

Bolder Healthier Workplace Champions

Physical activity and behaviour change webinar

Birmingham Public Health 2023



BE BOLD BE BIRMINGHAM

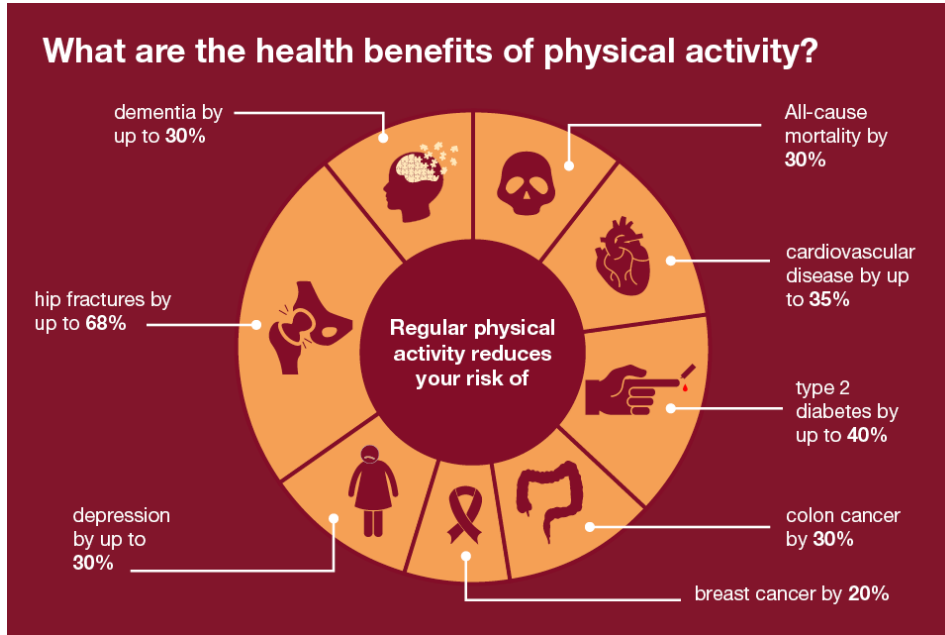


What is physical activity?

All **movement** including during leisure time, for transport to get to and from places, or as part of a person's work.

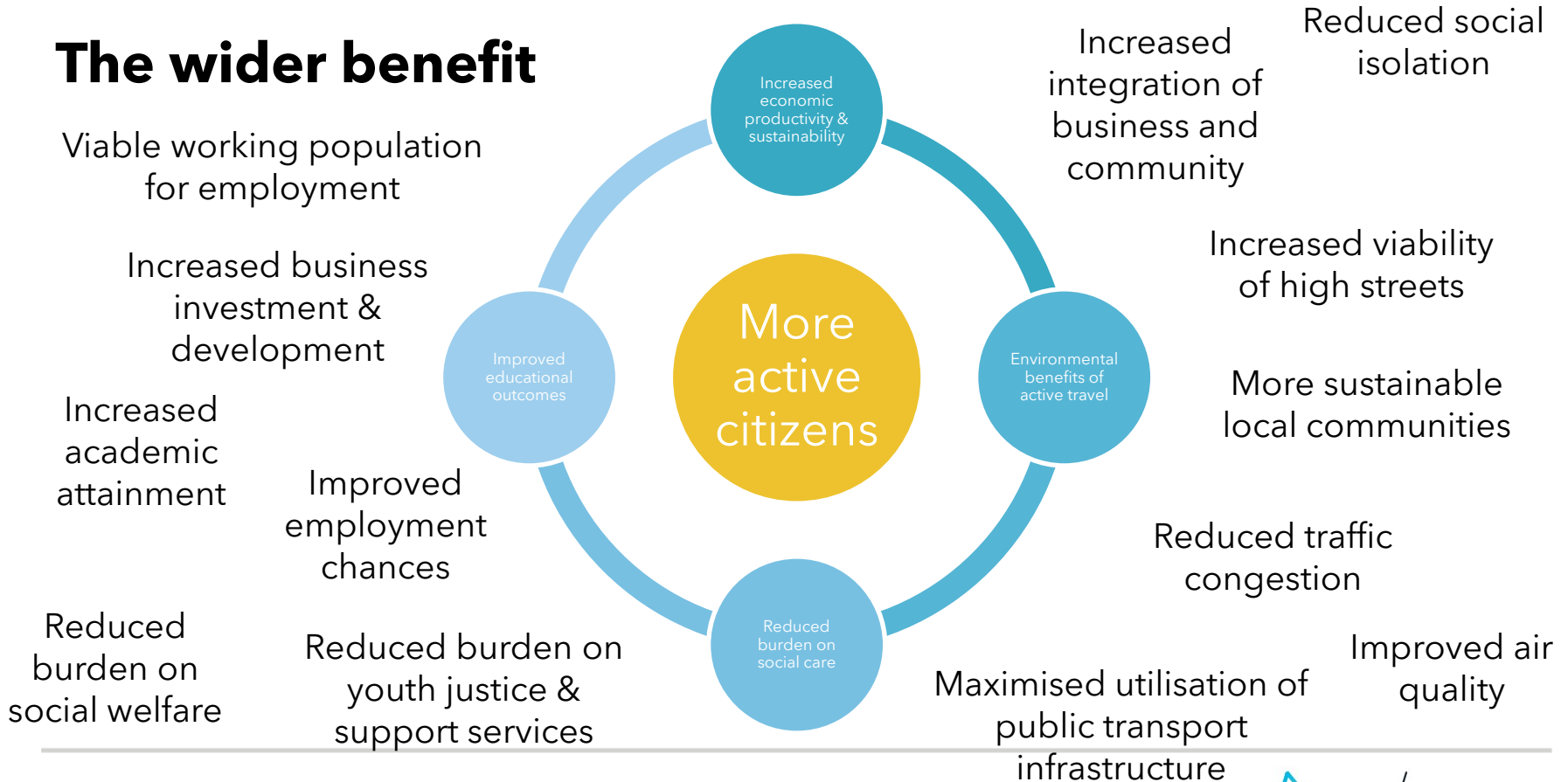


What are the benefits of physical activity?



“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.” - UK Chief Medical Officers, 2019.

The wider benefit



Why does physical activity matter?

Physical inactivity is one of the top three drivers of premature mortality.

Costs UK £7.4 billion annually (£900 million to the NHS alone).

Being active every day can reduce the risk of 40 different diseases.

Being active daily can improve clinical outcomes and reduce symptoms for those living with disease at every age.

What are the guidelines?

Physical activity for early years (birth – 5 years)

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

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

Every movement counts

Aim for at least **180 Minutes per day** for children 1-5 years

Under-1s at least 30 minutes across the day

Get Strong. Move More. Break up inactivity

UK Chief Medical Officers' Physical Activity Guidelines, 2019

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 an average of at least **60 minutes per day** across week

All activities should make you breathe faster & feel warmer

Activities to develop movement skills, and muscle and bone strength **ACROSS WEEK**

Get strong **Move more**

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Physical activity for adults and older adults

Benefits health

- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduces your chance of

- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- Cancers (colon and breast) -20%

Some is good, more is better | Make a start today: it's never too late | Every minute counts

Be active

at least **150 minutes** moderate intensity per week
increased breathing able to talk

OR

at least **75 minutes** vigorous intensity per week
breathing fast, difficulty talking

Build strength on at least **2 days a week**

To keep muscles, bones and joints strong

Minimise sedentary time Break up periods of inactivity

Improve balance For older adults, to reduce the chance of frailty and falls 2 days a week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

Guidelines also for disabled people, pregnant women and women after childbirth

Intensity level- Moderate

Moderate intensity: moderate level of activity noticeably increases your heart rate and breathing rate. *You may sweat, but you are still able to carry on a conversation. You can talk, but you can't sing. You feel you are exercising, but you are not huffing and puffing.*

The NHS physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity.
- Do at least 150 minutes of moderate intensity activity a week.
- Reduce time spent sitting or lying down.



Intensity level

Vigorous intensity: is activity done with a large amount of effort, resulting in a higher heart rate and quick breathing. It is difficult to make full sentences. Activities such as running, cycling, and tennis are usually classified as vigorous.

The NHS physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity.
- Do at least 75 minutes of vigorous intensity activity a week.
- Reduce time spent sitting or lying down.



Intensity level

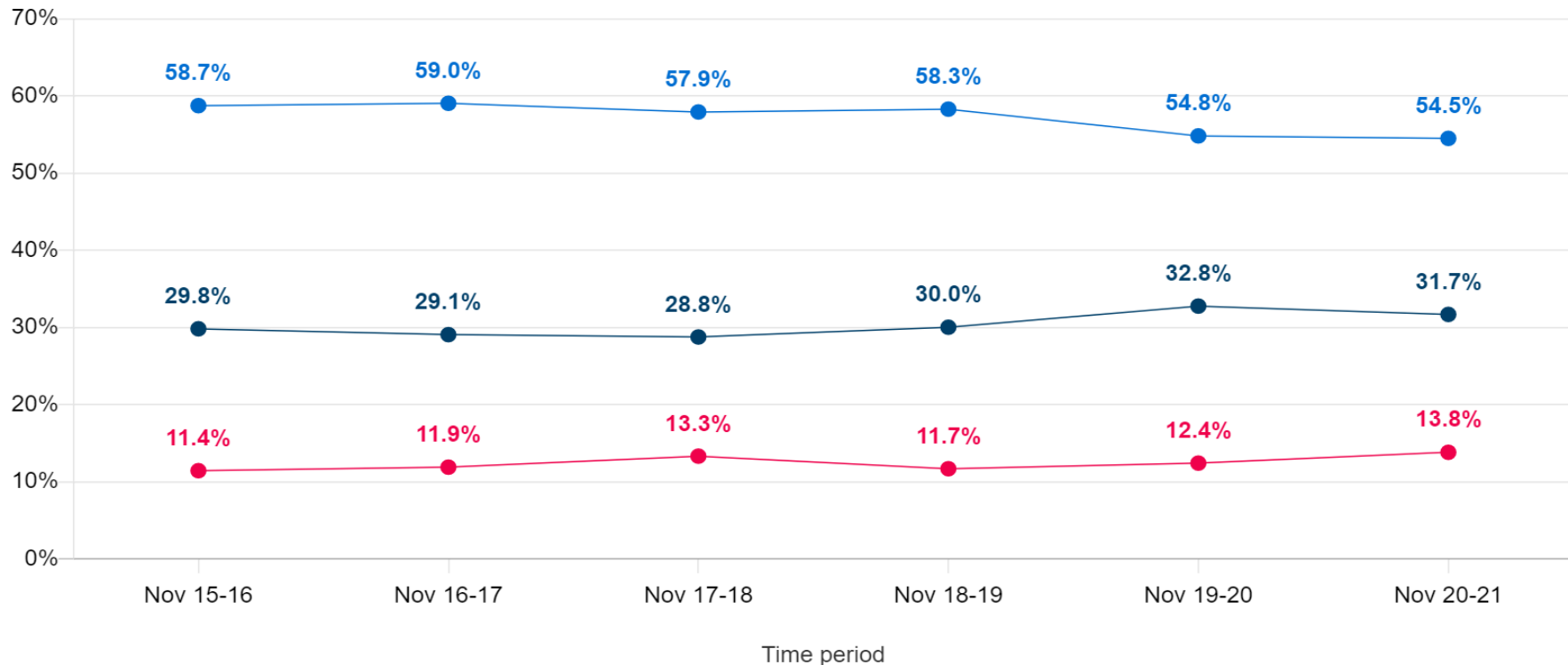
Strengthening and balancing:

Strength training is a key component of overall health and fitness for everyone. It is recommended that strength and conditioning training should be done to the point where you need a short rest before repeating the activity. Examples include palates, yoga, weight lifting, gardening or carrying heavy shopping.

The nhs physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity
- Do activities that improve strength, balance and flexibility on at least 2 days a week
- Reduce time spent sitting or lying down and break up long periods of not moving with some activity

Levels of physical activity in adults in Birmingham













% Levels of activity:

■ Inactive: less than 30 minutes a week ■ Fairly active: 30-149 minutes per week ■ Active: at least 150 minutes a week

[Active Lives | Results](#)
([sportengland.org](#))

Activities that help improve aerobic capacity, balance and bone health

Type of sport, physical activity or exercise	Improvement in muscle function	Improvement in bone health	Improvement in balance
 Running	★	★★	★
 Resistance Training	★★★	★★★	★★
 Aerobics, circuit training	★★★	★★★	★★
 Ball Games	★★	★★★	★★★
 Racquet Sports	★★	★★★	★★★
 Yoga, Tai Chi	★	★	★
 Dance	★	★★	★
 Walking	★	★	☆
 Nordic Walking	★★	①	★★
 Cycling	★	★	★

BE BOLD BE BIRMINGHAM

★★★ Strong effect ★★ Medium effect ★ Low effect ☆ No effect ① Not known

How active is Birmingham?

- **Birmingham adults:** 481,000 (55%) of all adults are active (at least 30 minutes of activity per day).
- **Birmingham children:** 71,800 (42%) of children and young people are active (60 minutes activity per day).

What are the inequalities within Birmingham?

Underrepresented groups

Inequalities in PA exist across a number of underrepresented groups
e.g. disability, long term health condition or certain ethnicities

Deprivation

Physical inactivity is strongly linked to deprivation

Age

You are more likely to be inactive if you are a younger or older person living in the city

Gender

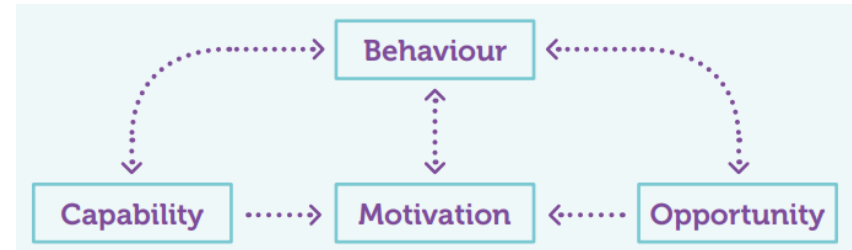
Women and girls are more likely to be inactive

Barriers people face to be physically active



Physical activity and the COM-B model

- Physical activity can benefit both physical and psychological health. The COM-B model (which is a behaviour change model) can help us understand individual behaviour. Being physically active each day can be influenced by what we know and what we can do (**capability**), the people around us and our physical environment (**opportunity**) and our beliefs, what we want, how we see ourselves, how we regulate our emotions, and our habits (**motivation**).



How can we be more active in Birmingham?

- Find the motivation to be more active:

makes you feel good

Fun

Sociable

Increases confidence and self esteem

Prevent poor health

Saves money & its good for the environment

How can we increase physical activity as individuals?

- Make small changes
 - Take the stairs
 - Incorporate walking into your commute or school run
 - Lunch time away from your desk
 - Brisk walk or jog on the spot during TV adverts
- Walking, Running and Cycling - alone, friends and family, group
- Group classes
- Personal trainer
- Sports - organised or informally with friends and family

Workplace physical activity- Statistics

In 2021, one in five working **adults** (20%) reported being very **physically active** at **work**. Men (23%) were more likely to report this than were women (16%). Among both sexes, this proportion varied with age, with the highest levels among those aged 16 to 24 and 55 to 64.

Physical activity in the workplace: why promote it?

- Promoting physical activity is part of promoting health in the workplace.

Research has shown that benefits of improving health in the workplace include:

- Increased motivation of employees and a better work environment, leading to positive work outcomes.
- A reduction in absenteeism and staff turnover.
- Increased quality of service, more innovation and a rise in productivity.
- Increased public image of company making it an attractive employer.

Steps that can be taken in the workplace

Employers could support or promote the following:

- When in the office walk to colleagues desks instead of emailing
- Take stairs instead of lift
- Parking car away from workplace and getting steps in
- Walking or cycling all or part of the way to and from work
- Taking part in the Bike2Work scheme, Couch to 5K or Active 10 or participating in ParkRun's.
- Organising a lunchtime activity group, e.g. walking, cycling or swimming



Couch to 5K

A running programme for absolute beginners, Couch to 5K has helped millions of people like you start running.



Active 10

The Active 10 app anonymously records every minute of walking you do. Just pop your phone in your pocket and away you go!

Physical activity pre/post pandemic

The active lives adult survey report looked at physical activity levels pre and post pandemic. It stated that adults physical activity levels in England bounced back to pre-pandemic levels.

It stated that, between November 2021, and November 2022, 63.1% (29.1 million) of the population met the Chief Medical Officer's guidelines of doing 150 minutes, or more, of moderate intensity physical activity a week- an increase of 1.7% year on year.

Find the opportunities to be more active

Schools

Instead of taking the car, walk, cycle or scoot to school
Explore a [nearby park](#) on your walk home.

Homes

Find activities you can do from home with [The Active Wellbeing Society](#)
Gardening, housework.

Workplaces

Energise your workplace programme. Bike2Work scheme. Couch to 50K and Active 10.

Find the opportunities to be more active

Utility transport

The use of HS2, the addition of bike lanes and the clean air zone within the centre of Birmingham are all discussed within the framework.


Active play

Informal sport and organised sports

Organised sports could be community led football sessions, park run's or going to the park to play rounders with friends.


41%

of all journeys in the UK are less than **2** miles

of which **36%** are by 

68%

are less than **5** miles

of which **53%** are by 

Encouraging just one more person to cycle to work rather than go by car could generate between **£539** and **£641** in savings.

Advice (exercise, variations in PA, walking meetings etc.)

- Make use of [free activities at your local leisure centre](#)
- Explore your local [green spaces](#)
- Learn to ride and increase cycle confidence with the [Active Wellbeing Society](#)
- Ditch the car for short journeys and save money on travel costs
- Check if your work place has a bike to work scheme

What support is available in Birmingham?



[FREE physical activity opportunities for ALL Birmingham residents*](#)

Everything from Line Dancing to Badminton to Zumba!

All you need is a *leisure card*: sign up at your local leisure centre

Within the 1st year, there were over 300,000 sign ups

Further details available at: [information on the support available in birmingham](#)

*all residents who pay council tax to Birmingham City Council

BE BOLD BE BIRMINGHAM



What is support is available in Birmingham?



[Find a leisure centre, sports activity or lesson | Birmingham City Council](#)



- Park Run
- Sport Birmingham activity finder
- Connect Sport
- Birmingham City Council search
- The Active Wellbeing Society
- GP exercise referral scheme Be Active Plus - long term conditions

BE BOLD BE BIRMINGHAM



What resources are available in Birmingham?



[Bhealthy Webinar series: get active - YouTube](#)

[Physical activity webinars - YouTube](#)

[Home of the Birmingham 2022 Commonwealth Games](#)

[Sports for your health and wellbeing | Birmingham City Council - Commonwealth Games Sports Posters 2022](#)

BADMINTON FOR HEALTH AND WELLBEING

Badminton is a fun and relaxing sport that can be played indoors or outdoors. It's a great way to stay active and improve your health.

COMMUNISM TO GO GOALS & FOCUS:
Badminton is a fun and relaxing sport that can be played indoors or outdoors. It's a great way to stay active and improve your health.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

CYCLING FOR HEALTH AND WELLBEING

Cycling is a great way to stay active and improve your health. It's a fun and relaxing sport that can be played indoors or outdoors.

COMMUNISM TO GO GOALS & FOCUS:
Cycling is a great way to stay active and improve your health.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

RUGBY FOR HEALTH AND WELLBEING

Rugby is a fun and relaxing sport that can be played indoors or outdoors. It's a great way to stay active and improve your health.

COMMUNISM TO GO GOALS & FOCUS:
Rugby is a fun and relaxing sport that can be played indoors or outdoors.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

RUNNING FOR HEALTH AND WELLBEING

Running is a great way to stay active and improve your health. It's a fun and relaxing sport that can be played indoors or outdoors.

COMMUNISM TO GO GOALS & FOCUS:
Running is a great way to stay active and improve your health.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

SQUASH FOR HEALTH AND WELLBEING

Squash is a fun and relaxing sport that can be played indoors or outdoors. It's a great way to stay active and improve your health.

COMMUNISM TO GO GOALS & FOCUS:
Squash is a fun and relaxing sport that can be played indoors or outdoors.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

SWIMMING AND PARASWIMMING FOR HEALTH AND WELLBEING

Swimming and paraswimming are great ways to stay active and improve your health. They're fun and relaxing sports that can be played indoors or outdoors.

COMMUNISM TO GO GOALS & FOCUS:
Swimming and paraswimming are great ways to stay active and improve your health.

IMPROVES	REDUCES
Balance	Stress
Coordination & reflexes	Cardiovascular disease
Agility and reaction time	Depression

GET INVOLVED
When you can play badminton, it's a great way to stay active and improve your health.

Other sporting opportunities:
Birmingham City Council offers a range of sporting opportunities for all ages and abilities.

BE BOLD BE BIRMINGHAM



Bolder Healthier Community Champions



BE BOLD BE BIRMINGHAM



How Can You Help?

Talk about the benefits of screening to people in your community

Connect people in your community with to support through web pages and services

Feedback to us where more help is needed so we can continue to improve the support for citizens

Talk to people in your community

Bolder Healthier Champions **should not:**

- Provide anything other than approved information
- Receive personal information from people



BE BOLD BE BIRMINGHAM



Talk to members of your community

Do you know where to get information on physical activity?

As a young person, do you know where there are clubs to join?

Do you know what counts as physical activity?

How do you incorporate physical activity into your work day?

Do you know how long you need to exercise?

Do you have anyone you can attend a fitness class with?

Do you know the health benefits of working out?

Does your workplace promote physical activity and exercise?

How can you provide brief support in everyday interactions?

- Use open questions with the [Ask](#), [Advise](#), [Act](#) model

Use an example: Someone trying to find info on physical activity

Ask

- Are you visiting your GP for advice and clarity on physical activity across Birmingham?
- Do you have family or friends that could attend gym or park activities with you?
- Do you know how much physical activity is needed daily?

Advise


- There is lots of information out there on physical activity e.g. NHS, Gov.uk or council websites.
- If you are unsure about physical activity groups, speak to a healthcare professional for support.

Act


- Signpost them to practical resources such [Park run](#) and [Active wellbeing society](#). As well as toolkits to help navigate physical activity.
- Resources to help decide what spot to partake in as [Sport Birmingham activity finder](#).

Case Study 1 - part 1

Ellie is a Bolder Healthier Champion and recently attended the physical activity webinar. Simon has recently started at her company and is new to the area, they are having a weekly one to one conversation.




Hi Simon, I hope you're settling in nicely?




Yes! I'm really enjoying exploring a new area, but I just don't know what activities are on in Birmingham for me to get active! Do you know of anywhere?

Case Study 1 - part 2

Ellie is a Bolder Healthier Champion and recently attended the physical activity webinar. Simon has recently started at her company and is new to the area, they are having a weekly one to one conversation.



Yes, I do! I have just learnt about the many different websites I can use to find local activities, I use the [Sport Birmingham activity finder](#), [Park run](#) and [Active wellbeing society](#) to find local activities to take part in.



Brilliant, I'll look at these when I'm home.

Directory of resources

Local resources -

The active wellbeing society

[Get active - Better Health - NHS \(www.nhs.uk\)](http://www.nhs.uk)

[Physical activity: applying All Our Health - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

[Health matters: physical activity - prevention and management of long-term conditions - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

[Promoting Phys Act At Work LR 01_14_0.pdf \(hscni.net\)](http://www.gov.uk)

[1 Recommendations | Physical activity in the workplace | Guidance | NICE](http://www.nice.org.uk)

GOV: Screening access for all:

- [NHS population screening: access for all - GOV.UK \(www.gov.uk\)](http://www.gov.uk)
- NHS population screening: access and order leaflets: [NHS population screening: access and order leaflets - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Helping in making a choice:

- [NHS screening programmes: information for GPs and practice staff - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Cancer research UK:

- Cancer screening information: [Cancer Screening | Cancer Research UK](http://www.cancerresearchuk.org)
- Screening for cancer: [What is cancer screening? | How does cancer screening work? \(cancerresearchuk.org\)](http://www.cancerresearchuk.org)

Pros and cons of screening:

- [The pros and cons of screening - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

Symptoms of cancers:

- Breast: [NHS](http://www.nhs.uk)
- Bowel: [Symptoms of bowel cancer | Cancer Research UK](http://www.nhs.uk)
- Cervical: [NHS](http://www.nhs.uk)
- Red flag symptoms: [NHS](http://www.nhs.uk)

Local resources -

- Screening tests in video form: [Screening tests for you and your baby on Vimeo](http://www.vimeo.com)
- [National Screening Programmes | Adelaide Street Family Practice \(adelaidestreetfp.co.uk\)](http://www.adelaidestreetfp.co.uk)

Feedback to us where more help is needed so we can continue to improve the support for citizens

Email the Bolder Healthier team on:
BolderHealthierChampions@birmingham.gov.uk



BE BOLD BE BIRMINGHAM



Thank you for being a Bolder Healthier Champion!



We look forward to working together to improve the wellbeing of everyone in Birmingham.

By volunteering to receive the latest health information, you can use these messages to help you support yourself, your family, your friends and your wider community with:

- **Monthly themed webinars**
- **Tailored resource packs**
- **Health awareness training**

If you know someone else who might like to get involved, they can read more about the Programme at [Bolder Healthier Champions](#)



@BhamCityCouncil



@birminghamcitycouncil



@birminghamcitycouncil



birmingham.gov.uk

Thank you for your time!



BE BOLD BE BIRMINGHAM

