



Annual Report
April 2016 - March 2017

Sport and Leisure Service
25th July 2017



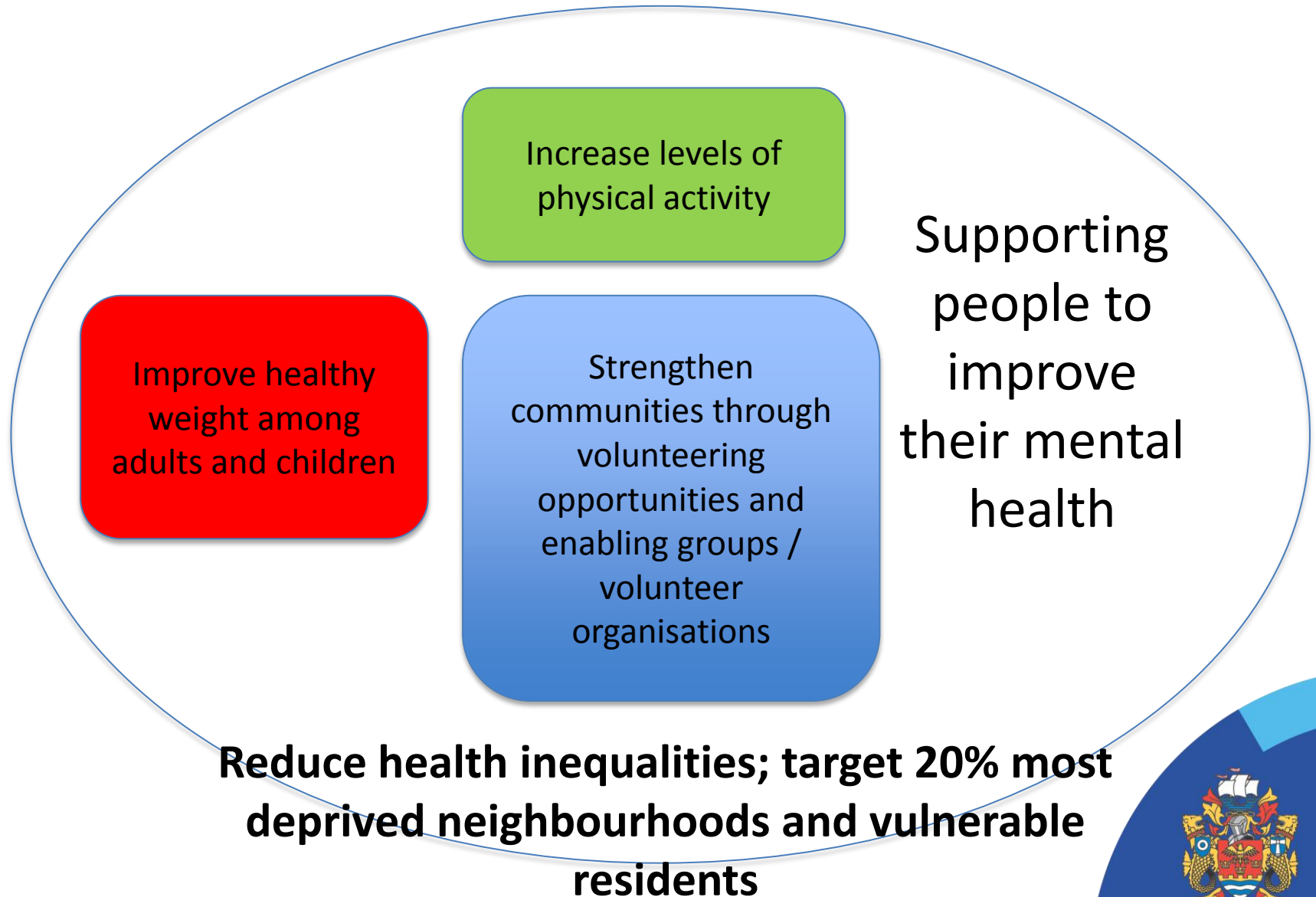
North Tyneside Council

Outline for this evening

- Quick reminder of Active North Tyneside - aims and objectives
- Key developments and results - 2016 / 2017
 - Change in focus and ‘Healthy Conversations’
 - Some general statistics
 - Marketing, are we targeting the right people
 - Specific programme results and impact on behaviour change – any difficulties or challenges?
 - Conclusions and recommendations



Active North Tyneside – improving wellbeing



Key developments in 2016 / 2017

Change in focus and 'Healthy Conversations'

- Change in focus and evaluation - less worried about 'throughput' more concerned with behaviour change and impact
- Cultural change - training of staff – improving knowledge around other public health issues
- Making every contact count – having healthy conversations – 5 key public health themes



Some throughput figures.....

- 33,189 visits to Active North Tyneside Programmes Compared to 23,621 the previous year
- 8,627 visits as part of the Weight Management programmes – (Healthy4Life and Weight Worries)
- 694 new Active North Tyneside Easecards issued to individuals accessing targeted programmes, including, CLUB1, Healthy 4 Life, Weight Worries, etc.

Key
Question

How did we market programmes and are we targeting the right people?



Marketing



Had a health check?
Want to be more active?
Time to lose weight?
Ready to quit smoking?
Want to boost your mood and feel good?

BECAUSE THAT'S ONLY **ONE YOU**

www.activenorthtyneside.org.uk



active NORTH TYNESIDE 

Take a walk with us!

North Tyneside Health Walks are FREE and led by qualified walk leaders. Walking with a group is a great way to explore new places, or if you simply want to quietly participate and take in the scenery that's fine too.



Turn over for your local Health Walk

"The walk gets me out of the house and provides exercise and good company, which stimulates the mind and makes me feel better." Beryl

www.activenorthtyneside.org.uk
Active North Tyneside @active_NT (0191) 643 7171

Leaflet Drops
Press releases
Our North Tyneside Magazine
Promotional Events
Partnership events – e.g. With social media
Website
GP business cards....

active NORTH TYNESIDE

There's No Limits to the holiday fun!

Our ever-popular No Limits programme returns this summer holiday with a bumper programme of activities at council leisure centres across the borough.

There's a great mix of things to do every weekday, both indoor and outdoor, for ages 5 to 16.

Choose from trampolining, gymnastics coaching, net play, laser tag, badminton, roller disco, multi-sports, craft activities and lots more!

Pool activities are always popular and a new addition to the brand new 12-metre pool at South Shields is the "Invention Challenge".

Swimmers aged 8-15 are asked to challenge their friends from one end of the floating inflatable to the other and see who can make it to the end.

No Limits sessions also run at all council sports and leisure centres after school during term time, with a separate daytime activities programme during school holidays.

Put up your programme at council venues or visit our website.

www.activenorthtyneside.org.uk
Active North Tyneside @active_NT (0191) 643 7171

Walk your way to better health

Did you know that exercise may be as effective as medication in treatment of mild depression, stress and anxiety?

The old adage that a healthy body promotes a healthy mind is a cliché, but it has a strong basis in truth. Being active is great for your physical health and fitness, and evidence shows that it can also improve your wellbeing.

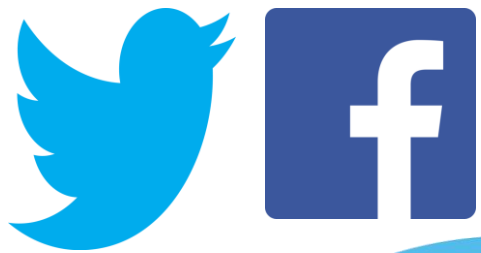
Mental wellbeing means feeling good, both about yourself and about the world around you. However, one in four people in the UK will experience a mental health problem each year – mental health problems are common and are something that can happen to anybody.

Looking after your mental health and wellbeing is important. Walking can lift your mood, help to alleviate stress, anxiety and depression and contribute towards a relaxed, more creative state of mind. In short, we feel better and live longer. And walking is free!

Walking is great exercise; it gets us out of the house and into the great outdoors. Being physically active is thought to cause chemical changes in the brain, which can help to positively change our mood. It's a great starting point to improving your physical health too – being active lowers your risk of developing serious health problems such as heart disease and type 2 diabetes, helps keep your heart healthy, keeps your muscles, bones and joints strong and can help improve your balance.



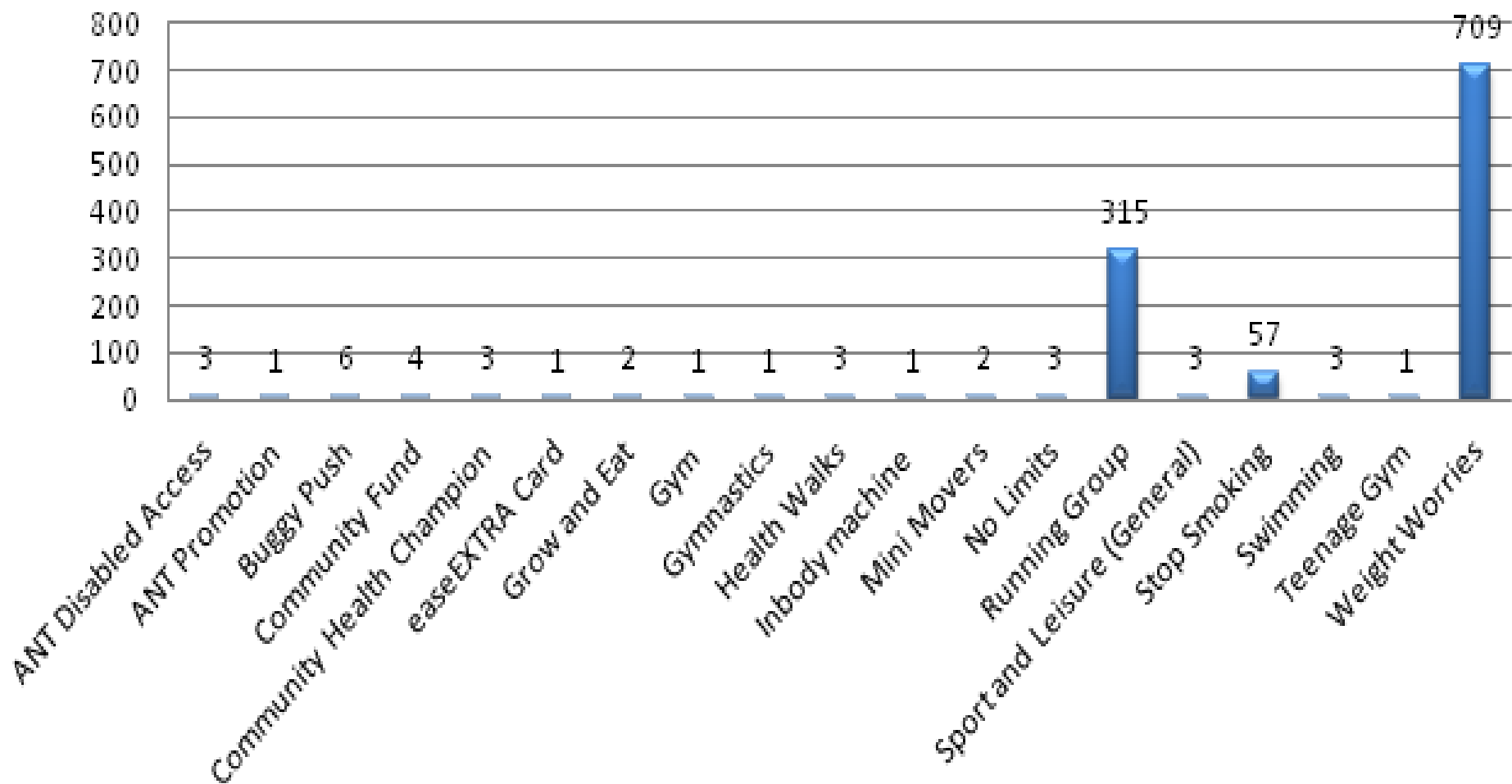
The Lakeside Centre's health walk takes in the picturesque scenery of Killingworth Lake



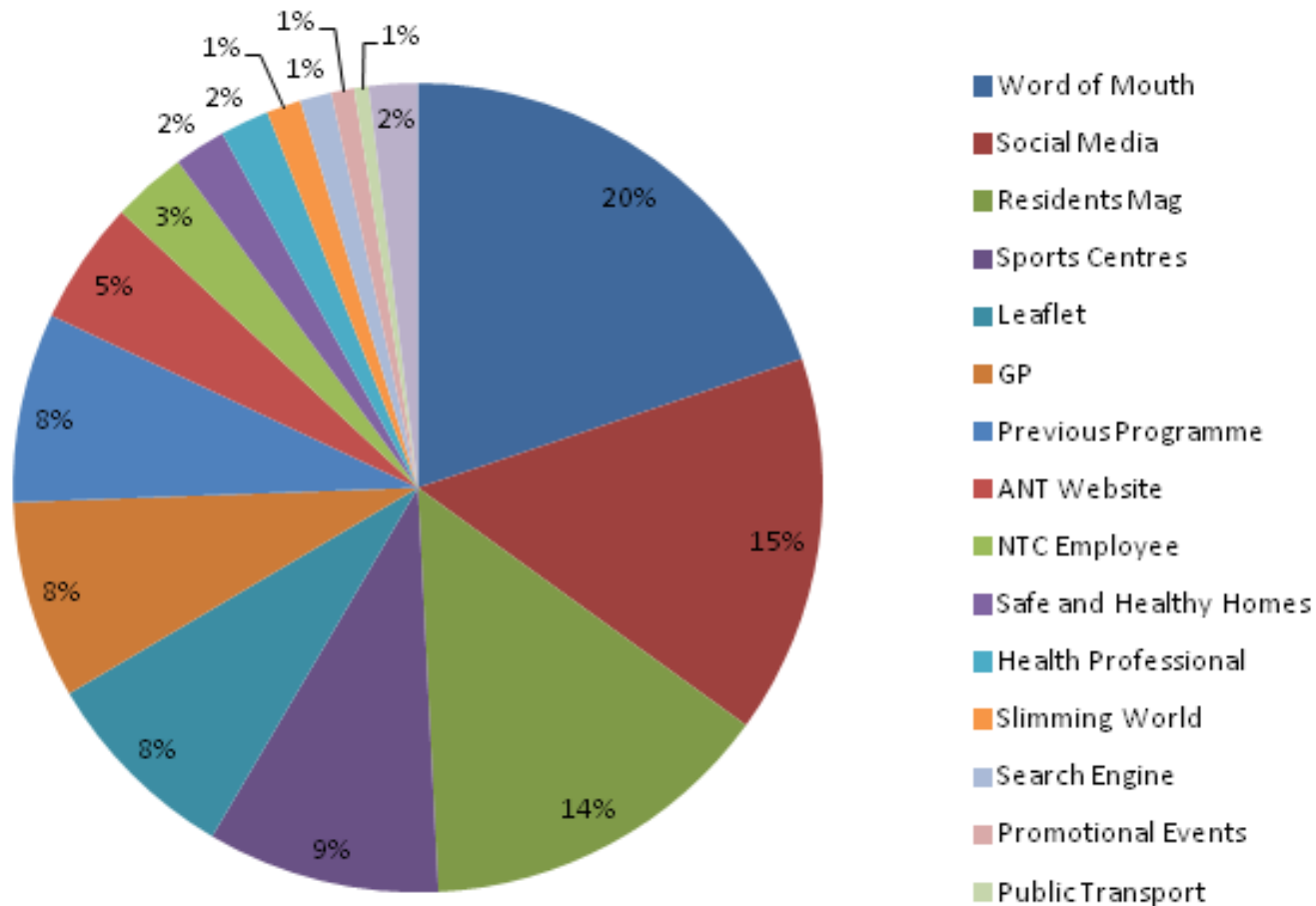
North Tyneside Council

Type of Enquiry to 643 7171 or Active North Tyneside e-mail address – single point of contact

Type of Enquiry



How did people find out about Active North Tyneside?



Has our marketing strategy worked? Are we targeting the 'right' people?

Active North Tyneside EASEcards

Number of EASEcards issued under Active North Tyneside programmes during 2016 / 2017	Percentage of these from residents living in the 20% most deprived neighbourhoods	Percentage of residents living in 20% most deprived neighbourhoods as a percentage of the population	Percentage of EASEcards issued under the Active North Tyneside programme to residents living in Riverside and Chirton	Percentage of residents living in Riverside and Chirton
694	33%	23%	17%	12%

But – still need to focus our efforts in promoting in these neighbourhoods. Marketing for all our programmes needs to reflect this as a priority.



Some programme results – outcomes and impact

- Club 1 – targeted physical activity intervention
- Weight Worries – weight management support
- Community Health Champions and Community Start Up Fund – enabling communities and individuals



CLUB 1

- Targets young men, 16 – 25 years old who are NEET
- Partnership with Pheonix Detached Youth Project
- Referrals come through, team meet individuals on a one to one basis and develop a bespoke gym programme
- Evidence based measurements for mental health and physical activity recorded.
- <https://www.youtube.com/watch?v=ba0SszKuqQU&t=11s>



CLUB1 ctnd....

Numbers are small but individual impact is high

- 38 referrals
- 27 started, 18 followed up at 3 months
 - 12 (66%) had increased physical activity
 - 11 (61%) had improved mental health score
- 13 followed up at 6 months
 - 12 (92%) had further increased physical activity
 - 6 further improved mental health

Key issue – it's the journey not the numbers –
how do we quantify the value of this, and how
does this fit in with our Target Operating Model



Weight Worries

233 attended registration nights

225 started programme, 142
completed – 63%

67 (30%) who started the
programme were from 20% most
deprived neighbourhoods

By programme end.....

90% reduced body fat

86% increased physical activity

80% improved self esteem



Weight worries ctnd..

88% reduced sugar intake



97%

95% increased use of food labels

Nutrition Facts	
Serving Size 1/8 of recipe 45g (44 g)	
Amount Per Serving	
Calories 157	Calories from Fat 99
% Daily Value*	
Total Fat 11g	18%
Saturated Fat 2g	8%
Trans Fat 0g	
Cholesterol 10mg	0%
Sodium 148mg	6%
Total Carbohydrate 10g	3%
Dietary Fiber 5g	19%
Sugars 0g	
Protein 5g	
Vitamin A 0%	Vitamin C 2%
Calcium 10%	Iron 14%
<small>*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.</small>	
www.NutritionData.com	

89% increased fruit and vegetable intake



Direct feedback from GP's

Patient has 'reversed' their diabetes

Patient has reduced blood pressure

.....agreed or strongly agreed they would maintain positive behaviour changes



Strengthening Communities

Community Health Champions and Community Start
Up fund

Community Start Up Fund

20 grant applications – 17 successful
£8568 issued to community
organisations

Tai Chi, beginners ballroom dancing,
mindfulness for children, multi sports
sessions



<https://www.youtube.com/watch?v=fJnQazMagMY>

Community Health Champions

87 recruited

Archery, dog walking,
beach boot camps,
roller skating ,
strength training,
cycling



Conclusions and recommendations

- Public health / prevention delivery arm
- Supporting and motivating people to make behaviour change in the long term
- Identifying the right way to evaluate and make sure we have the right skills and tools to do that
- Partnerships are not prescriptive
- Marketing, marketing, marketing
- How do we further support colleagues and the wider Council agenda, what are the emerging priorities



Any questions or feedback?

