



Sport and Leisure Service and Public Health

Update January 2022



To cover

Quick refresh of Active North Tyneside

What have we done?

What have we learned?

What next?

Health inequalities

Strategic direction – Council Plan; Health and Well Being Strategy and Whole Systems Approach



Active North Tyneside – improving wellbeing

Public Health Funded

Increase levels of physical activity

Improve healthy weight among adults and children

Building Community Capacity through volunteering opportunities and enabling groups / volunteer organisations

Supporting people to improve their mental health

A wealth of evidence demonstrates that an active life is essential for physical and mental health. Regular physical activity can guard against conditions like obesity, hypertension, depression, cancer and diabetes. Being active at any age increases quality of life and life expectancy



Impact of Covid



Staff
redeployed
From
September
2020 –
activities
stood back
up
Change
Management

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Milestones from September 2020 - present

Virtual weight management programmes trialled

Digital programme of activities available

Face to face weight management intervention

Well being walks – retraining volunteers

Beginners running groups

Community Start Up Fund

Bikeability

Free family swimming at Hadrian

No Limits / Youth activities

NUFC – Foundation;
diversionary activities and
support for young adults
NEET

2020
Quarter 3
Sept

2021
Quarters 1
and 2

2021
Quarter 3

2021
Quarter
3 / 4



What have we learned?

Increased
overweight

Poorer mental
health

Poorer overall
health outcomes
and inequalities

Huge challenge

Digital intervention ✓

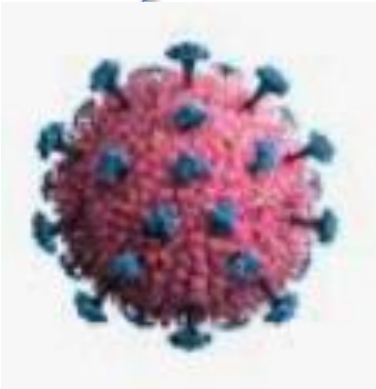
Gold standard face to face

Areas of health inequality – need
lots of time and investment –
before any delivery

What opportunities are there for
spreading the joy of the outdoors

Gap for preschool support /
intervention

More opportunity for whole
systems working



Overweight and Obesity in North Tyneside

Rates of overweight and obesity in children (Reception and Year 6):

England average	Reception	23%	Year 6	35.2%
North East average	Reception	24.8%	Year 6	37.5%
North Tyneside	Reception	25.8%	Year 6	36.2%

Approximately 1 in 4 **reception** children are overweight or obese in North Tyneside (25.8%)



Approximately 1 in 3 **year 6** children are overweight or obese in North Tyneside (36.2%)



Rates of overweight and obesity in adults (18 years +):

England average	62.8%
North East average	67.6%
North Tyneside	65.7%

Approximately 2 in 3 adults are overweight or obese in North Tyneside (65.7%)



Source: Public Health England. Public Health Profiles. 2020 <https://fingertips.phe.org.uk>



North Tyneside Council

Health inequalities in all policies approach

Systematically considering the health implications of any decisions to avoid harmful health impacts and to improve population health and promote health equity across our communities.

Prioritising prevention

Addressing the causes of health inequalities to reduce the impact of ill-health on people's lives, their families and communities.

Evidence-based decision making

Making decisions on commissioning and interventions to address inequalities based on the best available scientific evidence, using data systematically, conducting evaluation and sharing learning.

North Tyneside Health and Wellbeing Board's Guiding Principles

Proportionate universalism

Action everywhere, more targeted action where gaps are widest.

Co-design approach – communities as active and equal partners

Working in partnership with our VCS sector and local people to mobilise assets and identify needs and solutions.

Workforce: training, roles and responsibilities

Ensuring the workforce understands their role in reducing inequalities.

Health and Wellbeing Board

Equally Well: A healthier, fairer future for North Tyneside 2021 – 2025

Strategic ambitions for North Tyneside

Equal life chances for all – enabling the poorest and most vulnerable communities to overcome challenges

Thriving places and communities

Maintaining independence – prevention



Collaboration Rise Activity Packs



<https://www.activenorthtyneside.org.uk/packs-rise-physical-activity-levels-across-north-tyneside/>



North Tyneside Council



A session for mams wanting to take up exercise and learn about a healthier lifestyle for mam and baby.

New Mams North Tyneside

Monday, 1.30pm-2.30pm: Cedarwood Trust*

Tuesday, 1.30pm-2.30pm: Riverside Centre*

- Free sessions for parents and children (aged 18 months and under)
- Low impact exercise for postnatal women followed by informal information sessions on topics such as food, alcohol and fat - the session includes a healthy snack and recipes to take home too
- The exercise part of the session is suitable for complete beginners
- Clearance to begin exercise from your 6/8 week GP check up is required
- Available in term time only
- Register your space by emailing active@northtyneside.gov.uk
- Come dressed to exercise in activewear and appropriate footwear (pre-loved clothing from the Kit Bank is available for those who need it)

*The same sessions will be delivered on both days, you only need to attend one of the days/venues

Tackling health inequalities and supporting pre-school best start in life

Spreading public health messages in target communities

Offering pre-loved kit for new mams from the kit bank – at Cedarwood



North Tyneside Council

Tackling health inequalities – weight management



£100,000 National funding secured by public health team

Requirements to develop tier 2 weight management programmes to focus on elements below

- targeting residents living in areas of health inequality and poverty
- men
- targeting black and ethnic minority communities
- supporting people with a learning disability



Delivery from
Cedarwood
Community Centre

Delivery from
Howdon Hub



“I enjoyed being part of a group and helping others, knowing I’m not alone in how I feel “

“ I loved going there and enjoyed the fun way everything was explained”

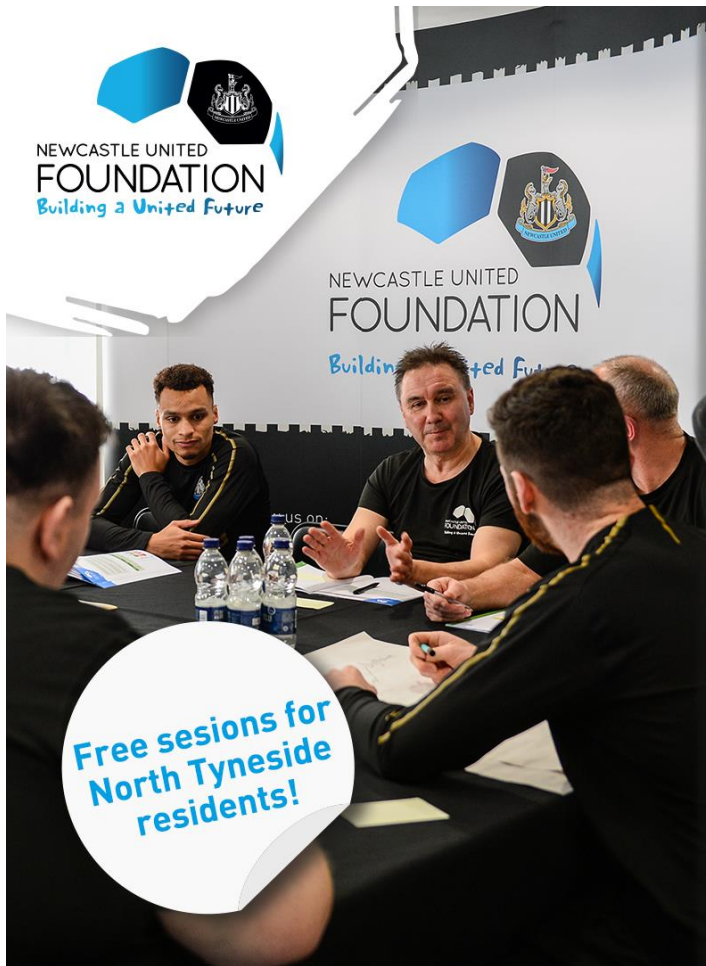
35 people started across all three programmes; 21 completed, 60% retention

Challenge – recruitment in these areas

Proportionate Universalism and Collaboration – Primary Care Network GP contacts.

800 letters sent out for Howdon programme; 100 contacts generated
40 people initially on waiting list; 23 started – 13 finished, 1.6%





THE 12th MAN

LOSE WEIGHT, GET FIT, FEEL BETTER

We have 4 NEW VENUES for 2022

Weekly from 4 January | 6-8pm | Tyne Met College

Weekly from 6 January | 6-8pm | Burradon Juniors FC

Weekly from 10 January | 6-8pm | Forest Hall YPC

Weekly from 2 February | 11-2pm | Forest Hall YPC

For more information or to register interest, please email:
Thomas.Graham@nufc.co.uk



Registered Charity Number: 1124896

Newcastle United Foundation to deliver 12th Man Programme

Proportion of previous universal programme – 80% women

Change of direction; messaging and focus – men and football great ‘puller’

4 programmes delivered, 4 further planned for 2022



North Tyneside Council

Co production and health inequalities

Whitley Bay

ইসলামিক সাংস্কৃতিক সেন্টার একটি
ওজন ব্যবস্থাপনার আয়োজন করেছে



স্বাস্থ্যকর খানাপিনা, ভাল বোধ করা, আরো বেশী সক্রিয় থাকা এবং বেশী শক্তির জন্যে।

প্রোগ্রাম টি শুরু হবে বুধবার ১২ই জানুয়ারী ২০২২
তারিখে এবং প্রতি বুধবার চলবে ১২ সপ্তাহের জন্যে:

• শুধুমাত্র মেয়েদের প্রোগ্রামঃ
সকাল ১০ টা - ১১.১৫ টা পর্যন্ত

• শুধুমাত্র ছেলেদের প্রোগ্রামঃ
সকাল ১১.৩০ টা - ১২.৪৫ টা পর্যন্ত



উপযুক্ততা নির্ণায়কের প্রয়োগ করা হবে, বডি বেনিফিট
দলের সাথে যোগাযোগ করুন ০১৯১ ৬৪৩ ৭১৭১
বা ইমেইল করুন active@northtyneside.gov.uk

FREE PROGRAMME



Islamic Centre – Whitley Bay

2 groups men and women separately

LD North East

2 groups

Programmes to start in January

Both involved completely stripping back content to make is bespoke and appropriate

LD NORTH EAST
Live Life Your Way



North Tyneside Council



Commissioned to provide 235 spaces in the new year with specific criteria similar to old 'universal' tier 2 programme

Team who would normally be offering this – focussed on development and delivery of target programmes

£65 per head



What next?

Re-focus our efforts of Active North Tyneside in line with the health and wellbeing strategy to tackle inequalities and the drivers of those inequalities

Develop new model for food and health team

Continue bespoke development of weight management in target areas

Commission services where appropriate – e.g. universal weight management programme could be delivered by a third party.

Ensure programmes are delivered with and in the areas of most need

Explore outdoor opportunities – how can we maximise these?

Gap for preschool - need to identify and develop opportunities to develop interventions and training for professionals working with pre-school

Skills audit in the team – are we still confident to deliver brief intervention for wider public health messages (e.g. alcohol / smoking)

Explore model for community health checks; how can we incorporate Blood Pressure and Atrial Fibrillation check

Co-production and collaboration – development of
Healthy Weight Alliance
and Healthy Weight declaration



LOCAL AUTHORITY
DECLARATION ON

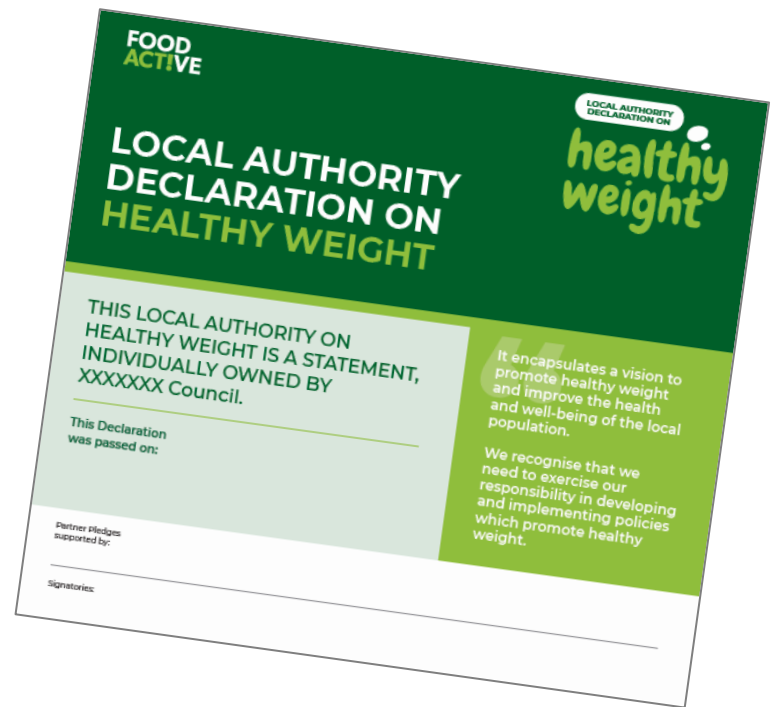
healthy weight

Food Active UK

Originating in the North West of England in 2013 to tackle increasing levels of obesity, Food Active supports local authorities across the region in taking a collaborative approach to promoting healthy weight.

Focusing on population-level interventions which take steps to address the social, environmental, economic and legislative factors that affect people's ability to change their behaviour.

Whole system approach



What are Local Authority Declarations for?

- **Strategic leadership:** creates an opportunity for senior officers and politicians to affirm their commitment to an issue.
- **Local awareness:** shines a light on importance of key activities internally and externally.
- **Driving activity:** a tool for staff to use to create opportunities for local working.



North Tyneside Council Healthy Weight Declaration

Launch

LOCAL AUTHORITY
DECLARATION ON

Themes

healthy
weight

Stakeholders



Questions / feedback

