

KEY FACTS

- Physically active people have 20-30% reduced risk of premature death and up to 50% reduced risk of major chronic disease such as coronary heart disease, stroke, diabetes and cancer.
- Six out of 10 men and seven out of ten women are not active enough to benefit their health.
- In the last 25 years, the distance people walk or cycle has fallen by a quarter.
- Three out of ten boys and four out of ten girls are not meeting the recommended hour a day of physical activity for children. Activity in childhood helps healthy growth and development.
- Physical activity decreases with age: seven out of ten men and eight out of ten women aged 75 years and above are inactive. Regular activity helps maintain mobility and independent living.



Physical activity is recognised as a major contributor to overall good health. Being physically active can reduce the health risks associated with many diseases and general health issues.

- Coronary Heart Disease (CHD)
- Overweight and Obesity
- Diabetes
- Musculoskeletal health
- Psychological well being and Mental Illness
- Cancer

"Physical inactivity is a serious and increasing public health problem"

[CMO Report, DoH: 2004](#)

The levels of physical inactivity nationally and locally are placing a major burden on our health and social care systems.

HEALTH INEQUALITIES EXIST

- People of higher socio-economic status take part in more physical activity in their leisure time. Rates of walking are two-thirds higher in professional classes compared with unskilled manual groups.
- Low educational attainment is associated with inactivity.



WHAT IS EFFECTIVE IN PROMOTING PHYSICAL ACTIVITY?

PROMOTION OF PHYSICAL ACTIVITY AMONG ADULTS: EVIDENCE INTO PRACTICE BRIEFING

NICE

This evidence into practice briefing presents a series of evidence-based actions for promoting physical activity among adults, which have been formulated through the integration of published scientific literature with practitioner expertise and experience. It is intended for professionals working in the statutory, voluntary and private sectors with roles and responsibilities for physical activity.

The briefing includes characteristics of effective programmes for specific settings and population sub-groups, barriers to implementation and suggestions for action for physical activity promotion in the areas of primary care, community interventions and programmes for older people. www.nice.org.uk/page.aspx?o=299207

PHYSICAL ACTIVITY IN STAFFORDSHIRE

- 36.7% of residents in North Staffordshire perceive that they do not take enough physical activity for someone of their age Source: West Midlands Adult Health and Lifestyle Survey 2002
- 68.5% of residents in South Staffordshire would like to take more physical activity. Source: South Staffordshire Lifestyle Survey 2002
- 81.8% of residents in North Staffordshire take about the same amount or less physical activity than they did in the previous twelve months. Source: West Midlands Adult Health and Lifestyle Survey 2002
- 21.3% of residents in South Staffordshire class themselves as 'Not at all physically active (never do physical exercise)'. Source: South Staffordshire Lifestyle Survey 2002

STANDARD HEALTH ADVICE

To ensure good, general health adults should be moderately active:

- Adults should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity on 5 or more days of the week.
- Children and young people should achieve a total of at least 60 minutes of at least moderate intensity physical activity each day. At least twice a week this should include activities to improve bone health, muscle strength and flexibility.

Further advice and information can be obtained from:

Staffordshire County Council, Community Services, Health Development Team
14 Martin Street, Stafford, ST16 2LG

Tel: 01785 277832

Minicom: 01785 854156

Email: denise.vittorino@staffordshire.gov.uk

All of our information leaflets are available in a range of formats and languages, including Braille and large print. If this would be useful to you or someone you know, please contact us.

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