lunch

1.20 Riding the ripple effect: Can major sporting events help contribute to active lifestyles?

- ➔ Olympics have not delivered significant change - things we can do to change that
- ➔ Opportunities from a decade of sporting events
- ➔ Specific actions
- ➔ Getting practical – five things that local health commissioners and providers can do now

Professor Mike Weed, Centre for Recreation, Activity, Sport & Health, Canterbury Christ Church University

3.00 Tea and coffee

3.15 Partnering with social enterprise: Compounding gains in local activity

- ➔ Reinvesting the gains from gains in activity
- ➔ 900 locations 215 million customer visits: local opportunities on a national scale
- ➔ Reaching the hard to reach - Change4Life and more
- ➔ How to commission and partner with social enterprise for effective and sustained results

Craig McAteer, MD Link4Life and Chairman of Sporta

Workshops

It's a Goal! Be the best you can be

When people hear that It's a Goal! is a programme to combat depression running in football stadia, their first thought is that it is about playing football.

In fact it set out using football metaphor to help young men to take more control over their lives. In doing so it began to establish a link. Good mental health can be a precursor for taking more control over your lifestyle which in turn tends to result in a more active life.

That's exactly what has happened. Pete Sayers tells the story of It's a Goal! and how encouraging good mental health is a key to increasing physical activity.

Pete Sayers, National Franchise Director, It's a Goal Foundation

Mission Active Future

To be one of the most active nations in ten years time, means making a big impact upon young people now. Tudor Gwynn explains how Mission Active Future was able to make an impact on 20,000 young people in its first year. It's a highly creative approach which asks young people to imagine the world in 2109; people have evolved huge thumbs through texting; there are queues outside hospitals; and football referee's have to keep stopping the game so that players can get their breathe. Yet it's not too late to change it. Using a series of animated characters; an amazing mobile activity centre and a top class teaching and resource pack, young people get active to change the world. In its next programme young people will close off streets for a day in street takeovers.

Tudor Gwynn, Project Director, Mission Active Future, Eureka! The National Children's Museum

Doing the Lambeth Walk: How Sports Action Zones can work

In our rush to find new ideas and follow new initiatives, it's sometimes easy to forget to check out old initiatives to see if they worked. Sport Action Zones (SAZ) were set up in 2000 in 12 areas of deprivation in England. Only now are we able to say whether or not they are a successful approach. The most recent evaluation suggests that in a go-ahead Sports Action zone across the board gains in activity of 5-6% could be achieved. But how? It's about much more than just giving a fancy name to what you are doing. Brian Dickens should know he's been working in the same area for 28 years and since 2000 has been the Director of the SAZ which won the 2009 BBC Power of Sport Award.

Brian Dickens, Director, North Southwark & North Lambeth Sport Action Zone

Booking Form • Towards a more active nation

Please note:

Cancellations, which must be made in writing, will be subject to an administrative charge of £50 until 15 working days before the conference, after which no refunds can be made.

Delegates are able to nominate substitutes.

If payment is not received by the conference date, we reserve the right to make an additional administration charge of £50 per delegate.

Return to

or for more information contact:

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Bearhunt
Six Kingsbury House
St Hilary's Park
Alderley Edge
Cheshire SK9 7DA
Tel: 01625 584448
Fax: 01625 585674
email: s.naden-lamb@bearhunt.org.uk

Personal information

Full Name: _____

Job Title: _____

Organisation: _____

Address: _____

_____ Postcode: _____

Tel: _____ Fax: _____

Email: _____

Special dietary requirements: _____

Other special requirements: _____

If this is a block booking, list names of other delegates and job titles

1. _____

2. _____

3. _____

Workshops

Please tick two workshops

It's a Goal! Be the best you can be

Mission Active Future

Doing the Lambeth Walk: How Sports Action Zones can work

Payment information

YPN

Number of delegates attending

Public sector @ £445 + VAT (£522.88) £ Total

Number of delegates attending

Private sector @ £525 + VAT (£616.88) £ Total

Number of delegates attending

Third sector @ £199 + VAT (£233.83) £ Total

Free places scheme

A number of free places have been reserved for small groups with minimal funds available to them. Applications in writing only, stating name of individual, your organisation (if any), its objectives and available funding.*

please find a cheque attached for £

made payable to "bearhunt ltd" OR

please invoice my organisation at: _____

BACs details are as follows:

Name of account: Bearhunt Ltd

Account no.: 98841262

Sort code: 01-05-41

Bank name: National Westminster Bank plc

Bank address: PO Box 65, 2 Chestergate, Macclesfield SK11 6BS

* Free places will be allocated by a ballot. The decision of bearhunt will be final, and no correspondence will be entered into. Closing date for applications is 13th February 2010. The ballot will take place and results will be notified week commencing 15th February 2010.