

# Bolder Healthier Community Champions

## Physical activity and behaviour change webinar

Birmingham Public Health 2023



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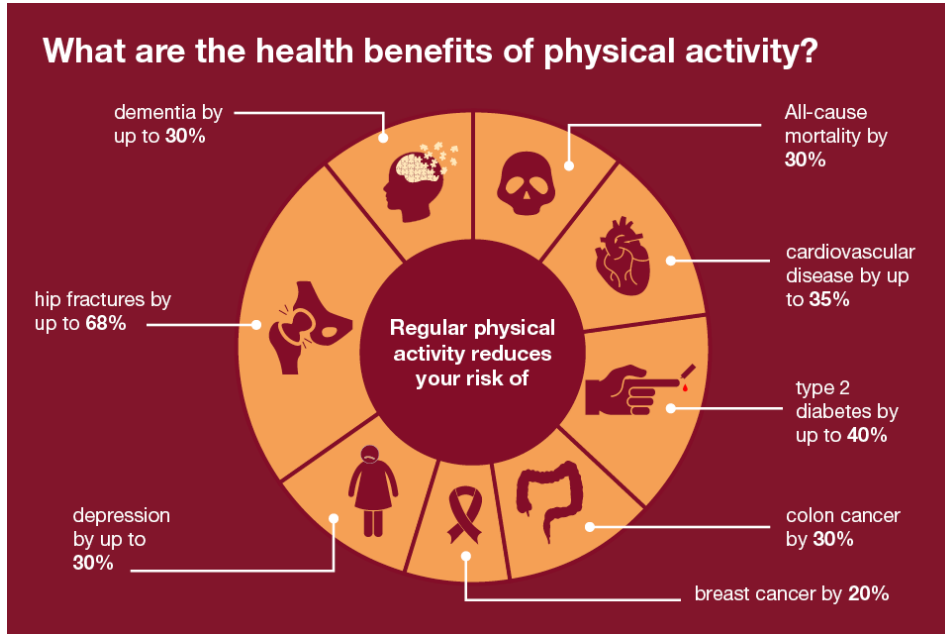


# What is physical activity?

All **movement** including during leisure time, for transport to get to and from places, or as part of a person's work.

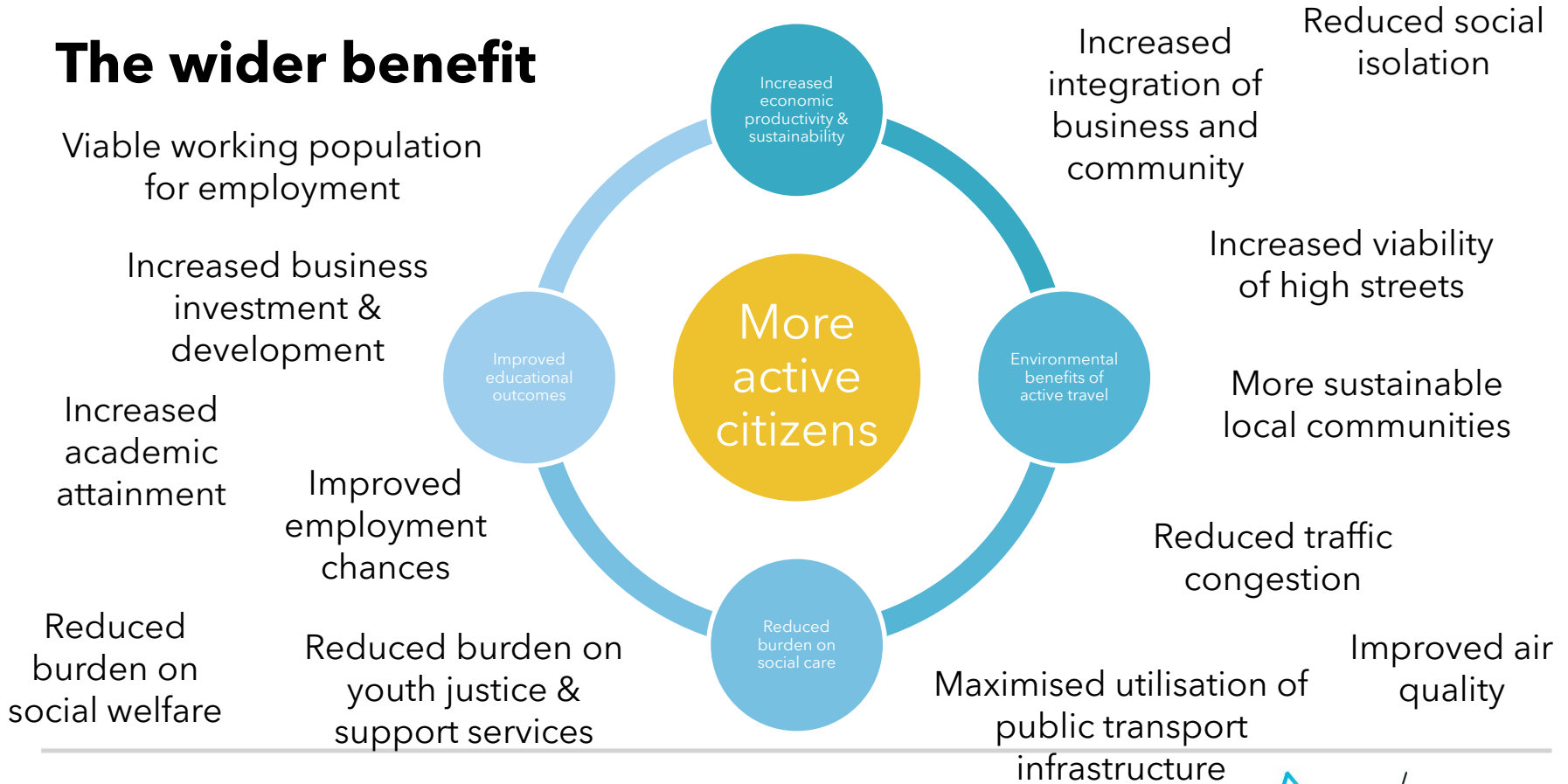


# What are the benefits of physical activity?



“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat.” - UK Chief Medical Officers, 2019.

# The wider benefit



# Why does physical activity matter?

Physical inactivity is one of the top three drivers of premature mortality.

Costs UK £7.4 billion annually (£900 million to the NHS alone).

Being active every day can reduce the risk of 40 different diseases.

Being active daily can improve clinical outcomes and reduce symptoms for those living with disease at every age.

# What are the guidelines?

## Physical activity for early years (birth – 5 years)

Active children are healthy, happy, school ready and sleep better

- BUILDS RELATIONSHIPS & SOCIAL SKILLS
- MAINTAINS HEALTHY WEIGHT
- CONTRIBUTES TO BRAIN DEVELOPMENT & LEARNING
- IMPROVES SLEEP
- DEVELOPS MUSCLES & BONES
- ENCOURAGES MOVEMENT & CO-ORDINATION

### Every movement counts

Aim for at least **180 Minutes per day** for children 1-5 years

Under-1s at least 30 minutes across the day

Get Strong. Move More. Break up inactivity

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical activity for children and young people (5 – 18 Years)

- BUILDS CONFIDENCE & SOCIAL SKILLS
- DEVELOPS CO-ORDINATION
- IMPROVES CONCENTRATION & LEARNING
- STRENGTHENS MUSCLES & BONES
- IMPROVES HEALTH & FITNESS
- MAINTAINS HEALTHY WEIGHT
- IMPROVES SLEEP
- MAKES YOU FEEL GOOD

### Be physically active

Spread activity throughout the day

Aim for an average of at least **60 minutes per day** across week

All activities should make you breathe faster & feel warmer

Activities to develop movement skills, and muscle and bone strength **ACROSS WEEK**

Get strong Move more

Find ways to help all children and young people accumulate an average of at least 60 minutes physical activity per day across the week

UK Chief Medical Officers' Physical Activity Guidelines, 2019

## Physical activity for adults and older adults

Benefits health

- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduces your chance of

- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- Cancers (colon and breast) -20%

Some is good, more is better

Make a start today: it's never too late

Every minute counts

### Be active

at least **150 minutes** moderate intensity per week  
increased breathing able to talk

OR

at least **75 minutes** vigorous intensity per week  
breathing fast, difficulty talking

**Build strength** on at least **2 days a week**

Minimise sedentary time  
Break up periods of inactivity

For older adults, to reduce the chance of frailty and falls **Improve balance** 2 days a week

UK Chief Medical Officers' Physical Activity Guidelines 2019

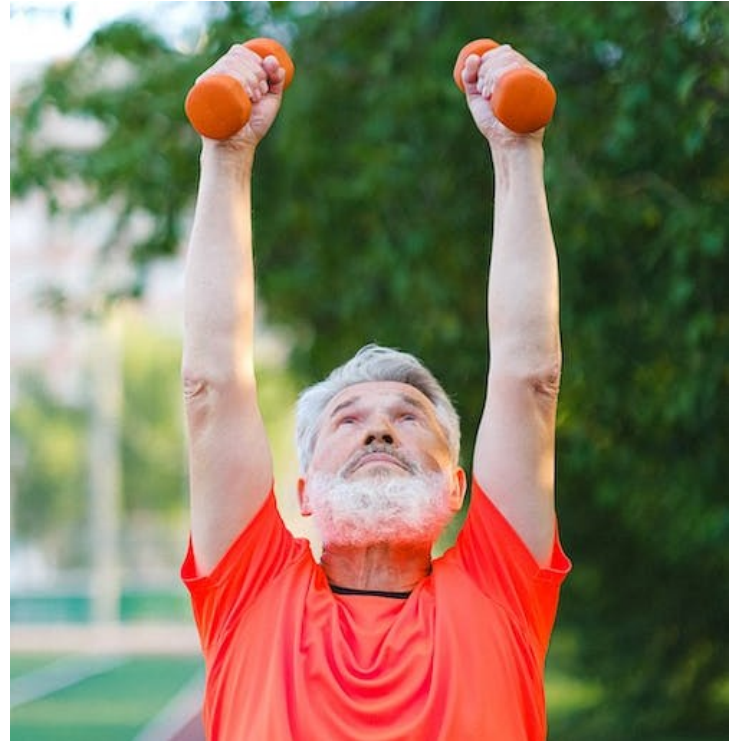
Guidelines also for disabled people, pregnant women and women after childbirth

# Intensity level- Moderate

**Moderate intensity:** moderate level of activity noticeably increases your heart rate and breathing rate. *You may sweat, but you are still able to carry on a conversation. You can talk, but you can't sing. You feel you are exercising, but you are not huffing and puffing.*

The nhs physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity.
- Do at least 150 minutes of moderate intensity activity a week.
- Reduce time spent sitting or lying down.



# Intensity level

**Vigorous intensity:** is activity done with a large amount of effort, resulting in a higher heart rate and quick breathing. It is difficult to make full sentences. Activities such as running, cycling, and tennis are usually classified as vigorous.

The nhs physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity.
- Do at least 75 minutes of vigorous intensity activity a week.
- Reduce time spent sitting or lying down.





# Intensity level

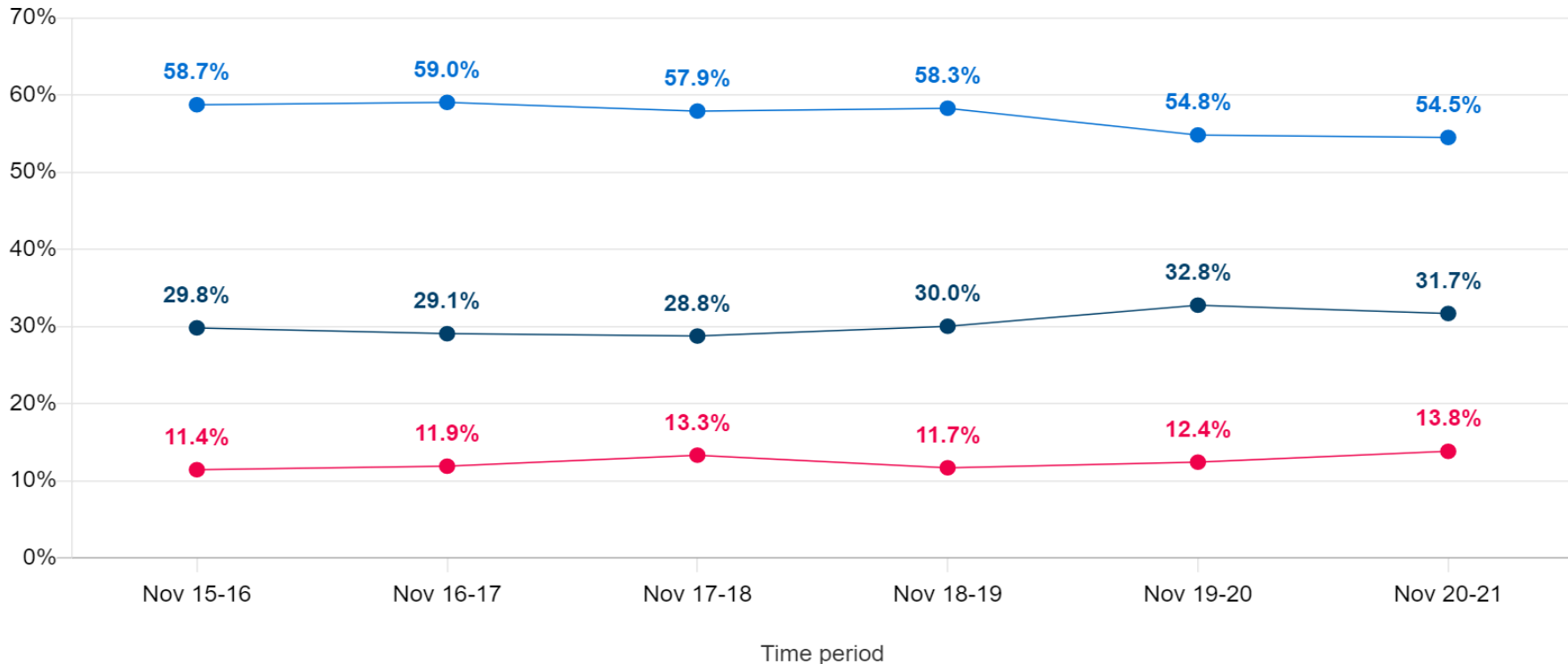
## 3. Strengthening and balancing:

Strength training is a key component of overall health and fitness for everyone. It is recommended that strength and conditioning training should be done to the point where you need a short rest before repeating the activity. Examples include pilates, yoga, weight lifting, gardening or carrying heavy shopping.




The NHS physical activity guidelines for adults suggests:

- Aim to be physically active every day, even if it's just light activity
- Do activities that improve strength, balance and flexibility on at least 2 days a week
- Reduce time spent sitting or lying down and break up long periods of not moving with some activity


# Levels of physical activity in adults in Birmingham



% Levels of activity:

 Inactive: less than 30 minutes a week  Fairly active: 30-149 minutes per week  Active: at least 150 minutes a week

# Activities that help improve aerobic capacity, balance and bone health

Type of sport, physical activity or exercise	Improvement in muscle function	Improvement in bone health	Improvement in balance
 Running	★	★★	★
 Resistance Training	★★★	★★★	★★
 Aerobics, circuit training	★★★	★★★	★★
 Ball Games	★★	★★★	★★★
 Racquet Sports	★★	★★★	★★★
 Yoga, Tai Chi	★	★	★
 Dance	★	★★	★
 Walking	★	★	☆
 Nordic Walking	★★	①	★★
 Cycling	★	★	★

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★★★ Strong effect    ★★ Medium effect    ★ Low effect    ☆ No effect    ① Not known

# How active is Birmingham?

- **Birmingham adults:** 481,000 (55%) of all adults are active (at least 30 minutes of activity per day).
- **Birmingham children:** 71,800 (42%) of children and young people are active (60 minutes activity per day).

## What are the inequalities within Birmingham?

### Underrepresented groups

Inequalities in PA exist across a number of underrepresented groups  
e.g. disability, long term health condition or certain ethnicities

### Deprivation

Physical inactivity is strongly linked to deprivation

### Age

You are more likely to be inactive if you are a younger or older person living in the city

### Gender

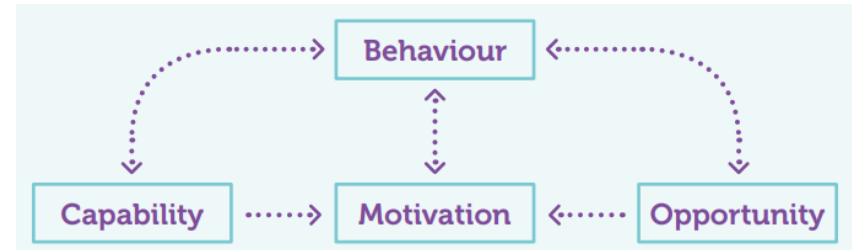
Women and girls are more likely to be inactive

# Barriers people face to be physically active



# Physical activity and the COM-B model

- Physical activity can benefit both physical and psychological health. The COM-B model (which is a behaviour change model) can help us understand individual behaviour. Being physically active each day can be influenced by what we know and what we can do (**capability**), the people around us and our physical environment (**opportunity**) and our beliefs, what we want, how we see ourselves, how we regulate our emotions, and our habits (**motivation**).



# How can we be more active in Birmingham?

- Find the motivation to be more active:

makes you feel good

Fun

Sociable

Increases confidence and self esteem

Prevent poor health

Saves money & its good for the environment

# How can we increase physical activity as individuals?

- Make small changes
  - Take the stairs
  - Incorporate walking into your commute or school run
  - Lunch time away from your desk
  - Brisk walk or jog on the spot during TV adverts
- Walking, Running and Cycling - alone, friends and family, group
- Group classes
- Personal trainer
- Sports - organised or informally with friends and family



# Find the opportunities to be more active

## Schools

Instead of taking the car, walk, cycle or scoot to school  
Explore a [nearby park](#) on your walk home.

## Homes

Find activities you can do from home with [The Active Wellbeing Society](#)  
Gardening, housework.

## Workplaces

Energise your workplace programme.

# Find the opportunities to be more active

## Utility transport

The use of HS2, the addition of bike lanes and the clean air zone within the centre of Birmingham are all discussed within the framework.


## Active play

## Informal sport and organised sports

Organised sports could be community led football sessions, park run's or going to the park to play rounders with friends.


**41%**

of all journeys in the UK are less than **2** miles

of which **36%** are by 

**68%**

are less than **5** miles

of which **53%** are by 

Encouraging just one more person to cycle to work rather than go by car could generate between **£539** and **£641** in savings.

# Advice (exercise, variations in PA, walking meetings etc.)

- Make use of [free activities at your local leisure centre](#)
- Explore your local [green spaces](#)
- Learn to ride and increase cycle confidence with the [Active Wellbeing Society](#)
- Ditch the car for short journeys and save money on travel costs
- Check if your work place has a bike to work scheme

# What support is available in Birmingham?



[FREE physical activity opportunities for ALL Birmingham residents\\*](#)

Everything from Line Dancing to Badminton to Zumba!

All you need is a *leisure card*: sign up at your local leisure centre

Within the 1<sup>st</sup> year, there were over 300,000 sign ups

Further details available at: [Support available in Birmingham](#)

\*all residents who pay council tax to Birmingham City Council



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# What is support is available in Birmingham?



[Find a leisure centre, sports activity or lesson | Birmingham City Council](#)



- Park Run
- Sport Birmingham activity finder
- Connect Sport
- Birmingham City Council search
- The Active Wellbeing Society
- GP exercise referral scheme Be Active Plus - long term conditions

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# What resources are available in Birmingham?



[Bhealthy Webinar series: get active - YouTube](#)

[Physical activity webinars - YouTube](#)

[Home of the Birmingham 2022 Commonwealth Games](#)

[Sports for your health and wellbeing | Birmingham City Council - Commonwealth Games Sports Posters 2022](#)

### BADMINTON FOR HEALTH AND WELLBEING

Badminton is an excellent cardiovascular, strength, balance, and coordination activity. It's a low-impact sport that can be played by people of all ages and abilities. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Badminton is a Commonwealth Games sport in 2022 and is included in the Birmingham 2022 Commonwealth Games programme. It's a great way to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play badminton, you can play badminton. It's a fun and social activity that can be played with friends and family. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**Other badminton opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

### CYCLING FOR HEALTH AND WELLBEING

Cycling is a great way to get active and improve your health and wellbeing. It's a low-impact sport that can be played by people of all ages and abilities. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Cycling is a Commonwealth Games sport in 2022 and is included in the Birmingham 2022 Commonwealth Games programme. It's a great way to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play cycling, you can play cycling. It's a fun and social activity that can be played with friends and family. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**Other cycling opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

### RUGBY FOR HEALTH AND WELLBEING

Rugby is a great way to get active and improve your health and wellbeing. It's a low-impact sport that can be played by people of all ages and abilities. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Rugby is a Commonwealth Games sport in 2022 and is included in the Birmingham 2022 Commonwealth Games programme. It's a great way to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play rugby, you can play rugby. It's a fun and social activity that can be played with friends and family. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**Other rugby opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

### RUNNING FOR HEALTH AND WELLBEING

Running is a great way to get active and improve your health and wellbeing. It's a low-impact sport that can be played by people of all ages and abilities. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Running is a Commonwealth Games sport in 2022 and is included in the Birmingham 2022 Commonwealth Games programme. It's a great way to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play running, you can play running. It's a fun and social activity that can be played with friends and family. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**Other running opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

### SQUASH FOR HEALTH AND WELLBEING

Squash is a great way to get active and improve your health and wellbeing. It's a low-impact sport that can be played by people of all ages and abilities. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Squash is a Commonwealth Games sport in 2022 and is included in the Birmingham 2022 Commonwealth Games programme. It's a great way to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play squash, you can play squash. It's a fun and social activity that can be played with friends and family. It's a great way to improve your fitness, flexibility, and balance. It's also a fun and social activity that can be played with friends and family.

**Other squash opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

### SWIMMING AND PARASWIMMING FOR HEALTH AND WELLBEING

Swimming and paraswimming are great ways to get active and improve your health and wellbeing. They are low-impact sports that can be played by people of all ages and abilities. They are great ways to improve your fitness, flexibility, and balance. They are also fun and social activities that can be played with friends and family.

**COMMONWEALTH GAMES 2022**  
Swimming and paraswimming are Commonwealth Games sports in 2022 and are included in the Birmingham 2022 Commonwealth Games programme. They are great ways to get active and improve your health and wellbeing.

General Wellbeing Benefits		General Health Benefits	
Improves balance	Strengthens bones	Builds a healthy heart and circulatory system as well as your lung and heart health for your health	
Improves reflexes	Strengthens muscles		
Builds coordination	Builds balance		
Builds flexibility & endurance	Builds cardiovascular & mental wellbeing		
Improves and regulates appetite	Builds bone density		

**GET INVOLVED**  
When you can play swimming and paraswimming, you can play swimming and paraswimming. They are fun and social activities that can be played with friends and family. They are great ways to improve your fitness, flexibility, and balance. They are also fun and social activities that can be played with friends and family.

**Other swimming and paraswimming opportunities:**  
Birmingham City Council  
1000 Edgbaston Road  
Birmingham B15 2TT  
www.birmingham.gov.uk

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# Bolder Healthier Community Champions



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# How Can You Help?

**Talk** about the benefits of screening to people in your community

**Connect** people in your community with to support through web pages and services

**Feedback to us** where more help is needed so we can continue to improve the support for citizens



# Talk to people in your community

Bolder Healthier Champions **should not:**

- Provide anything other than approved information
- Receive personal information from people



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# Talk to members of your community

Do you know where to get information on physical activity?

As a young person, do you know where there are clubs to join?

How do you incorporate physical activity into your daily life?

Do you know what counts as physical activity?

Shall we try the new water aerobics class together?

Do you know what the benefits of getting physically active are?

Do you know how to make small changes in your life to get more physically active?

Do you know the benefits of getting physically active?

# How can you provide brief support in everyday interactions?

- Use open questions with the [Ask](#), [Advise](#), [Act](#) model

## Use an example: Someone trying to find info on physical activity

### Ask

- Are you visiting your GP for advice and clarity on physical activity across Birmingham?
- Do you have family or friends that could attend gym or park activities with you?
- Do you know how much physical activity is needed daily?

### Advise


- There is lots of information out there on physical activity e.g. NHS, Gov.uk or council websites.
- If you are unsure about physical activity groups, speak to a healthcare professional for support.

### Act


- Signpost them to practical resources such [Park run](#) and [Active wellbeing society](#). As well as toolkits to help navigate physical activity.
- Resources to help decide what spot to partake in as [Sport Birmingham activity finder](#).

# Case Study 1 - part 1

Ellie is a Bolder Healthier Champion and recently attended the physical activity webinar. Simon has recently moved into her flat share and they are both cooking their dinner at the same time.



Hi Simon, I hope you're settling in nicely?




Yes! I'm really enjoying exploring a new area, but I just don't know what activities are on in Birmingham for me to get active! Do you know of anywhere?

## Case Study 1 - part 2

Ellie is a Bolder Healthier Champion and recently attended the physical activity webinar. Simon has recently moved into her flat share and they are both cooking their dinner at the same time.



Yes, I do! I have just learnt about the many different websites I can use to find local activities, I use the [Sport Birmingham activity finder](#), [Park run](#) and [Active wellbeing society](#) to find local activities to take part in.



Brilliant, I'll look at these when I'm home. Perhaps we can go to the park run together?

# Directory of resources

## Resources:

Health Lit toolkits:

TAWS:

Daily Miles:

## Local resources -

The active wellbeing society

## GOV: Screening access for all:

- [NHS population screening: access for all - GOV.UK \(www.gov.uk\)](https://www.gov.uk)
- NHS population screening: access and order leaflets: [NHS population screening: access and order leaflets - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

## Helping in making a choice:

- [NHS screening programmes: information for GPs and practice staff - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

## Cancer research UK:

- Cancer screening information: [Cancer Screening | Cancer Research UK](https://www.cancerresearchuk.org)
- Screening for cancer: [What is cancer screening? | How does cancer screening work? \(cancerresearchuk.org\)](https://www.cancerresearchuk.org)

## Pros and cons of screening:

- [The pros and cons of screening - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

## Symptoms of cancers:

- Breast: [NHS](https://www.nhs.uk)
- Bowel: [Symptoms of bowel cancer | Cancer Research UK](https://www.cancerresearchuk.org)
- Cervical: [NHS](https://www.nhs.uk)
- Red flag symptoms: [NHS](https://www.nhs.uk)

## Local resources -

- Screening tests in video form: [Screening tests for you and your baby on Vimeo](https://www.vimeo.com)
- [National Screening Programmes | Adelaide Street Family Practice \(adelaidestreetfp.co.uk\)](https://www.adelaidestreetfp.co.uk)

**Feedback to** us where more help is needed so we can continue to improve the support for citizens

Email the Bolder Healthier team on:  
[BolderHealthierChampions@birmingham.gov.uk](mailto:BolderHealthierChampions@birmingham.gov.uk)



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# Thank you for being a Bolder Healthier Champion!



**We look forward to working together to improve the wellbeing of everyone in Birmingham.**

By volunteering to receive the latest health information, you can use these messages to help you support yourself, your family, your friends and your wider community with:

- **Monthly themed webinars**
- **Tailored resource packs**
- **Health awareness training**

*If you know someone else who might like to get involved, they can read more about the Programme at [Bolder Healthier Champions](#)*





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[birmingham.gov.uk](http://birmingham.gov.uk)

# Thank you for your time!



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