Getting Wales Moving

A joint report by Public Health Wales and Sport Wales

28 March 2017

“Lack of activity destroys the good condition of every human being while movement and methodical physical exercise save it and preserve it.”
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Foreword

I am delighted that Public Health Wales is publishing this new report in collaboration with Sport Wales.

Working together, and harnessing our collective activity and resources towards a common goal, is at the heart of this report. In pulling together this document, we have consulted widely with partners from every sector. We have tried to find out how we can all work together to get people in Wales moving more, and how the Well-being of Future Generations (Wales) Act can support public bodies to achieve the change we need.

No single organisation can deliver this change. We all have a role to play in supporting people in Wales to be more active. This report helps us to understand what our role is working with others.

The report provides recommendations on what we can do to achieve this change. These recommendations will help us ensure that every person in Wales thinks about physical activity as a normal part of their daily lives to enable them to be as healthy as they can be. They advise how we can provide every child with easy access to opportunities for physical activity and how we can make sure the environment and services that surround us encourage us to get moving more.

The task will be a challenging one and it will require us to think and work differently. While the NHS responds to the consequences of an inactive population, those of us working in public health will need to consider how we work in an even more integrated way with our communities, employers, schools and further education and other partners in order to make a real and meaningful difference.

We will all need to learn from each other to plan and innovate for the future. Public bodies in particular will need to show the way by seeking ways to create environments in our communities, towns and cities that make being active the easy choice to make. By working together in collaboration towards the same goals, we can make a much bigger difference to people’s lives.

Dr Tracey Cooper, Chief Executive, Public Health Wales
It gives me great pleasure to write the foreword for Getting Wales Moving. Increasing the number of people who are physically active is an area where success in both policy and delivery terms will be vital if we are to create and sustain the vision of the Wales we want as set out in the Well-being of Future Generations Act. We know from the abundance of available evidence that not being active enough is the fourth biggest cause of premature deaths on the planet and is a significant factor in the increasing pressures being faced by public services in Wales. As someone who has worked in the sport sector for over two decades, I have seen at first hand the ways in which sport and physical activity is beneficial to people of all ages, backgrounds, and abilities.

The recommendations in Getting Wales Moving have been developed to initiate and support actions across the whole of Welsh life to get people active. This document sets out our collective commitment to increasing overall levels of physical activity in Wales so that we are better placed to deliver the goals set out in the Well-being of Future Generations Act. To achieve this requires leadership across the public sector to commit to this overarching ambition, to work collectively and most importantly to engage with the communities we serve. The recommendations set out in this document seek to put in place the necessary framework and policy changes to get Wales moving.

There are already so many of us who are enjoying the benefits of being active, from the family getting involved in parkrun to those stepping back into netball, or returning to recreational football alongside those of us who enjoy the most natural gym in the wonderful outdoors. There are so many options available to each and every one of us; the challenge is for us all to help each other to find a way to build it into our daily lives. We know that just telling people to ‘be more active because it is good for you’ doesn’t work. Getting Wales Moving is about creating a Wales where being active is not only the norm one but is an enjoyable and valued part of daily life, a Wales where through education every child develops the skills and confidence to enjoy an active life, where opportunities to be active are at the very centre of our communities, developing a more vibrant and cohesive Wales.

I am delighted to be working closely with both Public Health Wales and the Welsh Government to show our commitment to really delivering against the recommendations set out in Getting Wales Moving. The journey to a happier and healthier nation will not be an easy one and there will no quick fixes, but by working together and by enabling and empowering people to own the solutions we can get Wales moving.

Sarah Powell, Chief Executive, Sport Wales
1 Introduction

At present, Wales faces a big problem; in 2015 over one quarter of adults in Wales reporting having less than 30 minutes of physical activity a week \(^1\). Only two thirds of adults meet the new guidelines for 150 minutes of physical activity a week. In spite of some world leading legislation that should place us in a unique position to be able to make progress; the Well-being of Future Generations (Wales) Act and the Active Travel (Wales) Act; there is little evidence to date of progress in this important area.

In 2015 SportWales, Public Health Wales and Welsh Government came together to address the enduring challenge of a physically inactive Wales. This joint approach explicitly recognised that an active population is not within the gift of any one agency, organisation or government department. While the consequences of an inactive population fall mainly on the NHS and subsequently Social Care, these two agencies have little role in increasing population physical activity. International policy, evidence and experience suggests that land use and planning policy; transport and education play a far greater part.

The purpose of this document is to try and harness the undoubted energy and skill we have in Wales to realise the potential of our innovative legislation and provide clear direction to align action and deliver change.

This is not a review of the evidence about what works in this field as much of this work is already available collaborative work undertaken by Public Health Wales for its Transforming Health Improvement Implementation programme\(^2\). Ensuring that this evidence is used to inform action remains a challenge that will need to a continued focus as we move forward on this agenda.

This document has been developed through an extensive process of engagement across Wales, with organisations from all sectors, who are currently working in the field of physical activity. Organisations were also invited to comment (Appendix 1) on an earlier draft and the feedback we have received has been incorporated within this final version.

The resulting report summarises our collective view of the actions required to deliver a more active Wales and reflects on learning from past experience to deliver improved results. There is a clear opportunity presented by the planned Healthy and Active Strategy to make a real difference in this area and to more effectively harness our collective action than ever before. The bringing together of some of the key portfolios

\(^1\) http://gov.wales/statistics-and-research/welsh-health-survey/?lang=en
\(^2\) http://www.wales.nhs.uk/sitesplus/888/page/77318
within the remit of the Minister for Social Services and Public Health and the Cabinet Secretary for Health, Wellbeing and Sport provides further opportunities for increased co-ordination and for holding different sectors of the Welsh Public Sector to account.

What is absolutely clear is that the cross-cutting nature of the physical activity agenda means that successful delivery of any large scale change in physical activity levels is heavily dependent on government, public, private and voluntary sector organisations working with each other and with the public in co-productive and more outcome focused ways, at local, regional and national levels.

The feedback we received on the earlier draft was less about the specific actions relating to the changes needed to promote a more active Wales but about the process which underpins delivery and more importantly accountability for that change. It was in the areas of leadership, co-ordination, joint planning and performance management and accountability that most respondents felt change was needed.

The recommendations contained within *Getting Wales Moving* rely on the following overarching principles:

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<td>Accountable</td>
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<td>Committed</td>
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<table>
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<tr>
<th>Collective Responsibility</th>
<th>Collective Commitment</th>
<th>Collective Investment</th>
<th>Collective Action</th>
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It is for this reason that this document seeks to set out a range of agreed policy aspirations for increasing physical activity; establish clarity of desired outcomes for all participants at different levels and sectors of the system, ensure that the required planning, monitoring and evaluation of progress at all levels is in place and put in place the building blocks to create a new social movement to bring about and support significant increases in physical activity.
2 Definition

Physical activity is often defined as any body movement that works your muscles and requires more energy than resting. As such physical activity includes a spectrum of categories, including but much more than, active recreation such as sport or structured exercise. It includes incidental physical activity whilst doing something else that we need to do or enjoy doing as part of our daily routines. Ultimately being active means sitting less and moving more. The diagram below (Figure 1) highlights the breadth of the physical activity agenda.

Figure 1 – Core Components of an Active Wales

3 Strategic Context

The recently enacted Well-being of Future Generations (Wales) Act has at its core an intention to improve the health, social, economic, environmental and cultural well-being of Wales. Its intent is to make the public bodies listed in the Act think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach to the challenges Wales face in the future.
To ensure everyone is operating to the same vision and principles, the Act puts in place seven well-being goals.

**Figure 2 – Seven Wellbeing Goals, Well-being of Future Generations Act 2015**

We all recognise that Wales faces a number of immediate and future challenges in achieving against these goals. The significant problem of increasing levels of physical activity in Wales is a challenge that sits alongside, and is often directly linked to, others such as community cohesion, health inequalities and tackling poverty.

As well as the principles laid out in the *Well Being of Future Generations Act*, the actions in this plan are also underpinned by the principles set out in the Toronto Charter for Physical Activity and draw together the key elements of the work previously undertaken in *Climbing Higher* and *Creating an Active Wales* and following on from the recommendations set out in the WHO Physical Activity Strategy for Europe (2015)

To fulfil the ambitions of the Act to create a healthier, more cohesive, more resilient Wales we will have to become a society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
Increasing levels of physical activity will be a key component of achieving the ambitions within the Well Being of Future generations Act. Physical activity is an essential human function. Regular physical activity is one of the best things anyone can do to maintain and improve their own physical and mental health. While it can be hard to find the time, it's important that people try to fit in a minimum of 150 minutes a week in bouts of 10 minutes or more. More activity is even better, but any amount is better than none. Doing enough physical activity improves health and well-being and reduces the risk of a wide range of diseases including dementia and cardio-vascular illnesses. It also reduces stress and anxiety, strengthens the heart and lungs, increases energy levels, helps you maintain and achieve a healthy body weight and it can also significantly improve your mental well-being.

For our children, regular physical activity, from the very earliest years, is essential to ensure healthy growth and development, as well as being linked to better academic achievement. Ensuring our children are physically literate in the future will be an important part of getting Wales moving. Physical literacy is the motivation, confidence, competence, knowledge and understanding to value and take responsibility for engagement in physical activities for life. If we embed and resource the delivery of physical literacy through early years development and in all our schools as a core element of the new curriculum in Wales, we will have a generation of young people who better value and understand why and how to be active.

For older people, weight-bearing physical activity reduces the rate of bone loss associated with osteoporosis as well as maintaining strength, flexibility, balance, and coordination, helping reduce the risk of falls.

For everyone in our society there are a large number of opportunities to be more physically active already available in Wales. There are many natural and designed spaces and facilities for sport, play and active recreation and many opportunities to take active transport; in fact, almost every aspect of our lives provides an opportunity to build in some physical activity.

No single agency in Wales can deliver the large scale increases in physical activity that are urgently needed in Wales; therefore the recommendations in this document seek to build on current partnerships and develop new ones, develop current practice and make appropriate links to maximise the potential of current activity. Lack of physical activity is not a medical condition but a large scale cultural and sociological challenge for every community in Wales. Today, being inactive is perceived as normal by a large proportion of people. This passive attitude towards levels of activity, where movement and exercise is viewed as simply a personal choice is not sustainable in a 21st century Wales and is
an issue that urgently needs to be addressed if we are to have a happy and healthy society for our current and future generations.

3.1 Learning from International Policy and Experience

4 Key Recommendations

To achieve the large scale changes in physical activity levels needed in Wales to gain the benefits associated with being more active there will need to be:

- a. Clear alignment of purpose and resource across all areas of Government and across Sectors;
- b. Leadership from the public sector;
- c. Robust arrangements for monitoring progress and evaluating outcomes

This report sets out a series of overarching aspirations and key recommendations for action. In addition a range of actions are proposed for further consideration. We have noted feedback from the consultation exercise of the need to ensure that these actions are accompanied by appropriate evidence of likely impact and effectiveness and Public Health Wales will work with our partners to more effectively articulate the evidence base for each action.

4.1 Aspirations

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<tr>
<th>Physical activity levels will increase disproportionately so that the gap between the most active and least active sections of the population narrows.</th>
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<td>All levels of society increasingly see being active as a normal part of their daily lives.</td>
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<td>Increases in activity levels are visible to all and inspire further investment of effort and resource.</td>
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<td>Create a dynamic, skilled and diverse paid and voluntary workforce delivering high quality opportunities for people to be more active.</td>
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<td>To ensure every child has access to high quality physical activity opportunities from birth.</td>
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<tr>
<td>Active travel is the norm for regular short journeys.</td>
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<td>All levels of the health system in Wales make every contact count and advocate positively and consistently the benefits of being active.</td>
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<td>Opportunities for participation in sport and active recreation are accessible.</td>
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to all and regular participation in sport is the norm for both children and adults and is increasingly sustained with age.

Being active is a routine part of everyone’s working life.

All communities in Wales have access to quality facilities and spaces for people to come together to be active.

Every child in Wales will leave school with the skills, confidence and motivation to lead an active life.

The places where people live help not hinder people in becoming more active.

### 4.2 Key Recommendations

- The Chief Medical Officer should lead work to identify action across all areas of Government policy, which can be implemented during the next term of Government, to drive up levels of activity in the population as a whole focused proportionately on the most disadvantaged areas and groups

- Welsh Government should agree with key stakeholders a national system of data collection, analysis and feedback for a set of national outcome indicators for physical activity.

- New policy guidelines are implemented to ensure that when communities are redesigned, adapted and maintained they provide everyone in a community with the opportunity to be physically active

- Commission a review of the physical activity delivery landscape across sectors to establish where increased collaboration could help fill any skills gaps that currently exist and undertake pan sector workforce planning to identify the future workforce required to deliver increasing levels of activity over the coming decade.

- Review Early Years Programmes to ensure that physical activity is embedded across all policy development nationally, regionally and locally to ensure physical activity is supported at home, in early years settings and in the community

- Develop a plan for co-ordinated whole system wide action, based on evidence, to make active travel the easy choice for short journeys for both children and adults

- A strategic 10-year plan is developed, funded and implemented, that sets clear outcomes and goals for indoor and outdoor spaces for physical activity to support people in every community to enjoy being active
• Consult Health professionals ways to ensure that a routine part of the conversation between the professional and the patient in the Welsh NHS is focused on increasing activity

• SportWales and Natural Resources Wales lead work to drive further pan sector collaboration between sporting and other public sector organisations to deliver increased participation and volunteering in sport and active recreation

• Public Sector organisations across Wales act as exemplars for promoting activity at work and through work monitored through existing accountability frameworks

• Welsh Government, Local Government and schools seek to ensure that all places of learning and play contribute to children becoming healthier and more confident adults through increased physical literacy and levels of activity

• Public Health Wales and SportWales work to create a strong social movement for change to communicate the advantages of physical activity, based on the best available evidence, with the aim of changing the motivations and aspirations of everyone in our communities towards a more active lifestyle

5 Getting Wales Moving – How Much; How Often?

At present 64% of adults in Wales get enough exercise based on the new guidelines of achieving 150 minutes of moderate or vigorous exercise a week. Compared to the previous CMO guidelines of achieving 30 minutes’ activity on at least five days a week; those achieving these recommendations are even less at 36% of men and 23% of women.

So how much activity should the people of Wales be doing to maintain and improve their own health and well-being?

The four UK Chief Medical Officers produced joint guidelines on the levels of physical activity necessary for good health; for both adults and children. These are summarised in Figures 3 and 4.
Figure 3: Physical Activity Recommendations for Children

- Aim for at least 60 minutes everyday
- All activities should make you breathe faster & feel warmer
- Include muscle and bone strengthening activities 3 times per week
- Sit less
- Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday
Figure 4: Physical Activity Guidelines for Adults

For a healthy heart and mind: Be Active
- 75 or 150 minutes per week of vigorous or moderate intensity activity
- Break up sitting time: 2 days per week

To keep your muscles, bones and joints strong: Build Strength
- VIGOROUS
  - Run
  - Sport
  - Stairs
- MODERATE
  - Walk
  - Cycle
  - Sofa

To reduce your chance of falls: Improve Balance
- GYM
- Dance
- Yoga
- Tai Chi
- Carry Bags
- Bowls

Something is better than nothing. Start small and build up gradually: just 10 minutes at a time provides benefit.
MAKE A START TODAY: it's never too late!
6 Active Places

Supportive environments are essential if people are to have real and sustainable opportunities for daily physical activity. A truly active Wales will have workplaces, communities, accessible indoor and outdoor spaces and schools that help make activity an integral part of peoples everyday lives.

6.1 Active Communities

The built and natural environment of a community affects everyone's opportunity for physical activity because the majority of sustainable physical activity occurs during everyday activities as opposed to leisure activities.

Features of the built environment that have an impact on physical activity include:

- Street layout and connectivity
- Physical access to services and leisure facilities
- Safety and security
- Availability of open and green space
- Community interaction
- Transport

Communities, if designed with activity in mind, can and should provide opportunities for recreational physical activity within parks and open spaces, and it is vital that national and local policies support this aim in the future. What is also important is the value that will have to be placed on working with people and communities to assess their needs, challenges, perceptions, ideas and how they can be actively included in the process of creating more opportunities to be physically active. While many people would like to be more physically active, they often face substantial physical and social barriers in doing so.

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<td>The places where people live help not hinder people in becoming more active.</td>
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<td>New policy guidelines are implemented to ensure that when communities are redesigned, adapted and maintained they provide everyone in a community with the opportunity to be physically active.</td>
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<th>Areas for Consideration</th>
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1. Require, through revised planning criteria, that new regeneration and housing projects consider physical activity impact in their design and implement these revisions through Planning Policy Wales.

2. Health impact assessments to be undertaken when major changes are proposed to community provisions that could impact on physical activity levels.

3. Improve provision of evidence-based best practice examples to architects, planners, planning committee members, developers and transport planners that demonstrate how they can contribute to physical activity agenda.

4. Local Service Boards wellbeing plans to demonstrate clearly how they are maximising their contribution towards creating a more active Wales.

5. Natural Resources Wales is mandated to maximise the potential for increased activity in our outdoor green spaces and wider natural resources.

### 6.2 Facilities and outdoor spaces

Leisure facilities and accessible outdoor spaces for activity and recreation are an essential component of a modern, vibrant and physically active society. However, the financial situation faced by public body’s means that the current provision of leisure centres, parks and other community facilities are likely to change. Unless there is real thought and innovation around how we better utilise our built and natural facilities there is a real danger that short-term financial pressures will drive decisions that create an inappropriate future landscape that will lead to a decrease in levels of physical activity.

A clear map and vision for the future of indoor and outdoor provision needs to be developed, coupled with practical guidance, principles and rationale to ensure we have accessible provision for activity in the right places and sustainable plans in place to use every part of our environment to increase physical activity, improve skills, confidence, and overall wellbeing.

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**Aspiration**

All communities in Wales have access to quality facilities and spaces for people to come together to be active.

**Key Recommendation**
A strategic 10-year plan is developed, funded and implemented, that sets clear outcomes and goals for indoor and outdoor spaces for physical activity to support people in every community to enjoy being active.

### Areas for Consideration

1. Make any changes to provisions that could influence levels of activity within Local Authority boundaries subject to a health impact assessment.

2. Ensure all capital investment budgets across Welsh Government include a health impact assessment.

3. Issue guidelines to public bodies transferring assets to social enterprises to ensure there is practical and operational support in place for those leisure facilities and outdoor spaces.

4. Seek to increase community access to school buildings and facilities on evenings and weekends.

5. Work with professional sports clubs to establish community physical activity programmes and encourage their participation in the WHO Healthy Stadia programme.

### 6.3 Active Travel

Every day people spend a significant amount of time travelling to and from work and other destinations. Encouraging active travel is a sustainable way of meeting the challenge of increasing levels of activity across the population. Whether it is walking, jogging or cycling, active travel has the potential to deliver not only health and wellbeing benefits but environmental and economic benefits as well.

The Active Travel (Wales) Act places a requirement on local authorities to continuously improve facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also require new road schemes to consider the needs of pedestrians and cyclists at design stage. To truly get Wales moving it will require a move from intention to reality to bring the opportunities for safe cycling and walking up to the level of the best in the world.
## Aspiration

Active travel is the norm for regular short journeys.

## Key Recommendation

Develop a plan for co-ordinated whole system wide action, based on evidence, to make active travel the easy choice for short journeys for both children and adults.

## Areas for Consideration

1. Seek to develop and implement new central planning guidance on the development of infrastructure to prioritise physical activity and give increased prominence to walking and cycling.

2. Explore ways of increasing connectivity, accessibility and safety to essential community destinations to increase active transportation and other physical activity.

3. As part of the Welsh Network of Healthy School Schemes require schools to regularly monitor travel to school; set goals for improvement and monitor change.

### 6.4 Active Workplaces

In Wales, 1.3 million people spend 60% of their waking time in work. In recent years technological advancements have meant the modern workplace is somewhere that now encourages sitting for long periods. Hours at a desk, behind a wheel, or at a counter cause employees significant physical and mental health problems, which often leads directly to time off work, short-term disability, reduced quality and quantity of work, increased costs, and overall work impairment.

As a part of their relationship with, and duty of care for their employees, organisations can and should encourage their staff to be physically active through changed workplace policies and culture that encourage people to be active as they travel to and from work and during the working day. These changes in turn will benefit the employer through increased productivity and less absence from work.

## Aspiration

Being active is a routine part of everyone’s working life.
Key Recommendation

Public Sector organisations across Wales act as exemplars for promoting activity at work and through work monitored through existing accountability frameworks.

Areas for Consideration

1. Agree a physical activity programme of work with measurable goals for the public sector in Wales.
2. Ensure workplaces have the culture and processes to support active working and commuting.
3. Explore the workplace opportunities offered by activity-measuring technology.
4. Fully implement and assess Healthy Working Wales as a driver to increase workplace activity.
5. Recruit key volunteers across all sectors to play central roles in influencing their peers to prioritise physical activity to minimise sedentary behaviour in all workplaces.

6.5 Active Education

Today, schools, FE and HE colleges are under intense pressure to focus their energies on improvements in academic standards. These pressures, combined with the trend toward children being driven to school and other social and technological factors, have reduced the amount of time children; adolescents and young adults are physically active during the school day.

The Donaldson Review of the school curriculum in Wales has demonstrated a commitment to ensuring schools create healthy and confident children in the coming years by addressing children’s physical needs alongside their academic needs. Adding more physical activity to school days by developing physical literacy skills, increasing pupils’ use of active transport and encouraging physical activity during break times, along with physically active learning methods within lessons will be fundamental to getting Wales moving.

Increased physical activity is not a competing priority to that of increased academic performance, but a complimentary one as evidence shows activity has a positive impact on levels of concentration and academic performance.

Aspiration
Every child in Wales will leave school with the skills, confidence and motivation to lead an active life.

Key Recommendation

Welsh Government, Local Government and schools seek to ensure that all places of learning and play contribute to children becoming healthier and more confident adults through increased physical literacy and levels of activity.

Recommendations

1. Ensure all schools provide access to and opportunities for 120 minutes of high-quality, comprehensive physical education per week, embedding the physical literacy framework within their delivery.

2. Seek out and implement practical ways to increase use of school and FE facilities during evenings, weekends, and holidays.

3. Assess the provision of good quality physical education lessons and opportunities in all Welsh schools and utilize the physical literacy framework and school sport survey to demonstrate the impact of these being part of the Estyn Wellbeing Assessment framework.

4. Fully implement and maximise the Healthy Schools Programme to drive and co-ordinate action to increase physical activity in schools.

5. Incorporate knowledge and understanding of physical activity across all initial teacher training.

6. Pilot and evaluate a Daily Mile programme in a range of Welsh Schools.

7. Active People

Over the past 60 years people have become increasingly sedentary or inactive. The increase in the numbers and usage of cars, the development of a wide range of labour-saving devices, the increased use of technology for leisure purposes and a shift in employment from more physically active to less active roles has meant a decline in physical activity.

If we are to become a nation that is moving enough to keep itself healthy, then we will have to help and enable people to adapt their behaviours on a large scale.
7.1 Active Early Years

Currently ninety-one percent of children in the UK aged 2-4 are not meeting the CMO physical activity guidelines for their age group of three hours of activity a day. This means that they are missing opportunities to positively benefit their health and establish healthy behaviours that carry on into adulthood.

Being physically active at a young age is proven to support brain development, enhance bone health and muscular development as well as have non-physical benefits to social and cognitive skills development and emotional wellbeing.

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<td>Review Early Years Programmes to ensure that physical activity is embedded across all policy development nationally, regionally and locally to ensure physical activity is supported at home, in early years settings and in the community.</td>
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<th>Areas for Consideration</th>
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<td>1 Ensuring all key professionals are aware of, and understand, the Chief Medical Officers’ physical activity guidelines for the early years and how they can support these in practice.</td>
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<tr>
<td>2 Maximising each contact between early years practitioners and healthcare professionals to influence parents about the importance of early movement opportunities.</td>
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<td>3 Increase physical activity and physical development training opportunities for new and existing early years practitioners.</td>
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<tr>
<td>4 Use existing programmes such as the Healthy and Sustainable Pre School Scheme to develop policy, practice and environment in Early Years settings to promote physical activity.</td>
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7.2 Active Health

Traditionally, the NHS has focused on the diagnosis and treatment of illness and injury. However, as knowledge of the causes of premature disability and death has advanced, the health care sector has increasingly put emphasis on early intervention and prevention. In their work with individual patients,
health care professionals have a unique opportunity to encourage and influence adults, children and families to increase their daily physical activity. It is accepted that primary care health professionals are under increasing pressures and these recommendations seek solutions that enable them to motivate patients to be active with the same ease with which they can prescribe drugs and not to add to their workload.

**Aspiration**

All levels of the health system in Wales make every contact count and advocate positively and consistently the benefits of being active.

**Key Recommendation**

Consult Health professionals ways to ensure that a routine part of the conversation between the professional and the patient in the Welsh NHS is focused on increasing activity.

**Recommendations**

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<td>Work to embed physical activity pathways into condition pathways to ensure evidence-based advice is delivered as part of those consultations where appropriate.</td>
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<td>2</td>
<td>Ensure that the basic and post basic training of health professionals equips them to confidently engage in a conversation about the benefits of physical activity and signpost to local options.</td>
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<td>3</td>
<td>Explore options for recording physical activity levels within routine primary care records</td>
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<td>4</td>
<td>Explore options for facilitating brief advice on physical activity within routine healthcare consultations.</td>
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</table>

**7.3 Sporting Wales**

The power of sport and active recreation can be better used to drive and inspire behaviour change across the population. For this to happen there has to be improved joint working between sport, education, health and other recreation sectors if we are to create a lasting step change in the activity habits of the nation.

The impact of participation in sport and active recreation goes beyond the mental and physical health benefits. It can also help to contribute to other
areas, such as crime reduction, social inclusion and help with the wider development of young people in schools.

**Aspiration**

Opportunities for participation in sport and active recreation are accessible to all and regular participation in sport is the norm for both children and adults and is increasingly sustained with age.

**Key Recommendation**

SportWales and Natural Resources Wales lead work to drive further pan sector collaboration between sporting and other public sector organisations to deliver increased participation and volunteering in sport and active recreation.

**Areas for Consideration**

1. Partner with the private and not for profit sectors to promote socially responsible initiatives and projects.
2. Deliver and implement a new vision for community sport to narrow the participation gap between those living in deprived areas and the national average.
3. Work to better exploit existing activities such as charity fun runs and bike rides into levers for longer-term participation in sport.
4. Ensure local sports organisations are able to support school-club links and maximise local opportunities for people of all ages and abilities to regularly play sport and increase their confidence.
5. Further develop the Young Ambassadors programme and support a greater number of people to volunteer in sport and active recreation.

8 **Cross Cutting Themes**

8.1 **Inequalities**

We have evidence showing that those living in the most deprived areas are less likely to meet current physical activity recommendations. The main barriers identified to being physically active in areas of social disadvantage include cost, access and transport – factors over which the most disadvantaged have little control.

Those who live in the most deprived communities, as measured by the multiple index of deprivation and those individuals who are long term unemployed or
have never worked are less likely than other groups to be physically active. There is some evidence that the gap is widening slightly over time. Future action will need to take an approach that increases levels of physical activity across the whole population while narrowing the gap between the most and least disadvantaged groups.

<table>
<thead>
<tr>
<th>Aspiration</th>
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<tbody>
<tr>
<td>Physical activity levels will increase disproportionately so that the gap between the most active and least active sections of the population narrows.</td>
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<table>
<thead>
<tr>
<th>Key Recommendation</th>
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<tr>
<td>The Chief Medical Officer should lead work to identify action across all areas of Government policy, which can be implemented during the next term of Government, to drive up levels of activity in the population as a whole focused proportionately on the most disadvantaged areas and groups.</td>
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<thead>
<tr>
<th>Areas for Consideration</th>
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<td>3</td>
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</table>
4 Develop a support group-based programme that encourage peer support and shared experiences of being active.

5 Monitor levels of access to and utilisation of green space in communities across Wales with the aim of reducing inequalities of access by 2026

8.2 Communication and Social Marketing

We have to change the nature of the conversation with the people of Wales about how we share the responsibility for improving their health and well being through physical activity. Despite the obvious advantages, we have failed to communicate the benefits of physical activity to the majority of people in a way that really engages, motivates and incentivises people to lead a more active lifestyle. In the future, we need to better inform people about benefits, consequences and opportunities in a way that resonates with their own life experiences.

As important as the change of emphasis in the narrative will be the creation of a sustainable social marketing programme for change that is underpinned by clear consistent messaging around which a new social movement can form. A value-added brand needs to be created which will mesh the physical activity actions at national and local level into a cohesive whole to create a visible social movement that will generate excitement at a population level and help foster an active lifestyle as a cultural norm. The social movement has to be a co-creation with the population that harnesses the desire of people to share their achievements via social media with friends and family, but based in a real life interaction to motivate and inspire each other.

This new approach to communication and engagement must go beyond the traditional marketing of the desirable behaviour from an old-fashioned patrician perspective and move towards describing attainable and socially desirable lives.

<table>
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<tr>
<th>Aspiration</th>
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<tr>
<td>All levels of society increasingly see being active as a normal part of their daily lives</td>
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<table>
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<tr>
<th>Key Recommendation</th>
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<tr>
<td>Public Health Wales and Sport Wales work to create a strong social movement for change to communicate the advantages of physical activity, based on the best available evidence, with the aim of changing the motivations and aspirations of everyone in our communities towards a more active lifestyle</td>
</tr>
</tbody>
</table>
Areas for Consideration

1. Take action to support professionals and volunteers to deliver consistent and accurate information to the public on how to be more physically active and access local services.

2. Existing evidence and guidance should be translated into an agreed set of messages, targeted at key audiences, that can be delivered through different communications channels with priority given to social media due to cost, reach and measurement factors.

3. Develop a high level communications plan to ensure that all stakeholder organisations have a clear understanding of their role in the delivery of increased physical activity.

4. Ensure that the public has easy access to information about when, where and how to be active.

5. Co-produce and tailor messaging and information to ensure it resonates with the different segments of Welsh society. Engage and listen to the views of children, young people and their families, older people and different minorities to understand their unique behaviour change motivations.

8.3 Monitoring and evaluation

In order to monitor the progress against these recommendations, a system of qualitative and quantitative data collection, analysis and feedback against a set of national indicators for physical activity needs to be put in place. Common agreement across key stakeholders on what these indicators will be and the mechanisms for collecting and reporting against these should be sought. Indicators should be in line with those being used internationally to allow Wales to benchmark against other UK and EU nations. Indicators need to reflect both the ultimate outcomes being measured but also provide reassurance that progress towards achieving these is on track.

The national indicators for physical activity will contribute to the Well Being of Future Generations Act indicators, and be used as an indicator in the Public Health Outcomes Framework.

Yet in order to fulfil its potential, physical activity needs to be about much more than mere numbers. We need to demonstrate how much of a positive difference it can make to people’s lives. In these recommendations the intention is to allow those who fund and deliver physical activity to focus on the social good it can deliver. Where that focus exists it should be rewarded. Where it is absent it should be enabled.
Aspiration

Increases in activity levels are visible to all and inspire further investment of effort and resource.

Key Recommendation

Welsh Government should agree with key stakeholders a national system of data collection, analysis and feedback for a set of national outcome indicators for physical activity.

Areas for Consideration

1. Establish a robust baseline of the prevalence of physical activity in the Welsh population using the physical activity questions in the National Unified Survey

2. Establish a stakeholder group who can ensure a consistent approach to measurement and analysis of physical activity indicators and maximise the impact of the research being undertaken by the academic sector in Wales

3. Define a subset of secondary indicators that can be segmented to allow progress against each of the recommendations to be monitored.

8.4 Workforce

Coordinated efforts to increase demand for participation in physical activity have to be matched by coordinated workforce planning and investment if we are to see the large-scale changes in levels of physical activity we want to see.

It is clear from the evidence that there is a need to integrate behavioural change theories and tools into existing workforce training. The approach to pan sector workforce development needs to be broadened to include the wider potential physical activity deliverers and other professionals and volunteers who can influence the physical activity agenda. Further work is also needed to ensure that the workforce of the future has the skills to deliver opportunities for the most sedentary and among key population groups.

Aspiration

Create a dynamic, skilled and diverse paid and voluntary workforce delivering high quality opportunities for people to be more active
Key Recommendation

Commission a review of the physical activity delivery landscape across sectors to establish where increased collaboration could help fill any skills gaps that currently exist and undertake pan sector workforce planning to identify the future workforce required to deliver increasing levels of activity over the coming decade.

Areas for Consideration

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<tbody>
<tr>
<td>1</td>
<td>Public sector organisations should be encouraged to increasingly commission physical activity training for their wider workforce.</td>
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<tr>
<td>2</td>
<td>Leaders in the public sector should exemplify the behaviours necessary to deliver a step change in collaboration and planning sustainably for the long term</td>
</tr>
<tr>
<td>3</td>
<td>Public sector organisations should promote the health benefits of volunteering and evidence what they are doing to value, develop and support their volunteer workforce</td>
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<tr>
<td>4</td>
<td>Effective workforce planning should be at the centre of all physical activity delivery plans</td>
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9 Conclusion

For centuries, people in Wales lived active lives – but not anymore. As a nation, Wales is less active, increasingly overweight and unfit. Many people, of all ages, die before they have to, when they could be enjoying a good life. Getting active need not be difficult – walking more, taking the stairs, playing with the kids, digging the garden, washing the car; anything that makes people breathe a little bit harder than usual for 150 minutes a week. We know from the experience of countries like Finland and the Netherlands that If change is to be real and lasting we need to embed physical activity into the fabric of daily life, and to think long-term.

The recommendations in Getting Wales Moving have been developed to initiate and support actions to get people moving. It is for this reason that the recommendations consider a broad range of policy instruments to promote physical activity for health and well-being, to help provide not only an enabling environment but also financial incentives and ways to reorganise governance among sectors and levels.

The Welsh Government and its various levels of administration have a crucial role to play in achieving the lasting change we all want to see in physical
activity levels. It is a responsibility that must be shared equally across all areas of Government and across all sectors.

There is already in place a supportive, albeit disparate, policy environment at both national and local levels in Wales. There is a wealth of research and guidance about what works to support people to become more active and there are important pieces of work such as *Acting Today for an Active Tomorrow*, *The Vision for Sport in Wales*, and *Change for Life* which help us understand current patterns of physical activity in Wales.

There are a significant number of provided programmes either specifically for the purpose of becoming more active or where physical activity is involved including: a huge array of organised community and school sport, community and school exercise classes indoors outdoors and in the pool, exercise on prescription, led walks, rambling, park runs, organised dance and games and a myriad of calendared fundraising activities.

The intention is to build on this existing practice by providing leadership, learning and sharing lessons and, where necessary, realigning resources and policy intentions to maximise the impact for our communities. The recommendations in this document seek to ensure everyone, at all levels of Welsh society, takes a critical look at how best use can be made of what we have and get value for money for the Welsh pound so we can all make a real difference and *Get Wales Moving*. 
Appendix 1

Sport Wales and Public Health Wales invited over 50 bodies and individuals to respond to the final draft of *Getting Wales Moving*. These were all organisations that had been involved in the engagement phase of the project. We received responses from the following organisations:

- Welsh Cycling
- Natural Resources Wales
- Mountain Training Cymru
- Snowdonia National Park Authority
- Play Wales
- NHS Wales Health & Wellbeing (Programme Work streams) Group
- North Wales Local Public Health Team
- Swansea University
- Sustrans Cymru
- S4C
- Cardiff & Vale UHB
- Brecon Beacons National Park Authority
- National Trust Wales
- Street Games
- British Heart Foundation
- Canoe Wales
- Chartered Society of Physiotherapy (CSP)
- Canal & River Trust
- Welsh Athletics
- Mind Cymru
- Aneurin Bevan UHB