GET HEALTHY, GET ACTIVE PROJECT SUMMARIES

GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE:
Fun & Fit Norfolk

LEAD ORGANISTION:
Active Norfolk (CSP)

KEY PARTNERS:
Norfolk County Council, University of East Anglia, Local Authorities, Clinical Commissioning Groups, My Time Health, Slimming World, Make Sport Fun.

BRIEF DESCRIPTION:
Our project will test different ways of recruiting inactive people into sport. Working with our identified partners we will test up to 6 different recruitment strategies and evaluate the effectiveness of each in moving people from being sedentary to active in sport and how effective they are in the long term.

Inactive participants are invited to attend 10 week courses of free activity, with a wide variety on offer.

Three recruitment methods are being tested:

1. Passive – no face to face interaction, mass media approaches
2. Semi-Active – group scenario promotion, such as through weight management groups and workplaces
3. Active – 1:1 with participants, where they are recommended to attend by a health practitioner

TOTAL PROJECT COST:

GHGIS Fund £450K
Match funding £180K
Total: £630K.
KEY OUTCOMES:

1. Overall outcome will be a sustained increase in sedentary people moving from 0 minutes to 1 x 30 minutes of participation in sport (for the longer term).

2. Research, test and evaluate a minimum of 3 recruitment strategies in order to engage inactive people into sport.

   Which recruitment method is most successful and has the best impact in changing sporting habits.

3. Measurement and evaluation of the impact that an increase in dose of sport (1 x 30mins / week) has on long term increased physical activity behaviour at 3, 6, 12 months.

4. Report on the cost effectiveness of this model of delivery.

WEBSITE: [Click here](#)
PROJECT TITLE
Getting into Sport in Surrey

LEAD ORGANISATION
Active Surrey

KEY PARTNERS
University of Surrey, the Surrey Sports Park, Guildford & Waverley CCG, Surrey County Council

BRIEF DESCRIPTION
This project will evaluate the effect of a sports delivery programme and an interactive website designed to increase sports participation in up to 1,000 inactive individuals (aged 16 – 74) in Guildford and Waverley. The sports programme will include squash, badminton, netball, tennis, swimming, and walking basketball. We will test the sports interventions separately and in combination and compare them to standard gym-based exercise referral programmes (control). Exit routes into NGB products and clubs will be promoted, aiming to retain 250 participants in 1 x 30min sport.

Research staff at the University of Surrey will be conducting a thorough evaluation of the interventions and engaging with the local Clinical Commissioning Group and other health organisations / professionals. It is hoped that should the outcomes be successful that this research paper will provide strong evidence to GPs locally and nationally that exercise referral into sport has a positive impact on the health of patients and is an effective tool in preventative medicine.

TOTAL PROJECT COST
£369,089 (£238,480 Sport England Grant)

KEY OUTCOMES
We will assess the efficacy of the two interventions in increasing sporting activity over and above what is achieved by current GP exercise referral to the gym. Our criterion for success is that people will be involved in at least 1 x 30 mins of sporting activity per week.

WEBSITE: [Click here](#)
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE

Get Healthy Get into Sport Research Programme— ‘Black Country in Motion’

LEAD ORGANISTION

Black Country Consortium Ltd (the BeActive Partnership)

KEY PARTNERS

There are an increasing range of partners involved who provide expertise, promotion, network access and influence on the programme. The main partners are Black Country Consortium Limited, Wolves Community Trust who employ and manage the 2 Activators and the University of Wolverhampton who is contracted to deliver the PhD research programme.

The key partners include Local Authority Leisure and Public Health, Voluntary Service Councils, NGBs, Community Groups and organisations such as the Friends of Priory Park, Rough Hays Community Association.

BRIEF DESCRIPTION

The Black Country in Motion (BCM) project takes an asset based, person centred approach to getting inactive people into sport. The project targets 8 BCM Zones (geographical hotspots) across the Black Country where data informs us that there is a significant opportunity to decrease health inequalities and increase participation. The project will grow the opportunities for informal and formal sport by engaging and training community members, clubs and organisations to deliver and sustain inactive people into sport.

PhD Research

The PhD research study tests the following research question: “Taking into account impact and cost effectiveness does a person centred, community led, geographically targeted intervention increase the participation in sport of inactive people in areas of high health inequalities and low participation compared to other “universal” sports interventions” This is currently been refreshed.

A PhD Student is employed by the University to undertake this research. The universal programme will focus on community leisure facilities.

Black Country in Motion Project Delivery

The equivalent of 2 Full Time Activators are employed to lead the delivery of the project in the 8 Zone areas working with community organisations and leaders. The main function of the role is to increase participation in sport amongst the communities being targeted, developing capacity and working with individuals and communities to engage people to influence their behaviour change. The post holders have in turn recruited, trained and
mentored 50 out of the predicted 80 volunteer’s needed over three years from the communities to deliver a range of sport and activity classes to meet local needs.

The project will deliver the following:

- Better pathways to sporting activity
- Better 1st contact experiences for the community by supporting existing deliverers to meet the needs of inactive people
- Better delivery of formal and informal sport to meet the needs of the inactive
- Better marketing
- Better targeting of activities
- Better community engagement
- Increased opportunities to lever long term investment of resources into sport from public, private and the voluntary sector.
- Improved collaboration, co-ordination and co-operation for an agreed Black Country approach to a specific physical activity and sport programme
- Improved and standardised measurements for sport programmes

In addition to the research project, the following are being produced:

- Cradle to the Grave Evidence base documents scheduled for September 2014
- Social Return on Investment Evaluations to document the value for money that the programme provides – scheduled for 1st document January 2015
- Training Package to support the Sporting Growth of clubs and organisations – scheduled for February 2015.

**TOTAL PROJECT COST**

£692,910

**KEY OUTCOMES**

- Increased percentage of people achieving 1 x 30 minutes of sport per week (measured by the Active People Survey)
- Decreased percentage of people achieving 0 x 30 minutes of sport per week (measured by the Active People Survey)
- Increased percentage of people achieving 1 x 30 minutes of physical activity per week (measured by the Active People Survey, linked to Public Health Outcomes Framework measurements)
- Decreased percentage of people achieving 0 x 30 minutes of physical activity per week (measured by the Active People Survey, linked to the Public Health Outcomes Framework measurements)
- Increased Economic development activity through employment for the activators and employment opportunities for volunteers as the programme develops through self-employment and employment
- Increased social capital and strengthened community cohesion
- Increased knowledge, skills and qualifications through the training part of the programme
- Improved health and well-being (self-reported improvements in health, mental well-being etc. It is not intended to undertake physiological measurements as part of the research programme)
- Contribute to improved support for vulnerable/struggling families (through support to 14+ years)
- Increased evidence for future delivery mechanisms for Sport in the Black Country and increased advocacy resources for use with Health and Well Being Boards and other Commissioning Boards.

**Outputs**

- 3,000 people active in at least 1 x 30 minutes of sport per week as a result of the programme
- 8 health sport hubs developed
- 3,000 people engaged in the programme out of the potential 12,135 missing people in the 21 locations detailed in the application. Once the 8 locations have been determined with local partners it is likely that the programme will be targeting at least 50% of the missing people in these areas.
- 70% retained @ 3 month period: 2,100 people
- 60% sustained @ 6 month period: 1,800 people
- 50% sustained @ 12 month 1,500 people
- 80 community members trained to deliver sessions through BCiM:
- At least 4,000 targeted activity hours delivered per year
- 130 clubs/organisations trained and mentored to support inactive people into sport
- *2 new Cradle to the Grave evidence base documents available for use with 3 documents available for national publication (including the initial document that has already been completed).*
- *2 Social Return on Investment (SROI) Reports (interim and final) documenting the investment: benefit ratio for universal and targeted programmes and the potential financial savings to the NHS and Clinical Commissioning Groups (CCG’s) related to reductions in health inequalities.*
- *3 academic papers from the University published in relevant journals to support the academic dissemination of the findings*
- *Annual seminar targeting commissioners to raise awareness of the programmes emerging findings*

*Part of wider programme of commissioning aligned to the delivery of the programme and PhD research.*

**WEBSITE:** [Click here](#)
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE:
The Health and Sport Engagement (HASE) Project

LEAD ORGANISATION:
Brunel University London (Brunel Centre for Sport, Health and Wellbeing - BCSHaW, Health Economics Research Group – HERG)

KEY PARTNERS:
London Borough of Hounslow, Brentford Football Club Community Sport Trust, Centre for Workplace and Community Health at St. Mary’s University College / Hounslow and Richmond Community Healthcare, Fusion Lifestyle, ProActive West London, Sport Impact.

BRIEF DESCRIPTION
The HASE project aims to develop new methods of delivering community sport in the London Borough of Hounslow that are directly informed through consultation with inactive people and supported by sport practitioners and public health professionals. It brings together existing expertise in the local sport and health sectors to enhance the capacity of community sport providers to address the public health agenda. The project provides health training and advocacy for sports coaches and leaders/volunteers that enable them to identify the needs of inactive people and implement appropriate ‘sport for health’ activities that lead to sustainable activity. It also provides sport advocacy and promotion for public health professionals to enable them to signpost to innovative community sport projects that can contribute to health improvement.

The delivery of the HASE project is supported throughout by an integrated programme of monitoring and evaluation which employs a mixed qualitative and quantitative approach. The research is examining the processes, costs and outcomes of designing and delivering a Health and Sport Engagement Programme in local community contexts. HASE will employ an interrupted time series study design that uses observations at multiple points before and after the community sports ‘intervention’ (or interruption). This study design attempts to detect whether the HASE sport projects have had an effect on engaging sustained participation in sport by inactive people 1 x 30 / week and health and wellbeing outcomes significantly greater than any underlying trend. The use of a HASE toolkit for measuring physical activity, health and wellbeing attempts to contribute to an understanding of how can we best measure the effectiveness of sport for health programmes.

TOTAL PROJECT COST:
£746,116
KEY OUTCOMES

- The development of a multi-agency, cross sector approach to identification and targeting of inactive people to incorporate their involvement in the design of appropriate sport-health programmes;

- Sport delivery personnel trained to the RSPH level 2 award in ‘Understanding Health Improvement’;

- Improved understandings amongst health practitioners of sport for health and signposting to sport;

- For each programme, the sustained engagement of previously inactive participants in sports activities for at least 30 minutes a week for 12 months;

- Contribution to the evidence base through collection of (time series) data on frequency and pattern of attendance; frequency, intensity and duration of physical activity; health status; and subjective wellbeing to be measured pre and post – baseline;

- Contribution to the evidence base through cost and cost effectiveness analysis of the HASE programme compared with no programme;

- Contribution to the evidence base through research to generate in-depth understanding and explanation of the determinants of inactivity and activity in local contexts, and factors affecting the identification, recruitment and retention of inactive people in sport for health participation programmes;

- Contribution to the evidence base through the design, trial and use of a set of monitoring and evaluation techniques which include input, process and outcome evaluations and which produce the appropriate high quality information that is of value to those commissioning future public health programmes.

WEBSITE: Click here
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE: Move into Sport

LEAD ORGANISATION: County Durham Sport

KEY PARTNERS: Durham County Council (DCC) Public Health, DCC Culture and Sport, Leisureworks, Durham University, County Durham & Darlington Foundation Trust, Newcastle University (Academic Partner), Local Clubs and NGBs.

BRIEF DESCRIPTION: Move into Sport will target people who are predominantly at risk of CVD and Type 2 Diabetes risk. Building on current sports delivery infrastructure and primarily through locality based clubs, 8-10 sports will be supported to target inactive populations within County Durham, focusing on the dominant market segments. The programme will explore and addresses the underlying factors behind engagement in sport, drawing on good practice from the CPAL programme and through a formative design process with non-participants, building on the ‘Movement as Medicine’ programme (MaM), a £2.5m academic cluster based trial, delivered by Newcastle University. MaM suite of on line learning tools, printed materials and DVDs to support the promotion and advocacy of physical activity in primary care will be translated for application in community sport settings.

TOTAL PROJECT COST: £790,000

KEY OUTCOMES: Key project outputs are: A minimum of 2200 participants will be engaged into sport, 55% demonstrating an increase in participation of 30 minutes or more. At least 40 sports clubs/providers will be engaged in the project and benefit from capacity building and training.

In addition to the outputs described above, Move into Sport will deliver a number of longer term outcomes: Testing a new tariff-based system of procurement, with payment for delivery being on a cost per head/per course basis and incentive bonus payments built in for retention/progression of participants. Building on existing relationships with NGBs, Move into Sport will help to identify and test effective sport specific participation based delivery methodologies. On a local level, Move into Sport’s approach to club/local level capacity building will equip 8-10 sports in County Durham with the knowledge and skills to support behaviour change within inactive populations, and, in turn, facilitate ongoing commissioning through the NHS/Public Health in the longer term.

WEBSITE: Click here
GET HEARTY, GET ACTIVE PROJECT

PROJECT TITLE – Workplace Challenge

LEAD ORGANISTION – County Sports Partnership Network (CSPN)

KEY PARTNERS – British Heart Foundation National Centre for Physical Activity & Health (BHFNC), British Heart Foundation (Health at Work), Leicester-Shire & Rutland Sport (LRS), NGBs

BRIEF DESCRIPTION –

The CSPN Workplace Challenge creates a cross sector CSP Workplace Challenge www.workplacechallenge.org.uk, resources and support from BHF Health at Work and NGB workplace/ return to sport offers. The CSPN Workplace Challenge includes;

Activity Log: A fun FREE service to log your levels of sport, physical activity and active travel online, and compete with other workplaces at the same time! The more activity you do, the more points you get! And points make prizes...!

Competition Programme: A series of inter-workplace sporting competitions. Each competition has links with either a local sports club or an NGB “Back2” sports programme so participants can continue with the activity after the competition ends!

Business Games: Teams are invited to represent their businesses at local events and take part in sports and individual challenges.

Workplace Challenge Champion Training: Participating workplaces are encouraged to identify a Champion who will receive training and support to develop sustainable opportunities that will increase participation in sport and physical activity in/ for their workplace. Champions will also support the evaluation of the Workplace Challenge within their workplace.

Evaluation: Led by the BHFNC the evaluation of the Workplace Challenge will seek to assess the impact of the programme and build the evidence base for the role of sport in improving health and increasing participation by inactive people.

The Workplace Challenge aims to increase participation in sport and physical activity in currently inactive employees. The outputs of the project will be:

- 2,000 workplaces will take part in the Workplace Challenge
- 20,000 employees will take part in the Workplace Challenge nationally
• 5,000 previously inactive employees will be achieving 1 x 30 min per week participation in sport

TOTAL PROJECT COST (from revised budget – Sep 2014) - £791,475

KEY OUTCOMES

Primary outcomes:
- Increase in participation 1 x 30 minutes of sport per week
- Increase in total physical activity

Utilising the Workplace Challenge (& wider CSPN networks/ partners) we will deliver in partnership with the BHFNC and BHF Health at Work a range of interventions targeted at workplaces/ employees with a positive impact on sport and physical activity participation, health and wellbeing of our communities. These interventions will create a lasting legacy of a sustained increase in sport and physical activity participation resulting from the Workplace Challenge that will improve health and inspire more people to enjoy sport.

WEBSITE: Click here
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE
Leeds Lets Get Active

LEAD ORGANISATION
Leeds City Council

KEY PARTNERS
Public Health, VCFS, Primary Care, Healthy Lifestyles Services, Housing

BRIEF DESCRIPTION

LLGA seeks to explore methods to remove barriers that exist for the least active people in Leeds in relation to participating in sport and physical activity. It hopes to initiate a change in culture whereby inactive people take small steps to being active, feeling encouraged to take part in sport and physical activity in an environment where they feel welcome and comfortable. The ultimate aim is to help reduce the significant health inequalities that exist in the city. Furthermore by getting people doing some activity it is anticipated (through the right interventions) that they can progress into a range of sports. The project will test the barriers to participation (getting the inactive active) and what methods most effect behaviour change.

The Leeds Lets Get Active project has three key strands:

- **Free swim and gym activities in all Leeds City Council leisure centres.** Intended to provide an hour a day free swim or gym session in all council leisure centres with these facilities, but double that at 4 centres in high deprivation catchment areas. The sessions chosen to be free will be existing programmed sessions and include a variety of options and times to suit those who are inactive.

- **Free multi-sport community activities.** The multi-sport community offer will be built around free programmes of sport and physical activity delivered in the most deprived areas of the city. Its purpose is to compliment the free gym and swim offer in the leisure centres by providing a free programme within an alternative setting, at different times across the day and which widens the choice of activities available. The activities chosen for the community programme are family multi-sport sessions, complete beginners running groups and Walking 4 Health walking groups – session plans and locations will be developed with local communities taking into account demand, existing infrastructure, exit routes and area deprivation rankings.

- **Programme of behaviour intervention support for participants on the Bodyline Access Scheme.** GP’s and health care professionals signpost patients who could ‘benefit from doing more exercise’ into the Bodyline Access programme. The patient receives an off peak gym, swim and fitness class membership for three months for the cost of £5.00. LLGA will enhance the present scheme through the introduction of behaviour change interventions for card holders at leisure centres in the 20% SOA areas of Leeds and
through improved engagement with the signposting agencies (i.e. GP’s and health care professionals).

TOTAL PROJECT COST

£1,380,000

KEY OUTCOMES

- To increase the activity levels of those who are inactive in the city, especially in areas that have the highest health inequalities in adults and young people.
- To understand the barriers to being active for adults and young people
- To better understand what methods can be successfully deployed to move people from being inactive to undertaking 30 minutes of activity per week
- Establish better links with health partners including commissioners and healthcare partners

WEBSITE: Click here
PROJECT TITLE: Get Healthy, Get Into Sport

LEAD ORGANISATION: Leicester-Shire & Rutland Sport

KEY PARTNERS:
- Leicestershire County Council (Public Health)
- Leicester City Council (Public Health & Sport Services)
- North West Leicestershire District Council
- Leicestershire Partnership Trust
- National Governing Bodies
- British Heart Foundation

BRIEF DESCRIPTION:
Inactive population from two proposed neighbourhoods, (New Parks Ward in Leicester City and Greenhill Ward in North West Leicestershire) will be identified and supported to become more active through combining tailored 1:1 mentoring and group supported delivery. Beneficiaries can bring friends and family as social support. The criteria for individuals to access the programme is:

1. Inactive (0x30 using the screening tool).
2. Live within targeted area
3. High readiness to change (desirable but not essential)
4. No qualification/ unskilled manual social class (desirable but not essential)

Cycling, Swimming, Fitness, Running / Athlefit and other activities responsive to user demand will be offered. Established and limited new activities will provide a progression from novice to regular participant or club member level. Existing sport leaders will complete motivational interviewing training and a coach education / volunteering programme will be offered to some, to become community sport and physical activity champions.

TOTAL PROJECT COST

<table>
<thead>
<tr>
<th>Project Year</th>
<th>FY Spend to date</th>
<th>Project Year2</th>
<th>Re-profiled Yr 2</th>
<th>Project Year 3</th>
<th>Re-Profiled Yr 3</th>
<th>Project Total</th>
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<tbody>
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<td>Total Project Income</td>
<td>£152,620</td>
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<td>£215,150</td>
<td>£299,176</td>
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<td>Total Project Expenditure</td>
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<td>£215,150</td>
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KEY OUTCOMES
- Deliver a tailored intervention to 500 inactive individuals
- 77% of participants to increase total physical activity levels at 3 months, and to achieve at least 30 minutes of participation in sport per week at 6 months
- Wider engagement of 500 further individuals e.g., family / friends, regularly participating in sport
From the 500 inactive participants engaged in the project, 24 people will be supported to become local Community Sport and Physical Activity Champions, accessing a range of training including motivational interviewing and a NGB Level 1 or sport leader qualification. To consolidate their learning, the 24 Champions will buddy participants through the programme, overseen by mentors. This will increase the number of active volunteers in sport within the two target areas.

‘Champions’ will improve both their personal skills and their chances of gaining further volunteering or employment within the sport and health sector, increasing the provision of high quality sports delivery in the community.

An improved sports specific offer in targeted communities.

Increase the number of community led sports/multi-sports organisations (self-constituted), therefore providing local opportunities for local people to regularly participate.

WEBSITE: Click here
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE:
Active Sport 4 Life

LEAD ORGANISTION:
London Borough of Barking and Dagenham Community Sport and Physical Activity Team

KEY PARTNERS:
Barking and Dagenham Council (Community Sport and Physical Activity Team and Public Health), Thurrock Council (Sport & Leisure Team and Public Health), University of East London, Sports Clubs in Barking and Dagenham and Thurrock.

BRIEF DESCRIPTION
The ‘Active Sport 4 Life’ Project aims to demonstrate a clear link between improved health, life expectancy and participation in sport. The project will seek to do this by encouraging the most inactive members of the community aged 14+ whose primary reason for referral through any programmes is having obesity BMI of 28+. The programme is also open people with low level mental health referrals such as depression anxiety and loneliness.

A programme of sports activities will be provided by local sports clubs to increase their participation to at least once a week for a minimum of 30 minutes.

Using the Exercise on Referral Programme in Barking and Dagenham as the template, referrals will be taken from Health Practitioners and through self-referrals in the community onto the programme. An initial health check will be taken and participants then referred to the 12 weeks sports programmes that are on offer through the local clubs.

Monitoring of participants will take place at week 1, 6, and 12. Participants that finish the 12 weeks will then be invited to remain with their chosen sport and offered subsidised access to the sessions for a further 9 months. Follow up monitoring will take place at 6 months and a final check at 12 months.

The project currently consists of 28 weekly sessions with the sports including Cycling, Touch Rugby, Basketball, Dance, Circuit Training, Athletics, Swimming, Multi Sports, Karate, Netball and Judo.

The most popular sports have been Swimming, Multi Sports and Circuit Training.

The swimming sessions are following the British Gas Swim Fit model, we have also been able to offer 25 people the opportunity to have 12 weeks of swimming lessons, it is hoped that after completing the lessons participants will be able to progress on to the Swim Fit sessions.

Rugby in Barking and Dagenham is following the O2 touch model, other sports are following their own bespoke programmes developed by the individual club.
All initial assessments in Barking and Dagenham have taken place at council run leisure centres, assessments in Thurrock have taken place at leisure centres, health centres and community centres.

**TOTAL PROJECT COST:**

£2,492,564

**KEY OUTCOMES**

- A 12 week health intervention programme with Sport as the key driver over a minimum of 10 sports / 20 sports programmes.
- An incentive programme to encourage clients to continue sports participation beyond the referral programme into sports clubs.
- A selection of new and sustainable ‘get back into’ sports sessions, delivered by existing sports providers.
- Training for Sports Club volunteers and peer mentors
- Project Co-ordinator and Active Instructor

The numbers below represent the target numbers in the award letter. Due to a delayed start to the programme numbers in the first year, we are currently awaiting confirmation of whether unclaimed funding for year 1 can be re profiled to year 2. If this is the case target numbers will be re profiled to include numbers not met in year 1.

<table>
<thead>
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<th>Year 2</th>
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<td>Retained 9 months</td>
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<td>250</td>
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**WEBSITE:** [Click here](#)
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE: Macmillan Physical Activity Pathway Programme

LEAD ORGANISATION: Macmillan Cancer Support

KEY CONTACTS
Rhian Horlock
0797 725 0188
RHorlock@macmillan.org.uk

Sarah Worbey
07834 192 223
SWorbey@macmillan.org.uk

KEY PARTNERS
Shopshire County Primary Care Trust; Sheffield Hallam University; Active Luton; Sheffield Teaching Hospitals NHS Foundation Trust; CRUK/YCR Sheffield Cancer Research Centre; Public Health Manchester; Shropshire and Mid Wales Cancer Patients forum; Shrewsbury & Telford NHS Trust Hospitals; Active Lifestyles; Luton and Dunstable Hospital; Heatherwood and Wexham Park Hospitals; Active Dorset; Bournemouth University; Healthwatch Dorset; Manchester Giants

BRIEF DESCRIPTION
To work with a range of sport and leisure providers across England to develop a menu of opportunities for people living with and beyond cancer (PLWBC) through embedding the Physical Activity Pathway Programme based on the NHS physical activity care pathway. The Macmillan Physical Activity Pathway approach provides an overarching framework for embedding physical activity into cancer care. It’s based on NICE public health guidance 2 and public health guidance 6, and has been thoroughly tested.

Specifically we will:

I. Work with existing Macmillan Physical Activity pathway projects to extend where we have a physical activity pathway programme well established in cancer care, we will work with local partners to embed and test sporting opportunities as a key outcome for cancer survivors to access the range of sport activity opportunities on offer in:
   - Luton
   - Shropshire

II. Expand, where we have a physical activity pathway programme well established in cancer care. Where there is an appetite by nearby areas to become part of this opportunity, we will work with the developing beacon site to spread the scheme to a county wide area and we embed the physical activity care pathway approach and test sporting opportunities as a key outcome for cancer survivors to access in:
   - Dorset,
   - Berkshire
III. We will choose strategic sites, where Macmillan has good relationships with acute trusts and Sport England has good relationships with key sporting partners and develop new partnerships to establish the physical activity care pathway approach embedded into cancer care. We will enable people to sustainably build sporting habits, creating two new pathway projects in Sheffield and Manchester, to test learning from existing projects and trial new delivery approaches.

SPORT ENGLAND AWARD: £666,499

TOTAL PROJECT COST: £1,288,935

KEY OUTCOMES

- Embed the Macmillan Physical Activity Pathway approach into cancer care treatment and support by signposting people to a range of sporting activities (at least three per area) in six geographical areas across England (four existing and two new pathway projects).
- Contribute to the evidence base on the effectiveness on targeted interventions for PLWBC by evaluating these methods of delivery in terms of effectiveness, scalability and sustainability, critical success factors and a health economics analysis.
- Support at least 4,500 people to become more active for at least three sessions of 30 minutes per week over. For people going through treatment the aim will be to minimise the amount of time spent being sedentary. Post treatment, we aim to build people’s activity levels over time to Chief Medical Officer’s recommendations.
- Work with Healthcare Professionals including Clinical Nurse Specialists, Oncologists, Information Centres, and cancer support groups to identify people who would benefit from becoming more active, with the aim of getting 10-15% of people diagnosed with cancer, at the end of treatment, on to the programme each year.

WEBSITE: Click here
GET HEALTHY, GET INTO SPORT PROJECT SUMMARIES

PROJECT TITLE
GO Active, Get Healthy

LEAD ORGANISTION
Oxfordshire Sports Partnership

KEY PARTNERS
Public Health (Oxfordshire County Council), Oxfordshire Clinical Commissioning Group, 5 Local Authorities, 4 Leisure providers, Oxford Brookes University

BRIEF DESCRIPTION
The project follows the Let’s Get Moving Pathway. Participants will be recruited and filtered into tier 1 (general pathway) and tier 2 (support package pathway). Tier 1 participants will be signposted to a sport and activity programme in their local area. Tier 2 participants will be centrally screened and baseline data collected, they will then be offered a motivational interview, an offer of subsidised participation and incentives for completing the follow up assessments. These participants will be followed up at 3, 6 and 12 months. Referrers who refer an inactive person into the programme who increases their physical activity levels within 12 weeks will be eligible for a payment of £30.

TOTAL PROJECT COST
£1,404,666

KEY OUTCOMES
• To increase participation of the sedentary population in sport and to increase the evidence base for the role sport plays in engaging inactive people.
• Increase participation in once a week 30 minute sport participation among the inactive
• Enhance the evidence base for the role sport plays in engaging inactive people
• Develop an effective pathway for inactive people that is replicable and scalable that can deliver local health organisations’ priorities
• Improve the health of sedentary people in key areas of the county
• Engage 3,000 sedentary people and support 750 of them to make long-term positive changes in their exercise levels

WEBSITE: Click here
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE:
Suffolk Get Healthy Get into Sport Project

LEAD ORGANISATION:
Suffolk County Council (Adult and Community Services)

KEY PARTNERS:
Live Well Suffolk, Suffolk Sport, Abbecroft Leisure, Suffolk County Council (Public Health), University of East Anglia

BRIEF DESCRIPTION
This project responds to a challenge identified by NHS Suffolk that existing healthy lifestyle interventions can be insufficient to effect long-term behavioural change amongst those accessing them and that these interventions only target a very specific section of the population.

It focuses on actions which support the transition of individuals from healthcare and other settings into community sport. It has two parts:

- It will establish and evaluate a programme to support individuals identified by NHS commissioned services as being at ‘high risk but engaged’ into community sports.
- It will establish ‘proof of concept’ for new pathways to bring inactive adults into community sports from a range of settings (cancer care, cardiac rehab, Type 2 diabetes with a BMI over 30 identified through GP surgeries, young people with mental health issues)

‘High risk but engaged’ describes individuals who have attended Public Health commissioned behaviour change programmes for smoking, weight management or alcohol misuse delivered by Live Well Suffolk. They have engaged with services to change their behaviour so it is less risky to their health.

Part one of the project will engage people coming to the end of these interventions and support their involvement in community based sports programmes. Part two is aimed at engaging with the wider non-active population via NHS and other services.

The effectiveness of the programme will be measured through both an outcome evaluation (which will attempt to identify the impact of the interventions on physical activity levels) and a process evaluation (which will determine how the interventions worked and whether their mechanisms performed as expected). Together they will assess whether the inclusion of a targeted suite of interventions aimed specifically at improving sporting uptake in a population who are of increased risk of premature mortality and engaging with local community healthy lifestyle programs may show a long-term benefit. This work will be carried out by the University of East Anglia.

TOTAL PROJECT COST:
£539,160
KEY OUTCOMES

- Over 3,572 people engaged in community sport (2,775 in part 1 and 800 in part 2)
- An insight into the effectiveness of targeting high risk but engaged into community sport.
- Strengthened links between sport and healthcare providers
- Sustained participation in sport

WEBSITE: Click here
GET HEALTHY, GET ACTIVE PROJECT

PROJECT TITLE

Let's Get Moving Back Into

LEAD ORGANISTION

ukactive

KEY PARTNERS

CEPs and Project Management Team, TeamBEDS&LUTON, Bedford Borough Council, Bedford Borough Council, Local authorities across Bedfordshire (Public Health Team), Luton Borough Council (Public Health Team)

BRIEF DESCRIPTION

Let’s Get Moving Back Into: provision of trained professional expertise (ideally) within a GP surgery to support inactive people to understand what stops them from living a more active lifestyle and why it might be beneficial to change their habits; provision of support to inactive people to explore ways that they might do so. At the appropriate time, the signposting to locally available sporting activities and services, that provide previously inactive people with a friendly, welcoming and supportive environment in which they can try new things designed for people just like them.

TOTAL PROJECT COST

£423,000

KEY OUTCOMES

- 17,000 people reached with a brief intervention
- 2,526 motivational interviewing sessions
- 4,000 sporting sessions
- Long term impact on activity levels tracked

WEBSITE: Click here