

BRISTOL
2017 EUROPEAN
CITY OF SPORT

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Sally Hogg, Public Health





The importance of sport and physical activity to health and wellbeing

Sally Hogg

Acting Director of Public Health Bristol

Health is wealth (Duncan Selbie, 2017)

- Physical activity is beneficial for the health of body and mind, social inclusion, economic development
 - Healthy populations create wealthy places – a virtuous circle.
 - Cross-government commitment to increase sport and physical activity across the life course, in every community.
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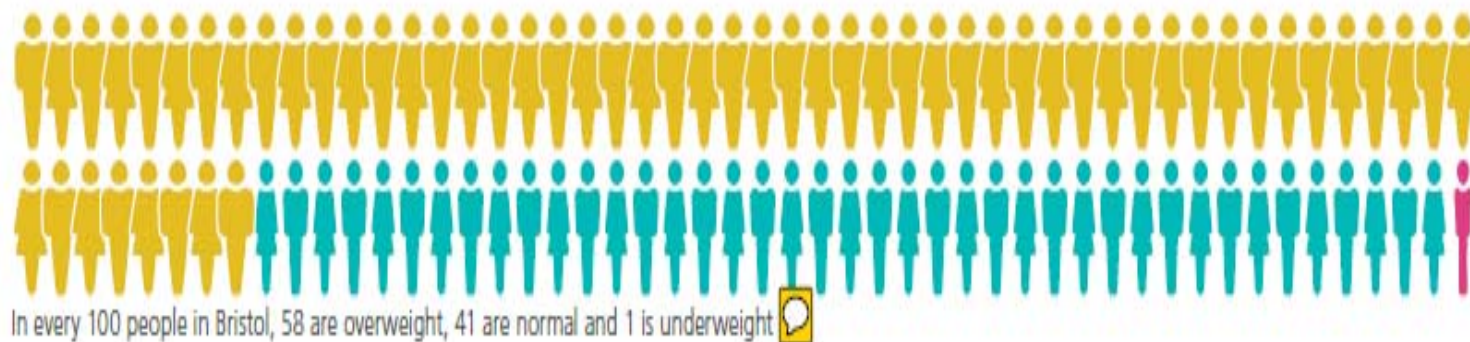
160,000 deaths each year



Heart and circulatory disease
causes **over a quarter** of all
deaths in the UK

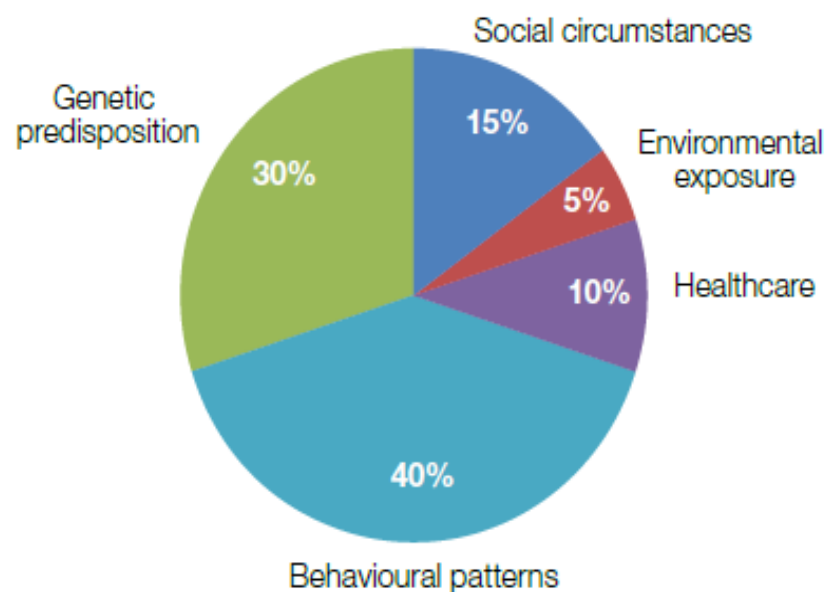
The case for change.....

Obesity: one of the most serious health challenges of the 21st century



In every 100 people in Bristol, 58 are overweight, 41 normal weigh and 1 underweight.

Opportunities to improve health:



Source: From evidence to action: Opportunities to protect and improve the nation's health.

Public Health England. October 2014

System approaches



Pregnancy and early childhood	Children and young people	Adults	Older people	Frail elderly
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The cost of inactivity

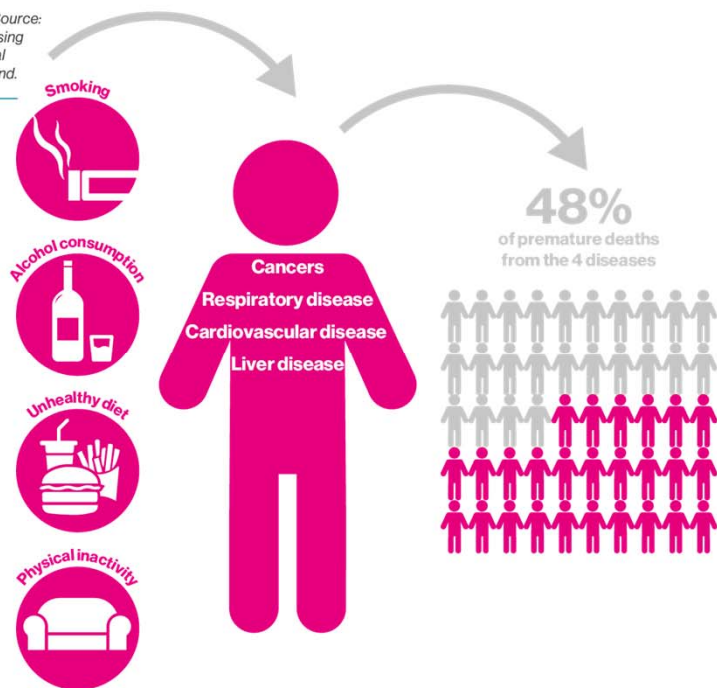


Physical Inactivity

Physical inactivity in England is costing the economy £6.5 billion per year.

Prevention, the 4.4.48 model:

Figure 17: The 4:4:48 Prevention Model for Bristol. Source: Bristol Public Health Knowledge Service using primary care mortality database and Global Burden of Disease (2013) results for England.



Just half an hour a day?



Physical activity, the miracle drug

- Reducing some cancers
 - Preventing type 2 diabetes
 - Lowering risk of developing dementia
 - Improving mental wellbeing
 - Protecting against depression
 - Extending healthy life expectancy
 - Reducing the risk of hypertension
 - Reducing the likelihood of becoming obese
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Participation



39% of adults do not do enough physical activity.

Source: Director for Public Health Annual Report City of Bristol 2016

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Participation

**Physical activity for early years
(birth – 5 years)**

Active children are healthy, happy,
school ready and sleep better

- BUILDS RELATIONSHIPS & SOCIAL SKILLS
- MAINTAINS HEALTH & WEIGHT
- CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
- IMPROVES SLEEP
- DEVELOPS MUSCLES & BONES
- ENCOURAGES MOVEMENT & CO-ORDINATION

Every movement counts

Aim for at least **3 Hours** across everyday

Move more. Sit less. Play together

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

Only around one in ten children aged two to four years meets this government recommendation.

Source: Physical Activity Statistics, 2015 British Heart Foundation

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Participation

Physical activity
for children and young people
(5–18 Years)

- BUILDS CONFIDENCE & SOCIAL SKILLS
- DEVELOPS CO-ORDINATION
- IMPROVES CONCENTRATION & LEARNING
- STRENGTHENS MUSCLES & BONES
- IMPROVES HEALTH & FITNESS
- MAINTAINS HEALTHY WEIGHT
- IMPROVES SLEEP
- MAKES YOU FEEL GOOD

Be physically active

Spread activity throughout the day

Aim for at least 60 minutes everyday

All activities should make you breathe faster & feel warmer

Include muscle and bone strengthening activities **3 TIMES PER WEEK**

Sit less **Move more**

LOUNGING

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

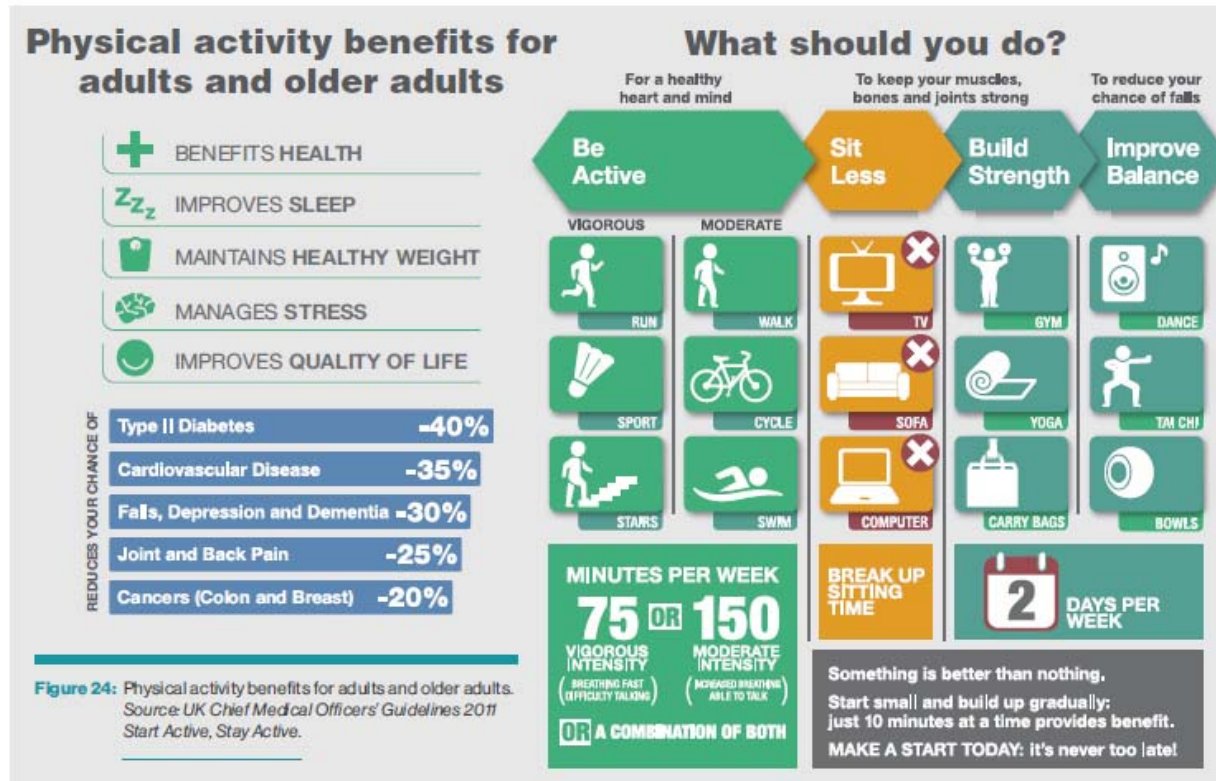
UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active: www.bit.ly/startactive

83% of 15 years olds do not do enough physical activity each day.

Source: Director for Public Health Annual Report City of Bristol 2016

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Facts



Bristol is amongst the highest of all major cities in England for overall participation rates in sport and physical activity; however this varies widely across our communities.



Some groups are much less active than others and a large part of our population stays inactive, most of us could and should do more.

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Our Bristol approach....

- Sport and physical activity team firmly embedded in public health.
- Tackling inactivity as a priority to reduce inequalities
- A whole system approach to healthy weight
- Successful campaigns and social marketing
- Creative and inclusive Partnerships

