

# #Beating inactivity A strategy for Physical Activity 2017 – 2021

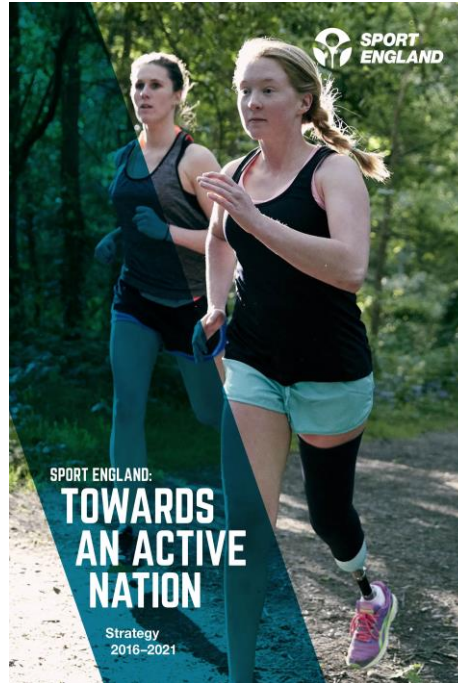
Julie Amies Chief Executive



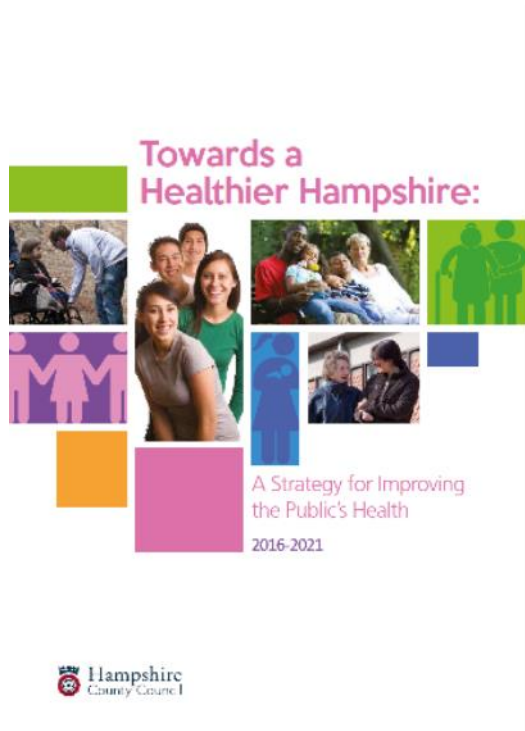
Hampshire  
County Council



# National Strategic Context



# Local strategic context



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# Local strategic context



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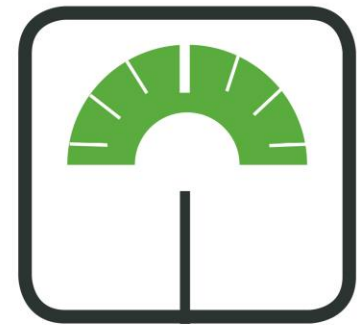


Persuading inactive people to become active could prevent 1 in 6 deaths.<sup>B</sup>

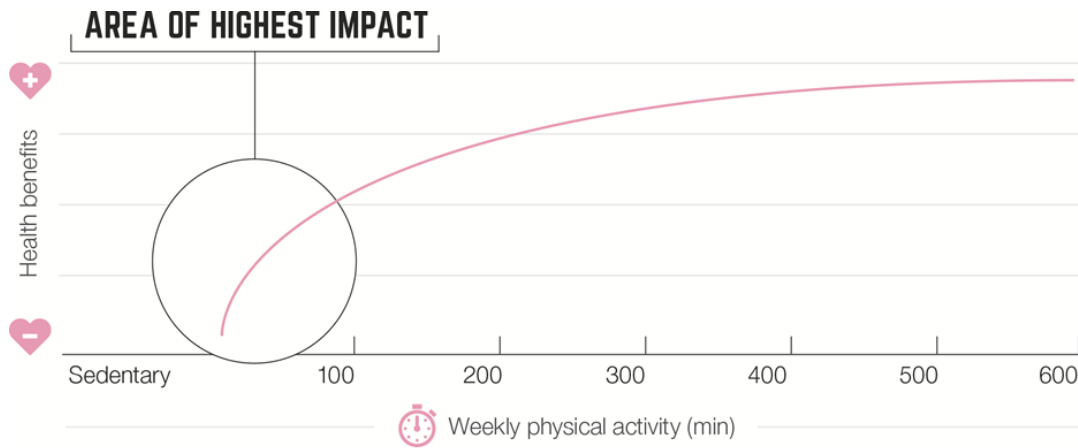
Physical inactivity is the 4th largest cause of disease and disability in the UK.<sup>C</sup>

In children aged 0–5 years, lower levels of physical activity are associated with increased levels of obesity.<sup>D</sup>

The annual health cost of physical inactivity in the Hampshire County Council area is £18,811,976. The biggest contributors to this cost are Coronary Heart Disease and Diabetes.



# Where should our focus be?



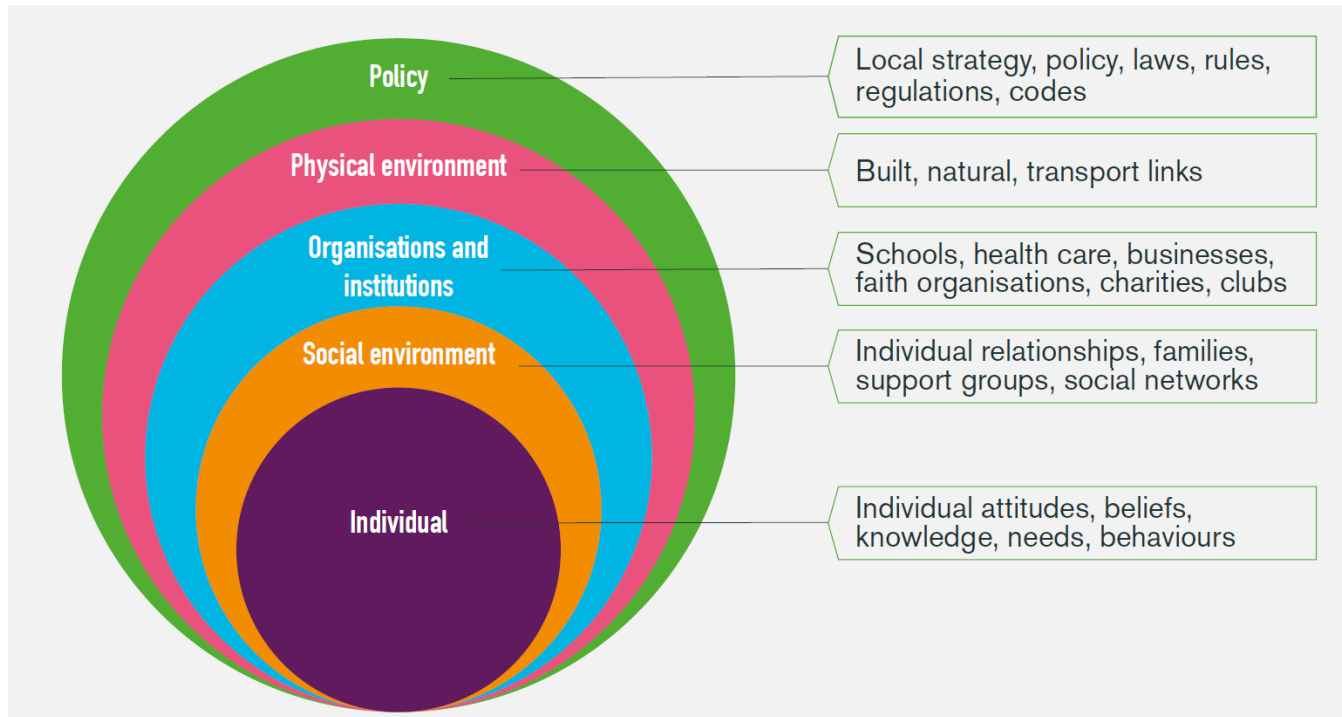
- inactive women
- children and young people
- those with (or at risk of) long term conditions and/or disabilities

# Hampshire & IOW – Whole system approach

- It is co-produced with 4 Public Health teams
- It is insight led
- Its a framework for organisations to tackle inactivity
- It recognises that no one organisation can tackle inactivity on its own
- It raises the need for a ‘whole system approach’

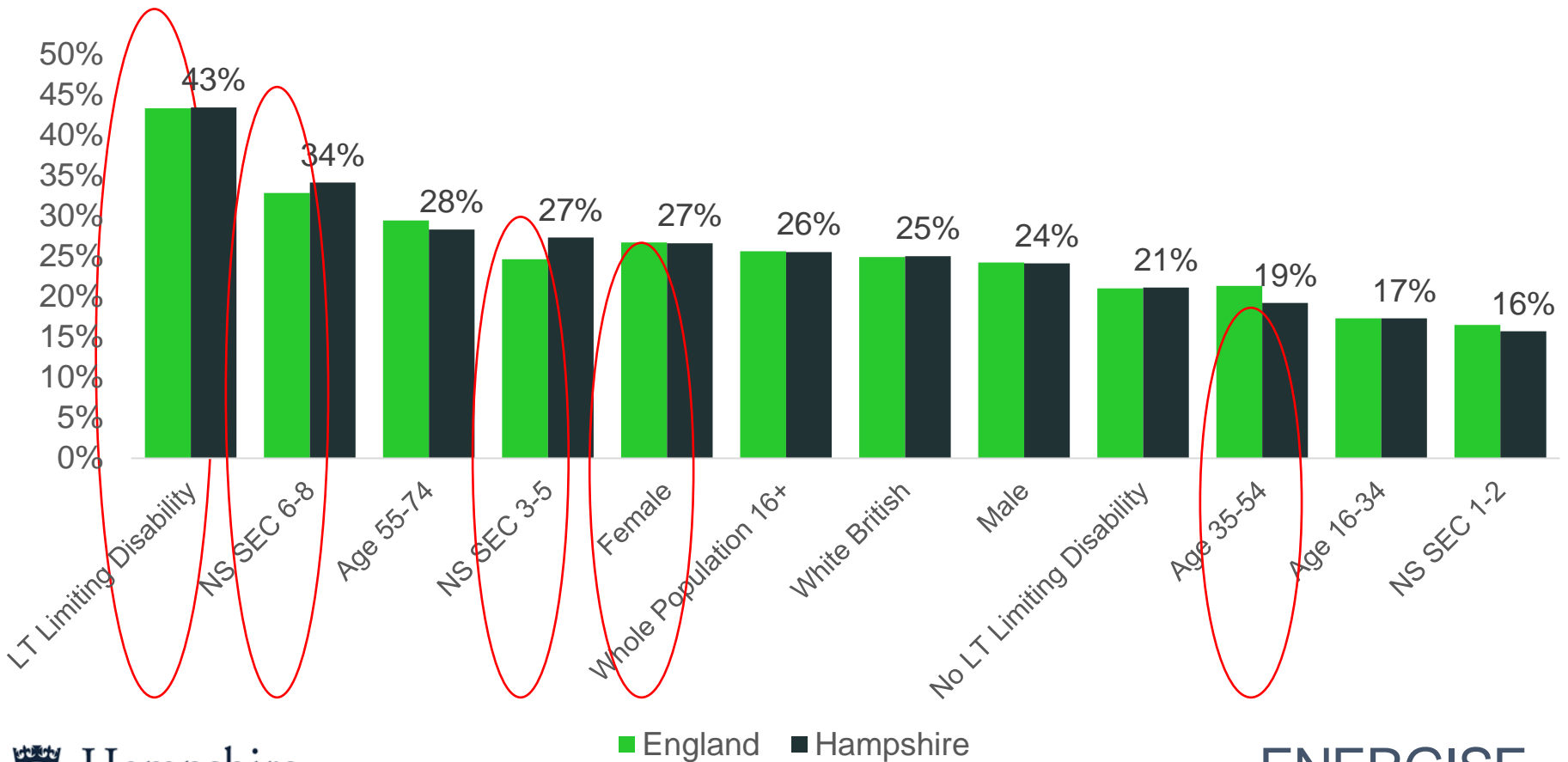


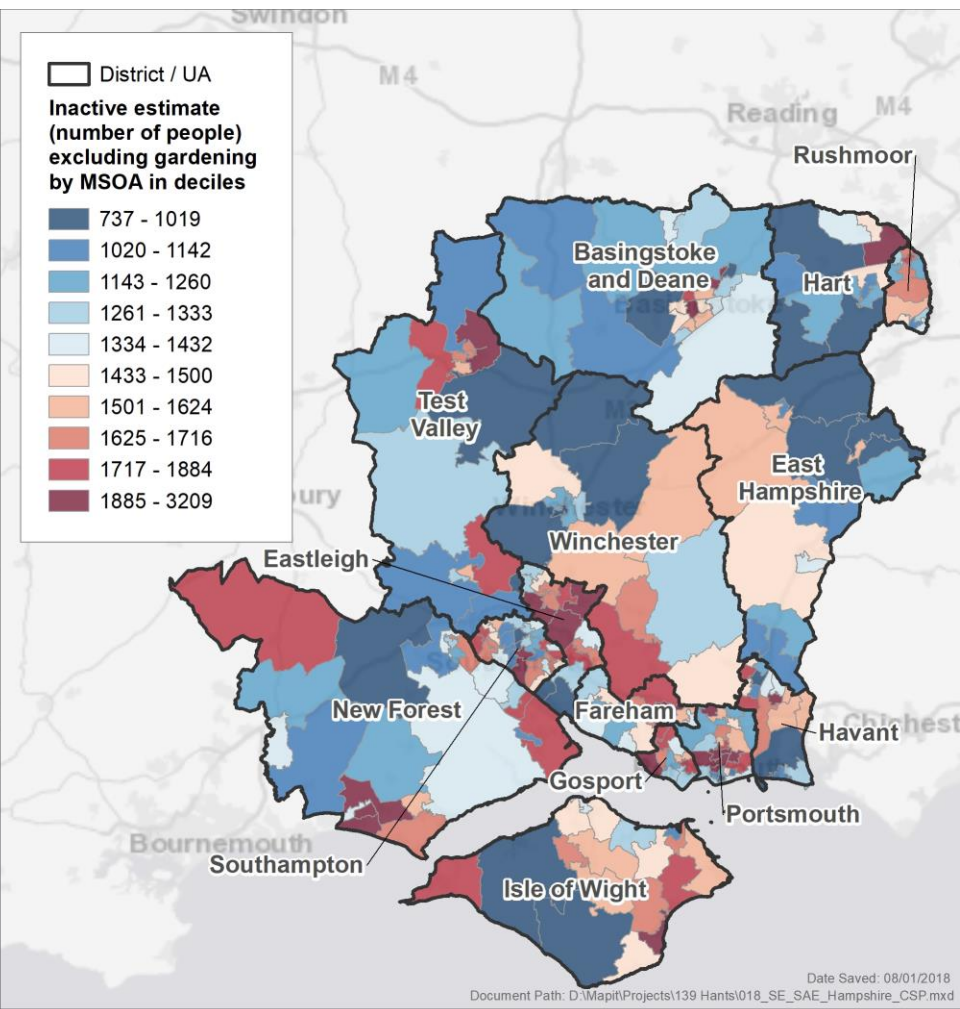
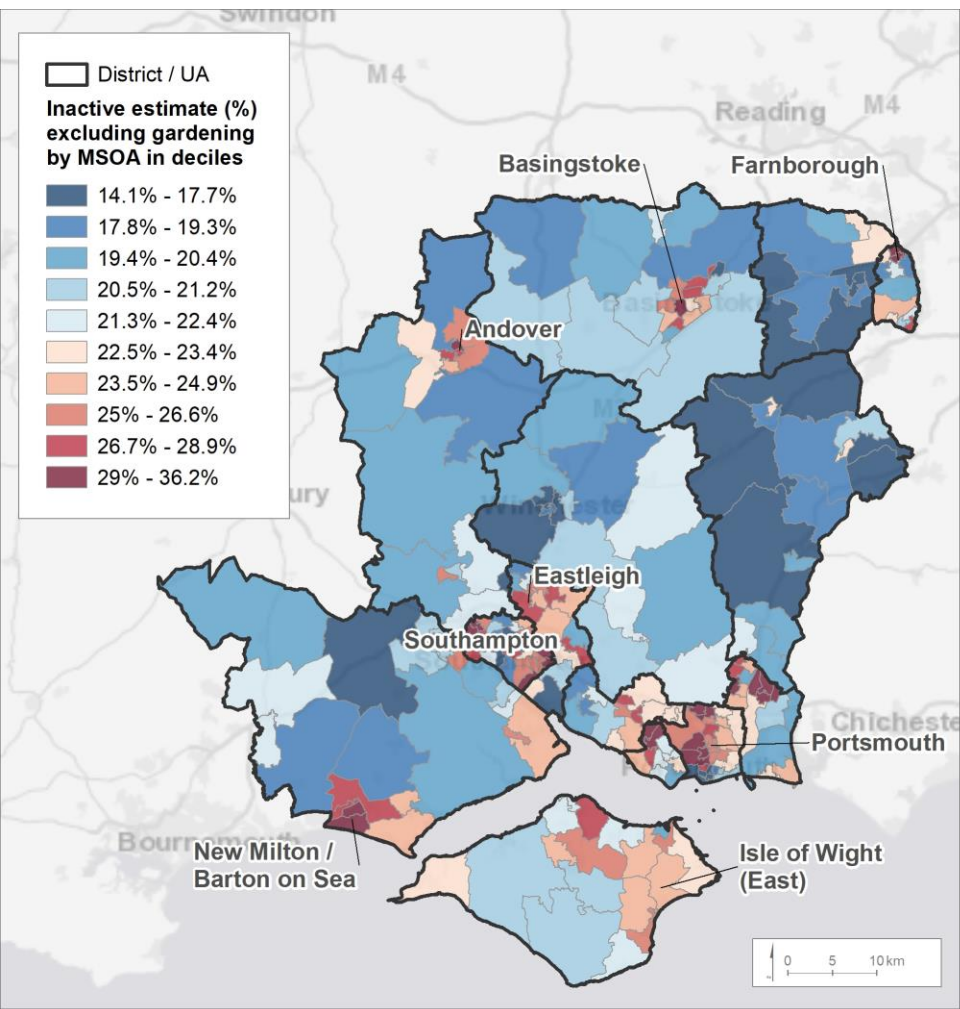
# Whole System Approach





## Percentage of people classed as Inactive by demographic:





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Source: Sport England, Small area estimates (excluding gardening)

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# Vision and aims

## Our ambition

- To beat inactivity

## Aims

- To accelerate the reduction of inactivity
- To reverse the rising trend of inactivity in females
- Narrowing the gap in levels of inactivity between those with long term health conditions and those without
- To improve levels of physical activity among children and young people

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# How will the ambition be achieved?

- Insight driven investment
- Support an environment that enables people to make physical activity the easy choice
- Apply a behaviour change approach
- Reduce inequalities in physical activity behaviour
- Workforce development
- Insight driven local plans reflecting local priorities

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# Key Partners

- Energise Me (County Sports Partnership)
- Active Travel, Strategic Transport,
- Adults' Health and Care, Falls Teams, Country Parks, Countryside Access
- Health Education,
- Districts – Sport Development officers, Health and wellbeing, Planners, environment and green spaces
- Leisure providers, Voluntary Sector, Community Groups, Employers, Housing

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# How can you support?

- Champion this strategy across Hampshire
- Target most at risk from inactivity
- If you are in priority areas, be advocates
- Incorporate physical activity within commissioning and contracts
- Utilise existing interventions to increase physical activity levels
- When engaging with those who are less likely to be active consider physical activity
- Support communication and campaign activity – This Girl Can, 10 Minute Shake up, Active 10

# Contact us

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