Beat the Street
Rhondda Cynon Taf
Wales

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Setting the scene

- Beat the Street addresses the global issue of physical inactivity: the fourth highest cause of deaths worldwide and linked to most chronic illnesses.

- BTS uses a simple game at its core to improve health and raise awareness of the importance of moving.

- The long term goal is to embed active habits. Using RFID and NFC technology, the BTS game involves tapping a smartcard on sensors (Beat Boxes), as you travel around your area, collecting points for your team.
Step change across a community

- Travelled: 65,402 miles
- Participants: 13,846
Successful engagement

● Community owned and community centred.

● Work intensively address the psychological and physical barriers, preventing people from changing the way they travel.

● Different types of partnerships (i.e. partnerships for provision; for support and sharing of expertise and practice).

● Engage specific target groups such as black and ethnic minorities (BMEs), families and those from deprived communities and Communities First areas.
Most effective ways of engaging RCT

- Community owned and centred.
- Working collaboratively with community organisations.
- BBC Radio Wales live broadcasts.
- ITV Wales News interview sharing good practice.
- Support from RCT Borough Council.
- Local Councillors playing game.
- Support from Cwm Taf Health Board.
- Publicity stands in GP surgeries.
- 70 schools took part.
- Support from RCTCBC Education Director.
- Support from Parks and Leisure Services.
- Accessibility of green spaces.
A day in the life of a Beat the Street family…

Overall deprivation for Maerdy 2

Where you live is ranked 56th most deprived area of Wales.
(out of 1909 neighbourhoods)

Individual categories

Employment: ▼
Income: ▼
Health: ▼
Education: ▼

https://www.youtube.com/watch?v=dWMw_7mEWCo&feature=youtu.be
Introducing the…

National Charity Partnership

- Diabetes UK
- British Heart Foundation (BHF)
- Tesco

The National Charity Partnership is a partnership between Diabetes UK, the British Heart Foundation and Tesco.

For more visit tescocharitypartnership.org.uk

Diabetes UK is a charity registered in England and Wales (215199) and in Scotland (SC039136). British Heart Foundation is a charity registered in England and Wales (225971) and in Scotland (SC039426).
Beat the Street RCT

PROPORTION INACTIVE BEFORE AND AFTER BTS IN RCT

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<th>Baseline</th>
<th>Follow-up</th>
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<td>RCT</td>
<td>3,949</td>
<td>472</td>
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**Beat the Street RCT**

**PROPORTION MEETING CMO GUIDELINES BEFORE AND AFTER BTS RCT**

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![Bar chart showing proportion meeting guidelines before and after BTS RCT](chart)

- Before: 52%
- After: 61%
Beat the Street RCT

PROPORTION WALKING FOR 15+ MINUTES ON 5-7 DAYS PER WEEK

Baseline | Follow-up
---|---
3,949 | 472

P < 0.05

34% Before
64% After
Conclusion

For every £ spent on Beat the Street after 2 years
NICE ROI tool:

- Transport £3.53
- Healthcare £14.58
- Productivity £16.39

Diolch Yn Fawr
Building Active Communities

@intelligent_Hlt

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