

Move together conference October 2023

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Content

- Our diverse and changing population
- Physical activity and inactivity locally
- Partnership working is key
- Lots of good work is happening already across Kent
- Move Together Strategy is an opportunity to build on this

Key messages

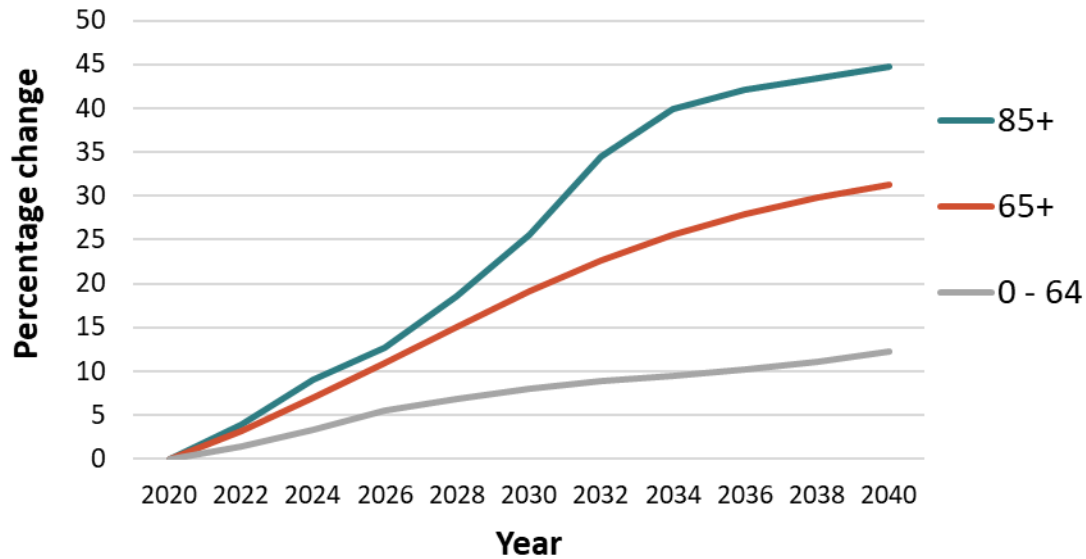
- Identify areas of disadvantage and underserved communities
- Partnership working and co-production
- Evidence led but also learning by doing



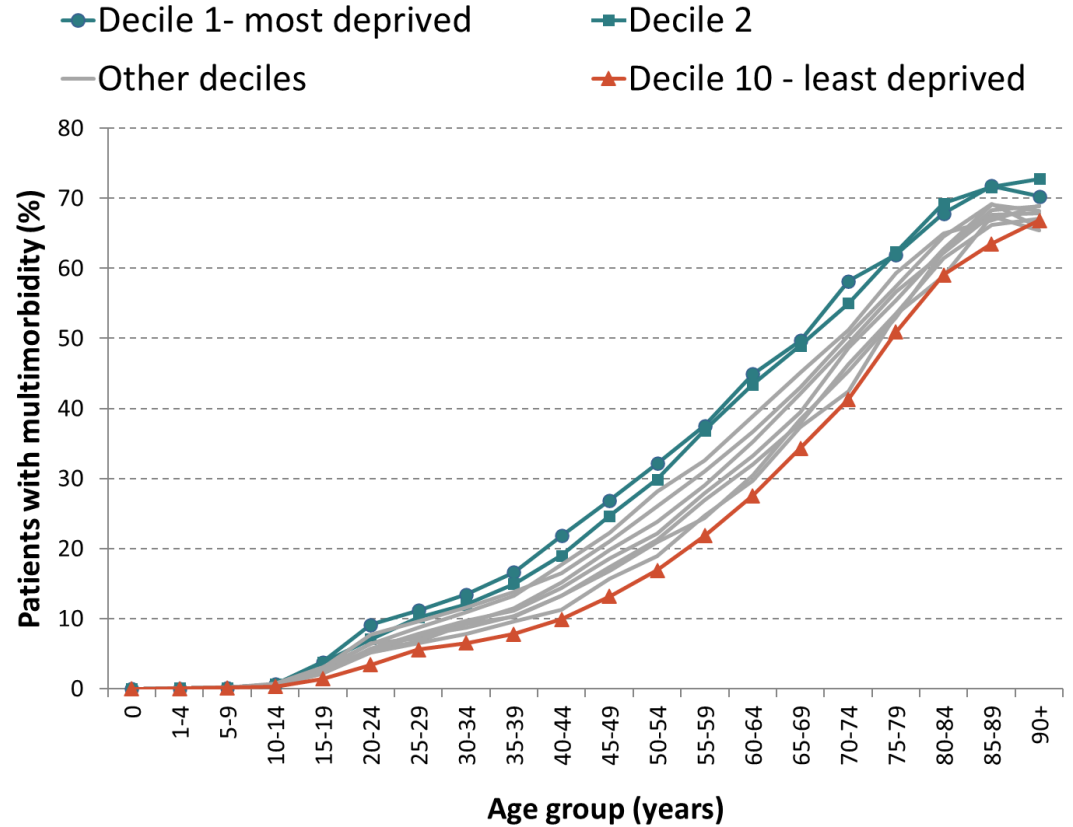
DIVERSE, CHANGING POPULATION

Ageing and long-term conditions

Projected percentage change in population for Kent

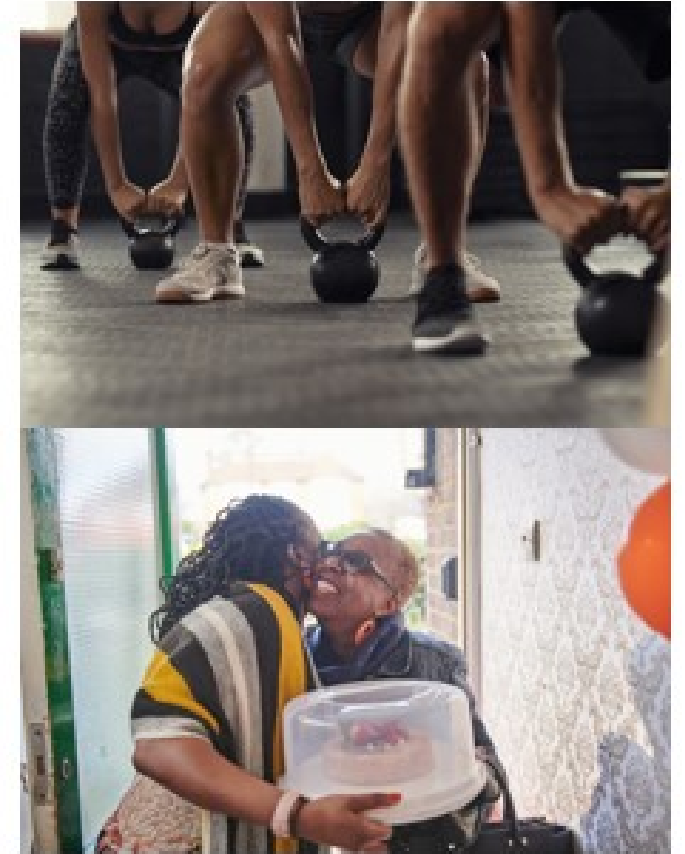
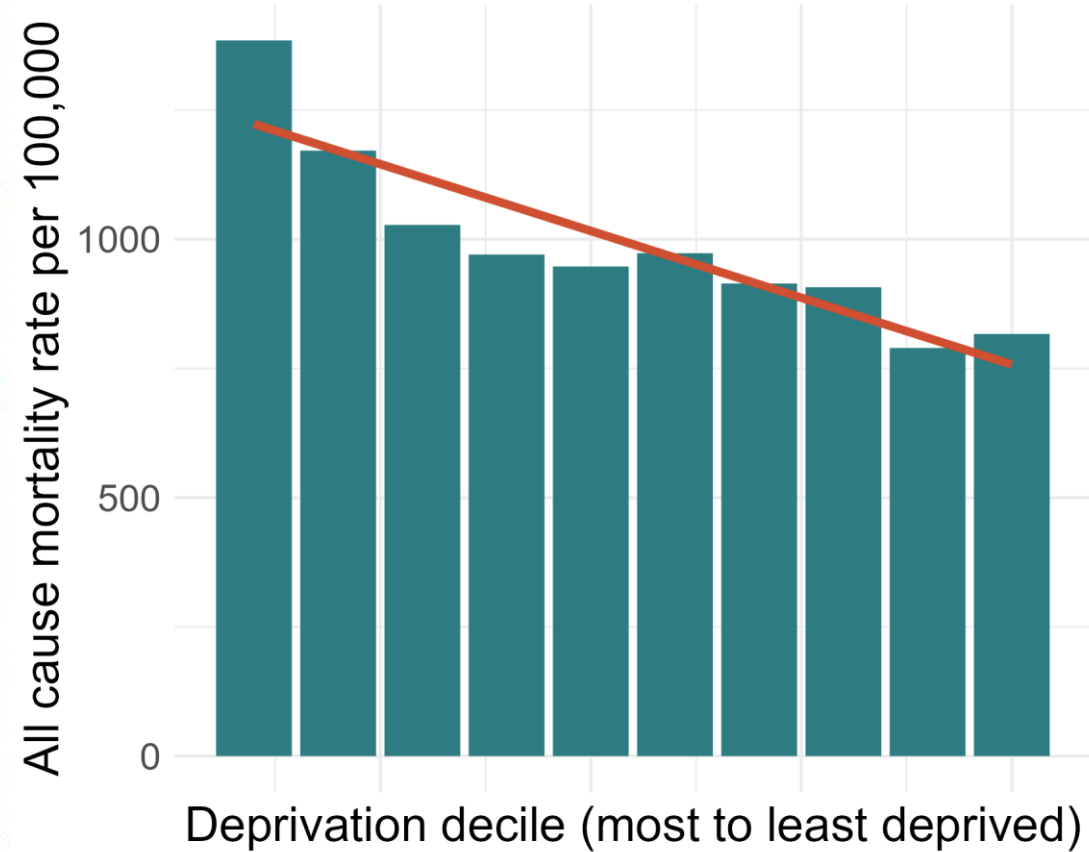


Source: KCC Housing Led Forecasts, KPHO



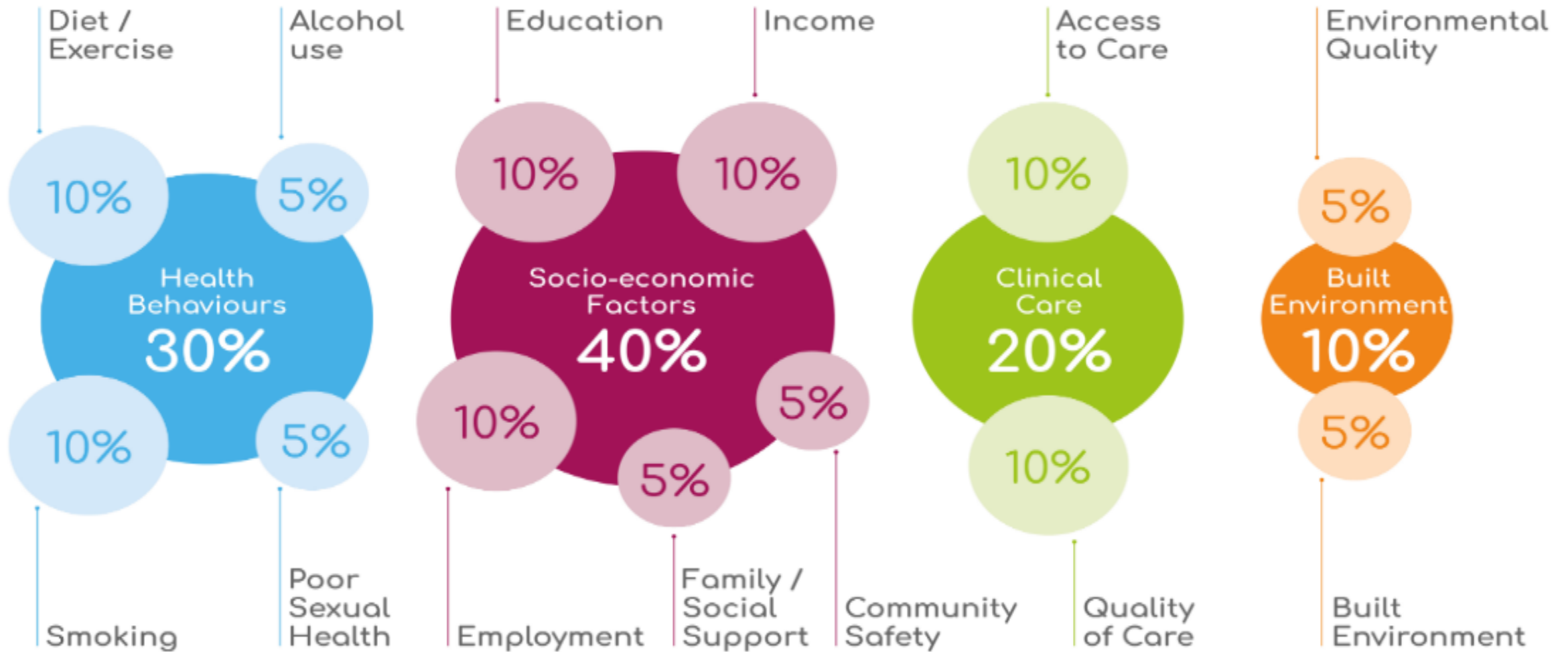
Source: Kent Integrated Dataset (KID), prepared by KPHO (TG), March-2018

Social gradient of health



All-age all-cause mortality rate by Kent deprivation decile, 2022
Source: Primary Care Mortality Database, KPHO

We need to address ALL the wider determinants of health (WDH)



SOURCE: Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute in US to rank countries by health status



Physical Activity is one important part – hence its prominence in our Integrated Care Strategy

Subdomain of shared outcome 3: Support adoption of positive mental and physical health behaviours.

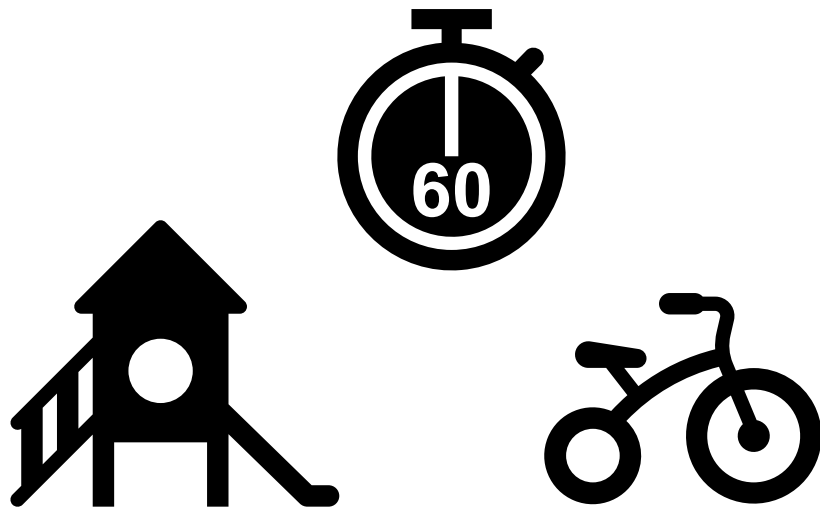
- deliver **evidence** based support to all at an appropriate scale
- work with communities to develop **community led approaches** and local active and sustainable travel
- increase the use of ‘**making every contact count**’ and **social prescribing**
- ... by addressing **socioeconomic determinants** and aiding **mental wellbeing** we will help people adopt healthy lifestyles



PHYSICAL ACTIVITY

CMO guidance

The UK Chief Medical Officer recommends that children should engage in sport and physical activity for an average of 60 minutes per day

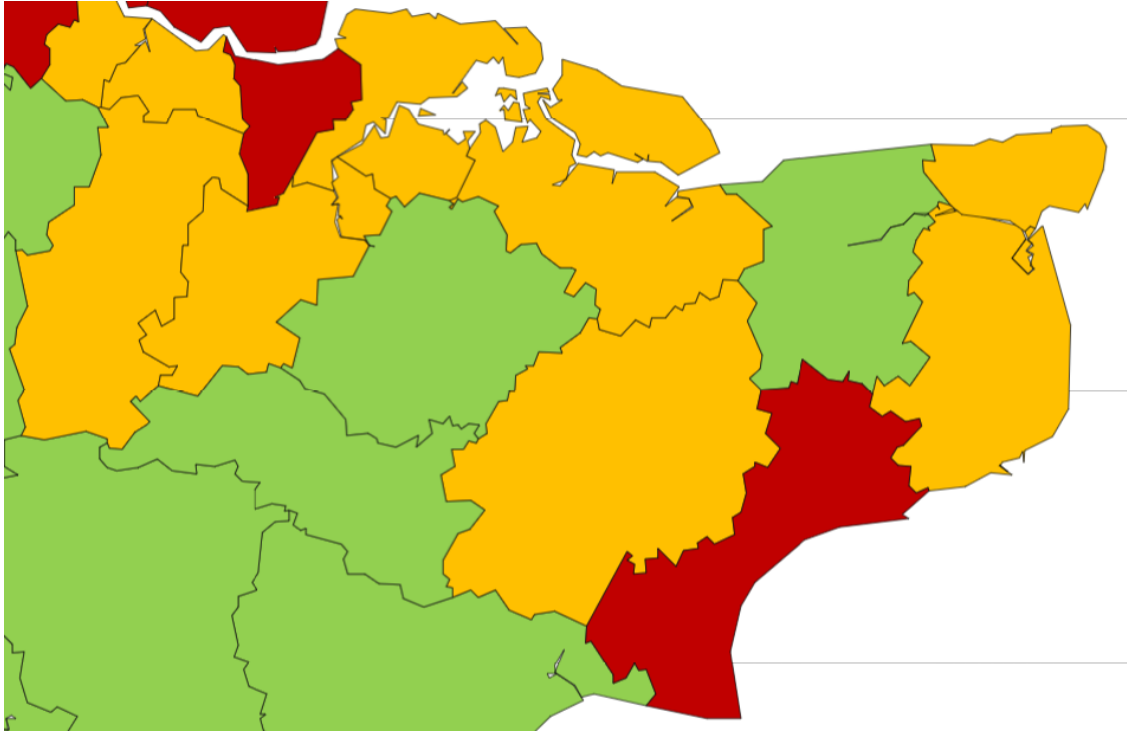


Adults should be physically active everyday

Mon	Tue	Wed	Thu	Fri

Adults should engage in moderate-intensity exercise for a minimum of 150 minutes per week

Physical Activity & Inactivity in Kent



Physically active adults 2021/22 by district and unitary authority
Source: Office for Health Improvement & Disparities. Public Health Profiles. [2023-10-13] <https://fingertips.phe.org.uk> © Crown copyright [2023]

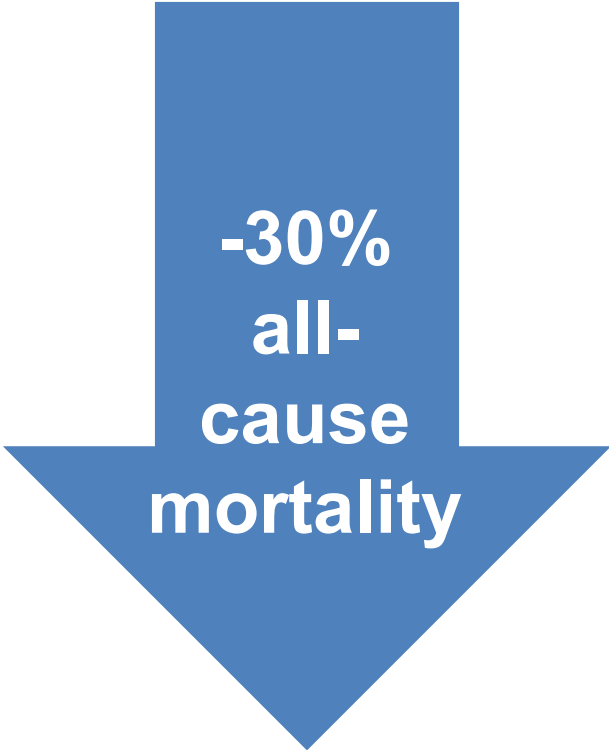
- In Kent, 68% of adults were physically active similar to England average (67%)
- Gravesham and Folkestone & Hythe significantly lower than England average (~62%)
- Association of lower levels of physical activity with age and deprivation
- Men (70%) more active than women (59%)
- Disabled people half as likely to be active

Benefits of physical activity

Mental health

- ↑ Self-esteem and mood
- ↑ Sleep quality
- ↑ General energy levels

- ↓ Loneliness and social isolation
- ↓ Anxiety
- ↓ Depression



Other long-term conditions

- ↓ -30-40% risk of diabetes
- ↓ -30% risk of colon cancer
- ↓ -20% risk of breast cancer
- ↓ -20-35% risk of cardiovascular disease, coronary heart disease, stroke

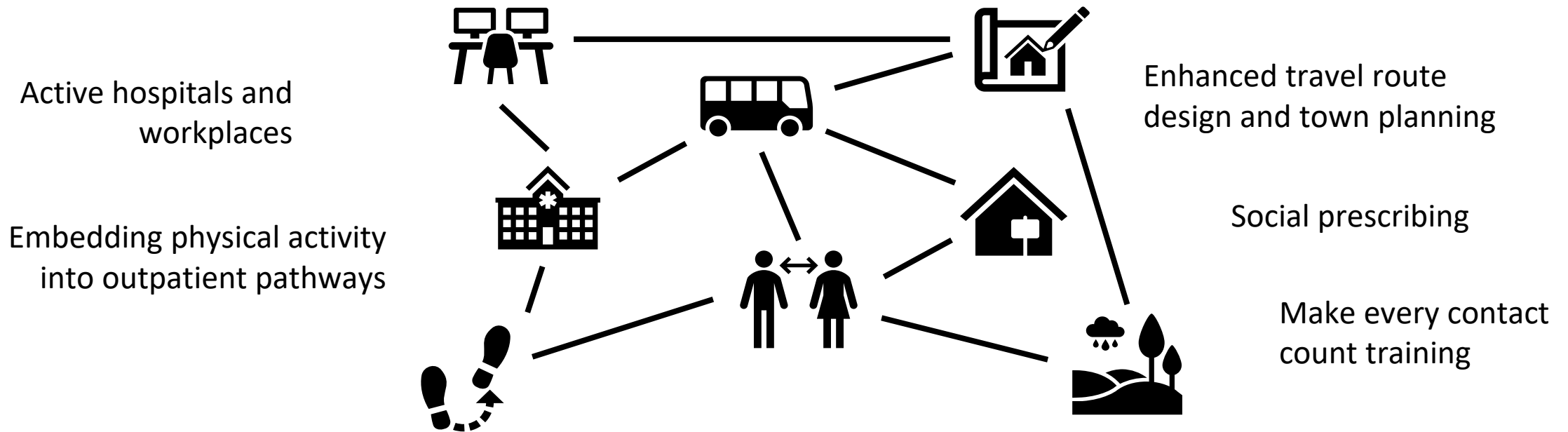
- ↓ Dementia
 - ↓ -30% risk of falls
 - ↓ Physical decline
- } Older adults

OPPORTUNITIES



Taking a 'Whole system approach' to partnership working

Partners from Kent and Medway local authorities, the voluntary sector, community groups, health and social care, faith groups, the education sector and workplaces are required to work together in achieving the desired goals. In addition, involvement from partners from transport, housing, planning, businesses, disability groups, and others is important.



Current activities

- Daily mile (in schools)
- Park runs
- Holiday activity programme
- Cycle training
- Outdoor gyms
- This Girl can
- Education materials for employees to become physically active



Move Together Strategy

- **Move Together Strategy** is a call to action for stakeholders across sectors to work together to encourage more individuals to engage in physical activity.
- Partners are invited to **pledge your support** and contribute to the vision of More people, More Active, More Often by supporting and encouraging people to take part in sports and physical activity.
- **Everyday Active and Live Longer Better Network** tools provide access to information about available activities with focus on people who could benefit most owing to health conditions and other personal circumstances.

Our public health team can support – for example Research and Evaluation

- Kent County Council has a Research Innovation and Improvement (RII) team whose function is to generate best available evidence to commission the highest quality services and deliver better health. The RII team:
 - raises awareness about research opportunities
 - promotes good practice and training
 - support funding bid applications
- The Kent Public Health Observatory can assist with population health analysis and designing project evaluation.

KENT PUBLIC HEALTH
OBSERVATORY

Summary

- Inequalities gap can be narrowed with concerted action across the social determinants of health
- Average overall physical activity levels masks differences by age, sex, ethnicity, deprivation, disability and geography
- Partnership action via a “Whole System approach” is needed
- Move Together Strategy offers a good opportunity

