

Annex a: Priority areas and delivery

Healthy Weight: Healthy Wales Implementation Board (Phase one: physical activity)

Context:

The launch of the Welsh Government's consultation on **Healthy Weight: Healthy Wales**, aims to develop and establish ambitions across diet, nutrition and physical activity, to inform the development of a long-term strategy to prevent and reduce obesity. This legislative commitment is set out as part government's Public Health (Wales) Act 2017. A 12 week consultation has commenced, which will close on 12 April and a final strategy will be published by October 2019. The strategy will set out a sustained and long-term vision over a 10 year period to prevent and reduce obesity, which will include taking action to increase levels of physical activity and to reduce sedentary behaviours. This will need to be underpinned by a dynamic implementation structure to ensure we build in accountability to drive forward delivery at pace.

Physical activity is a strong feature through *Prosperity for All* which commits the government to substantially increase levels of physical activity across Wales. There has already been positive work undertaken to drive forward this commitment, which has included a collaboration between Public Health Wales, Sport Wales and Natural Resources Wales to drive common objectives, this has included the launch of a Healthy and Active Fund, which has initially been targeted to increase physical activity levels.

To increase the intensity of pace and to bring together cross-government working, cabinet (October 2018) agreed to commence implementation of eight strategic priority areas for action specific to physical activity, to help achieve the challenging aim of increasing physical activity levels up to 2021. This paper sets out the actions for delivery to meet this aim.

The Minister for Culture, Tourism and Sport also assumed the role of physical activity champion, which includes scrutiny of cross-government delivery. A key component of the forthcoming Healthy Weight: Healthy Wales strategy has been the establishment of an Implementation Board accountable to Ministers to drive forward delivery across the strategy. Whilst awaiting the outcome of the consultation and the development of a final strategy, cabinet agreed to focus a nine month period of work on physical activity to drive forward the eight priority areas. A **Healthy Weight: Healthy Wales Implementation Board (phase one – physical activity)** has been established. A review will take place ahead of a phase two implementation board to ensure that governance and delivery is geared to meet the aims of a national strategy coming into force.

New updated guidelines for physical activity from the UK Chief Medical Officers are expected to be published spring 2019.

These guidelines will be applied to help policy makers and health professionals, and individuals themselves understand how to reduce the risk of ill health associated with inactivity and sedentary behaviours. Policy leads from the four countries are meeting on 30 January 2019 to develop a work plan for publication and dissemination of the revised guidelines.

Aim

Between now and up to 2021, government will work across collaborative actions to support and encourage a substantial increase in people's physical activity in wales. The board will need to consider if the **World Health Organisation's target of a 10% relative reduction in the prevalence of insufficient physical activity** is a realistic aim. This is a challenging target whose key

components of success should be to develop and support long term multi-tiered collaboration, policies and programmes, incorporating legislative measures, collaboration with key stakeholders, and mass media campaigns.

Priority area one: Develop a Ministerial Champion role on physical activity

The Minister for Culture, Tourism for Sport to adopt a physical activity champion's role, to challenge delivery across government and partners. This will include holding departments and key delivery partners to account over delivery, and playing a role to support delivery of the actions outlined below:

- Challenge by Minister to monitor progress and review from the board on the eight priority areas;
- Work across government to drive delivery and priority areas;
- Increase awareness across Wales through a range of visits with partners; and
- Overview of consultation and findings from Healthy Weight: Healthy Wales to shape long-term aims on physical activity.

Update

Sport Wales, Public Health Wales and Natural Resources Wales have developed an initial work programme, which was discussed with Ministers in October 2018. This included developing joint approaches through the delivery of a £5m Healthy and Active Fund which focuses initial proposals on physical activity. Delivery will support the priority areas and work of the board.

Priority area two: Increase daily activity through school environments

Individuals need the motivation and opportunities to be able to walk and cycle more often as part of their everyday lives. The development and delivery of the **new school curriculum** offers opportunities to support and encourage increased opportunities for physical activity and to increase levels of active travel across the younger population. There are currently 385 schools signed up to undertake **The Daily Mile** across Wales and we want to assess the current health impacts of participating schools and, if shown to be effective, to double the amount of participating schools by 2021. We also want to support **active travel**, and will consider opportunities for reviewing the framework for child pedestrian and cycle training across Wales and work with local authorities to identify barriers to taking up training by schools and increase access and opportunities.

Update

Our **new curriculum** in Wales will deliver learning for children and young people aged between three and 16 years. This means that from the very beginning of our education system, learners will be accumulating skills, knowledge and experience across the six Areas of Learning and Experience, including Health and Wellbeing .

One of the four purposes of the new curriculum is that learners develop as healthy, confident individuals who can apply knowledge about the impact of diet and exercise on physical and mental health in their daily lives. The four purposes are at the heart of the new curriculum and are the starting point for all decisions on the development of the new curriculum and assessment arrangements.

The pioneer group developing the Health and Well-being AoLE has worked closely with a range of experts on how diet and exercise can affect learners' well-being, this includes working with Public Health Wales and Sport Wales. The new curriculum for

Wales will be made available for feedback in April 2019. It will then be phased in from September 2022, starting with nursery through to Year 7 and will roll out year-on-year until 2026.

The implementation of the **Daily Mile** is a good example of collaborative working between Welsh Government, Public Health Wales and the third sector, to increase levels of physical activity. Development work on the Daily Mile is at an early stage in Wales, consequently officials hold limited information on the quality of delivery amongst the 385 participating schools who have currently registered. Emergent evidence is beginning to form concerning the overall health impacts of The Daily Mile. A long term study on the effect of the Daily Mile on children's health, obesity and wellbeing was published by the universities of Stirling and Edinburgh in May 2018. Findings from the study reveal that those children participating in the Daily Mile were more active, less sedentary and improved their fitness and body composition. Further research is being driven by Kings College, London.

Other initiatives such as the Morning Mile are also delivered across primary schools in Wales, with the aim of achieving similar objectives and outcomes to the Daily Mile. That is why an action is proposed to support schools to embed daily physical activity through initiatives such as the Daily Mile whilst recognising other approaches may already be taking place.

The **Active Travel (Wales) Act 2013** requires local authorities to plan integrated active travel networks and make improvements every year. It aims to improve air quality, reduce emissions and congestion, and boost the nation's physical and mental health by making walking or cycling short distances the norm in Wales.

Welsh government makes funding available to Local Authorities to create and improve active travel routes under a number of capital grant schemes; in particular Safe Routes in Communities and the Active Travel Fund. Active Journeys is an active travel promotion programme working in schools across Wales.

The Act supports:

- The seven well-being goals under the Well-being of Future Generations (Wales) Act 2015.
- The Healthy and Active chapter within Prosperity for All through the promotion of healthy lifestyles and choices and the United and Connected chapter through enabling people to make everyday journeys by active travel.

The cross-portfolio relevance of active travel is recognised in the membership of the Active Travel Board, which is made up of key internal departments, other public sector partners and external stakeholders. A Wales level statistical bulletin is published annually. The latest one was released in December 2018. Local Authorities also provide annual reports, providing information on changes in active travel levels in their local area.

Opportunities

A sustained approach within school based settings is needed to increase physical activity and reduce sedentary behaviour whilst informing long term behaviour change. Whilst we know numbers of schools involved in the Daily Mile or are involved in active travel to school approaches, we do not yet know about the quality and sustainability of delivery across Wales. We also know there are barriers such as access to infrastructure, i.e. bicycle storage which can be prohibitive. Public Health Wales, Sport Wales and Natural Resources Wales have committed to looking at establishing a more joined up and collaborative approach to delivery of school sport, the Welsh Network of Healthy School Schemes and Eco Schools, where there are potential opportunities to strengthen delivery.

Priority area three: Physical activity to encourage prevention and intervention

We will review the delivery of the **National Exercise Referral Scheme (NERS)**. Opportunities for partnership work with Natural Resources Wales, Community Housing Cymru, and the networks of community groups that exist across Wales for walking and other activities will be investigated in order to expand **social prescribing and delivery of initiatives** to connect with people who currently experience multiple barriers to engaging in physical activity. One example of this could be utilising the Valleys Landscape Park, Discovery Hubs and green social prescribing network.

Update

The **NERS** provides access to a tailored and supervised physical activity intervention for those who are inactive and at risk of or currently experiencing a long term or chronic health condition. It is funded by Public Health Wales through a grant to the Welsh Local Government Association and the 22 local authorities across Wales.

Public Health Wales are reviewing the scheme and exploring ways to ensure the scheme remains sustainable, evidence-based and cost-effective for the future. In addition Public Health Wales are undertaking an analysis of data to identify patient outcomes following participation in the NERS as well as a review of the evidence to identify which patients have the greatest capacity to benefit from the scheme. To enable further improvements they are working with the national and local co-ordinators to establish a new system for collecting and storing data.

There is a strengthened approach to drive forward work on **green prescribing** which links with programmes such as NERS which will help to establish communities to their natural landscape. This is being driven at local levels and there are pockets of case studies which are emerging which support this work. An All Wales Social Prescribing Research Network has been established in

May 2018 to build the critical evidence for social prescribing in Wales. It is a research platform to support the three communities of practice in North, West and East Wales.

Social prescribing links strongly with outcomes through the **Valleys Regional Park** which has £7m funding over a two year period, which will utilise the natural and cultural heritage of the Valleys to have a transformative effect on the local, and national economy and improve the well-being of local communities. This links with **wider tourism opportunities**, such as Bike Park Wales, where tourism infrastructure has engaged with local communities to develop opportunities and improve local wellbeing.

The **Sustainable Management Scheme** (SMS) provides financial support for a range of activities improving the management of our natural resources and in doing so contribute to the well-being of our rural communities. Additionally the scheme aims to improve the diversity and extent of outdoor recreation facilities to maximise inclusive access for Welsh citizens and visitors for health and well being benefit.

Monitoring and Evaluation activities demonstrate the outcomes of the collaborative actions, by monitoring the impacts, ensuring a baseline assessment is in place before action is taken and measuring the subsequent changes. Activities related to the development of key lessons and recorded experiences of the participants engaged in the collaboration help shape future programmes and projects.

The **Enabling Natural Resources and Well-being in Wales Grant** (ENRaW) aims to encourage collaboration from the outset with new partners outside of traditional environment areas, including business, health, transport, tourism, etcetera. Its three key themes are:

- Developing, regenerating and broadening access to sustainable green infrastructure.

- Improving the quality of the urban and rural built environment.
- Developing resilient ecological networks, areas and nature based solutions.

There is a key focus within the grant on achieving benefits across economic, social cultural wellbeing in addition to environmental using the seven well-being goals as a framework. This recognises the growing body of evidence arising from investments in the natural environment for well-being. The grant has closed its first funding window.

The **Healthy and Active Fund** seeks to improve people's mental and physical health by enabling active lifestyles. Its aims are to sustainably increase the physical activity (PA) of those who are currently sedentary or have very low levels of activity; and improving levels of mental well-being (MWB) by promoting social interactions and increasing or improving access to spaces and places for physical activity.

A process and outcome level evaluation of the Fund will also be undertaken and as minimum the delivery projects should be able to evidence: an increase in the number of participants meeting the agreed physical activity indicators and an increase in the number of participants self reporting a positive change in their mental well-being

Opportunities

There are a number of opportunities to scale work on prevention and to engage with local communities across a range of funding programmes. This can build upon an assets based approach within local communities and help to shape local action. It will be important to consider the need to scale and robustly evaluate delivery and to explore joint opportunities, but also to explore opportunities through tourism and local wellbeing. We know that NERS programme is significantly over subscribed and social prescribing approaches are still in their infancy, there will be a need to ensure there is join up and collaboration.

Priority area four: Ensure access to advice and finance for small physical activity-related businesses and clubs

In partnership with **Business Wales (including Social Business Wales)** and the **Development Bank of Wales**, we will identify, evaluate and promote opportunities for existing loans and advice to support the birth and growth of small sport and physical activity related companies and community clubs.

Update

This priority area responds to concerns that many small clubs do not have the business skills and/or start-up capital to operate as successful businesses, community interest companies or sustainable associations with charitable status. Neither do they have the resources necessary to set up “in business” (business planning, lease-hold and insurance arrangements, equipment purchase, initial salary payments, etc). There were also concerns that potential new physical activity-related businesses, i.e. businesses that would provide activity sessions or tuition but are not charities, may not be aware of the advice and support available to them through Business Wales, Sport Wales and Social Business Wales and are therefore not being as successful as they might be.

Initial conversations have been undertaken. **Business Wales** has agreed to allocate space on their twitter feed and in their newsletters with information targeted towards these kinds of potential businesses. They will also up-date the advice sheets utilised by the Business-Wales helpline and advisers to re-energise the links with Sport Wales and *vice versa*. Sport Wales has initiated a programme to review and refresh Club Solutions - a website developed in partnership with the sporting sector in Wales to help and support sports clubs and volunteers to start up, grow and develop their club. Launched in 2016, it is in the process of being modernised and rebranded. Pages on the site currently present extensive information and advice on financial and business matters for clubs, but there is a need to increase awareness amongst potential beneficiaries and to expand its reach.

Opportunities

The next steps in this priority area are to develop the joint messaging that will both sign-post in a consistent way to advice and potential funding sources (grants or loans depending on the new or existing business's legal status) and be designed to do this in a way that stimulates interest.

Priority area five: Sport Wales to provide proactive planning advice

We will strengthen and enhance the capacity of Sport Wales to engage proactively with developers and local authorities on their Local Development Plans, with developers, universities, schools and colleges, and with the WLGA to disseminate good practice and learning opportunities in order to advise and plan physical activity facilities in a consistent and strategic way across Wales for the future. This will also add capacity for them to deliver their existing sports facilities planning function and statutory duty to respond to planning applications that may cause a loss of playing fields.

Update

The purpose of this priority area is to contribute to **National Policy Place Making agenda** aiming to create an environment that enables everyone to be more active in daily life. The Welsh Government has a number of policy levers, guidance and technical advice notes that can be utilised but the final decision on smaller-scale developments is made by local authorities who face challenges of resources and many competing requirements.

Technical Advice Note 16: Sport, Recreation and Open Space (2009)^[1] provides **guidance on planning for sports, recreation and open space provision** as part of all new development proposals. It is a statutory requirement on Local Planning Authorities to contact Sport Wales (“the Sports Council for Wales”) about planning applications affecting playing fields of 0.2 hectares or greater; and for advice on all aspects of planning for sport and recreation. Sport Wales is a resource for local authorities to help them plan and review sports facilities needs and being pro-actively engaged in development and five-yearly review of the Local Development Plan (and others). Developers, local authorities, universities and further education colleges should pro-actively engage with Sport

^[1] <http://gov.wales/topics/planning/policy/tans/tan16e/?lang=en>

Wales to enable the opportunity to secure even greater advantage for Wales as a whole from the significant investment that these institutions are making. Currently Sport Wales only has the resources to react to applications copied to them by local authorities rather than pro-actively seeking out opportunities to engage and advise at the early stages of development proposals and make strategic-level comments on infrastructure to support and encourage physical activity.

During 2018 Sport Wales undertook a wide-ranging consultation to develop a refreshed and up-dated **Vision for Sport in Wales**. This was launched in July. The new accompanying strategy is now being developed with completion anticipated in April 2019. Following this a skill-set staffing review will be undertaken. The actions set out in priority area five will be considered as part of that review and appropriate action taken.

Opportunities

We know that there are real opportunities to ensure that design and planning are supporting a move towards shaping healthier weight environments. This includes the design of infrastructure including new housing and regeneration sites, South Wales Metro, and new health care sites. We will promote the use of **health impact assessments** and the development of regulations and guidance on the use of these assessments by public bodies. Public Health Wales have developed Creating healthier places and spaces for our present and future generations, which considers how we can work with partners to develop local food and active environments utilising planning opportunities. Driving local delivery will be critical to assess how to scale and shape healthier environments.

Priority area six: Actions to encourage physical activity at the earliest ages

We will **promote advice on levels of physical activity at key life stages**, working with GPs and Health Visitors through training, and up-date the Healthy Child Wales guidance to list physical activity as key assessment criteria. Following on from the report by Sport Wales to up-date and **enhance our approach to free swimming**, we will also **consider interventions to encourage mothers, babies and toddlers** to increase their levels of physical activity. These proposals will help to create positive behaviours across the family which will last a life time.

Update

Annual funding is provided to **Play Wales**. The organisation works with individuals, organisations and networks to inform the development of policy and matters related to children's play in Wales. Evaluation and measures of success include:

- Identifying and engaging with other national organisations whose work impacts on children's play.
- Working with Public Health Wales' national team to support aspects of Public Health Wales' new Every Child five year social change programme.
- Ensuring Public Health policy and promotional material reflect understanding of the contribution of play to the public health agenda.
- Engaging with regional health boards to contribute to development of regional and national public health policy in respect of children's play.
- Working with universities and research institutions to undertake an analysis of children's play with emphasis on physical activity.
- Use of schools grounds for play outside of teaching hours toolkit.

Children's physical development and encouragement for movement can also be promoted in childcare settings. This includes helping children to use their bodies effectively, by encouraging spatial awareness, balance, control and coordination, and developing motor and manipulative skills. There are existing links with the importance of **physical activity and well-being in the Foundation Phase** and there are opportunities to work with practitioners to identify and share excellence in practice in both childcare settings and in primary schools, working with the Foundation Phase Excellent Network. There are local approaches such as the Successful Kinaesthetic Instruction for Preschoolers (SKIP) programme which is supporting movement amongst foundation phase.

There are examples of local practice delivered across Wales which engage with mothers to **encourage physical activity both during and post pregnancy**. This includes groups such as buggy fit and movement classes with toddlers, however, there is no all Wales picture regarding the delivery of current approaches. The **CMO guidelines** are being developed to consider postpartum physical activity levels which will provide opportunities to encourage positive messaging. **Bump, Baby and Beyond** is currently being reviewed which can help to support consistent messages for health professionals.

Public Health Wales has established the **10 Steps to a Healthy Weight Programme** to support the delivery of consistent, and evidence based advice and support to families. This includes advice on physical activity, including play. We know that there is a need to engage with parents and families to encourage life long habits. Following the recent review of **Free Swimming**, Sport Wales will shortly be presenting suggestions for a revised scheme to Welsh Government for consideration.

Opportunities

There are pockets of existing practice and delivery across Wales which are supporting advice for mothers and there is a strong base in the foundation phase to support positive physical activity habits at an early age. There are opportunities to strengthen advice and support for practitioners and to support behavioural change approaches with mothers and families.

Priority area seven: Actions to challenge perceptions around physical activity and getting older

We will work to encourage physical activity within care homes. We will analyse the findings from the Scottish Government led 'Care about physical activity' (CAPA) improvement programme which is working with eight partnerships across Scotland, to build on the skills, knowledge and confidence of social care staff to enable those they care for to increase their levels of physical activity and move more often. This will include exploring options for an invest to save approach regarding fall preventions. This will build on nutritional guidelines which are being developed in 2019.

Update

The **Healthy Ageing Programme** (HAP) supports older people to make healthier choices, and encourage them to adopt at least one healthy behaviour. The programme aim is for older people to enjoy good physical, mental and emotional health and well-being to enable individuals to live independently for longer, with a better quality of life and continue to work and participate in their communities. The current programme is delivered via Age Cymru and consists of three distinctive strands:

- Physical Activity, including Nordic walking, tai chi, and low impact functional training (LIFT).
- Arts creativity, including Gwanwyn.
- Ageing Well and Health Campaigns, including supporting 'Add To Your Life'.

The programme is monitored via quarterly monitoring meeting, six monthly reports, and independent evaluation.

The Scottish Government led '**Care about physical activity**' (CAPA) improvement programme is currently under evaluation. Welsh Government are in active dialogue to consider the impact of the programme and the cost model, which is beginning to demonstrate savings in relation to falls prevention.

Opportunities

There are opportunities to consider approaches for older people and for messages to support positive lifestyle choices through the forthcoming CMO guidelines. It will be important to consider population messages and to link work with the current loneliness and isolation consultation, where we know there are positive community cohesion benefits to develop approaches. Public Health Wales are establishing a 1000 lives care home project, where it will be important to link future work and to consider how to develop an evidence base for prevention.

Priority area eight: Make the Public Sector an exemplar healthy and active work-place

We want the Welsh Government to be an exemplar Healthy and Active Work Place organisation. We will work with our public sector partners to deliver real change and monitor levels of physical activity across the work force. In addition, where the next Wales Transport Strategy encourages modal shift we will look to ensure the principles of encouraging more physical activity are also adopted.

Update

Our Health and Wellbeing strategy recognises the positive impact that people experience when their wellbeing is supported in the workplace. As part of the 2017-2019 pay award agreed with Trade Union officials may take up to one hour (pro-rata for colleagues who work part-time) during the course of your working week to focus on your personal wellbeing. A survey on the **wellbeing hour** will be launched soon and will include a section on the wellbeing hour.

Most public sector organisations are part of the Corporate Health Standard through **Healthy Working Wales**. This includes examples of Wales wide practice where there are a number of emergent approaches around physical activity schemes for workforces and where there are approaches to active travel being developed and delivered. There are also a number of schemes which provide loans for employers to purchase bikes.

Opportunities

There are a number of schemes which can help to support the health and wellbeing of workforces, but as of yet many of these have not undertaken a robust evaluation or been sufficiently scaled and shared. It will be vital for the public sector to develop innovation and be seen as exemplar organisations and for good practice to be disseminated and shared.