Being more active
Why is this issue important for Cornwall and the Isles of Scilly?

**Whole community**
Physical inactivity contributes to 1 in 6 deaths in UK¹, representing 800 deaths a year locally

£100m Local annual cost²

**Personal costs**
Inactivity increases risk of developing high blood pressure, heart disease and osteoporosis³
Being inactive can lead to being overweight, which can lead to pre-diabetes and type 2 diabetes⁴

Inactive people have 3x the rate of moderate to severe depression as active people⁵

**What are the local outcomes?**
Recommended daily physical activity for children⁶ at least one hour of moderately physical activity per day

21% achieved
17% achieved

58% Adults who did at least 150 minutes of physical activity a week in 2014⁷ 57% National Average in 2014

**Inequalities**
People in the most deprived areas are 2x as likely to be physically inactive as those in the least

1 in 3 men
1 in 2 women

Disabled people are half as likely to be active compared to non-disabled people⁸

**What is being done locally to address this issue?**

The promotion of physical activity is central to the work of Cornwall Healthy Weight through a range of innovative activity programmes. Individuals of all ages and abilities are given the opportunity to be active in a safe and supportive environment and with specialist guidance and expertise encouraged to explore the valuable health benefits of physical activity

**Get Active Cornwall**
Get Active Cornwall has over 1,100 Cornish providers
Get Active 2015 Workplace Challenge had 247 teams with 159,817 miles recorded
200 businesses have signed up to Cornwall’s Workplace Health programme, with 40,000 employees benefiting

**Cornwall’s Open Space strategy**
in 16 large towns ensuring open green spaces, walk paths, allotments and play areas

**Cornwall Sports Partnership**
3,930 children from 124 schools participated in the 2015 School Games
Over 200 adults and 14 different organisations participated in the 2015 Beach Games

**Health Checks - Potentially**
272 people could increase their physical activity following a Health Check¹⁰

**Local advice and support**
Cornwall Healthy Weight www.cornwallhealthyweight.org.uk
Get Active Cornwall www.getactivecornwall.co.uk/
Change4Life www.nhs.uk/change4life/Pages/be-more-active.aspx
Cornwall Sports Partnership www.cornwallsportspartnership.co.uk

**Evidence**
Recommendations from Guidance of the four home countries Chief Medical Officers¹¹, and various NICE guidance¹², including:
Children and young people should do at least 60 minutes exercise a day Adults should be active daily, doing 30 minutes exercise on at least 5 days a week

**Partnerships**
Local partners in a variety of organisations and agencies work to encourage communities and individuals of all ages in Cornwall to be more active

Key drivers include Cornwall Healthy Weight, Cornwall Sports Partnership and Get Active Cornwall, Time 2 Move – Cornwall’s PE and School Sport framework, Hearty Lives Project and Cornwall Healthy Schools Plus Programme

**Why invest?**
£16 returned over two years for every £1 invested in the Healthy Weight Programme¹³

Notes
2. Department of Health, Physical Activity, Health Improvement and Protection (2011) Start Active, Stay Active
4. Diabetes.co.uk
5. UK Active (2014) Turning the tide of inactivity
8. Diabetes.co.uk
9. A website developed specifically to inspire and motivate Cornish residents to be more active 10. Based upon PHE’s NHS Health Check Ready Reckoner (Version 4.0 28/05/2014) and assuming 40% take eligible parents offered a Health Check and this raises one in 10 (Department of Health) Physical activity, Health Improvement and Protection (2011) Start Active
12. Chief Medical Officers
13. Local annual cost estimated as £100m based upon the Department of Health’s Local Area Costing Framework (2012)