

Strategic Physical Activity Update

Gilly Brenner, Consultant in Public Health

Norsheeh Akhtar, Development Manager

Why physical activity matters

- Inactivity in Rotherham > national average
- Almost 1 in 3 inactive (<30 min/week)
- Higher rates in some groups, inc LTC with most to gain in terms of reducing risk
- It's everyone's business
- It's fun!



Background

- Local Authority Healthy Weight Declaration Jan 20 – food and physical activity
- Strategic review of Physical Activity Jul 21, came to H&WbB Nov 21
- Lots of ambitions, then prioritised into 4 key themes



4 priorities

- Normalising physical activity / building a social movement
- Employers supporting the workforce to be active
- Front line workers confident to talk about and signpost to physical activity
- Strengthening social prescribing, including embedding physical activity



Big Conversation Event

4th July, Town Hall

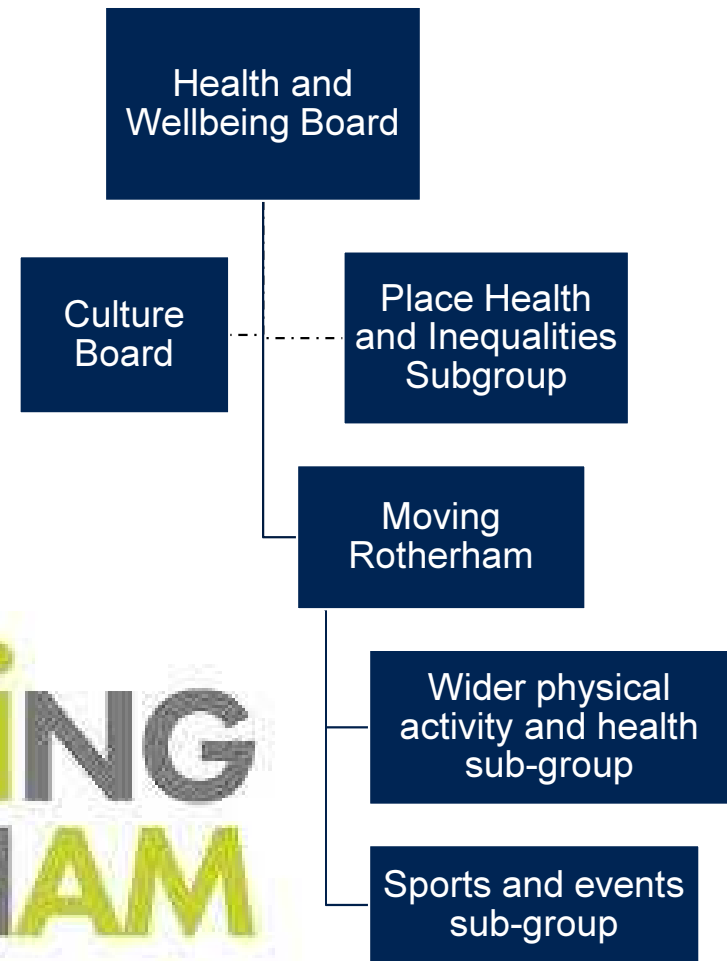
>70 people, wide range partners inc VCS, health

Started to flesh out conditions to make the ambitions realised

Individuals signed up to the priority they will work on



Governance clarity



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What next?

- 12th & 13th October workshops each theme
- 3rd Big Active Conversation in Nov
- Moving Rotherham governance re-launched
- Final Big Active Conversation – plans agreed and adopted with delivery responsibilities
- Moving Rotherham wider partners continue big active conversations once a year

