

# Increasing Physical Activity

Thames Valley  
Strategic Clinical Network  
Conference  
Tuesday 17 January 2017  
Hilton Reading

Dr William Bird MBE  
17 January 2017

People



Loneliness

Place



Hostile

Purpose



Rejection

## Fear and Chronic Stress





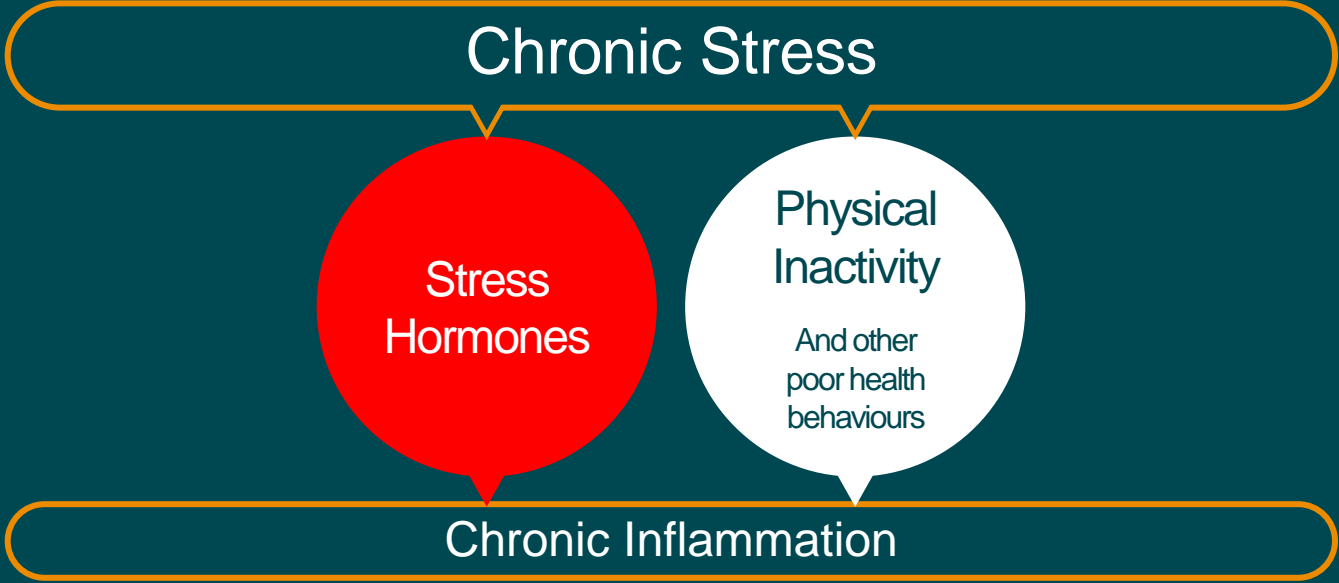
## Chronic Stress

Anxiety and depression

## Physical Inactivity

Poor diet  
Smoking etc





Mitochondria as a key component of the stress response. Manoli et al. Trends in Endocrinology and Metabolism Vol 18 No 5 2007



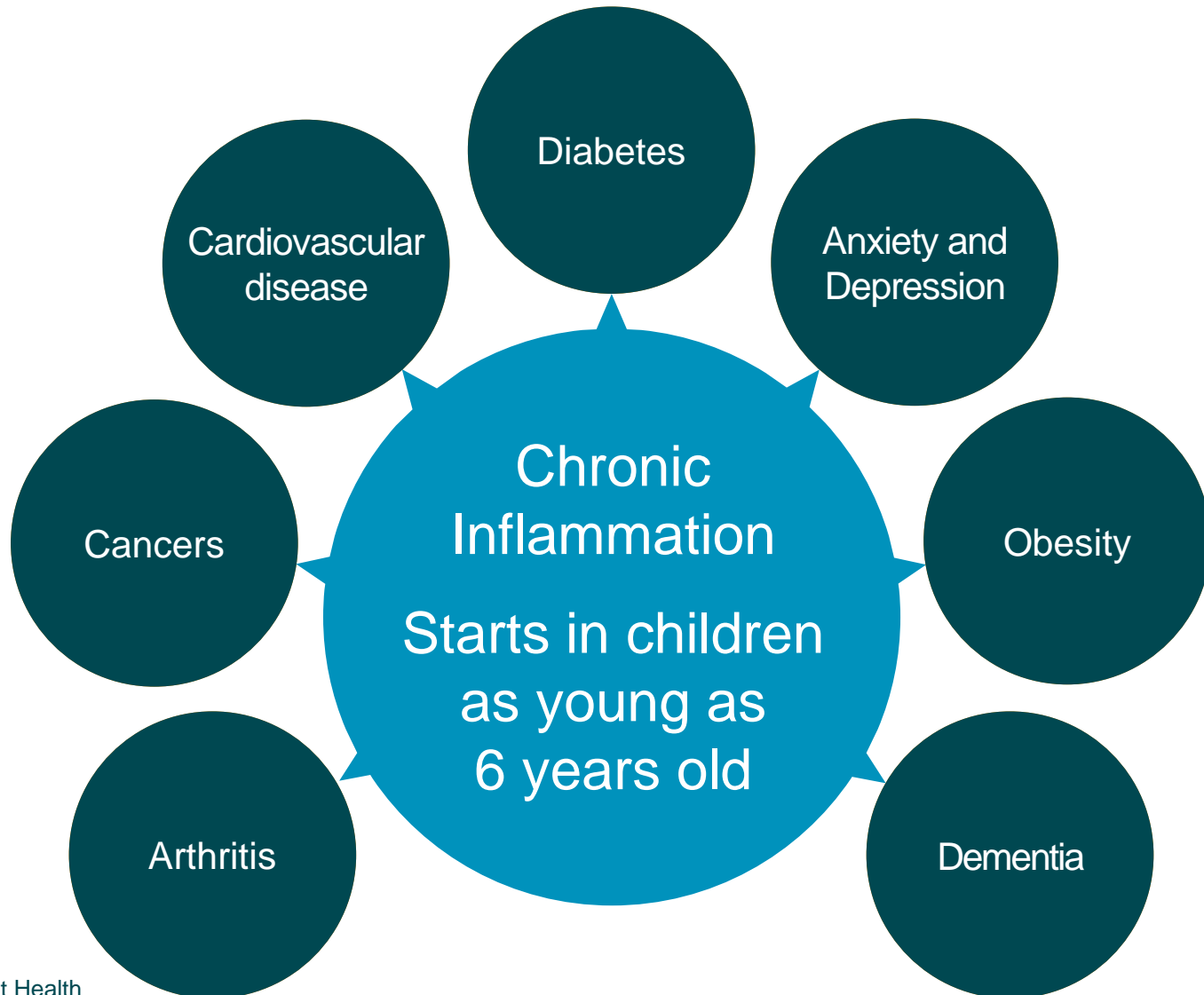


# This causes inflammation

Immune system  
is constantly  
switched on



# Inflammation: 'the cause of causes'



# Inactivity causes inflammation



# Chronic Stress

Stress  
Hormones

Physical  
Inactivity

And other  
poor health  
behaviours

leads to inflammation  
Mitochondrial damage and telomere shortening

Depression

Cancers

Cardiovascular

Diabetes

Dementia





To get real change Beat the Street aims to get lots of people becoming activity leaders themselves



# Our award winning Beat the Street programme makes step change in activity levels

removes boundaries and transforms a whole town into a game!



# Step change across a community

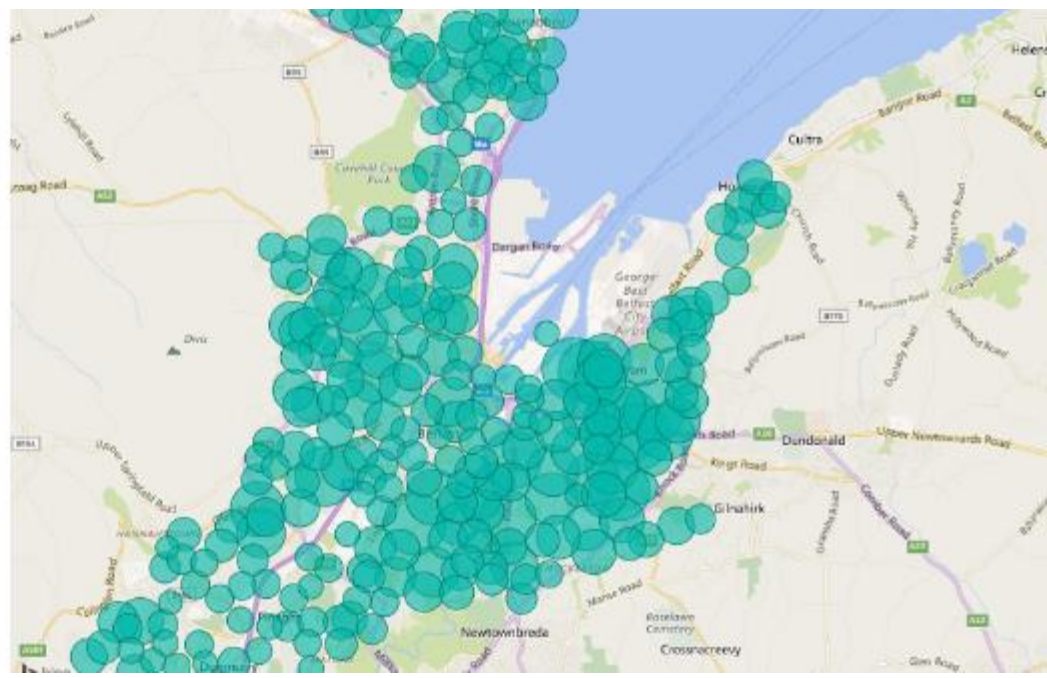
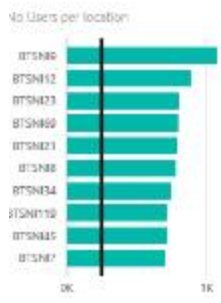
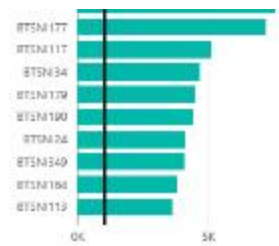




# Community 'own' the game



# 372 Beat Boxes across a population of 550,000



# Beat the Street Belfast

1. - 37,864 people played after 15 days
2. - 180 teams playing with 100 schools (70% of all schools)

## By Total Point Score

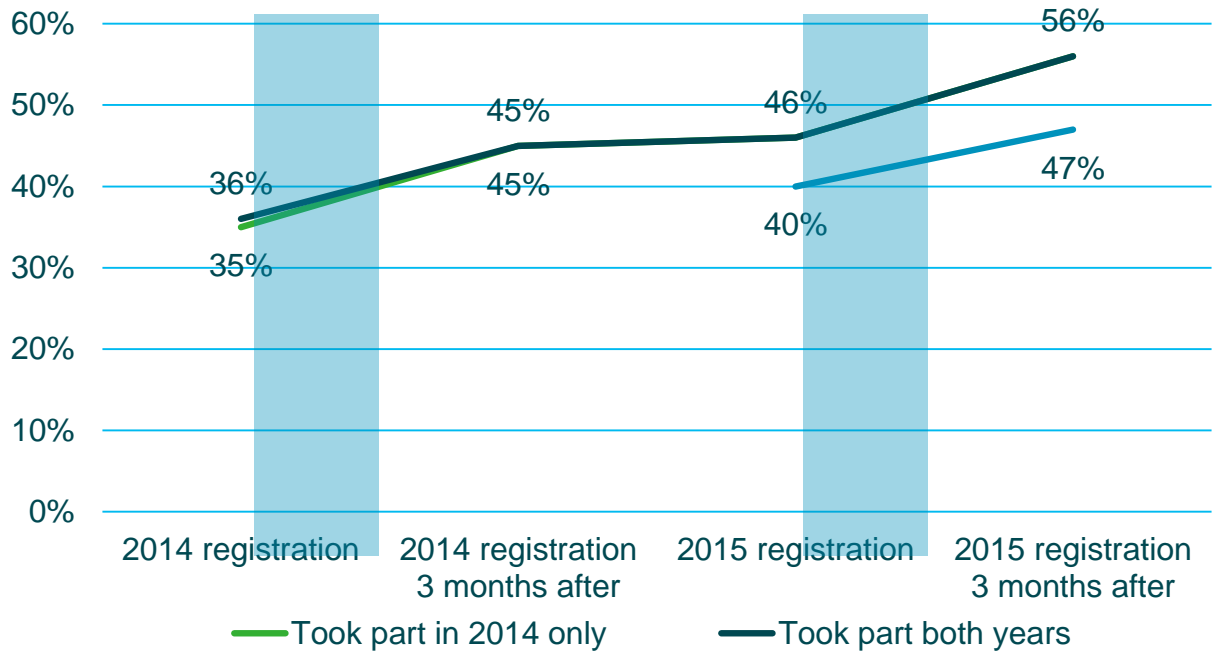
| Rank | Team Name                         | Total Points | Average Points | Number Members |
|------|-----------------------------------|--------------|----------------|----------------|
| 1    | Strandtown Primary School         | 44300        | 56             | 781            |
| 2    | St Bride's Primary School         | 42250        | 52             | 811            |
| 3    | Stranmillis Primary School        | 39930        | 89             | 448            |
| 4    | Harmony Primary School            | 31980        | 101            | 314            |
| 5    | Orangefield Primary School        | 28630        | 51             | 554            |
| 6    | Forge Integrated Primary School   | 27310        | 75             | 363            |
| 7    | Greenwood Infants' Primary School | 25180        | 71             | 351            |
| 8    | Rathcoole Primary School          | 25130        | 90             | 279            |
| 9    | Pond Park Primary School          | 22650        | 39             | 574            |
| 10   | Lisnasharragh Primary School      | 22340        | 58             | 383            |

1 - 10 of 179 items

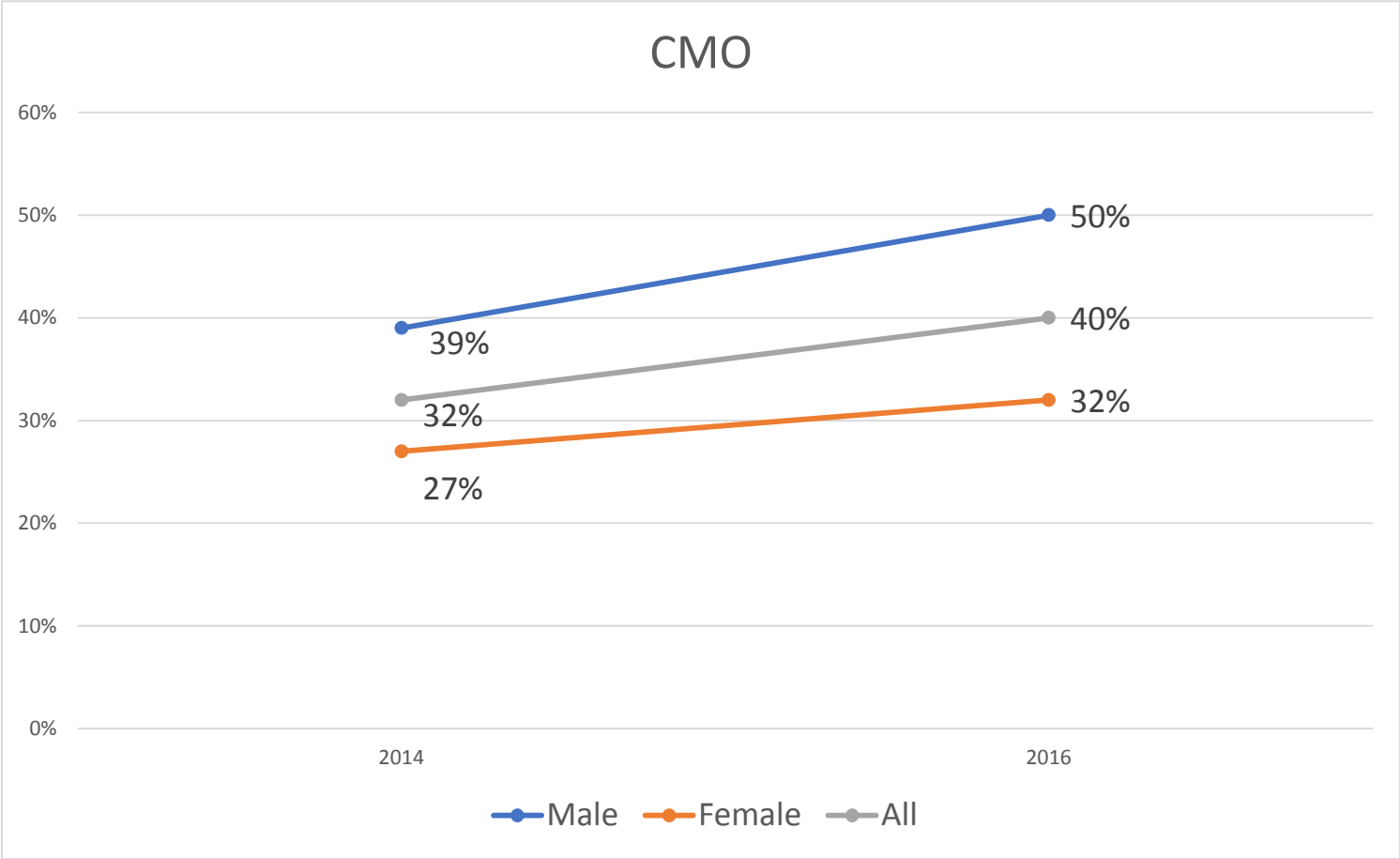


# Is it sustainable

Over two years in Reading there has been a 20% increase in the number of people reaching the Government recommended activity levels of 150 minutes a week

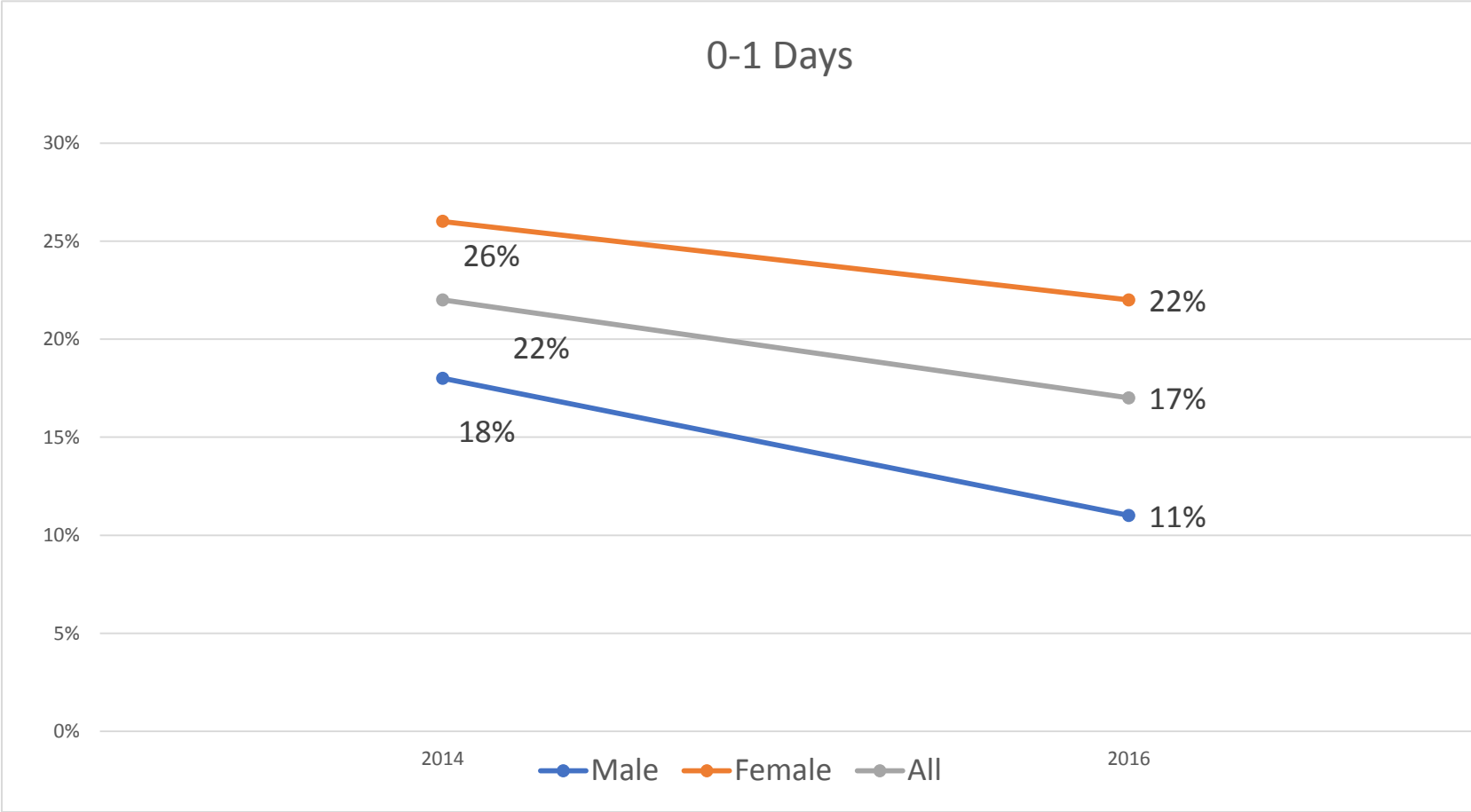


# % of participants taking part in BTS who only achieve 0-1 days of physical activity after 2 years



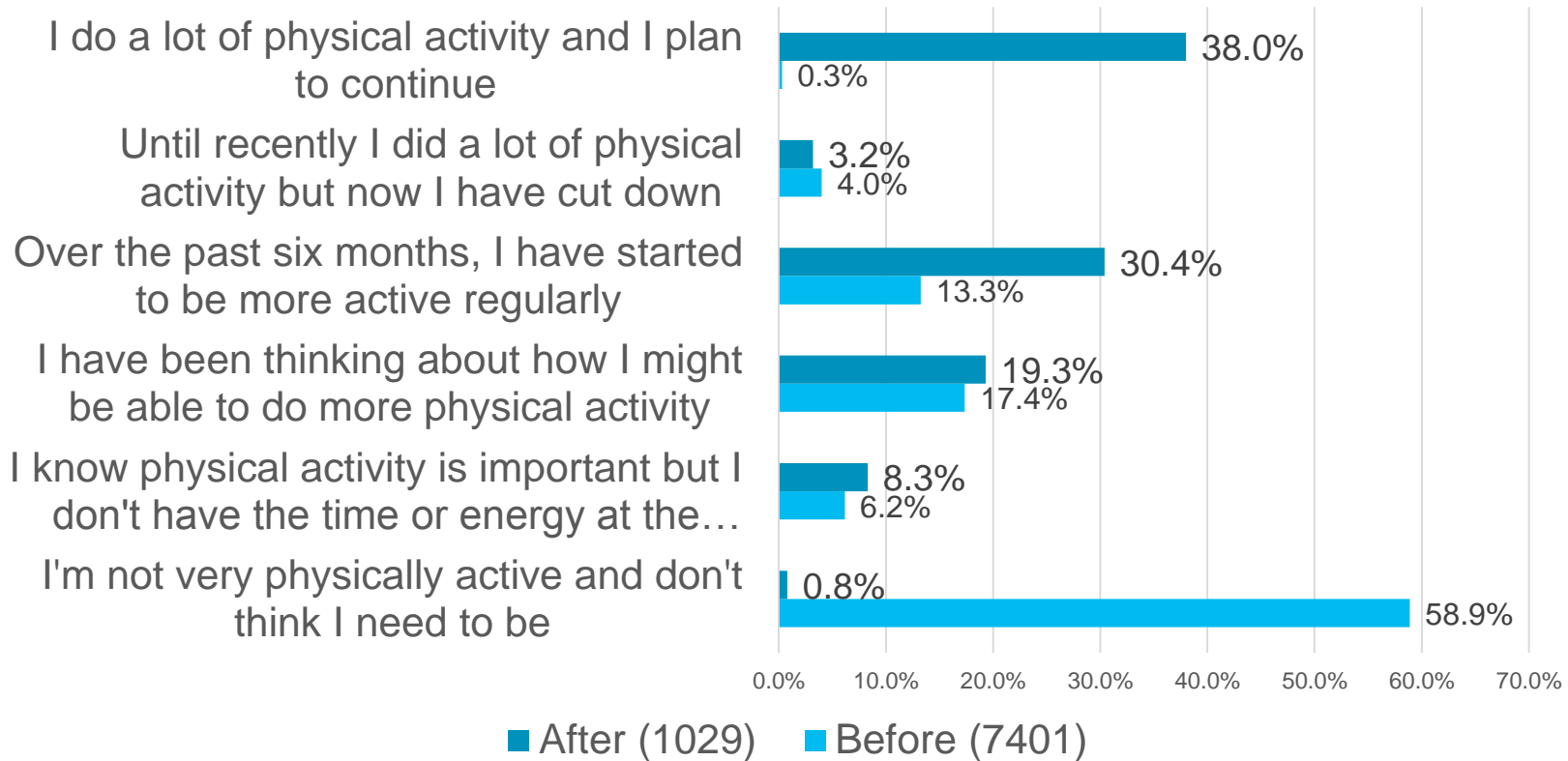


# % of participants taking part in BTS who only achieve 0-1 days of physical activity after 2 years



# Stages of change question across Belfast

Which ONE of these statements do you most agree with? By 'physically active' we mean any activity that gets you breathing faster, like walking fast, dancing, cycling or playing sport



For every £1 spent on Beat the Street  
after 2 years  
(Using National Institute of Clinical  
Excellence Return of Investment tool)

Transport **£3.53**  
Healthcare **£14.58**  
Productivity **£16.39**

Mallender, J., Bertranou, E., Owen, L., Lester-George, A., Jhita, T., Roberts, S. (2013). Physical Activity Return on Investment Tool. London: National Institute for Health and Care Excellence



Providing a  
base platform  
to step into  
activity