

# Active North Tyneside Summary Report Year 1 – 2014 – 2015

## Executive summary

A wealth of evidence demonstrates that an active life is essential for physical and mental health. Regular physical activity can guard against conditions like obesity, hypertension, depression, cancer and diabetes. Being active at any age increases quality of life and life expectancy, (Public Health England, 2014, 'Everybody Active Everyday').

45% of adults in North Tyneside don't partake in regular physical activity, (Sport England Active People's Survey 2014). 26.6% of adults are classified as obese and there are direct correlations between lower life expectancy and indices of deprivation. Life expectancy is 10.6 years lower for men and 9.7 years lower for women in the most deprived area of the borough, (North Tyneside Health profile 2014).

The primary purpose of Active North Tyneside is to improve the health and well being of residents in the borough by increasing levels of physical activity. Active North Tyneside further aims to tackle health inequalities by specifically encouraging uptake in the most deprived areas of the borough. Within this context there are 2 further objectives; to maintain and develop weight management intervention programmes for both adults and children; to give staff and volunteers the skills and confidence to advise their communities on behaviours changes which would make a positive impact on their health. Active North Tyneside is a programme funded through the public health ring fenced grant and delivered through the sport and leisure team at The Authority. This report details the outcomes in the first year.

In total there have been just under 26,000 attendances to universal and targeted physical activity programmes under Active North Tyneside. The admission charges for specific swimming sessions and sports clubs for young people (No Limits) have been removed and this has seen an increase in uptake of 41%. Partnerships with organisations like Newcastle United Football Foundation and the Newcastle Eagles have worked well. Free drop in coaching sessions in targeted areas of the borough have seen over 100 children attending each week with referrals coming from the youth offending team and local charities such as the Phoenix project. Some of the health walk programmes are well attended attracting up to 25 walkers. Strong support networks and genuine friendships have been forged through these activities, especially for retired and widowed individuals. Some challenges around the walking programme include the recruitment and retention of volunteers and marketing.

Some of the targeted activities in local communities did not see as much success in terms of numbers, for example the community groups at Willington Quay. However, quantifying these projects on numbers alone only tells a fraction of the story. Building trust and relationships takes time. Seeing confidence and willingness grow is not something which is easily quantifiable. The girls taking part in 'UsGirls' which targets inactive young women aged between 17 and 25 have also developed their own needs led community based programmes focussing on goal setting and action planning to help combat depressions and fatigue. These outcomes are not easily captured through attendance numbers alone.

Two weight management interventions programme fall under Active North Tyneside. Healthy 4 life was an already established initiative which targets overweight children and their families. Healthy 4 life hit all performance targets last year including 80% of children decreasing their BMI and 82% increasing their physical activity levels. Weight Worries was a new tier 2 weight management intervention programme developed for adults with a BMI of 25 - 35. The pilot programme saw some excellent outcomes including 87% of adults losing body fat by the programme end. A key element of the weekly lifestyle sessions was to make sure participants are educated not just about their weight, but about their whole body composition. Having a balanced and holistic approach to weight loss which includes embedding physical activity into your life was fundamental to Weight Worries.

Forty Community Health Champions have been recruited so far. These individuals will help spread positive health messages in their communities. A further eight health walk leader volunteer leaders have also been trained. Some other training for the teams was less successful. Training through the Royal Society of Public Health did not meet all expectations.

Active North Tyneside had a strong start. The delivery plan for 2015 – 2016 has been influenced by all the learning in the first year. The Active North Tyneside team need to implement bespoke recommendations for each project, build on and grow new partnerships with internal colleagues and external organisations, develop the brand, website and social media and general marketing plan and keep the messages about the benefits of physical activity alive across the Authority.

## **Introduction**

The primary purpose of Active North Tyneside is to improve the health and wellbeing of residents by increasing levels of physical activity. Active North Tyneside further aims to tackle health inequalities by specifically encouraging uptake in communities where people are inactive and where health inequalities are stark.

Within this context there are two further specific objectives. To develop programmes which target overweight adults and children and to give staff and volunteers the skills and confidence to advise their peers and their local community, not just of the benefits of physical activity, but on other health issues such as stopping smoking and alcohol consumption.

The programme is, funded by the public health ring fenced grant and delivered by the sport and leisure service of the Authority.

This report details the development of the project in the first year.

## Section 1: Context

A wealth of evidence demonstrates that an active life is essential for physical and mental health. Regular physical activity can guard against conditions like obesity, hypertension, depression, cancer and diabetes. Being active at any age increases quality of life and life expectancy. These issues are illustrated in Public Health England's 'Everybody Active Everyday' paper published in 2014. Everybody Active Everyday is a call to action for professionals across all organisations to change attitudes to physical activity and embed it into our everyday lives. This paper is the key backdrop to Active North Tyneside.

### 1.1 How physically active are we in North Tyneside?

The Department of Health Chief Medical Officers (CMO) guidelines (2011) on recommended levels of physical activity are:

For children between 5 and 18 years, at least 60 minutes of physical activity everyday.  
For adults over 18, 30 minutes of moderate physical activity 5 times per week.

Sport England's Active People Survey measures levels of physical activity in adults across the country. The biannual results for North Tyneside are in table 1.

**Table 1**

The percentage of adults (aged 16 and over) in North Tyneside who participate in sport and active recreation is equivalent to 30 minutes on 3 or more days per week.

Active People's Survey 1 (Oct05-Oct06)	Active People's Survey 2/3 (Oct07-Oct09)	Active People's Survey 4/5 (Oct09-Oct11)	Active People's Survey 6/7 (Oct11-Oct13)	APS7 to APS8 (Oct12-Oct14) (Rolling 24 months)
20.7%	23.1%	22.5%	25.5%	26.3%

Data from October 2014 showed that 26.3% of adults participate in sport and active recreation equivalent to 30 minutes on 3 or more days a week. This was an increase of 5.6% since the first Active People's Survey conducted in 2005 / 06. The Authority was 18th nationally of all local authorities in adults getting at least 30 minutes exercise a week and the best in the North East region.

The Active People's Survey last year also measured the frequency of adults who participated in 30 minutes of sport and active recreation in the last 28 days. The results are in table 2.

**Table 2**

Number of days participation in the last 28 days	Active People's Survey 7/8 (Oct12-Oct14) (Rolling 24 Months)
None	45.0%
1 to 11 days	28.7%
12 to 19 days	12.1%
20 to 28 days	14.2%

Overall 55% of adults aged 16 years and above had participated in sport and active recreation for 30 minutes on at least one day within the last 28 days. Both results were extremely positive for the Authority. However from table 2 it should be noted that 45% of people indicated they were not physically active at all and only 14.2% are actually hitting the Chief Medical Officer recommendations of 5 times per week.

## 1.2 How healthy are we in North Tyneside?

### General

The health profile for North Tyneside 2014 demonstrated a number of significant challenges for Active North Tyneside. In general, deprivation is higher than the England average at 20.0%. Life expectancy is also lower than the England average. Furthermore, there is a direct correlation between deprivation and life expectancy. Life expectancy is 10.6 years lower for men and 9.7 years lower for women in the most deprived areas of the borough.

Key statistics (Health Profile 2014)

#### Child Health

The rate of alcohol specific hospital stays among those under 18 was 76.9%, worse than the average for England.

7,100 children live in poverty.

Levels of teenage pregnancy, breastfeeding and smoking are worse than the England average.

It is estimated in year six, 10.6% of children are classified as obese.

#### Adult health

26.6% of adults are classified as obese.

The rate of self harm hospital stays was worse than the average for England.

The rate of smoking related deaths was worse than the average for England.

The rate of alcohol related harm hospital stays was worse than the average for England.

## Section 2: Developing Active North Tyneside

### 2.1 Methodology

There is no one simple solution to 'getting people active'. It is a complex issue which means different things to different people. Understanding the communities in North Tyneside and the barriers people face in their everyday lives are crucial to the success of the programme.

### 2.2 Team role and structure

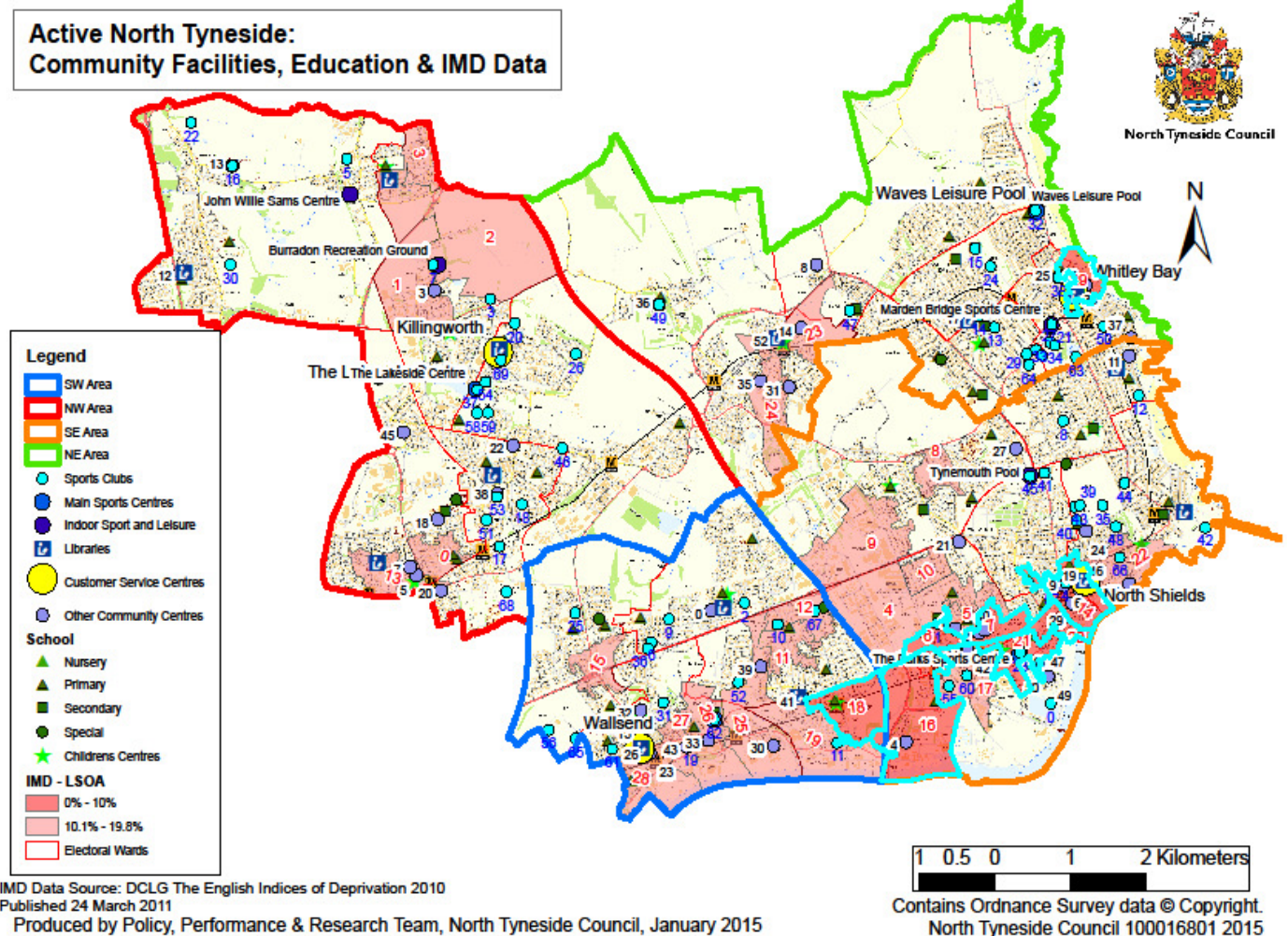
The officer team developing and delivering the programmes have a breadth of knowledge about the benefits of physical activity but also about the communities living in North Tyneside. However, consulting with partner organisations (health, community and voluntary groups, charities, sports clubs, schools) as well as obtaining direct feedback from residents was essential to understanding how best to tailor the programmes and the messages.

## 2.3 Influencing factors

### 2.3.1 Health inequalities and areas of deprivation

As referenced in section 1 there is a direct correlation between areas of deprivation in the Authority and health inequality. The officer team mapped existing sports clubs (private and voluntary) and community and leisure venues to get a fuller picture of existing 'traditional' sports / leisure provision. This was cross referenced against the 10 and 20% most deprived areas divided into the smallest lower super output areas, see figure 1.

Figure 1



The four quarters of the borough are outlined in dark blue, red, orange and green.

The 10% and 20% most deprived areas of the Authority are represented in red and pink respectively. In terms of geographical locations these areas found wholly or in part in the following wards.

Whitley Bay; Tynemouth (west); Preston; Chirton; Collingwood; Riverside; Howdon; Wallsend; Northumberland; Longbenton; Camperdown; Valley

Further evidence was collected in table 3 for each of the 4 quarters of the borough on the actual number of households living in the 10 and 20% most deprived areas against the total population of that quarter.

Table 3

Location	Percentage of people living in the 10 and 20% most deprived lower super output areas in each quarter, (as a percentage of the total in each quarter)
North East	10%
North West	17%
South West	30%
South East	43%

The report set out that the highest percentages are in the south west and south east. This information was been used to support the geographical targeting of Active North Tyneside. In summary, the pink and red areas in figure 1 are the priority for targeted programmes.

### 2.3.2 Research and engagement

Table 4 lists the key areas of consultation / engagement between April 2014 until April 2015.

Consultee(s)	Description	Date	Outcomes
Community and voluntary sector VODA Healthwatch St Paul's Project Meadowell connected Age UK Community and Voluntary Chief Officers	Half day workshop; qualitative feedback to gain a greater understanding from the voluntary and charity sector of issues to consider when trying to increase physical activity in the borough.	May 2014	<p>Messages about physical activity should focus on it being fun and sociable.</p> <p>Family based activities would be a way of getting people interested.</p> <p>When marketing activities we should use tried and tested methods such as newsletters, leaflets, the local press, notice boards.</p> <p>Cost was an issue – need to be affordable.</p> <p>More outdoor opportunities.</p> <p>Gentle exercise required – e.g. walking.</p> <p>More children's activities.</p> <p>Trusted and inspirational leaders.</p>
Residents of North Tyneside	<p>Quantitative survey asking how active people are and if not what barriers they faced to being active. 167 face to face and 480 online surveys completed, total 647.</p> <p>A select number of respondents (38) were also asked to choose from a menu of options the written message which would most motivate them to become more active.</p>	5 week period, Nov – Dec 2014	<p>28% of respondents indicated they were active 'five times per week'.</p> <p>Only 12% of people questioned stated they did no physical activity.</p> <p>48% of respondents are active via 'non formal' exercise options – e.g. walking, gardening.</p> <p>When identifying barriers the 4 most selected choices were; lack of time (18%); illness / capability (14%); lack of energy (11%) and issues with costs (11%).</p> <p>75% of respondents did indicate they would like to be more active.</p> <p>In terms of people's knowledge, almost everyone questioned (95%) were aware of the links between levels of activity and good health. However, less than 38% were aware of the Department of Health Chief Officer Physical Activity Guidelines.</p>

			42% of the people interviewed had easecards, (the indoor sport and leisure discount card scheme).  The top message people said would most motivate them to become more active was:  'Move more, live more'.
VODA	Ongoing consultation to identify targeted voluntary organisations in deprived areas and the most effective ways to engage with those community groups	November 14 - ongoing	20 targeted organisations identified.  Direct marketing to promote activity and offer support.  To date 1 response.
GP Patients Representatives	Meetings to promote Community Health Champions and Health Walk Volunteer programme	January / February 2015	8 Health Champions recruited through walking programmes.  Volunteer health walk leader training delivered to patient representatives.
Family Partners team	Team presentation about Active North Tyneside and further meetings to discuss joint working	March 2015 – ongoing	5 direct referrals from Family Partners into activity programmes.  Discussions ongoing to develop a new model of membership, (Easecard) to be issued to vulnerable families. This would give them free access across all activities in the indoor leisure service as well as Active North Tyneside.
Adult Social Care, social work teams and Carers	Meetings to discuss promoting the benefits of Easecard to social workers and carers	February / March 2015	Cascade training delivered to key social workers to enable their teams to proactively promote easecard and the Active North Tyneside programme.
Adult Social Care, community navigators team	Meeting to discuss cross working	March 2015	Active North Tyneside activities added to the community asset map to enable navigators to signpost residents. Direct promotion of Weight Worries and Community Health Champions programme to navigator's teams.

The quantitative survey research demonstrated that people broadly understood the health benefits of physical activity, even if they were not fully aware of the Chief Medical Officer guidelines. It also demonstrated that there was willingness for residents to become more active. However, finding the time, overcoming illness / health issues, finding the energy and cost still prohibited access. This feedback was used to develop the programmes and the branding and marketing messages of Active North Tyneside.

The partnerships which are evolving through adult social care, children's services and external organisations such as VODA are crucial to not only promoting what is on offer but understanding the specific barriers some of the most vulnerable groups of people encounter. This work is embryonic and will influence how the officer team approach things going forward. The work with VODA was positive but there was little direct interest from the voluntary groups suggested for targeted work with only one response in 2014-15.

### **Section 3: The delivery plan, key results**

All programmes were free of charge to overcome cost barriers. The programmes fell under 4 themes:

#### **Universal**

Programmes / training designed to generally increase physical activity across the borough.

#### **Targeted**

Programmes specifically designed with a target group or geographical community in mind.

#### **Weight management**

Programmes designed to help support people to maintain a healthy weight including lifestyle and physical activity intervention.

#### **Brief intervention**

Programmes / training designed to up-skill staff, volunteers or partners to support their peers and communities in making positive health choices.

### **3.1 Universal and Targeted Programmes**

Table 5 summarises the key attendances and outcomes of the universal and targeted programmes.

In total there were 25,696 attendances to universal and targeted programmes during 2014 / 2015. Where the officer team were able to collect data on individuals this has also been included, impacting on over 1400 individuals.

The results were encouraging for the first year, particularly with the partnership programmes. The Newcastle Eagles and Newcastle United in the Community programmes were very well attended with the added bonus of both organisations providing match funding. Targeting not just schools in priority areas but also those with a high prevalence of overweight / obese children also formed part of the strategy. The drop-in Friday night 'Kicks' sessions coached by Newcastle United staff proved particularly popular with attendances averaging over 100 per week.

The 'No Limits' free swimming and sports club sessions have also seen big increases in attendances. In total, attendances to both clubs in 2013 / 14 totalled 10,514. In 2014 / 15 this has increased to 14,803, - a 41% rise. The swimming sessions specifically rose by 62%. This was partly down to the removal of the charge for these activities but also due to a change in delivery. The sports clubs sessions built on the partnerships with the Eagles and Newcastle United and these partners are now delivering some of the coaching. This raised the quality. The focus is still very much grass roots but the model supported links onto clubs.

The health walk programme also proved popular. In particular the group starting from The Parks Sports Centre in North Shields which attracted up to 25 regular participants. The groups were promoted across a wide spectrum of partners including Age UK, VODA and MacMillan support. The groups provided a social outlet and also peer support. Relationships were developed from these networks and it was not only about the walk itself, but also the social camaraderie and friendships which were forged, particularly for retired or widowed individuals.



**Table 5**

Programme Name	Universal Programmes - Brief description	Target Individuals	Actual Attendances	Actual Individuals	Key Outcomes and Recommendations
No Limits Clubs - sports halls	Free 'dry' side (sports hall) activity sessions for children, 1 session per week at each leisure centre, Hadrian Leisure Centre, The Lakeside Centre, The Parks Sports Centre, Marden Bridge Sports Centre		7813		Attendances increased from 6123 in 13 / 14 to 7813 in 14 / 15, increase of 28%.
No Limits Clubs - Aqua	Free swimming sessions for children, 1 session per week at each pool, Tynemouth Pool, Waves, Hadrian Leisure Centre and the Lakeside Centre		6990		Original target was to increase swim visits to 9000 from a baseline of, 4000. Didn't achieve this target however, still increased from 4319 in 13 / 14 to 6990 in 14 / 15, increase of 62%.
Health Walks	Weekly and bi weekly health walks; self led walking maps		2503		Achieved 'Walking for Health' accreditation and self led walking packs developed.
Bikeability Instructor training	Training course to upskill new instructors to teach bikeability across the borough			5	Training was tailored to meet Active North Tyneside agenda, expanding capacity to deliver.
Volunteer Walk leader training	Training course to upskill volunteers / staff to safely lead a local health walk			8	Training delivered to identify GP patient representatives in North Shields.
	<b>Sub Total</b>		<b>17306</b>	<b>13</b>	
Programme Name	Targeted programmes - Brief Description	Target Individuals	Actual Attendances	Actual Individuals	
Us Girls	Programmes targeting young women, 17 - 25 who are inactive. Focus is on activity and lifestyle, sessions have included gym, meta fit, roller skating		672	82	Girls have taken ownership of planning their own sessions. Goal setting has supported their own personal targets.
Newcastle Eagles	'Hoops for Health' - targeting year 5, - 10 and 11 years olds, delivering health messages and activity through basketball, targeting schools in priority areas	300	1489	324	Large number of young people exposed to health messages as well as learning new basketball skills.
Newcastle Eagles	'Dribble, Dish and Swish' targeting year 2 students, classroom session working on 'Dribble, Dish and Swish' booklet, - covering various fun tasks on healthy eating. Targeting schools in priority areas	70	340	68	Targeting 2 age groups in one school worked well, both year 5 and 6 and year 2 receiving consistent health messages
Newcastle Eagles	Outreach - targeting 14+ children at risk of drop out, key messages overcoming stigma of 'you need to be fit to play sport'.	180	900	93	
Newcastle Eagles	Veterans basketball for over 35's and walking basketball for over 50's	60	315	43	Less success with walking basketball for over 50's, - to re-visit in delivery plan for 15 / 16
Newcastle United Football Foundation	'Match Fit' Initiative, 6 week after school course aimed at young people aged 7 - 11 covering physical activity and health messages. Targeting school with highest prevalence of obese and overweight children	90	1529	258	Engaged with many more children than original target. All aspects of the programme working well
Newcastle United Football Foundation	Junior Football Club Package - targeting football clubs in areas of high deprivation included 'coach the coach' workshops, team training sessions and club to club fun days.	267	600	267	
Newcastle United Football Foundation	Kicks' sessions, weekly, drop in Friday night football sessions in deprived areas, - referrals from Youth Offending Team, Princes Trust, boys and girls programmes	100	1897	193	Drop in sessions have been extremely well attended, the draw of involvement from Newcastle United is very powerful
Willington Quay Children's Club	Targeted 15 week programme to increase levels of physical activity and raise awareness of healthy eating of children and families in Willington Quay, - St Paul's Church	12	597	30	Trips organised to Hadrian Leisure Centre and Howdon Community Centre worked well, - some children had never been to a pool before.
Willington Quay Women's Group	To target close knit group of women volunteers at St Paul's Church and encourage them to become more active	20			Developing the relationships has taken some time, the group has not fully launched yet, will form part of 2015 plan
Get Oaktrees moving	To increase the physical activity of some of the most vulnerable families in the borough. Parents attending Zumba.	5	22	22	All parents taking part in Zumba were nervous but overcame their fears and enjoyed the session
Get Oaktrees moving	As above but focussing on children - soft play.	10	29	29	Children enjoyed the soft play although not as many came along as expected.
Family Exercise sessions	12 week programme aim at engaging families with children over 8 in fun / exercise classes. Targeting communities in Howdon and Shiremoor	12	0	0	Despite marketing, no families attended the sessions
	<b>Sub Total</b>	<b>1126</b>	<b>8390</b>	<b>1409</b>	
	<b>Total of universal and targeted activities</b>	<b>1126</b>	<b>25696</b>	<b>1422</b>	



Walkers and staff from the The Parks Health Walk, North Shields, Mondays at 10.30am

Some of the challenges related to health walks were the reliance on a small number of volunteers and the challenge of recruiting new ones. Overcoming fears and supporting volunteers through the process was important to help sustainability. Although numbers were good overall, there are some walks which only attracted a handful of people.

Some of the targeted community programmes were challenging, and although they may seem low in numbers they did result in significant outcomes for the individuals attending. The children and women's groups at Willington Quay for example. Building trust and developing relationships was essential but doesn't happen overnight. Supporting the women attending and building their confidence took time. Most of the women targeted had never been to Hadrian Leisure Centre which is only a short distance away. They are now arranging to go to the gym as a group to support each other and build their confidence.

Oaktrees is a centre in North Shields which supports families with children under 2 years old. The parents learn positive parenting skills as part of the training programme and receive direct advice and support from the Oaktrees officer team. Physical activity wasn't a focus however and the Active North Tyneside officer team saw an opportunity to do some engagement and test the water with some activities. After consultation a Zumba taster session was organised for the parents and a trip to the soft play area at The Parks Sports Centre for the children. Twenty two individuals signed up for the Zumba with a number of others also watching the session. During the break the team spent time with individuals getting more feedback for future activities. Having an informal conversation with the families helped to build confidence and trust. Again numbers were small and the time the officer team needed to invest in these families was significant but absolutely crucial if the initiative was to result in some positive outcomes. The officer team at Oaktrees were particularly supportive of the work. This project will continue as part of the delivery plan in 2015/16.

Being flexible and responsive to the needs of groups and individuals was also important. The Us Girls programmes grew beyond physical activity and developed into a needs-led community based session. This was an opportunity for the girls to meet other young women away from their school / sixth form setting and share experiences about a range of life issues. Discussing health and well being and topics such as legal highs formed part of this. Goal setting was also important. The groups identified mini action plans to help combat depression and fatigue by taking small steps to getting more active, getting enough sleep and incorporating healthy eating habits.



Two targeted programmes which did not succeed were the family exercise sessions planned at Howdon and Shiremoor. The consultation in table 4 specifically highlighted the need for fun / family exercise classes. However despite marketing the sessions there was no attendance and both sessions were cancelled by week three. Why these specifically failed was unclear. It did demonstrate that even when there seemed to be proven demand that encouraging people to attend could be challenging.

### 3.2 Weight management intervention programmes

Table 6 summarises the key outcomes from the targeted weight intervention programmes

Healthy 4 Life targeting overweight children and their families hit all the performance targets. The officer team had particular success last year with improving self esteem. In 13 / 14 year the percentage of children who improved their self esteem was only 58% and this has risen to 76% in 14 - 15. Small changes such as not asking the children in front of their parents, not asking them this question as part of the overall final assessment (when they are also getting weighed) made a positive impact. In terms of recommendations, the team reduced the use of food diaries last year as feedback from parents was these were too onerous. However, this will be revisited as they are a key in helping identify any 'problem' food areas and also for goal setting.

The loyalty card had good uptake for the children on the healthy 4 life programme, however the parents did not taken advantage of the offer. Only 6 parents used the card as opposed to 144 given out to children. Emphasis needed to be placed on reinforcing their value throughout the programme.

The teenage GYM, (Good Youth Move) programme targeting overweight teenagers started well. 25 referrals were received in the first 3 months against a target of 50 for a full year. The gym instructors across the indoor sport and leisure sites also took ownership of monitoring exercise programmes.

A full pilot of the Weight Worries programme was also completed. This programme is very specific, targeting adults in North Tyneside who have a BMI between 25 and 35, but who are also inactive. The team delivered weekly lifestyle sessions and have developed a beginner's exercise class programme with hand picked instructors to ensure the pitch is just right. 95 people were recruited for the pilot against a target of 100 and 53 completed the programme, (56%) attending weeks 1, 6 and 12 and getting their end data recorded at the graduation night. Some of the challenges of measuring the data have been defining who has 'completed'. For

example, as well as attending the graduation, targets were also set for attendances to the weekly lifestyle session and attendances to the exercise class programme. Not all completers hit both elements. For the 53 people who did complete and have their end data measured the results are very positive. 75% reduced their weight, 87% reduced their body fat percentage and 74% increased their self esteem. It is also interesting to note when asked at the start of the programme for a quick show of hands of all those who had never been into a leisure centre before, around 80% of attendees put their hands up.

Lessons learned so far based on customer feedback have included developing shorter weekly lifestyle sessions not giving people the opportunity to be weighed every week, - this was actually de-motivating. The team also increased the targets for exercise have changed the screening process so even before people start on the programme we have a good understanding of their capabilities and can identify the right classes or activities for their level. The use of the 'In Body' analyser is a powerful tool in getting residents to understand that it is not all about 'weight' but about your total body composition. The programme will also benefit from more dietetic input during 2015-16

The numbers only tell part of the story for all the weight management programmes. The personal journey some people have been on is dramatic illustrated by some of the testimonials below.

#### Healthy 4 life case study

*Xxxx attended 9 out of 10 Healthy4Life sessions and has participated in all weekly and holiday activity clubs. Xxxx's family have made a lot of positive lifestyle changes and Xxxx went onto attend a full week's residential outdoor adventure trip to The Lake District with the healthy4Life team.*

#### **Client comments:**

*"Everyone in our household is benefiting from the things we learn at Healthy4Life. Xxxx's brother is benefitting more than we could of imagined, he suffers with dyspraxia and ADHD and because of changes we have made he is now calmer and sleeps much better. Xxxx's dad is also so much healthier from the changes made and when you put all of it together our family is healthier and happier and it's a massive thanks to the lovely staff @ Healthy4Life".*

Healthy 4 life activities and participants



The Weight Worries Team



Weight worries participants



After years of trying various slimming clubs and being despondent about half pound gains I loved seeing my BMI and difference I am making to my whole body and not just looking at what the scales say

I've been overweight for a while but lacked motivation to do anything about it. The leaflet came through my door and with it being free was enough to convince me to try and do something about it. The programme is working for me, I've lost just over 10kg in the first 9 weeks.

I would totally recommend this to anyone lucky enough to secure a place on future courses. I still cannot believe all of this is free. A big thank you to all who have helped my achieve my goals

The best thing about this programme is the zero judgement. If you have a bad day or even a bad week, no one will reprimand you, they will just give you the motivation to start afresh

**Table 6**

Programme Name	Weight Management - Brief description		
Healthy 4 Life	Targeted weight management intervention programme for overweight children and their families. The programme is designed to encourage behaviour changes which will have long term benefits including reduction in weight, improvement in eating habits and increased physical activity.		
	<b>Targets</b>	<b>Actuals</b>	<b>Key Outcomes</b>
	120 families recruited	132 recruited	Introduction of family activity challenge at the end of the week proved motivating, drop out rate improved. Self esteem figures also improved and high attendances at holiday activities. Reduced the use of food diaries, need to rethink this as parents have not taken the diaries seriously and they are a key motivational tool.
	Minimum of 120 children assessed prior to programme	129 children pre-assessed	
	Delivery of 6 intervention programmes	6 programmes delivered	
	Reduction in excess weight in 10 and 11 year olds as measured by the National Child Measurement Programme	Obesity prevalence has fallen for the first time below the England values for both reception and year 6.	
	75% of children completing the programme maintain or reduce BMI	80%	
	75% of the children completing the programme improve self esteem from initial assessment	76%	
	75% of children maintain or improve eating habits from initial assessment, indicators include breakfast consumption, crisp and fizzy drink consumption, fruit and vegetable intake	86%	
	75% of children completing the programme improve physical activity levels from initial assessment	82%	
	60% of children complete the programme (8 out of 10 sessions)	80%	
	50% of children are followed up at year 1	Final results not yet out.	
Healthy 4 Life Loyalty Card	To provide support and encouragement to young people and their families to continue to increase physical activity levels, - targeting those families who have attended the Healthy 4 Life programme. The loyalty card gives 50% discount on all activities across the indoor sport and leisure service.		
	<b>Targets</b>	<b>Actuals</b>	<b>Key Outcomes</b>
	120 easecards registered	150 easecards registered	55% of families have used their card throughout the year. However, the uptake by adults has been poor.
Teenage Gym	Programme for young people aged between 14 and 17 years who need support to manage their weight. Targeting children with a BMI exceeding the 91st centile.		
	<b>Targets</b>	<b>Actuals</b>	<b>Key Outcomes</b>
	50 children for the year, (started January 2015)	So far 25 referrals, 10 started, 5 did not engage and 8 waiting to start.	Of the 10 started, 2 have reduced BMI at follow up, both young people and their parents proud of results. To explore longer programme and also setting goals / motivational challenges
Weight Worries	Pilot programme targeting resident adults who have a BMI of between 25 and 35. The programme incorporates healthy eating and exercise advice alongside specialist beginner's classes and uses 'In Body' analyser to measure body fat, muscle mass and BMI.		
	<b>Targets</b>	<b>Actuals</b>	<b>Key Outcomes</b>
	Recruit 100 people	95 people recruited, 53 completed attending weeks 1, 6 and 12 and end data recorded	Original pilot targets for the programme were very challenging. Although indicators haven't hit targets, results are still extremely positive and some of the testimonials are heart wrenching. Need to address targets for next programme. Other outcomes programme changes include increasing targets for physical activity and closely monitoring drop outs. Also, to move away from individuals measuring themselves on a week by week basis, - this caused some negative feelings if their results were not perceived to be 'good'.
	90% of completers to reduce their BMI	70% of people reduced their BMI	
	80% of completers to reduce their body weight by 5%	75% of participants reduced their weight	
	90% of completers to reduce their body fat	87% reduced their body fat percentage	
	90% of completers to increase their self esteem	74% increased their self esteem	
	80% of adults to attend the target 8 out of 12 weekly lifestyle sessions	54% attended	
		Total of 2674 attendances to lifestyle sessions and exercise classes	
Level 4 nutrition training	Delivered to the staff teams managing the Healthy 4 Life and Weight Worries programmes to increase staff knowledge around nutrition and also how to give advice to programme attendees		
	<b>Targets</b>	<b>Actuals</b>	<b>Key outcomes</b>
	N/A	10 people completed course	Increased knowledge of teams delivering on bespoke weight programmes

### 3.3 Every Contact Counts, brief intervention

Table 7 summarises the programmes and training designed to up skill staff / residents and volunteers into encouraging their peers and communities to make positive health choices

**Table 7**

Programme Name		Target Individuals	Actual Attendances	Actual Individuals	Key Outcomes
Community Health Champions	Volunteer programme designed to encourage more people to get active and spread positive health messages through support and training. A network of volunteers will have access to funding to encourage their friends and family and peers to get more active.	75		40	40 community health champions recruited some delays in producing starter packs, positive use of social media to help support volunteers and share stories. Target of 200 people for 1st year, - scheme launched in January 2014.
Community Health Champions training	Level 2 Youth Health Champions training to support the Community Health Champion programme, - with a specific focus on recruiting young people. Completed in February 2015.		5	5	Good variety of practical resources supplied which other courses had not offered. Good advice on how teams would deliver different health messages to young people.
Royal Society for Public Health Training	4 courses; Level 2 Understanding Health Improvement, 10th November 2014; Level 2 Understanding Health Improvement train the trainer course, 11th November 2014; Level 2 Behaviour Change training 10th March 2015; Level 2 Understanding Behaviour Change train the trainer, 11th March 2015		56	25	The Understanding Health Improvement course was not appropriate for the teams due to the course content. The Behaviour Change training was more relevant to the staff teams but the outcomes for both training courses weren't as positive as expected. Manual providing ideas of group work, ice breakers, team tasks and delivery methods would have been more appropriate.
Better Health at Work	North East Better Health at Work award, Gold Excellence standard achieved in January 2014. Integral component of the award to raise awareness of the benefits of physical activity, promotion of healthy lifestyles.			20	20 health champions recruited to support the award. Recommendations are to engage more work place health champions
	<b>Total</b>	<b>75</b>	<b>61</b>	<b>90</b>	

Forty Community Health Champions were recruited up to the end of March 2014. Some of these came from existing volunteer programmes, (for example street games); however eighteen of these were brand new to the team. There was not any direct marketing of this programme, all recruits came from conversations the officer leading had with various groups and networks or direct from the website. Most of the volunteers have not fully completed their volunteer hours yet; this is a work in progress. The two case studies below give a flavour of the motivations and the outcomes for becoming a Community Health Champion.

“A resident” (57, North Shields) takes great pride in being part of the Community Health Champion Programme. He encourages others to take part in Badminton where he meets participants 2 – 3 times a week at The Parks Sport Centre and Hadrian Leisure. Most of the participants that now attend the session would have never had the confidence to make a badminton booking on their own.

“A resident” (21, High Farm) gathered some of his male friends to encourage them to get active. They all meet on a Tuesday evening at Hadrian Leisure where they take part in sessions such as judo, climbing, archery, aquafit, gym and swim. The group have gelled well together and are now working towards a Coast to Coast Cycle in July. He set up a group on facebook where he finds it easier to discuss activities and ideas with his friends.

With regards to the training elements in the table, the level 2 Youth Health Champions training supported the recruitment plan for the general Community Health Champions programme. Feedback from this course was positive with practical resources supporting the team to deliver different health topics to young people. 5 members of the team attended.

Less positive were the courses delivered through the Royal Society of Public Health. The Understanding Health Improvement course was initially identified for staff who work with the public as a course to improve their knowledge and understanding of the benefits of good health and well being and the barriers to making positive lifestyle choices. However the course content was not appropriate. The session focussed more on public health strategy rather than practical advice giving and brief intervention. As such, a second course, Behaviour Change Training was identified as being more relevant, - particularly to the initial target group of trainees which included a number of gym instructors. However, feedback about the course delivery was not positive. Teams were asked to design training without being given some of the basic tools to do this, - e.g. ice breakers, team tasks, guidance on delivery methods. Although some of the theory elements were positive, (for example behaviour change models), the practical application of these were questionable. The courses did not deliver the value expected and is under review.

With regards to the Better Health at Work Award for North Tyneside Council, the gold standard was achieved in January 2014. The aim was to engage and encourage staff to take part in workplace health initiatives. An integral component is to raise awareness of the benefits of physical activity and the promotion of healthy lifestyles at work. A further key recommendation is the recruitment of more workplace health champions.

Although not part of the original plan the officer delivery team also provided physical activity training to colleagues in the Family Partner teams.



### 3.4 Delivery plan for 15 / 16

Although this report focuses on the outcomes of the delivery plan between March 2014 and March 2015, a large piece of work between September and January was developing the delivery plan for 2015 / 2016. All the baseline data and consultation described in section 2 has influenced this. Some of the programmes will roll over, - for example, Us Girls, Community Health Champions, Weight Worries, Healthy 4 Life, the partnerships with Newcastle United and the Eagles. However, new activities have been developed and new partnerships are being forged.

#### Section 4: Marketing and communications

One of the challenges of marketing physical activity to the many communities living in North Tyneside is that finding a 'one size fits all' approach is difficult. Different groups respond to different messages in different ways. Each bespoke programme needed the flexibility of marketing appropriate messages to their target group.

Some of the programmes outlined in tables 5, 6 and 7 were already underway before the 'umbrella' Active North Tyneside brand was conceived. Bespoke marketing had already been developed for Weight Worries and Healthy 4 Life for example. In the first instance the elements evolved piecemeal, however, from December 2014 the key focus was to develop an 'umbrella' brand, Active North Tyneside which could be reflected consistently across all marketing materials.

As referenced in section 1, the Everybody Active Everyday paper 2014 is a call to action for professionals across all organisations to change attitudes to physical activity and embed it into our everyday lives. As such it was also agreed there needed to be a key over-arching message for all publicity, a message which captured the benefits of physical activity, which would be easy to remember and which people would respond to positively. A number of phrases went out to consultation as part of the engagement highlighted in table 4. The most popular phrase with the public from the menu was, 'Move more, live more'. This formed the basis of the first campaign launch from January 2015. Table 8 summarises the key marketing and communication milestones in year 1.

**Table 8**

Dates	Activity
September 2014	Bespoke leaflet designed for Weight Worries, leaflet drop completed in North Shields for programme start on the 29 <sup>th</sup> September 2014. Weight Worries programme advertised in members newsletter Press release issued
November – December 2014	Resident engagement identifying levels of physical activity and barriers to this. Press release issued. Key campaign message agreed as 'Move more, live more'.
December 2014	Branding for Active North Tyneside designed to reflect Change 4 Life imagery, brief: to be bold, bright and clear, see figures 2 and 3.
December 2014 - January 2015	Web design and build subcontracted to external company.
January 19 <sup>th</sup> 2015	Launch of campaign Website launched Press release issued - see figure 4 Metro advertising campaign – 4 weeks from 19 <sup>th</sup> January Bus advertising campaign – 4 weeks from the 26 <sup>th</sup> January 2015 14 outdoor vinyl banners placed in strategic locations around the borough to get

	<p>most exposure</p> <p>Pop up banners located in 12 community facilities and libraries, some in leisure sites</p> <p>General leaflet produced advertising key message and pointing residents to the website for further details. Distributed round libraries and community venues, see figure 3.</p> <p>Leaflet drop in and advert places in North Tyneside Homes tenant's magazine.</p>
February 2015	<p>Branded marketing materials including pens, bags, water bottles, fridge magnets and book marks produced to support promotional campaigns</p> <p>Editorial in North Tyneside Council employee's magazine promoting general messages.</p>
March 2015	<p>Bespoke leaflets designed for Community Health Champions and Health Walks Programme. Distributed through VODA newsletter network.</p> <p>Bespoke leaflets designed for targeted programmes for the 15 / 16 delivery plan</p> <p>Business cards designed and letter send to all General Practitioners and practice managers outlining Active North Tyneside principles and key programmes</p> <p>Bookmarks distributed to schools and libraries across the borough</p> <p>Free Easocard promotion, just under 7000 households in the 10% most deprived areas of the borough targeted with bespoke leaflet to receive a free ease card. The promotion ended on the 30<sup>th</sup> April. In terms of uptake, only 61 cards were issued, less than 1% of households targeted.</p> <p>Bespoke programmes, Weight Worries and Laser Tag sessions advertised in North Tyneside Council employee magazine, Teamwork.</p>

Figure 2



**active**  
NORTH TYNESIDE



North Tyneside Council

# Move more, live more

[www.activenorthtyneside.org.uk](http://www.activenorthtyneside.org.uk)

 Active North Tyneside
  @active\_NT
  (0191) 643 7171

Figure 3, general leaflet




# Move more, live more

## Live in North Tyneside?

Get moving and join in  
with new **FREE** activities -  
find out more today!



Even a little extra physical activity  
can boost your mood and make  
a big difference to your health.



[www.activenorthtyneside.org.uk](http://www.activenorthtyneside.org.uk)

Active North Tyneside @active\_NT (0191) 643 7171



Active North Tyneside  
is all about helping you to  
move more and live more –  
with free activities near you.

When you move more, you're helping yourself to:

- Lower stress levels
- Lose weight
- Boost your confidence and feel good
- Lower your risk of heart disease and some cancers

Making a change to be more  
active is one of the best things  
you can do to help keep  
your body healthy.




We can help you take  
that first step to ...

# Move more, live more

Figure 4, extract from launch press release, Journal Thursday January 22<sup>nd</sup> 2015 Headline: Getting people on their feet



A key challenge for the officer delivery team was the development of the website which needed to be user friendly with plain speaking, informative pages which reflected the brand and key message. The website is the main vehicle where all the Active North Tyneside free physical activity programmes are promoted. The pages also promote the general benefits of physical activity alongside other public health messages and campaigns throughout the year, - (for example dry January, stop smoking day). A crucial part of the website are the social media feeds, Facebook and Twitter.

At the end of March 2014 there were 2,695 website sessions resulting in 9,853 page views. This works out at around 3.6 page views per session, lasting approximately 3 minutes and 36 seconds. 23.7% of session users returned to the website.

One big issue which came from the consultation outlined in table 4 was that residents felt, unsurprisingly, that lack of time was the biggest barrier to getting active. However, research does indicate that even short bursts of activity of 10 minutes for those people who are completely inactive can begin to make a difference. Communicating messages like 'exercise doesn't need to be a strict regime' and 'being active doesn't need to take a lot of your time' were important in trying to overcome these barriers. Messages like these are reflected on the website.

One disappointing outcome from the marketing plan was the poor uptake of free easecards as part of the promotion in March 2015. Just under 7000 households were targeted in the 10% most deprived areas of the borough. Only 61 people took up the offer, less than 1%.

## **Section 5: Conclusions and next steps**

Active North Tyneside has emerged with a strong brand a powerful message. Attendances to activities have on the most part been positive and there has been some good bespoke work in targeted communities. Positive feedback about the programme has been further reflected in a recent visit to North Tyneside by the Chief Executive of Public Health England, Duncan Selbie, please see quotation below.

*"Of national note is your recently launched programme "Active North Tyneside" to get local people moving more. You are 18th nationally of all local authorities in adults getting at least 30 minutes exercise a week and the best in the North East. Fewer adults are however taking more than this and crucially only 1 in 5 boys and girls are sufficiently active with 45% of adults inactive. Early innovations are numerous but I would especially mention the "Weight Worries" programme piloted before Christmas attracting 100 people, 80 who had never before visited a leisure centre; 75% lost weight and 60% went onto take up gym membership. The "No Limits" swimming programme aimed at children and young people is now free having previously cost 50p a session and attendance has increased by 62%. Equally, the "Us Girls" programme is proving attractive to young girls and women. The next stage is to show how the most vulnerable and deprived are benefiting the most from these investments and I was delighted to hear this is well in hand. This is Public Health in Action."*

Duncan Selbie, Chief Executive of Public Health England

With regards to focus on targeting those individuals and communities which are the most vulnerable. This work has begun as part of the 2015 / 16 delivery plan with examples such as the Get Oaktrees moving projects, working with young families.

Table 9 summarises the key recommendations for existing programmes.

Table 9

Programme	Recommendation(s)
<b>Universal and targeted programmes</b>	
Health Walks	More marketing required for health walks and to promote health walk volunteering. Specific focus on increasing the numbers at walks which are not well attended and increasing the number of walk volunteers.
Us Girls	Additional sessions to be added to enhance the Us Girls programme including yoga, pilates, massage and mindfulness.
Newcastle United Foundation, football partnership	Develop Walking Football Increase the number of schools accessing the Newcastle United in the Community Foundation 'Match Fit' programme Sustain the 'Kicks' programme
Newcastle Eagles Basketball partnership	Develop Walking Basketball
Willington Quay Children's and Women's Groups	Build on exit route for Willington Quay groups, - e.g. encourage uptake of easecard, Contours memberships, trips to Hadrian. Continue to support the groups, - staff drop in and advice Organise summer fair in partnership with community
Get Oaktrees moving	Introduce a regular exercise class for parents as part of the Get Oaktrees moving project
Family exercise sessions	Taster session to be organised as part of the summer programme. No more centre based sessions to go onto the programme until demand is identified
<b>Weight management interventions</b>	
Healthy 4 Life	Introduce physical activity for parents of younger age group Re-introduce food diaries consistently to help with goal setting Promote the loyalty card Utilise new digital software to text and e-mail participants to aid retention
GYM	Utilise new digital software to text and e-mail participants to aid retention Test demand for an exercise class alongside gym option
Weight Worries	Increase the targets for physical activity to 3 per week Follow up non-attendees to aid retention to programme Incorporate shorter lifestyle sessions based on pilot feedback
<b>Brief Intervention programmes</b>	
Community Health Champions	Utilise social media to recruit new champions and share good news stories Proactively market the programme

In terms of data collection, with the exception of the weight management interventions and the community health champions programme much of the data collected has been process data, - detailing numbers or throughput. Some consideration should be given to collecting more 'impact' data, understanding the starting and finishing points for people when they come on a programme. Collecting more case studies detailing the physical and emotional journeys people have taken would also add another layer to the impact information. Utilising software through text messaging or e-mailing is also recommended to aid retention and help keep people motivated. This is especially relevant for the weight intervention programmes but would have benefits across the board.

From a marketing perspective, the development of the website has helped to promote all activities however, bespoke marketing for programmes which target a specific group or community is still important. Building on the Active North Tyneside brand but retaining some flexibility to promote direct messages / appropriate images to target groups is recommended. A more direct marketing approach should also be trialled for the promotion of Easecards. A house-hold leaflet drop is perhaps not the most effective way to get people motivated. A direct discussion at an event where people could sign up there and then would be more proactive and see better uptake.

Continuously developing the website and the social media feeds is also fundamental. These areas need to evolve and create a buzz about the programmes and the messages. Researching articles of interest, up to the moment health initiatives, ensuring there is plenty of visual media, sharing good news stories and hints and tips of how to get active are all important to get residents engaged. It shouldn't be forgotten however that some of the target groups may not use this medium, instead preferring to find out information through local press or leaflets / posters. The community group workshop highlighted in table 4 illustrated this clearly. There needs to be a good mix of marketing to ensure maximum impact.

The officer team should actively seek out and build on partnerships with colleagues across all service areas: adult social care, community navigators; education; housing; children's services; health colleagues. Building on community partnerships with organisations like VODA is also very important. All their insights are invaluable and every contact made gives officers an opportunity to spread the word about physical activity. One lesson being learned by the officer team is relationships and networks take time and investment. Also simply because a programme is provided does not mean people will come. The lack of response from some of the volunteer groups we targeted via VODA as illustrated in table 4 demonstrates this. There is a need to personalise this contact, meet people in their community settings and proactively persuade them of the benefits of being active. This will be further explored.

Enabling others to spread the word including wider council officer teams about physical activity and other health issues will also form part of the plan for 15 / 16. Rolling out training for the teams in the first instance in sport and leisure will be a key action. Enabling residents to take responsibility for doing something for their local community is a key theme already embodied in the Community Health Champions and Health Walk Volunteering programmes. It is further developed in the delivery plan for 15 / 16 with the inclusion of a Community Start up fund. Integrating the project with other initiatives, for example the 'Grow and Eat' programme which encourages residents in priority areas to grow and eat their own fresh produce will also help spread the wider health messages around diet and nutrition.

Active North Tyneside has had a strong start. The delivery plan is in place for 2015 – 2016. The challenge is to deliver the plan and build on what we've learned. Most importantly we need to keep the positive messages about physical activity alive and in the hearts and minds of everyone.

