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Protecting and improving the nation's health

Torbay Active Schools Conference

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Good Morning!

- The scale of physical inactivity
- Why is physical activity important?
- National policies and resources
- What works to increase physical activity in schools?



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The scale of physical inactivity:

Patterns and trends



We have a problem ...

- **The scale of the problem** - At a population level the level of physical activity has decreased significantly since the 1960s
- UK adults are 20% less active - **by 2030 we will be 35% less active**
- Overall **physical inactivity is killing us**: Physical inactivity is the **fourth largest cause of disease and disability** resulting in the equivalent of 1 in 6 UK deaths (equal to smoking)
- **There are multiple benefits of encouraging regular physical activity amongst children and young people that extend into adulthood – mental and physical health and wellbeing**
- If being active was a pill, we would be rushing to prescribe it

LEVELS OF ACTIVITY

This chapter presents information on four levels of activity:

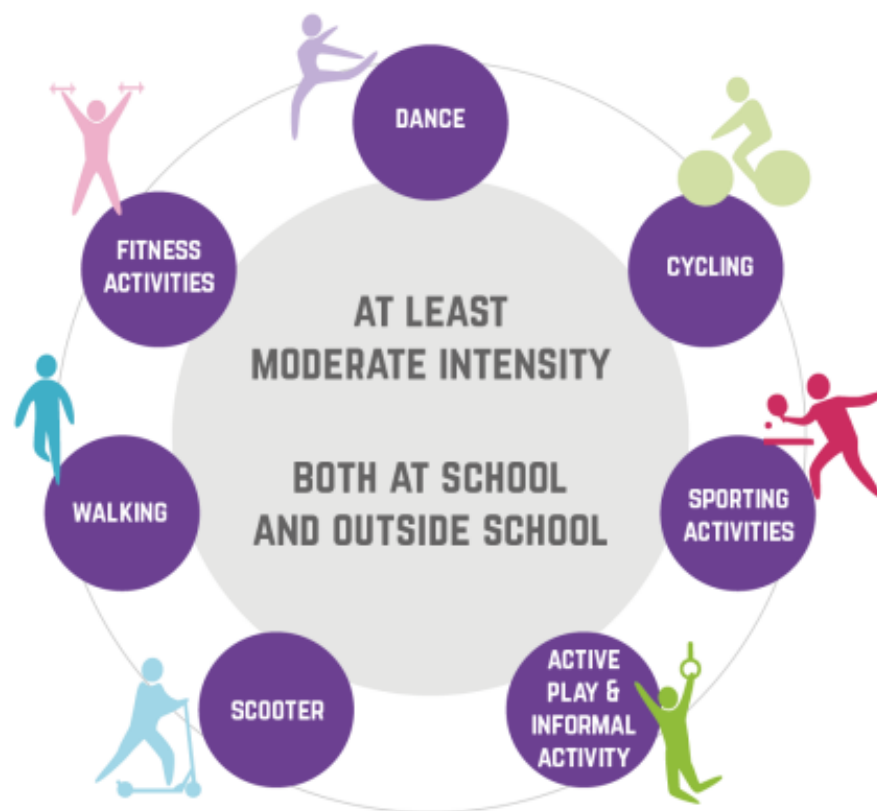
- **Active every day** (at least 60 minutes every day)
- **Active across the week** (an average of at least 60 minutes a day, but not every day)
- **Fairly active** (an average of 30-59 minutes a day)
- **Less active** (less than an average of 30 minutes a day).

[LINK TO DATA TABLES](#)

DEFINITION



WHAT DO WE MEAN BY SPORT AND PHYSICAL ACTIVITY?





CMO Guidelines

Physical activity for early years (birth – 5 years)

(birth – 5 years)

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



BUILDS
RELATIONSHIPS
& SOCIAL SKILLS



MAINTAINS
HEALTH &
WEIGHT



CONTRIBUTES TO
BRAIN DEVELOPMENT
& LEARNING



IMPROVES
SLEEP



DEVELOPS
MUSCLES
& BONES



ENCOURAGES
MOVEMENT
& CO-ORDINATION

Every movement counts



Aim for at least

3
Hours

across everyday



PLAYGROUND



JUMP



CLIMB



MESSY PLAY



THROW/CATCH



SKIP



OBJECT PLAY



DANCE



GAMES



PLAY



TUMMY TIME



SWIM



WALK



SCOOT



BIKE

Move more. Sit less. Play together

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active:** www.bit.ly/startactive

Physical activity for children and young people (5 – 18 Years)



BUILDS
CONFIDENCE &
SOCIAL SKILLS



MAINTAINS
HEALTHY
WEIGHT



DEVELOPS
CO-ORDINATION



STRENGTHENS
MUSCLES
& BONES



IMPROVES
SLEEP



IMPROVES
CONCENTRATION
& LEARNING



IMPROVES
HEALTH
& FITNESS



MAKES
YOU FEEL
GOOD

Be physically active

Spread activity
throughout
the day

Aim for
at least
60
minutes
everyday

All activities
should make you
breathe faster
& feel warmer



PLAY



RUN/WALK



BIKE



ACTIVE TRAVEL



SWIM



SKATE



SPORT



PE



SKIP



CLIMB

Include muscle
and bone
strengthening
activities
**3 TIMES
PER
WEEK**



WORKOUT



DANCE

Sit less



LOUNGING

Move more

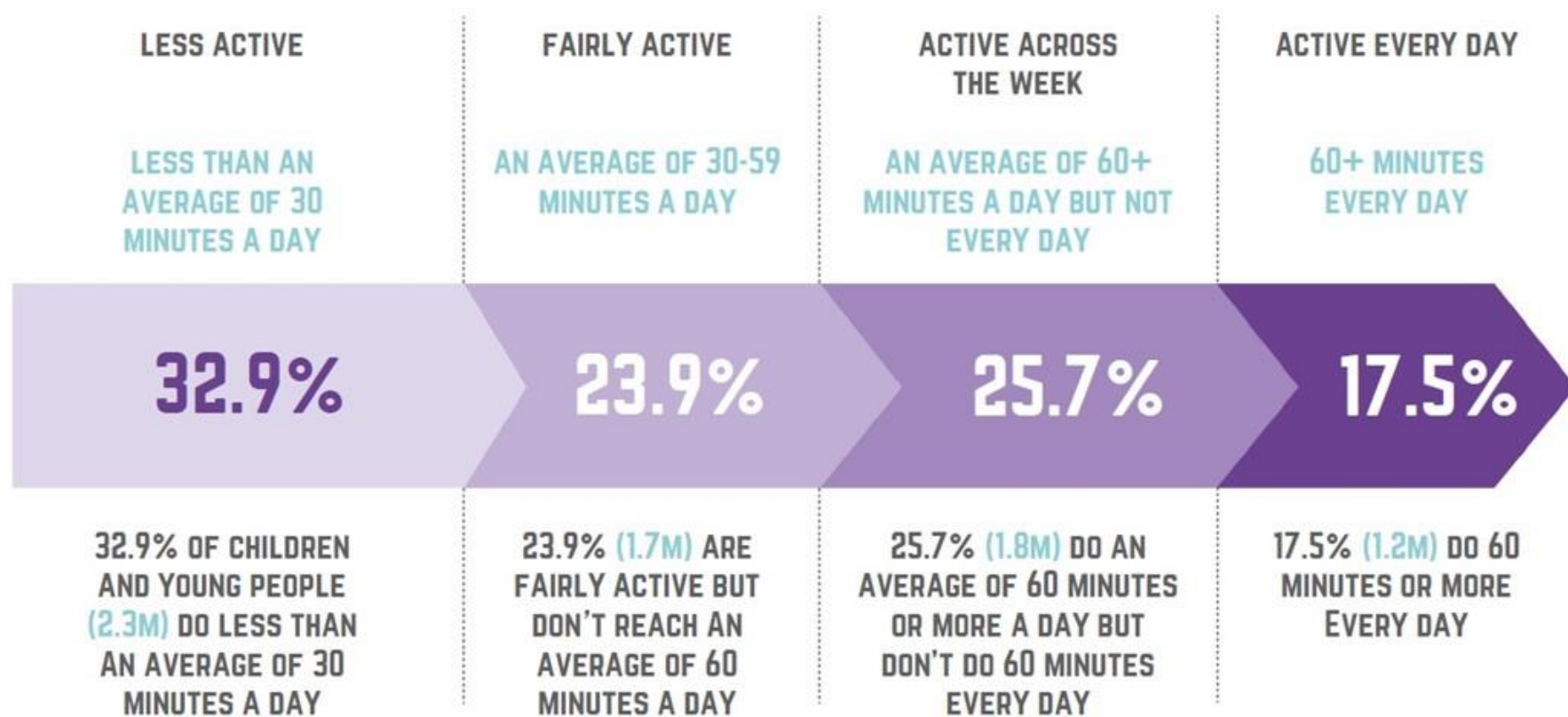
Find ways to help all children and young people accumulate
at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 **Start Active, Stay Active:** www.bit.ly/startactive



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CYP Active Lives Survey – Dec 2018



<https://www.sportengland.org/media/13698/active-lives-children-survey-academic-year-17-18.pdf>



Inequalities

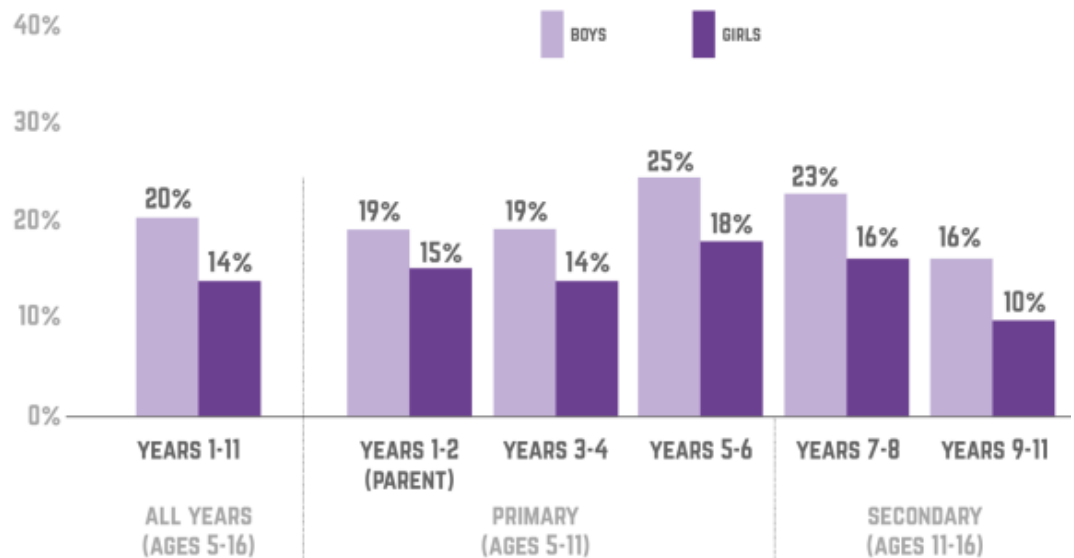
- Socio-economic status
- Gender
- Age
- Ethnicity
- Not disability

GENDER

Boys (20%) are more likely to be active every day than girls (14%).

The gap between boys and girls who are active every day is wider from Years 5-6 (ages 9-11) upwards.

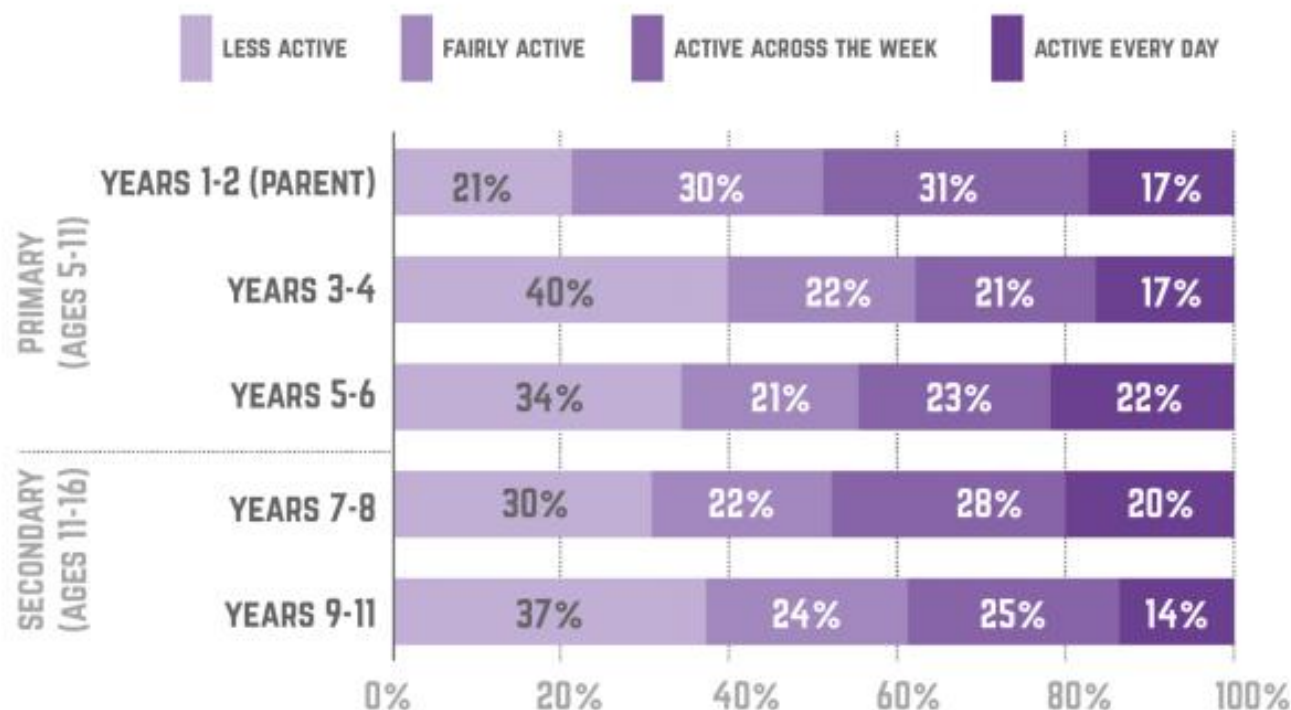
ACTIVE EVERY DAY (60+ MINUTES)



LEVELS OF ACTIVITY

SCHOOL YEAR GROUP

Children and young people in Years 5-6 and 7-8 (top end of primary, lower end of secondary, ages 9-13) are more likely to be active every day, with young people in Years 9-11 (ages 13-16) the least likely to be active every day.



Note:
Data for Years 1-2 children for this question is collected by proxy from parents, while for Years 3-11, the pupils are asked directly. This may mean some of the differences observed between these year groups are partly methodological.

[LINK TO DATA TABLES](#)



Why is physical activity important in schools?

1. To improve children's health and wellbeing
2. To increase educational attainment



Why is promoting physical activity an important public health issue?

Lifecourse stage	Benefits
Under 5s	<ul style="list-style-type: none">• Contributes to a healthy weight*• Improves bone health• Improves cardiovascular health• Supports physical, social and emotional development• Develops movement and co-ordination <p>Life course impact: is associated with higher physical activity levels later in life.</p>

*Diet makes a bigger contribution to a child's energy intake and weight status.

E.g. If a child consumes a full sugar beverage, a standard chocolate bar and a bag of crisps they would need to run for an average of 50 minutes to burn off the energy consumed.

Start Active, Stay Active, 2011



Why is promoting physical activity an important public health issue?

Life course stage	Benefits
5-11s	<p>Physically</p> <ul style="list-style-type: none">• Enhanced cardio-metabolic health• Muscular-skeletal health• Bone density• Cardio respiratory fitness <p>Mentally</p> <ul style="list-style-type: none">• Enhance mental wellbeing including positive self esteem and lower levels of anxiety and stress <p>Socially</p> <ul style="list-style-type: none">• Improved confidence and peer acceptance <p>Academically</p> <ul style="list-style-type: none">• Emerging association with academic achievement, improved concentration and attention <p>Life course impact: children and young people who are physically active are more likely to continue the habit into adult life*</p>



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Pupils with better health and wellbeing are likely to achieve better academically

Effective social and emotional competencies are associated with:

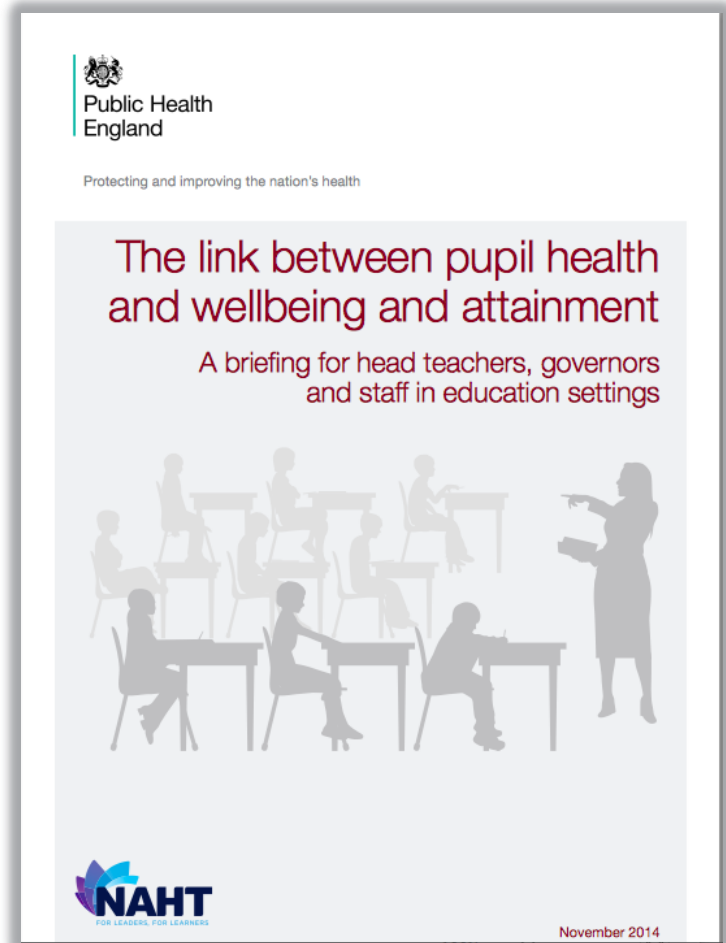
- greater health and wellbeing
- better achievement

The culture, ethos and environment of a school influences:

- the health and wellbeing of pupils
- their readiness to learn

There is a positive relationship between

- Academic attainment
- Physical activity levels

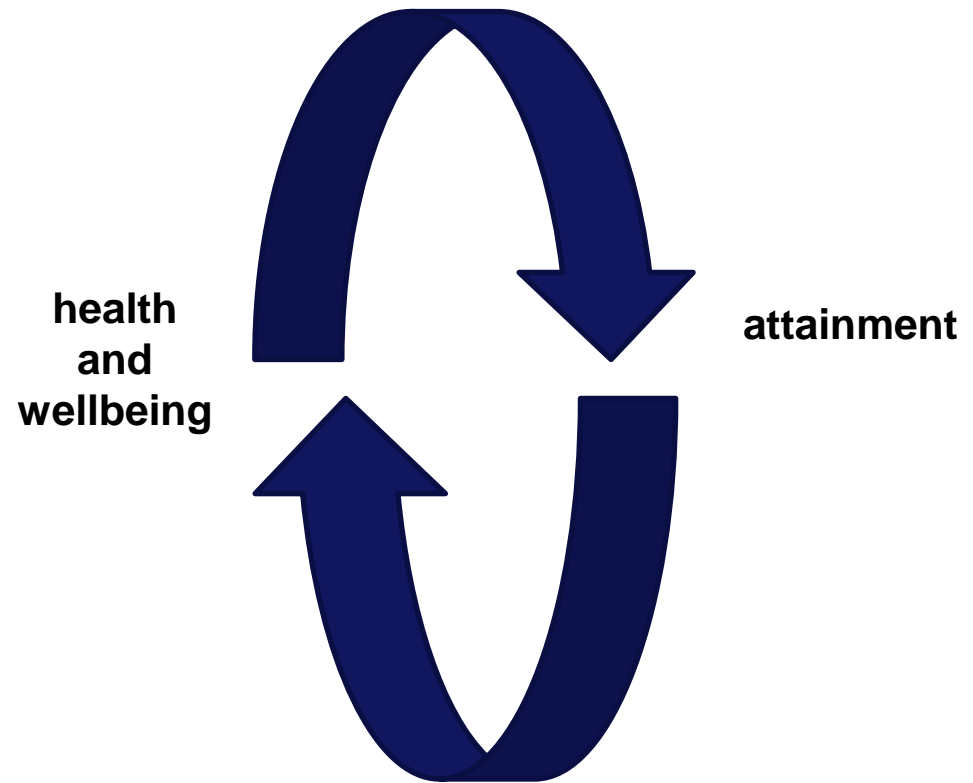


<https://www.gov.uk/government/publications/the-link-between-pupil-health-and-wellbeing-and-attainment>



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“Promoting physical and mental health in schools creates a virtuous circle reinforcing children’s attainment and achievement that in turn improves their wellbeing, enabling children to thrive and achieve their full potential.”



Brooks, F. 2013. Chapter 7 : Life stage: School Years. In
Chief Medical Officer's annual report 2012: Our Children
Deserve Better: Prevention Pays



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National Policies & Resources



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HM Government Childhood Obesity - A Plan for Action 2016

- **CHAPTER 1 (2016)**

- **CHAPTER 2 (2018)**

- *“We are confident that our approach will reduce childhood obesity while respecting consumer choice, economic realities and ultimately our need to eat.*

- *Although we are clear in our goals and firm action we will take, the launch of this plan represents the start of a conversation rather than the final word.*

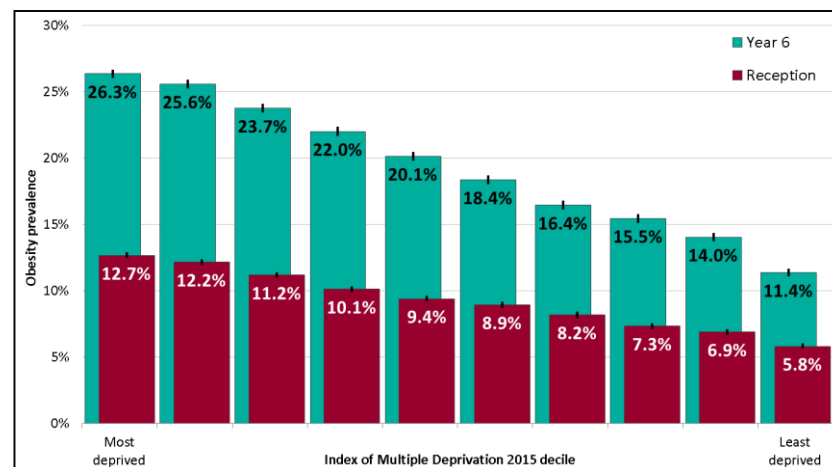
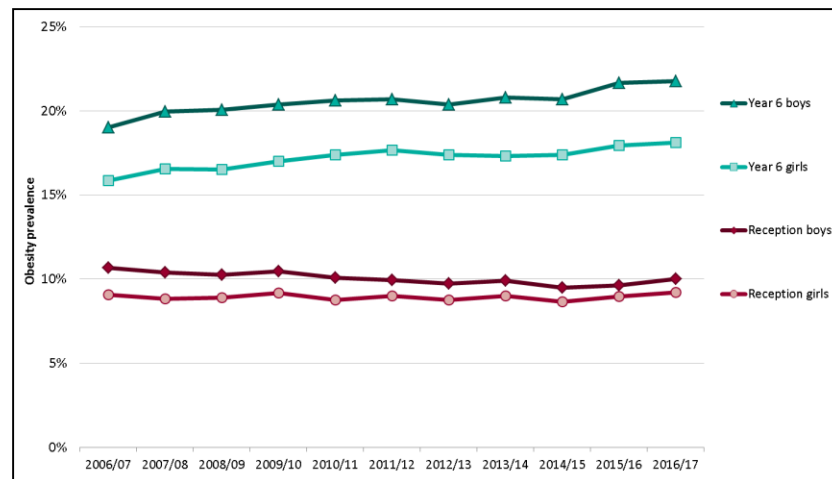




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National Ambition

- To halve childhood obesity rates by 2030
- To significantly reduce the health inequalities that persist



Continued commitment to National Child Measurement Programme providing the key data for meeting the national ambition



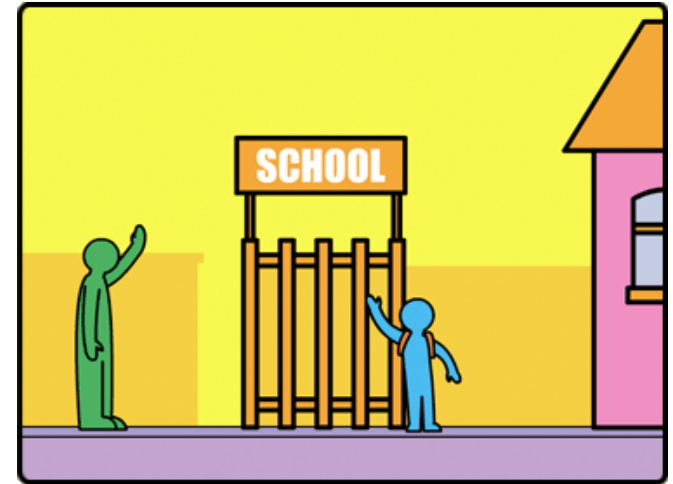
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1 hour of physical activity every day

Every primary school child should get at least 60 minutes of moderate to vigorous physical activity a day.

At least 30 minutes should be delivered in schools every day:

- through active break times
- PE
- extra-curricular clubs
- active lessons
- sport and physical activity events.



Source:
<https://www.havering.gov.uk/Pages/Services/School-travel-plans.aspx>





COP 1: Deliverables

1. Soft drinks industry levy
2. Taking out 20% of sugar in products
3. Supporting innovation to help businesses to make their products healthier
4. Developing a new framework by updating the nutrient profile model
5. Making healthy options available in the public sector
6. Continuing to provide support with the cost of healthy food for those who need it most
- 7. Helping all children to enjoy an hour of physical activity every day**
- 8. Improving the co-ordination of quality sport and physical activity programmes for schools (Primary School Sports Premium)**
- 9. Creating a new healthy rating scheme for primary schools (pending)**
10. Making school food healthier
11. Clearer food labelling
12. Supporting early years settings
13. Harnessing the best new technology
14. Enabling health professionals to support families



OUR AMBITION TO HALVE CHILDHOOD OBESITY BY 2030



Restrict promotion deals on fatty & sugary products

We intend to introduce legislation to ban check out, end of aisle and store entrance deals and buy-one-get-one-free deals. This will apply to food high in fat, sugar and salt sold in supermarkets and online.



Consult on a 9pm watershed for fatty & sugary products

We will consult on introducing a 9pm watershed for advertising products that are high in fat, sugar and salt – and look at similar protections online. A consultation will be underway by the end of 2018.



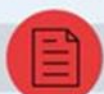
Work with local authorities on a Trailblazer Programme

We will work closely with local authorities over three years to test what can be achieved within existing powers, explore what works best in different communities, find solutions and share best practice.



Consult on banning the sale of energy drinks to children

We will consult on the intention to end the sale of energy drinks to children. Two in three children aged 10-17 are drinking energy drinks – these drinks have been linked to a catalogue of health issues in children.



Update the School Food Standards

We will ensure children receive quality nutrition in school by updating the School Food Standards, so they reflect the sugar and fibre intake recommendations made by the Scientific Advisory Committee on Nutrition.



Mandate calorie labelling in restaurants

We will mandate consistent calorie labelling for restaurants, cafes and takeaways, to help families know what they are eating on the go. A consultation will be underway by the end of 2018.



Encourage schools to adopt an active mile initiative

We will encourage primary schools to adopt an active mile initiative, such as the Daily Mile. There are well established links between physical activity, improved mental wellbeing and educational attainment.



Consult on the use of Healthy Start vouchers

We will consult on using Healthy Start vouchers to provide additional support. This would help children from lower income families, who are at a greater risk of obesity, to get their five-a-day of fruit and vegetables.



Consider including milk- based drinks in the sugar levy

We will look at voluntary sugar reduction in milk drinks – if not enough action is being taken we will consider including these in the soft drinks industry levy. We've already seen an 11% sugar reduction in soft drinks.



New resources for healthcare professionals

We will develop a range of new resources to help health and care professionals to make every contact count, and support children and families to achieve and maintain a healthier weight throughout childhood.

COP2: Deliverables





What works to increase physical activity in schools?



Evidence about ‘what works’ to support Physical Activity

- In 2014/15, PHE launched an evidence review and briefing paper outlining the contribution schools can make to supporting physical activity for children and young people.
- PHE (2015) *What works in schools and colleges to increase physical activity* (this will be updated in 2019)
- Evidence shows effective action to increase population PA levels includes two common factors: **persistence and collaboration.**
- Change requires all of us to take action: no single agency or organisation can respond to the challenge alone. **Multi-agency.**
- Interventions that are multi-component or adopt a ‘whole of community (school/college) approach’ appear to be most effective.

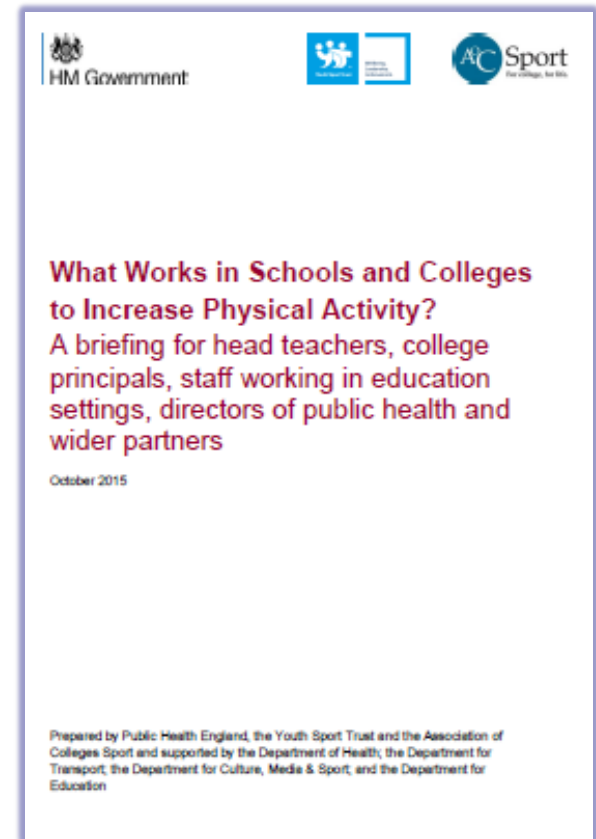


Promising Practice Principles

1. Develop and deliver multi-component interventions
2. Ensure skilled workforce
3. Engage student voice
4. Create active environments
5. Offer choice and variety
6. Embed in curriculum, teaching and learning
7. Promote active travel



What works in Schools and Colleges to increase Physical Activity

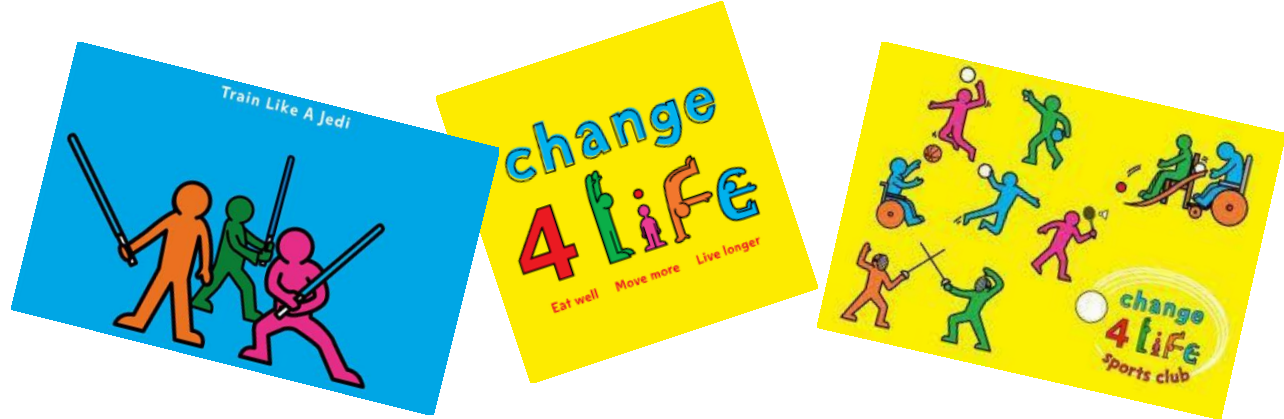


<https://www.gov.uk/government/publications/what-works-in-schools-to-increase-physical-activity-briefing>



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Change4Life



- Train Like A Jedi has led to a surge in **School Zone** subscribers – we now have 20K + teachers signed up to the online resource hub.
- Our Healthy Year resources rolled out to Head Teachers and teachers in September/ October. Included reference to the new “NCMP Information for Schools”.
- Schools strategy being developed to engage Head Teachers and school leaders to foster a whole -school approach which is fully embedded within the school year.





Summary

- Physical inactivity levels are high, with very few CYP meeting the CMO guidelines
- The risks associated with physical inactivity span the life-course and have consequences for children's physical, cognitive, social and emotional development. These consequences impact on, and extend into adulthood.
- For certain subgroups of CYP there is marked inactivity
- New policy context/ opportunity – **Childhood Obesity Plan**
- **We have some evidence available to know what works and principles of best practice**
- **Key is to work together to develop effective solutions and share ideas and best practice.**



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