



Activity Sheffield

Getting our City On The Move!

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Today's Presentation

- An overview of our recent successes
- The Care Home Games
- The Active Lifestyle Project
- Reducing Health Inequalities
- Minds Over Football
- DVD
- Key Learning and recommendations

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Recent Successes

- **Winners of the 2010/11 Association of Public Sector Excellence for ‘Best Internal Service of the Year for Sport, Leisure and Cultural Services’**
- **An increase of 6% in our participation levels (as measured by Active People) over the last 3 years**
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Care Home Games



DVD



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Care Home Games

- **Aims**

- To promote activity for older people living in care homes
- To support relationships between residents and carers
- To promote links between Care homes across the city
- To promote a positive image of care home residents and staff

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The Games

- Bowls
- Skittles
- Mini Golf
- Target Throw
- Dominoes
- Bar Skittles



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Care Home Games

BBC
LOOK NORTH



Publicity and press coverage

- BBC Look North
- Sheffield Star

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Care Home Games

Funding and Costs

- Care Home Fee's
- British Heart Foundation National Centre for Physical Activity + health
- Sheffield City Council
- Sheffield PCT

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Active Lifestyle Project

- **Background**

- Secured funding from Local Public Service Level Agreement (LPSA) Project
- Reduce health inequalities in the City
- Work with people with the greatest need



- **Aim**

To get 50% (391) of patients achieving 5 x 30 minutes moderate intensity physical activity at 12 months

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Active Lifestyle Project

- **Who the project targets?**

Physically inactive people with;

- Coronary Heart Disease

22, 741 in Sheffield

- Diabetes

24, 752 in Sheffield

- Overweight/Obese

34% overweight & 22% overweight
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Active Lifestyle Project

Referrers

- Cardiac Phase III
- Diabetes Centre
- Bariatric department
- GP's and Practice nurses

- **Summary to date**

- 821 patients recruited in a year
- 329/652 reduced their BMI from week 1 to week 12 (50.46%)



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Active Lifestyle project

Learning

- 6 month referral period
- Group Exercise Sessions
- Specify conditions
- Patient contact
- Charge from the onset
- Information packs for each patient
- Get patients signature to show commitment

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Reducing Health Inequalities

- Remains a major priority for Sheffield
- Needed to demonstrate the services impact in this area
- Conducted an in house evaluation on the service's impact to demonstrate the role of physical activity
- Presented this report to key players in this field

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Reducing Health Inequalities

The Results!

Activity Sheffield engage groups who are:

- Statistically less likely to participate in physical activity and more likely to suffer from health inequalities
- Inactive

Activity Sheffield sessions:

- Have a positive impact on increasing physical activity levels
- Are delivered at a sufficient intensity to benefit health
- Have an immediate positive impact on mood
- Deliver a range of other benefits to participants that can literally be life changing for those involved

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Minds Over Football

- An innovative partnership involving the local health and social care trust
- Working with service users with mental ill health
- Using football as a medium to:
 - Build confidence and self esteem
 - Reduce the stigma around mental ill health
 - Improve mental health
 - Provide an opportunity to socialise

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Minds Over Football

Key components of the project:

- Regular, weekly football sessions at local venues
- Competitive opportunities – trials held to be selected for the Sheffield 7 aside team competing in the Positive Mental Attitude League across Yorkshire and Humberside.
- Entered and won the regional tournament for this league!

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The Activity Sheffield DVD!

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Key Learning

What has lead to our success?

- Strong Partnerships
- An excellent track record at securing external funding/other investment to develop new and innovative projects
- Developing a strong reputation – we deliver what we say we will deliver
- Activity in the heart of communities

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Key Learning

What has lead to our success?

- A focus on improving the city's strategic approach
- A big push on improving marketing and communication and in particular the use of Social Media/the APSE award
- Investment in places to be active – both facilities and green and open spaces
- Forward thinking (i.e. City on the Move)

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Any Questions?

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Contact Details

Activity Sheffield 0114 273 4266

activity.sheffield@sheffield.gov.uk

www.sheffield.gov.uk/activitysheffield

Katy Burnett: Physical Activity and Sports
Strategy Manager

Kelly Riley: Physical Activity Projects Manager

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