

SLOUGH BOROUGH COUNCIL

REPORT TO: Employment and Appeals Committee

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PART I **FOR INFORMATION**

WELLBEING UPDATE - PROGRESS ON IMPLEMENTATION OF ACTIVE MOVEMENT

1. Purpose of Report

This report seeks to provide members with information on the Public Health Active Movement programme which is an integral part of the councils Transformation programme and wellbeing initiative, evolving from the Overview and Scrutiny “Exemplar Authority” project.

2. Recommendation(s)/Proposed Action

The Committee is requested to note the contents of this report and to consider a champion to advocate Active Movement within the Members community.

3. Supporting Information

- 3.1 The underlying causes of obesity and inactivity are complex. They as much reflect wider social factors, such as household income, local deprivation levels, community traditions and perception of access to safe and attractive outdoor space as individual factors such as knowledge of healthy lifestyles and individual personal choices. This highlights the key role the wider council plays in addressing these issues. While the results may take longer, the council’s work to tackle family poverty, educate children, boost employment prospects and improve and regenerate the built and green environment all help tackle obesity and inactivity in adults and children alike.
- 3.2 While many of the more visible interventions that Public Health lead are targeted at the individual, Early Years and Schools provide ‘settings’ which allow us to influence a healthier background environment and support a ‘community’ e.g. a school’s students, staff and parents, to manage more sustainable change as ‘normal every-day life’.
- 3.3 As part of the Overview and Scrutiny “Exemplar Authority” project and the 2017 SBC health and wellbeing survey, it was decided that the commissioning of a universal behaviour change programme should take place. It was initially

integrated alongside the councils move to 25 Windsor Road but has subsequently formed part of the council's wider Transformation programme.

Active Movement

- 3.4 'Active Movement' is Public Health's holistic behaviour change programme to reduce levels of sedentary behaviour and help tackle our inactivity crisis, a key contributor to obesity and premature mortality. Public Health commissioned 'Active Movement' in late 2017 as a pilot with two children centres, five primary schools and two secondary schools to explore how we could holistically engage with all pupils, teachers and their families to encourage life long learning of the importance of being physically activity and the negative health consequences of extended periods of sitting.
- 3.5 Following successful integration in the pilot schools and overwhelmingly positive feedback from pupils, teachers and parents, in June 2018 Public Health re-commissioned 'Active Movement' to deliver this intervention across the majority of Slough primary schools and to Slough Borough Council employees.
- 3.6 The initial end of year report from the pilot settings showed:
- 43.6% of participants have increased physical activity levels outside of school
 - Average grip strength increased by 25% in the intervention schools compared to only 3% in the control school
 - Waist circumference increased by 3.6% in the intervention schools (Statistically insignificant) compared to 19.8% in the control school (Statistically significant)
 - From Chalvey Grove children's centre– A contribution to an 8% increase in children showing an expected level of progress in physical development compared with previous years, when the data was fairly static. 5.2% increase in the number of children showing expected levels of development in managing their feelings and behaviour
- 3.7 The integration of Active Movement into SBC has now started in full. Public Health and People Services have been working together to raise the profile of active movement to the workforce through briefings such as 'talkabout'. The intervention will be introduced across all staff in Slough Borough Council over a 6 month period including:
- A programme that is tailored to the office location (both inside and out) which integrates movement into the daily routine (both at the desk and around the office)
 - A three-stage campaign which sees the emphasis move from a collegiate approach of change in sedentary behaviour to an individual review of movement to understand current activity levels and how they can be increased
 - A communication programme to educate and inspire in each of the programme's three phases
 - A staff training session to introduce all staff to the concept and its impact on their daily routine. These 2 training sessions which are open to all staff are on the 17th June and 9th July.
 - An ongoing support programme of email contact, and visits to inspire participation and maintain momentum (including contact from programme founder, Dr Mike Loosemore MBE, a world pioneer in Exercise Medicine and

lead at the Institute of Sports, Exercise and Health). A service line is also available to all.

- An evaluation process of behavioural questionnaire and focus groups as well as working with People Services to look at relevant in-house data (such as staff satisfaction and absenteeism)
- The use of the councils Transformation Champions to be the advocates of the programme and to help further embed the healthy behaviour change messages across all departments.

3.8 Most importantly, the programme will not disrupt the office environment or reduce the ability to work. Research evidence shows the power of small, regular, consistent non-sedentary and low-level activity in affecting a range of physical and emotional issues that can affect individual health and collective well-being in the office - including creativity, energy levels, concentration, teamwork and productivity with longer-term health gains in reducing heart disease, cholesterol levels, diabetes, obesity even some cancers.

4 **Collective Agreement**

4.1 The Active Movement integration across the council relies on the support and backing of all levels of management across all council departments. Only then can the intervention be fully integrated, implemented and successful.

4.2 Both CMT and SLT have been briefed on the programme and are fully supportive.

5. **Financial Implications**

5.1 Funded by the ring-fenced Public Health grant, it is planned to roll out this service to further early year settings and all secondary schools throughout 2019 and 2020. This will support our vision of an “Active Slough”, a town that stands and moves more often.

6 **Equality Impact Assessment**

6.1 Not applicable

7. **Conclusion**

It is recommended that this committee note the contents of this report and look to support their own community with “Active Movement” and be the advocates of standing and moving. This will support the integration of our work in Early Years, Schools and the council itself to create a more active community.

8. **Background Papers**

None.