

Introduction

We all know that it is a good idea to be more physically active. By being active we mean any activity that involves movement. It includes leisure, sport, exercise, play, and active living. Everything from walking the dog to ballroom or disco dancing, children playing and sports all count towards physical activity. In reality, people are less active than ever before. Many of us find it increasingly difficult to build activity into our everyday lives.

In Choosing Health; Making healthier choices easier, the government has highlighted increasing physical activity as one of the key areas for action to improve health.

Benefits

Being active can result in:

- Feeling good about yourself
- Enjoying life
- Living longer and being well
- lower risk of heart disease and diabetes
- Lower blood pressure and reduced risk of stroke
- Lower risk of colon cancer
- Lower risk of breast cancer in women
- Having fun
- Fewer days off work due to illness
- Maintaining a healthy weight
- Social interaction
- Good growth and development for children
- Older people keeping their independence longer

The Liverpool Physical Activity Strategy aims to make physical activity an easier choice for people by providing a variety of activity opportunities that individuals can choose to suit themselves and their daily lifestyle.

Recommendations

In order to improve health:

Adults should build up at least 30 minutes of moderate activity, which is enough to get slightly out of breath and warm, on at least five days a week.

Children and young people should be moderately active for at least one hour every day on at least five days a week.

These times can be built up from shorter bursts of activity during the day. Activities should be varied and enjoyable and can include activities of everyday life, for example walking, cycling, gardening and household chores.

What is the situation in Liverpool?

Nationally, most people are not active enough to benefit their health. In Liverpool fewer people are active than the national average.

- In Liverpool only two in ten adults are active enough to benefit their health, but eight in ten people in Liverpool think that they are.
- In the last 25 years the distance people walk or cycle has fallen by a quarter.
- Nearly one in four boys and one in three girls in Year 5 (aged 10-11 years) in Liverpool are overweight.
- By 2020, at current rates, nearly one third of adults will be seriously overweight (obese) compared with 6% in 1980. Obese people have twice the risk of dying early as people of a normal weight.
- The financial and social costs of this inactivity are very high. There are costs to employers in lost days off work, costs to the NHS in treatment and the cost to individuals and families in illness and disability.

What is already being done in Liverpool?

There are currently a large number of physical activity programmes taking place in Liverpool and there are many examples of good practice and services that are making a real difference to people's lives.

1. Sport and Recreation services of Liverpool City Council provide a range of services at leisure centres across Liverpool. They also provide free entry passes to many groups including children who are Looked After.
2. Doctors and Nurses can refer people for a programme of physical activity as part of the Exercise for Health and Fit for Life schemes. These partnerships between health and the City Council's Sport and Recreation services provide tailored support for people who would benefit from increasing their level of physical activity.
3. Walk for Health scheme is a volunteer led walking scheme in local communities that has been very successful in North Liverpool and will be extending to other communities.
4. Age Concern have provided a range of Active Ageing Programmes tailored to the over 50s. These programmes are provided at the active Age Centre and at a number of leisure centres. They have been very successful at reducing social isolation, increasing independence and reducing the risks of falling in older people.
5. The Sportslinx schools programme which provides a range of activity and fitness programmes for children aged 9-10 years. So far 25,000 children have taken part in sports and physical activity through this programme.
6. Every year thousands of people take part in large community events including the Liverpool Corporate Cup fun run, the Liverpool to Chester cycle ride and the Liverpool women's 10 Km run, Liverpool Community Games and Merseyside Youth Games.

Your views are important to us in helping to make this happen...

Do you support the overall aims of the strategy? Yes No

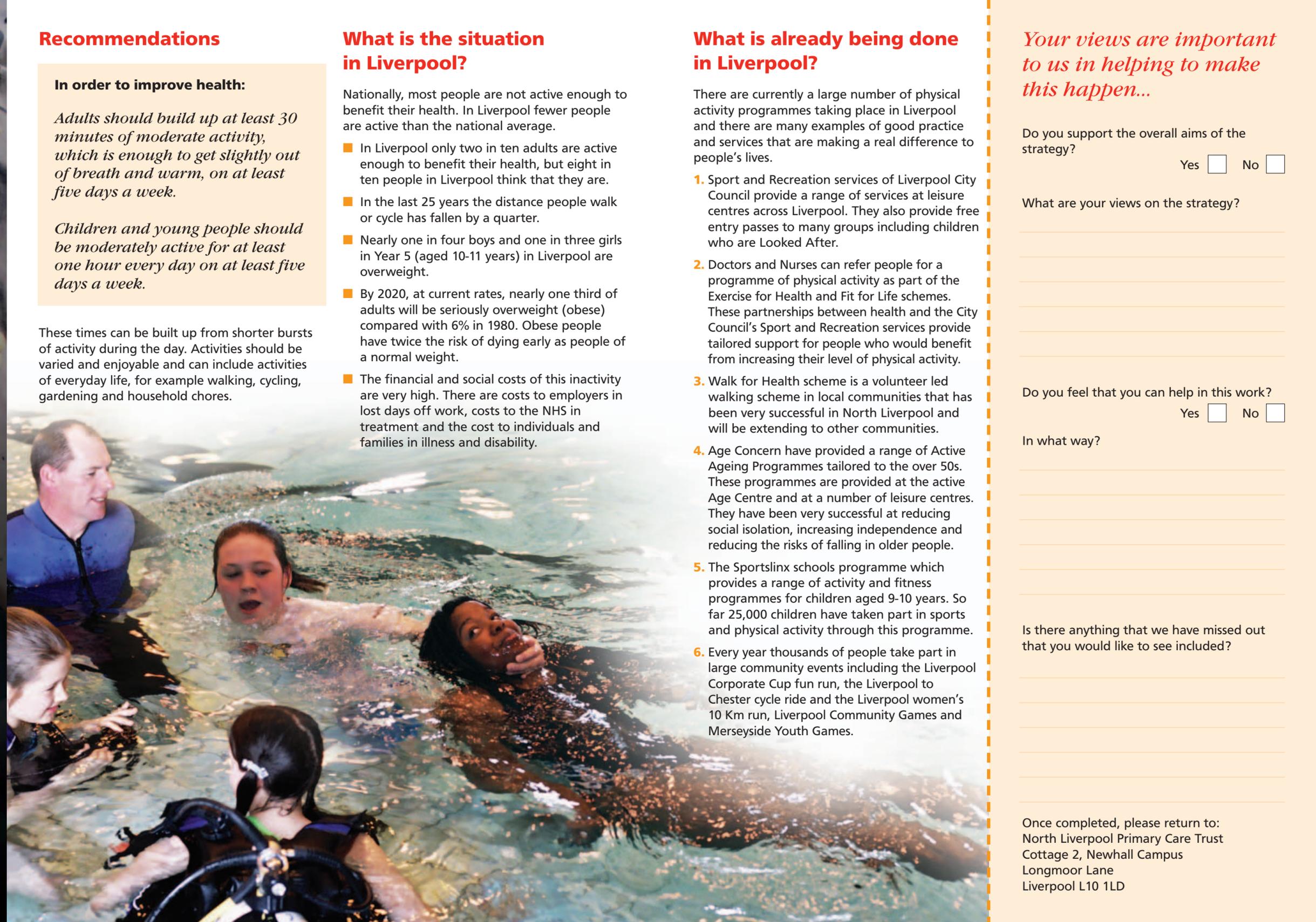
What are your views on the strategy?

Do you feel that you can help in this work? Yes No

In what way?

Is there anything that we have missed out that you would like to see included?

Once completed, please return to:
North Liverpool Primary Care Trust
Cottage 2, Newhall Campus
Longmoor Lane
Liverpool L10 1LD





By working together we have a real potential to improve health and wellbeing within communities. Everyone has a role to play. Key partners include:

- Families and individuals
- Local Communities
- Voluntary organisations
- Local employers, businesses and workplaces
- Health services
- Sport and Recreation services
- Private sector leisure providers
- Education and schools
- Sport alliances
- Parks and green spaces
- Merseytravel, Travelwise and Transport providers

What do we want to achieve?

Our vision is to make more people, more active more often. We want to exceed National Targets in Liverpool. In the next five years.

- We will increase by 1% per year the proportion of people who are moderately active for 30 minutes or more 3 times per week (to reach 3% by 2008).
- We will increase by 1% per year the proportion of people who are moderately active for 30 minutes 5 times per week (to reach 5% by 2010).
- We will increase by 1% per year the proportion of children who are moderately active for 60 minutes 5 times per week (to reach 5% by 2010).
- All children will have two hours physical activity per week in schools, to increase to 75% in 2006, 85% by 2008 and 100% by 2010.

This will mean that in Liverpool:

4,000 adults will become more active every year.

Over 30,000 children will be more active at school by 2010.

By 2010 there will be 124,000 adults participating in 30 minutes of moderate physical activity on at least five days a week.

What will we do?

1. Increase the profile of active living in Liverpool.

- Raise awareness of physical activity and what is available in the city through a media and marketing campaign.
- Make sure that all participation events in Liverpool include an element of physical activity where possible. We will do this with the City Council and with Liverpool Capital of Culture.
- Train NHS and council staff, community volunteers and voluntary organisations to provide physical activities, to pass on key messages and signpost people to appropriate services.

2. Improve the co-ordination of existing services.

- Make sure that existing statutory and voluntary services work better together to achieve our physical activity targets.
- Develop a local directory of what is available and a way of signposting people to appropriate services and opportunities for physical activities- a care pathway.

3. Ensure that everybody has access to appropriate activity.

- Review current services to make sure that they reach the right people at the right time in the right place.
- Support the national target of at least two hours a week of high-quality Physical Education within local schools.
- Ensure that all vulnerable groups have access to appropriate physical activity services and programmes.
- Listen to local communities and develop activity programmes that are based on the needs of the individual, families and communities.

4. Ensure structural support for physical activity.

- Make sure that active living is fully incorporated into urban planning, new capital developments as well as transport and housing policies.
- All partners will develop and implement green travel plans that encourage walking and cycling as a means of transport. These plans will include school and work travel plans, walking schemes and cycle schemes.
- Encourage the use of local green spaces and waterways in Liverpool.

This strategy has been developed by Liverpool Local Strategic Partnership. We would like to thank the following organisations for contributing to this strategy.

- Age Concern, Liverpool
- Central Liverpool Primary Care Trust
- Eastern Link Sports Alliance and Sport co-ordinators
- Heart of Mersey Campaign
- Liverpool Capital of Culture Company
- Liverpool Community Games
- Liverpool Education Authority
- Liverpool Health Promotion Service
- Liverpool John Moores University, Institute of Sport Science
- Liverpool City Council, Sport and Recreation Services
- North Liverpool Primary Care Trust
- South Liverpool Primary Care Trust
- University of Liverpool

You can request a copy of the full strategy and action plan by emailing your name and address to: physicalactivitystrategy@northliverpoolpct.nhs.uk or you can download a copy from: www.northliverpoolpct.nhs.uk



Translation available on request

若有需要時將會翻譯成中文。

ستترجم عند الطلب

অনুবাদের জন্য অনুরোধ করা হবে।

अनुवाद करने पर अनुवाद की व्यवस्था की जाएगी।

ਬਿਨਤੀ ਕਰਨ 'ਤੇ 'ਤਰਜਮਾ' ਕਰਵਾਇਆ ਜਾਵੇਗਾ

Marka la soo codsado ayaa la turjumi doona

درخواست کرنے پر ترجمہ فراہم کیا جائے گا۔

Braille, audio and other formats also available



Liverpool: Active City 2005 – 2010

Executive Summary

Let's get active... one step at a time!



North, Central and South Liverpool Primary Care Trusts working together