

shifit



Nottingham City Council | Social Care

Creating a Culture of
Physical Activity with Staff
and Citizens

Departmental Context

- The service is under pressure to improve
- Better Lives Better Outcome strategy to deliver improved citizen outcomes whilst delivering a sustainable service
- Diminishing resources
- High sickness absence amongst ASC workforce-equivalent to 13.1 days per FTE each year
- No real time to organise physical activity for selves or to discuss with citizens but a desire to change
- Shift work, home visits, local resources not always accessible
- Staff are ambassadors - passionately believe in the power of exercise and committed to enabling others to benefit too

Local Context

- Men living in the city have a HLE of 57.8 years. County men have HLE of 62.1 years & national average is 63.4 years
- Men in Nottingham can expect to live a quarter of their lives (17.4 years) in poor health
- Women living in the city have a HLE of 58.4 years. County women have HLE of 62.8 years & national average is 64 years
- Women in Nottingham can expect to live 30% of their lives in poor health (23.2 years)

Local Context

- Nottingham is ranked as one of the most deprived cities in the country
- Healthy Life Expectancy (HLE) in Nottingham city is lower than in most parts of England
- Mainly as a result of an increase in diabetes, heart disease & respiratory disease
- As a result of people living longer (due to medical advances) more people living longer with dementia & loneliness
- The numbers of people with Long Term Conditions (LTCs) under 75 years who die from preventable conditions is higher than national average
- Nottinghamshire has a higher rate than national average of people with learning disabilities or autism being admitted to hospital
- Young people with mental health needs in Nottingham wait between 10 to 13 weeks to be seen by services against aspiration of 4 weeks

Local Population & our STP

- Sustainable transformation plan (STP):
- Increase HLE by 3 years
- Decrease smoking prevalence from 24.2% to 18.8% (city) & from 17.1% to 15.2% (county)
- Reduce levels of overweight & obese children aged 10-11 from 37.9% to 35% (city) & from 31% to 28% (county)
- Reduce alcohol related admissions for every 100,000 citizens to acute hospital from 927.5 to 696.1 (city) & from 653.9 to 585.9 (county)



The Care Act

Unable to achieve 2 or more outcomes

Making use of necessary facilities or services in the local community including public transport and recreational facilities



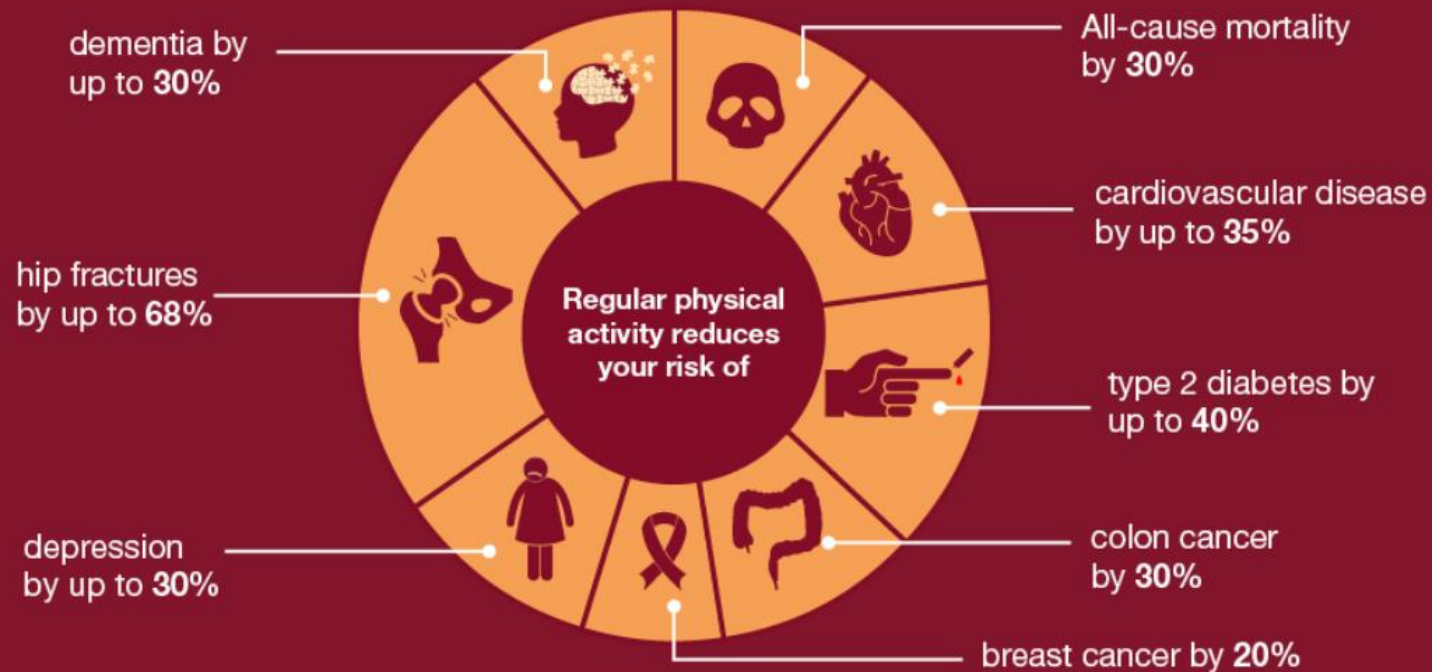
The benefits of physical activity



Public Health England

Healthmatters Getting every adult active every day

What are the health benefits of physical activity?



Staff Culture

- Individuals bring a passion for exercise and role model active lifestyles
- Personal beliefs in the power of exercise to improve physical, mental, social health and wellbeing
- Desk based jobs: arrive, turn on computer, sit.
- Busy lives, difficult to fit exercise in but would like to find a way
- Is it ok to leave my desk to exercise during the day? – issues around asking for permission to work flexibly to enable

“In my last job I was sedentary and I think it damaged my health”

Creating a Culture of Activity (Workforce)

- Excited about being active but need support and encouragement
- Inviting others – start the movement
- Champions, activators, facilitators and first followers (Julie's video at the AGM)
- Organising needs to be easy
- Senior leaders to give permission
- Being creative around the working day – (10 minutes of yoga before screens are turned on)
- Anticipate and allow for logistics – eg What would I wear? where would I do it? what time?

Creating a Culture of Activity (Workforce)

- After work opportunities: 2 different Boot Camps, Zumba class, running on the Forest, Bouldering
- Sessions happen every week
- Personal risk and investment (insurance, equipment, qualifications)
- Social, positive, uplifting, team building
- Transforming attitudes to personal fitness 'I can do it'

Creating a Culture of Activity (Citizens)

- Normalising physical activity in Day Centres (Albany Day Centre)
- Strong ethos of 'age is no barrier' and 'anything is possible'
- Active culture – staff trained in chair based exercise, falls prevention, tai chi and exercise rehabilitation
- Creative and fun – You Tube dancing, chair based exercise, walks, tea dances, target games
- Integrated physical activity into the culture of the centre to address wider issues of social isolation, poor mental health and dementia.

“You can visibly see the benefits of citizens being active, they love doing the sessions so we love leading them”

Creating a Culture of Activity (Citizens)

- Delivery of 3 workshops to Frontline ASC colleagues on the importance & benefits of physical activity in partnership with Disability Rights UK & Sport & Leisure
- Planned roll out of workshops to all ASC teams delivered by colleagues for colleagues
- Roll out of new Social Work Guidelines developed by Birmingham University & Disability Rights UK after each workshop
- Increased use of Community Activator service & of colleagues' knowledge of range of activities in localities
- Incremental change to Assessment Practice & citizen outcomes (Pam's story)
- Spreading the word in wider Health & Social Care system (Social Prescribing Steering Group, Community Together Service, Care co-ordination service including Self Help co-ordinators)
- Conversations planned with external providers learning from in-house culture & practice

Next Steps.....

- Continue to support colleagues and citizens to be active (ensure activity is on the “agenda”)
- Capacity building to create more champions, activators, facilitators across the workforce
- Support the innovators
- Share good ideas and practice across the local system
- Connect with the wider system: Physical Activity, Obesity and Diet (POD) Network, POD Strategy Group, Health and Wellbeing Board, One Nottingham
- Build the movement-across Children’s & Adults as well as wider Council & local system