



PUBLIC HEALTH RESPONSIBILITY DEAL

PHYSICAL ACTIVITY NETWORK

DELIVERING OUR COLLECTIVE PLEDGES

Foreword from Fred Turok & Simon Burns MP, Minister for Health

Dear Responsibility Deal Partner

Thank you for signing up to the Responsibility Deal, Physical Activity Network. We hope that you have signed up to as many of the collective pledges that are relevant to you.

The ambition is for the network to grow to 1,000 partners who will deliver 100 pledged projects collectively to improve participation in physical activity and ultimately improve public health outcomes.

We want partners to go above and beyond the core commitments, and to work with other partners in the network to deliver projects collaboratively in order to deliver meaningful reach and impact. We also want to partners think imaginatively about developing and taking forward additional collective and individual pledges.

This guide has been pulled together by network partners to share expertise and guidance to other partners to help deliver the pledges. There are some ideas and examples of how these can be fulfilled as well as signposting where partners can go to take part in existing schemes.

This document is by no means a conclusive guide, but is one we hope will help partners in delivering on their commitments. We will update this document as we move forward and more tools are developed which can be used to support partners to deliver their commitments. We want to be able to promote the activities of the network, and continue to support all the members, so we ask that you update us on your activities. If there are any tools, resources or projects you think should be highlighted in this document please e-mail the Network Secretariat at physicalactivitynetwork@dh.gsi.gov.uk with details.

We would like to take this opportunity to thank you for becoming a network partner and look forward to working with you.



Fred Turok
Chair of Physical
Activity Network



Simon Burns MP
Minister of State for Health

CONTENTS:

The Structure of the Deal		Pages 4-5
Collective and Individual Pledges		Page 6
Community Pledge		Pages 7-9
Physical Activity Guidelines Pledge		Pages 10-11
Active Travel Pledge		Pages 12-15
Physical Activity in the workplace pledge		Pages 16-18
Inclusion Pledge		Pages 19-20

The Structure of the Deal

The parts of the deal



Core Commitments

All Responsibility Deal partners have signed up to the five core commitments of the Responsibility Deal and, in doing so, they are confirming their support for the Deal's ambitions and committing to take action in support of them where they can.

The core commitments of the Responsibility Deal:

- We recognise that we have a vital role to play in improving people's health.
- We will encourage and enable people to adopt a healthier diet.
- We will foster a culture of responsible drinking, which will help people to drink within guidelines.
- **We will encourage and assist people to become more physically active.**
- We will actively support our workforce to lead healthier lives.

Supporting Pledges

The supporting pledges, described below, define the operating principles and process for the Responsibility Deal. In signing up, a partner confirms that they will support the operating principles and processes of the Deal. They are as follows:

- We will support the approach of the Responsibility Deal and encourage other organisations to sign up.
- We acknowledge that the Deal's strength comes from organisations of different types across varying sectors working together to improve people's health.
- We will contribute to the monitoring and evaluation of progress against the pledges.
- Where we offer people information to help them make healthier choices, we will use messages which are consistent with Government public health advice.

- We will broaden and deepen the impact of the Responsibility Deal by working to develop further pledges in support of the five core commitments.

Collective Pledges

In order to become a network partner, organisations must sign up to at least one of the collective pledges of the Physical Activity Network. These set out the ways in which partners support the core commitments of the deal.

P1. We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.

P2. We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines.

P3. We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.

P4. We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.

P5. We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

Individual Pledges

All Physical Activity Network partners are encouraged to start thinking about the way they can make an impact on health through improving physical activity levels, whether for their own staff, or for the wider public. Partners will be supported to consider what action they can take over and above the commitment of the collective pledges through making an individual pledge, or collaborative pledge in partnership with others. Partners who wish to develop further individual pledges may wish to discuss this with the Network Secretariat. In the first instance you may wish to contact the Network Secretariat at: physicalactivitynetwork@dh.gsi.gov.uk (tel: 0207 972 4456).

Registry of Pledges

An online registry of pledges is now available on the Responsibility Deal website (<http://responsibilitydeal.dh.gov.uk/>).

Go look at the online registry, and see who has signed up to one or more of the collective pledges and consider if there is scope to work together to maximise the potential impact of a particular pledge.

Community Pledge

P1. We will use our local presence to get more children and adults more active, more often including engaging communities in planning and delivery.

Why this pledge is important

The cost of physical inactivity, through the cost to the NHS and wider economy, is approximately £8.3 billion every year. It is essential that we act to improve public awareness of the health benefits of regular physical activity and the health risks of sedentary lifestyles.

How you can deliver this pledge

Become a Change4Life Partner

Change4Life offers resources to help organisations work together to support healthier lifestyles and improving levels of physical activity (www.nhs.uk/change4life). The website provides specific resources to support a range of activities including swimming, walking, cycling as well as an employer toolkit.

Partner with an existing physical activity programme

The Ramblers organise free led walks for everyone through 500 local groups. Find existing walks at www.ramblers.org.uk

Walking for Health offers people the opportunity to join a volunteer-led health walk, become a walk leader or even a cascade trainer. Resources including a 'walk finder', information about how to access free training and how to set up a new walk are available at: www.wfh.naturalengland.org.uk

Through the **Sport and Recreation Alliance**, sports clubs should sign up to the Community Amateur Sports Club scheme to create sustainable clubs which will provide communities the opportunity for an active future. Further information available at www.sportandrecreationalliance.org.uk

Walk England work with partners to create community walking campaigns, facilitating delivery through tried and tested products and services that make it easier for people to choose to walk. Getting communities more active can be as simple as linking to the 'one stop shop' at www.walkforlife.info from your consumer facing websites.

The **Amateur Swimming Association (ASA)** works through their regional teams to get more people active through their health and participation agenda. Resources include a network of 35 regional Aquatic Officers as well as targeted products and programmes. Further information can be found at www.swimming.org/asa. Big Splash is a national campaign to inspire the nation to swim – www.bigsplash.co.uk
British Gas Swimfit is an on-line tool which provides swim training sessions for different categories of swimmers – health, shape up & tone, fitness and competitive. www.swimfit.com

Use existing tools to develop your own activity

Walk England can create easy to read local walk maps, provide walk leader training, or develop tailored local walking challenges for schools or community groups for partners to sponsor. Further information at www.walkengland.org.uk

Contact your local **County Sports Partnership (CSP)** to find local partners and support for getting communities more active. You can find details of your local County Sports Partnership at www.cspnetwork.org

Use the London 2012 Olympic and Paralympic Games as a catalyst for getting more people, more active more often in your community. In 2009, the Centre for Sport, Physical Education and Activity Research (SPEAR) at Canterbury Christ Church University produced a resource pack called '**Active Celebration**'. This is a step-by-step guide for sports organisers and health promoters on how to use the Games as a catalyst for getting more people active. The resource pack is available to download online at <http://www.wellbeingsoutheast.org.uk/downloads/ActiveCelebration>

The **Promoting Activity Toolkit** provides tools to support strategic planning to enable organisations to find out where participation levels are low and where their target audience lives. (www.promotingactivity.com).

Sport England has a range of useful tools to help partners to better understand their local markets and target them more effectively. These include Sport Market Segmentation (www.sportengland.org/segments) and Local Sport Profiles which help to identify gaps in local sport provision. Programmes such as Sportivate aim to give participants aged between 14 and 25 the chance to receive 6 to 8 weeks of coaching in a sport of their choice. It is aimed at those who are currently not choosing to participate in sport in their own time. More information at: www.sportengland.org/about_us/places_people_play/sportivate.aspx

How to demonstrate impact

Partners will self-report on the actions they have taken and the measured outcomes. This information will be shared with the Department of Health who will make the information available on the Responsibility Deal online registry.

Any self-report on action taken should include details of engagement with local providers or commissioners, details of any local sport and physical activity programmes they have engaged with or supported, together with details of any increases in participation that are evident.

Physical Activity Guidelines Pledge

P2. We will contribute to the communication and promotion of the Chief Medical Officers' revised physical activity guidelines.

Why this pledge is important

In July 2011, revised physical activity guidelines from the Chief Medical Officer are being launched, and the promotion of these will encourage higher levels of physical activity in accordance with recommendations. Currently fewer than 1 in 10 adults specified a level equivalent to the Chief Medical Officer's minimum recommended target.

How you can deliver this pledge

Support the guidelines through promotion to consumers

This can be done through marketing campaigns, supported by on pack promotions or wider associated marketing.

An example of this is shown by Coca Cola who have promoted physical activity guidelines through their website:

<http://www.coca-cola.co.uk/health/healthy-diet-living-and-lifestyle.html>

Adopt Change4Life Messaging

The new guidelines will be embedded in Change4Life messaging, which is a useful tool for partners to use to deliver the message. See www.nhs.uk/change4life

Support the guidelines through promotion to staff

Employers should consider supporting the guidelines through disseminating them through staff wellbeing messaging. This can be done through HR wellbeing guidance and intranet sites.

How to demonstrate impact

Partners will self-report on the specific actions that they have taken to promote the revised guidelines. This should include details of any bespoke promotional materials they have developed together with details of target audiences and an assessment of reach and impact.

Organisations could also develop case studies highlighting good practice, for example setting out how their target populations are meeting the revised physical activity guidelines.

Active Travel Pledge

P3. We will promote and support more active travel (walking and cycling). We will set measurable targets for this health enhancing behaviour.

Why this pledge is important

Walking and cycling are some of the easiest ways for people to build physical activity and offer great scope to increase activity levels for the most inactive people.

How you can deliver this pledge

Get involved in an existing programme

Sustrans works with children, families, communities, policy makers, businesses, schools, hospitals, local authorities and many other partner organisations helping them to make smarter travel choices. Further information can be found at www.sustrans.org.uk

CTC provides demonstration and practical delivery programmes to support public bodies and employers to adopt smarter travel choices. More information at www.ctc.org.uk/activetravel

The Cycle to Work scheme is a Government supported tax-exempt benefit offered through employers, without cost to them, to encourage staff to commute to work by bicycle. Further information available at www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkguidance
www.cycletoworkalliance.org.uk/membership.html

Become a cycle friendly employer

GlaxoSmithKline is an exemplar employer for active travel. With over 3,000 staff employed at their West London headquarters, cycling has been put at the heart of staff benefits, healthy living and GSK's contribution to reducing CO₂ emissions and improving the environment. They are able to demonstrate what can be achieved through businesses promoting cycling. Further information and becoming a cycle friendly employer is available at: www.cyclefriendlyemployers.org.uk

Make a commitment to your staff by signing up to the **Cycle to Work Guarantee** and provide the facilities and incentives to help your workforce become healthier, greener and more productive.

www.cycletoworkguarantee.org.uk

Partners can consider taking steps to provide a working environment supportive of active travel. These could be:

- the provision of secure and safe cycle parking
- good quality showering, changing and locker facilities
- reward or incentive programmes to achieve targets for walking and cycling.

The National Business Travel Network has produced a 'ways2work' toolkit. This is a business led initiative to increase efficiency through better ways of working and travelling:

<http://www.nbtn.org.uk/ways2work/>

Become a walk leader and/or set up a new walk

Walking for Health offers people the opportunity to join a volunteer-led health walk, become a walk leader or even a cascade trainer. Resources including a 'walk finder', information about how to access free training and how to set up a new walk are available at: www.wfh.naturalengland.org.uk

Use Walking Maps

Walk England provides individually researched, bespoke local maps for organisations to give to their community or staff. The maps show short, pleasant walks from offices or community hubs, as well as the nearest transport interchanges to encourage people to walk part of their trip to work, school or the shops, thereby encouraging active travel;

www.walkengland.org.uk

Get some cycling training

Bikeability is 'cycling proficiency' for the 21st century designed to give people the skills and confidence to ride their bikes safely and well on today's roads. Promoting it in the workplace could help encourage more people to try out and take up cycling in the future.

www.dft.gov.uk/bikeability/the-three-levels/cycling-skills-for-adults/

For information on free adult cycle training in London you may wish to visit:

<http://www.tfl.gov.uk/roadusers/cycling/11689.aspx>

Become a cycle friendly retailer

Retailers should encourage more walking and cycling to their stores through, for example, the provision of secure cycle parking, information on local walking routes or through incentive schemes to reward those who travel to their stores by bike or on foot.

Lobby locally for more active travel

A number of environmental factors influence people's ability and willingness to make active lifestyle choices. For example, traffic dominated streets dissuade people from walking and cycling, as does the practice of locating services in out-of-town locations, only reachable by car. Responsibility Deal partners can be influential stakeholders at local level – please remember that you can work with local authorities and press them to create a more activity-friendly environment. The NICE Physical Activity and the Environment guidance is a good starting point:

<http://www.nice.org.uk/PH008>

How to demonstrate impact

- The active travel pledge commits organisations to setting measurable targets for increasing active travel. Partners will be asked to self-report on the specific actions they have taken, the targets they have set and the assessed progress against those targets.
- Where targets have been established to increase active travel by employees, this can be measured through staff surveys or through establishing an active travel workplace champion to monitor progress.
- The Department for Transport maintains a publicly available list of all organisations that have registered for the Cycle to Work Guarantee. This is regularly updated and will enable new sign-ups to be monitored.
- Partners should also report on any environmental changes they make such as improvements to cycle parking, changing and locker facilities and the impact on numbers of people travelling to work by active modes.

Physical Activity in the Workplace Pledge

P4. We will increase physical activity in the workplace, for example through modifying the environment, promoting workplace champions and removing barriers to physical activity during the working day.

Why this pledge is important

The costs of lost productivity to the wider economy caused by physical inactivity have been estimated at around £5.5 billion from sickness absence and £1 billion from the premature death of people of working age.

How you can deliver this pledge

Train staff to be workplace champions

The Central YMCA has an established workplace programme 'Workplace Activator' which trains workplace champions who then encourage their less active colleagues to be more physically active. Over the next 2 years, Central YMCA will training over 700 Activators with the aim of engaging thousands more in physical activity.

<http://www.ymca.co.uk/workplace-activator>

Engage your staff in more physical activity

Shift into Sports programme is a programme designed specifically to enable shift workers to do more sport and physical activity. The scheme provides shift workers with heavily discounted gym memberships and access to five-a-side football pitches during off-peak hours, without any long-term contracts.

www.shifintosports.com

The ASA has scheduled British Gas Swimfit sessions for its staff in partnership with the local leisure centre. Further information on how to involve your staff in this programme can be found at www.swimfit.com

Create a staff challenge

The NHS Challenge is demonstrates how a large, national organisation can engage with physical activity providers and National Governing Bodies (NGBs) of sport to encourage employees to participate in a range of physical activity opportunities, from led walks to netball and tag rugby. The NHS Sport and Physical Activity website

(<http://www.sportandphysicalactivity.nhs.uk/about.asp>) provides an exemplar

of this approach. County Sports Partnerships are well placed to help make the links with local physical activity organisations and NGBs.

New functionality on the website www.walk4life.info allows Walk England to create dedicated areas for employees to engage with a discrete challenge and team to record their progress. Walk England also offer training for Employee Walk Ambassadors and bespoke maps encouraging staff to walk in their lunch break.

Become a fit business

Fit Business is Unilever's UK & Ireland programme designed to improve its employee's health and wellbeing both at home and at work by focusing on physical activity, nutrition and resilience. An example around physical activity is its participation in the Global Corporate Challenge. This has grown year on year with 1,350 people (nearly 20% of all employees) in 119 teams taking part in 2010 and winning a 'Most Active Business' award. Further information at: http://www.bitc.org.uk/resources/case_studies/afe_2565_1.html

Business in the Community (BITC) has developed a Physical Activity Toolkit which provides practical guidance in promoting physical activity in companies as part of an integrated health and wellbeing programme. http://www.bitc.org.uk/resources/publications/physical_activity.html They have also developed a Workplace Wellbeing tool designed to help employers improve the health and wellbeing of people in their organisation. Further details at: http://www.bitc.org.uk/workplace/health_and_wellbeing/the_workplace_wellb.html

Seek local advice

Many **County Sports Partnerships** coordinate active workplace schemes or can provide advice and signposting to local partners and resources to help increase sport and physical activity in and around the workplace. More information at www.cspnetwork.org

How to demonstrate impact

Partners will be asked to self-report on the impact of any activities to promote physical activity in the workplace, with a specific focus on any reported increases in participation. These can be measured through bespoke surveys or regular staff health and wellbeing surveys using the 'single item measure' for physical activity.

Partners should also report on any specific actions they have taken to promote physical activity in the workplace, including appointing workplace champions, changes to internal policies or procedures, internal material produced for employees.

Organisations should consider adopting the 'single item measure' for physical activity which provides a validated screening tool that is quick to establish participation levels across the workforce. This measure could be incorporated into annual staff surveys. **The Outdoor Health Questionnaire**, developed for the Walking for Health programme, is a good example of using the single item measure to record physical activity levels. An example of the OHQ is here: <http://www.wfh.naturalengland.org.uk/our-work/ohq>

Inclusion Pledge

P5. We will tackle the barriers to participation in physical activity faced by some of the most inactive groups in society.

Why this pledge is important

We know that there are particular groups in society that are most at risk of physical inactivity:

- Women
- BME communities
- Older Adults
- Those in low income households
- People with disabilities

It is essential that we remove barriers to improve health inequalities.

How you can deliver this pledge

Look for advice and guidance

Sporting Equals provides ideas, support, advice and guidance to increase black and minority ethnic and faith communities' participation in sport and physical activity. More information at www.sportingequals.org.uk

In order to get as many women and girls as active as possible, it is important to understand how to tailor activities in ways which they like, and then market them in ways which will appeal. **The Women's Sport and Fitness Foundation** can provide further information and support on how to do this. Further information at www.wsff.org.uk or e-mail info@wsff.org.uk

County Sports Partnerships can provide guidance and local opportunities to address barriers to participation locally. More information at www.cspnetwork.org

Organisations should use a social marketing approach and draw upon their own unique communication channels to reach out to those groups least likely to participate in physical activity. Sport England's **Active People Survey** will provide detailed local data which should be used to identify the least active groups in their area enabling them to develop targeted messaging or campaigns.

http://www.sportengland.org/research/active_people_survey.aspx

Support a local initiative

The Ramblers 'Get Walking Keep Walking' is a leading example of physical activity promotion to socially disadvantaged groups, such as black and

minority ethnic communities and people living in deprived areas. Further information at www.getwalking.org

Streetgames runs Doorstep Sport – sport in the right style, at the right time and in the right place to suit people living in areas of greatest disadvantage. Further information at www.streetgames.org

Engage with programmes which are aligned with the Government’s strategy for delivering a legacy for disabled people from the London 2012 Paralympic Games. Further details of these programmes are available from the **Office for Disability Issues** at: <http://odi.dwp.gov.uk/odi-projects/2012-legacy.php>

How to demonstrate impact

Organisations will need to define the actions they propose to take in support of this pledge, setting out clearly their proposed actions, target population groups and the number of individuals they expect to impact upon.

Within targeted population groups, organisations should estimate the number expected to undertake an additional 30 minutes of activity per week. These plans could be aggregated to create a Network target for the number of people to be lifted out of inactivity through specific campaigns or interventions.

Organisations overseeing major projects will also assess the impact of those projects against stated targets.