



NATIONAL CENTRE FOR
SPORT & EXERCISE MEDICINE
WORKING FOR HEALTH & WELLBEING

Creating a culture of physical
activity

Vision

To be recognised as the City that created a Culture of Physical Activity within its communities, workplaces and people through the Legacy of London 2012 Olympic and Paralympic Games.

Vision sound bite:

"To establish Sheffield as The City of Physical Activity"



Mission

Through a unified and city wide approach we will support evidence based initiatives that;

- *seek to reduce the burden of disease across the City*
- *promote economic growth through a physical activity culture*
- *improve the health and productivity of the City's workforce*
- *facilitate more active lifestyles for the population of Sheffield as a whole.*



Achieving the Vision

- NCSEM capital investment establish an innovative model to;
 - *co-locate patients, researchers, sport and exercise medicine specialists and public health professionals across the City.*
 - *create community facilities to extend the reach of Sport and Exercise Medicine that include; research, recreation, rehabilitation and education.*
- Connect the NCSEM Capital investment to an innovative and evidence-based physical activity programme.
- Ensure a seamless city-wide strategy to achieve significant public health outcomes.
- Demonstrate return on investment.

Partnership approach

Stakeholders		Lead person
Sheffield Teaching Hospitals Foundation Trust		Sir Andrew Cash (chair)
NHS Sheffield/CCG		Ian Atkinson
Sheffield City Council		John Mothersole
Sheffield Hallam University		Rhiannon Billingsley
The University of Sheffield		Philip Harvey
Sheffield Chamber of Commerce and Industry		Richard Wright
Voluntary Action Sheffield		Sue White
Sheffield International Venues		Steve Brailey
Sheffield Children's Hospital		Isabel Hemmings

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Measures of success

- To bring benefit socially & economically we are aiming for:
 - 1% stepped change in physical activity at a population level year on year
 - 2-3% reduction in CVD risk factors at population level over 5 years
 - 15% Reduction in back pain related absenteeism in 5 years
 - 15% reduction in back pain referrals in 5 years
- Evidence based, representing a significant attempt at a cross population implementation project.



Modest - Invest to save

- If the average risk factors across Sheffield were reduced by 2% - 3% over five years this could:
 - reduce annual admissions by up to 1,235 per year,
 - prevent up to 426 premature deaths per year and
 - save up to £3.7 million per year on acute hospital costs alone
 - *Non-recurrent cumulative savings over the five year period could be as high as £11.2 million.*

Based on Whitfield et al., 2008

Optimistic - Invest to save

- If the average risk factors across Sheffield were reduced by 5% - 6% over five years this could:
 - reduce annual admissions by up to 1,984 per year,
 - prevent up to 640 premature deaths per year and
 - save up to £5.9 million per year on acute hospital costs alone
 - *Non-recurrent cumulative savings over the five year period could be as high as £17.7 million.*

Based on Whitfield et al., 2008

Three Interconnected Themes



- Ecological model of physical activity
- Provide targeted and universal support
- Focus on Musculoskeletal conditions & mental health
- A whole city approach to establishing legacy
- Connected through one brand, one message.

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Physical Activity

- Promotion of 'physical activity' at an individual, group, community and population level in a wide range of settings across the City
- This bespoke physical activity comprises two forms:
 - 'primary prevention', increasing physical activity in people with no health restrictions to activity
 - 'secondary prevention', tailored physical activity for people with some health restrictions to activity.

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Workforce Wellness

- Harnessing workplaces in the promotion of healthy living at an individual, group, community and population level in a range of settings across the City (i.e. *workplaces, schools, homes*)
- Evidence based approach to interventions with a focus on musculo-skeletal conditions & mental health and wellbeing
- Embedded within organisational culture, business owning the bottom line benefits
- Reduced absenteeism and more productive workforce (presenteeism).

Physical Activity Economy

- The development of a physical activity economy in Sheffield through the NCESEM and associated projects
- Unlike the other themes, the evidence for leveraging a physical activity economy through interventions is limited
- Programme of in-depth stakeholder consultation and 'real-world' research to inform interventions later in the programme.

Sheffield - The City of Physical Activity 2032

Cost-effectiveness/Return on investment

15% reduction in MSK referrals and admissions

15% reduction in MSK sickness-related absence

Annual 1% increase in PA

2-3% reduction in CVD risk factors across population

Increase in PA related policies

Enhanced access to PA opportunities

Enhanced active living domains

Intrapersonal change

Physical Activity

Workforce Wellness

PA Economy

Stakeholder partnership working

Community engagement

National NCSEM

Effective project management

Leadership from NCSEM board



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