

Challenging Current Practice in Physical Activity Promotion

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BHF National Centre for Physical Activity and Health

7th February 2007

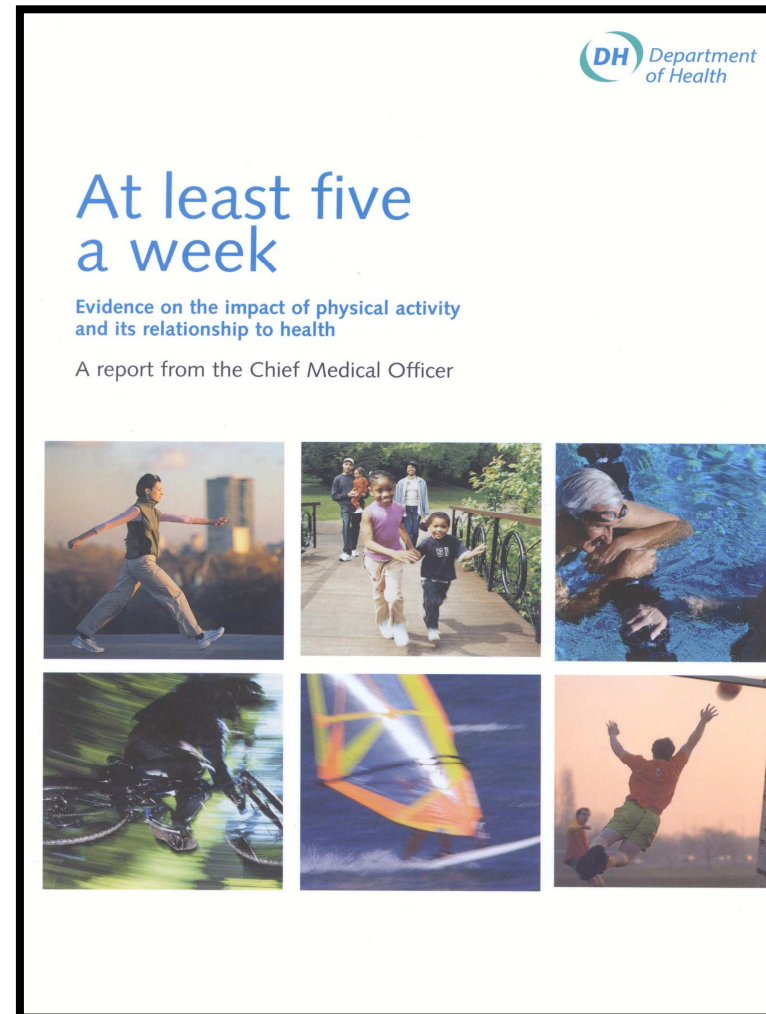


Aspirations for Today


- Introduction
- Well-being Agenda
 - **Background**
 - **Politics of Well-being**
 - **Physical Activity Promotion**
- Physical Activity Guidelines
 - **Problems**
 - **What do we need to do?**

A report from the Chief Medical Officer 2004

- There are few public health initiatives that have greater potential for improving health and **well-being** than **increasing activity levels** of the population



Recent Conference






**Putting the
'Being' into
Wellbeing**

What wellbeing
means to us

The 4th All Wales
Public Health and
Wellbeing Congress

at
The All Nations Centre,
Cardiff

On Thursday 23rd
November 2006.




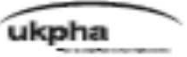
**Hanfodion
Lles**

Beth yw ystyr
lles i ni?

Pedwaredd Cynhadledd
Iechyd a Lles Cyhoeddus
Cymru Gyfan

yng Nghanolfan
yr Holl Genhedloedd,
Caerdydd

Dydd Iau 23ain
Tachwedd 2006.



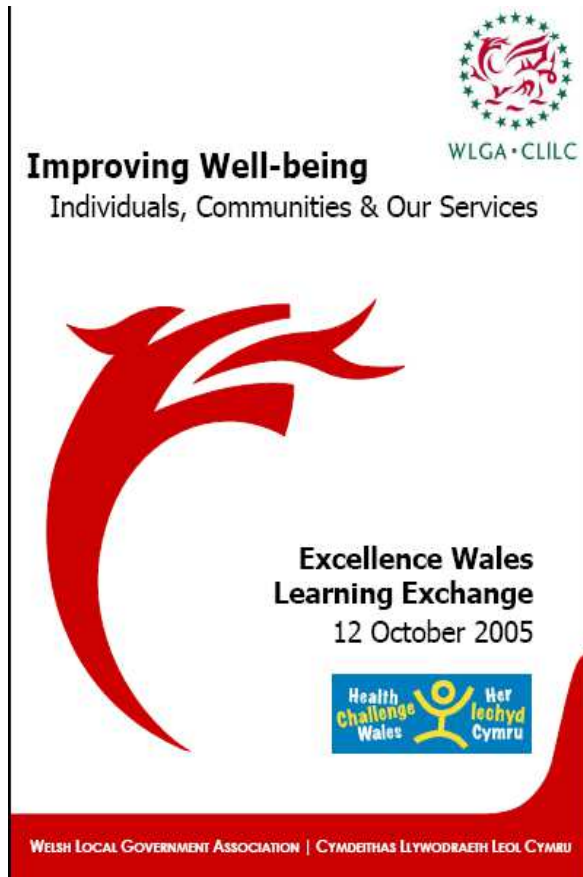
- **The Fourth All Wales Health and Wellbeing Congress**
- Autumn is the time of year when, since 2003, we have held our All Wales Public Health Congress. This year the Congress focused on exploring **the meaning of Wellbeing in as many contexts** as possible.
- An audience of 70, mainly from the Wellbeing related NGO sector, heard PHA Cymru Chair, Paul Walker set the scene by describing the background to the Congress idea and challenging them to respond positively to what he described as the **dawning of the Age of Wellbeing.**

Local Authority

- **Well-being is a more general – and as yet not legally defined-concept** that covers a range of policy areas for enabling citizens to feel more comfortable, secure and fulfilled in their lives. The local understanding of well-being acknowledges the range of different ambitions and lifestyle aspirations of people living in a complex urban society.

Southampton 2006

No clear picture of Well-being



The cover of the report 'Improving Well-being' features the Welsh coat of arms logo at the top right, with 'WLGA • CLILC' below it. The title 'Improving Well-being' is in bold, followed by the subtitle 'Individuals, Communities & Our Services'. A large red stylized graphic of a dragon's head is on the left. At the bottom right, it says 'Excellence Wales Learning Exchange 12 October 2005' and includes the 'Health Challenge Wales' and 'Her Iechyd Cymru' logos. The footer reads 'WELSH LOCAL GOVERNMENT ASSOCIATION | CYMRDITHAS LLYWODRAETH LEOL CYMRU'.

Improving Well-being
Individuals, Communities & Our Services

WLGA • CLILC

**Excellence Wales
Learning Exchange**
12 October 2005

Health Challenge Wales Her Iechyd Cymru

WELSH LOCAL GOVERNMENT ASSOCIATION | CYMRDITHAS LLYWODRAETH LEOL CYMRU



The cover of the discussion paper 'The Politics of Happiness' features the 'nef' logo at the top right. A circular photograph of a smiling child is in the center. Below the photo, the title 'THE POLITICS OF HAPPINESS' and subtitle 'A nef discussion paper' are enclosed in a light blue box.

nef

THE POLITICS OF HAPPINESS
A nef discussion paper

Step into
Health
Ltd

Inspiration and Origins

- Amartya Sen(1985)
- Martha Nussbaum (1993)
- Von Wright

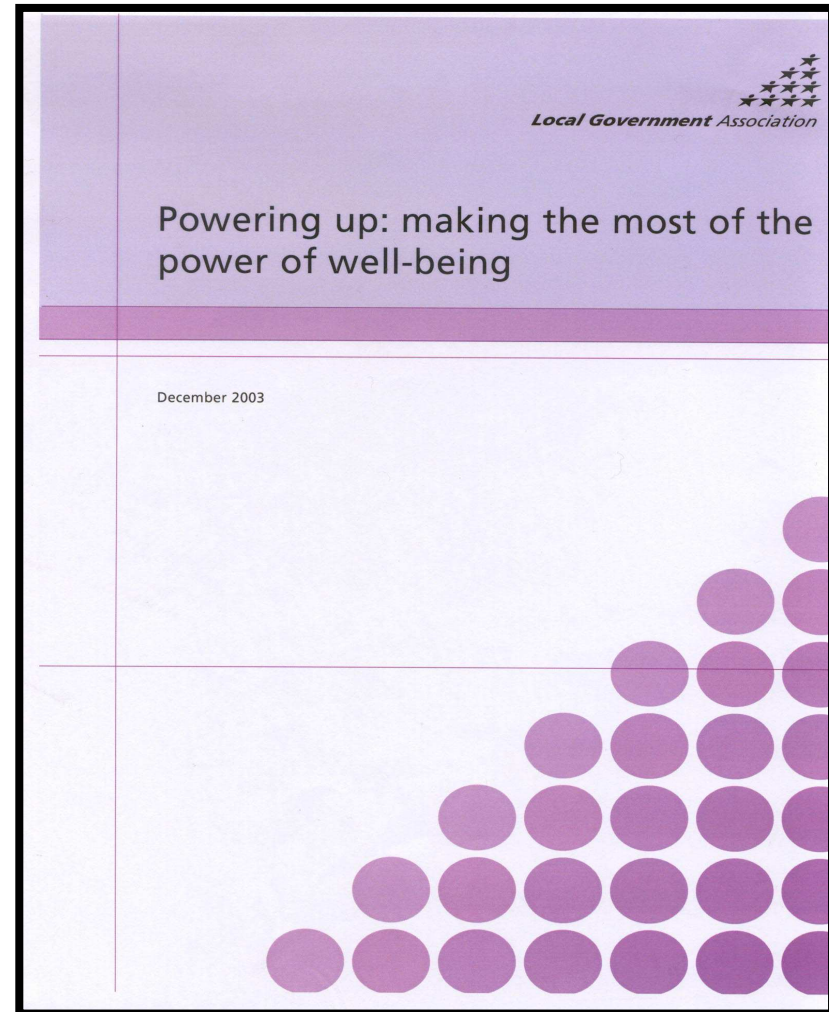
- **Functioning**
- **Capability**
 - **Good organs**
 - **What you do (internal)**
 - **Resources (external) available to you**

Well-being: The Challenge to Politics

Dimensions of Well-being

1. **Life Satisfaction:** satisfaction, pleasure, enjoyment and contentment
2. **Personal Development:** captures curiosity, enthusiasm, flow, exploration, commitment, creative challenge, meaningfulness

Ref: New Economics Foundation 2005



Step into
Health
Ltd

Further Developments



Traditional Model: Therapy

Prevention

- Risk reduction
- Delay functional decline
- Complications of immobility/sedentariness
- **Management of Medical Conditions**

Promoting Well-being : enabling a person to flourish

Well-being Resource

1. Have more energy, dynamism, vitality, **resourcefulness and resilience (?)**
2. Enablement: what persons are able to achieve and enrich living.

Enrichment

- Widen perspectives
- Extend capabilities
- Enhance quality of living

Reserve

- Recover more quickly from major illness, stress, hospital treatment

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Well-being as Enablements/Capabilities

1. What a person has
2. What they can do with what they have
3. How they think about what they have and can do

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**The Prevention Agenda is
simply a spin-off and added
value to promoting
regular Physical Activity as a
Resource:
a fundamental and central part
of your well-being**

Physical Activity Guidelines

A neglected research area

Physical activity and public health - the prescription – *Young people*

- All young people should do at least 60 minutes of physical activity each day:
- Just 4% of a day

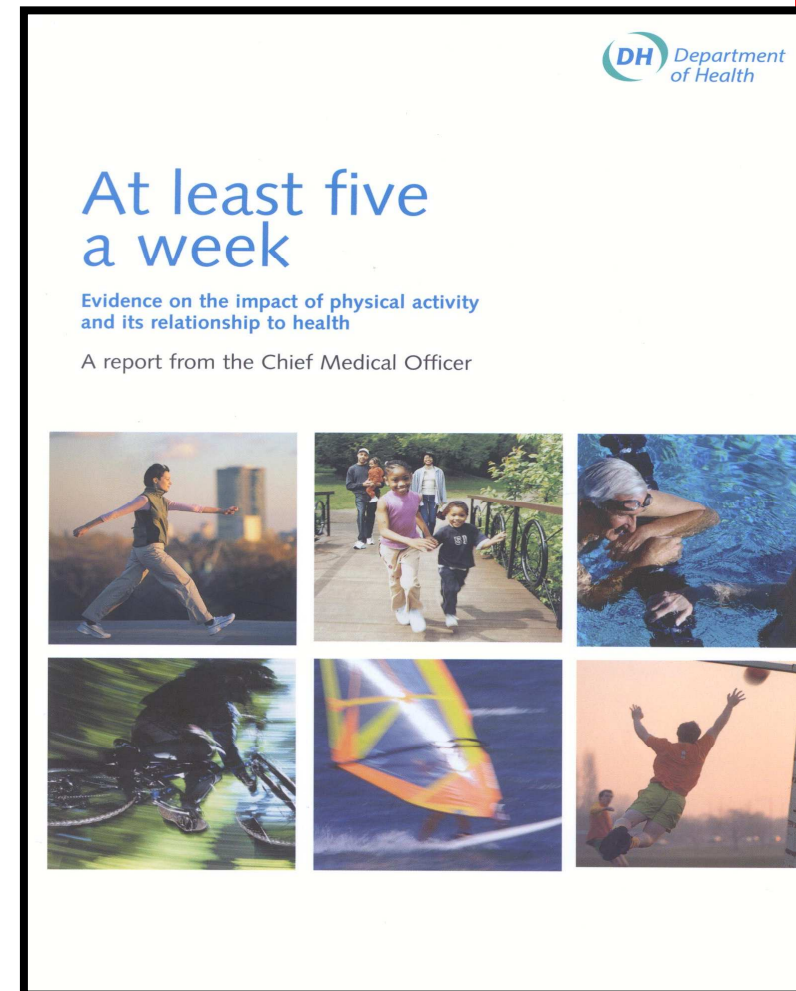
Young and Active 1998



Health
Ltd

Physical activity and public health - the prescription –**SEDENTARY Adults**

- **30 minutes of moderate** intensity physical activity on **five or most days** of the week.
- **2 x 15 minutes or 3 x 10 minutes** is a good way to begin
- **Sedentary** message only
- **In addition to what you do now**



Four Problems with Guidelines

- **There are NO guidelines for:**
 - **Early Years**
 - **Adults in Later Life**
- **Ambiguity**
- **The variety of Guidelines needed**
- **People simply don't know what the guidelines are and what they need to do**

Key Distinctions

- Health messages
- Sedentary message (who are we aiming at?)
- Weight management
 - Avoid weight gain
 - Losing weight
 - Maintaining weight loss
- Special Conditions
 - Cardiovascular
 - Metabolic
 - Musculo-skeletal
 - Immune system

Choices: Weight management

- Generate Health Gains (30 minutes)
- Prevent weight gain (60 minutes)
- Reduce obese levels (90 minutes)
- Maintain weight loss (60-90 minutes)

On most days of the week while not exceeding caloric intake requirements

***However, we need to recognise individual differences.**

Journal of Physical Activity and Health (2) 137-142, 2005

Recognition of Physical Activity Message

- Only 5% of Adults in Later Life can recognise and know what is involved
- Only 11% of adults can recall the message
- Only 14% of Fitness specialists know what is involved

A man with a beard and a red shirt, looking thoughtful with his hand on his head. The background is a warm, blurred landscape. The text is overlaid on the right side of the image.

**New Generations
New Market, New Rules !**

Thank You

With your help we
can set a new
research agenda

YOU REALLY CAN MAKE A DIFFERENCE

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