

Intersectoral Action on Health in an Urban Setting : Liverpool Active City



**International Conference on Urban Health, Manchester,
7 March 2014**

**Andy Hull, Director of Stakeholder Engagement, Liverpool Clinical
Commissioning Group**

**Jon Dawson, Jon Dawson Associates, Policy and Research
Consultants, UK**

Presentation Overview

- How Liverpool developed and implemented its physical activity agenda
- How it grew from an initial focus on co-ordinating physical activity interventions to a wider intersectoral action
- Examine evidence of impact
- Highlight benefits of intersectoral activity
- Identify lessons learned

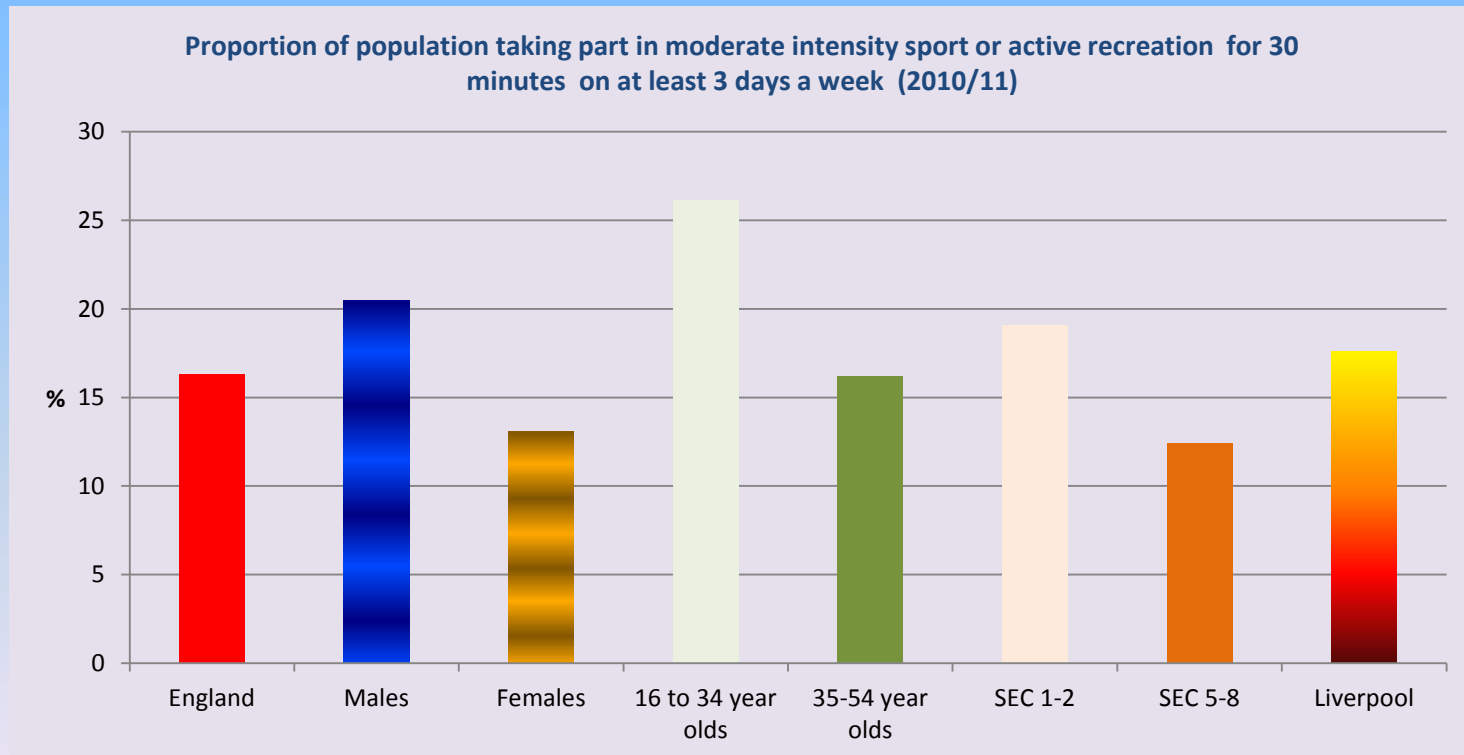
Liverpool



Liverpool has a population of 435,000 – part of a wider metropolitan area of 816,000

Health and Physical Activity

Liverpool: High mortality rates, low life expectancy, inequalities.
Improving levels of physical activity can help to tackle these



Initial Policy Response

2003

- **Liverpool First for Health: Increase levels of physical activity**
- **Local strategic partnership**

2004

- **Liverpool Active City Strategy 2005-2010**
- **Led by City Council and Local Health Service**
- **Stakeholder consultation**

2005

- **LAC Action Plan launched**

Policy Development Stages

2007-8

- Liverpool Sport and Physical Activity Alliance (SPAA) Delivery Plan launched
- Themed Sub Groups established, e.g. Active Travel, Active Schools, Active Parks, Active Workplaces

2012

- Refreshed Active City Strategy launched under the title, 'Be Active: Be Healthy', 2012-17

2013

- Strategic Sport and Physical Activity Group established

Strategic Overview

Phase 1

- Co-ordination and branding of pre-existing activity

Phase 2

- Programme expansion - developing new interventions

Phase 3

- ISA: integrating physical activity with broader urban and health agendas

Co-ordination and Branding



AIM: Improve co-ordination of existing physical activity services, facilities and projects and brand them as part of *Liverpool Active City*

Many existing interventions to increase levels of physical activity:

Sport Action Zone

Sportslinx programme

Exercise on Referral

Network of municipal leisure centres

Walk for Health

Sports

Programme Expansion and the Liverpool Sports and Physical Activity Alliance (SPAA)

Health Sector

Local NHS (co-chair)

Sports & Recreation Sector

Liverpool City Council (co-chair)

Liverpool Sports Forum

Education Sector

Liverpool School
Sports Partnership

Liverpool Healthy
Schools

Liverpool Youth Service

Urban Environment Sector

City Council Planning
Mersey Forest

Civil Society: Multi- Sectoral

LCVS

Age Concern

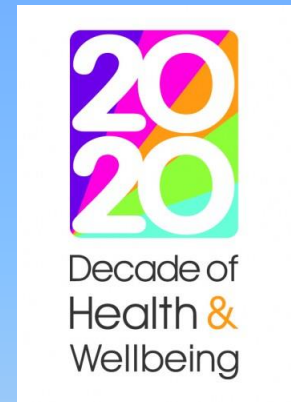
Academic Sector

LJMU

LAC Intersectoral Action: Integration with Health and Environmental Sectors

Wider Health Sector integration, LAC and SPAA

1. Key strand of city's obesity agenda
2. Central to *Decade of Health and Well-Being* - putting health at the heart of city planning



Environmental Sector integration

1. Encouraging the use of local parks, green spaces and waterways
2. *Green Gyms*, walking, cycling, allotments

LAC Intersectoral Action: Integration with Transport Sector

1. **Health and Environmental Impact Assessments** for new transport plan
2. Transport plan goal: *Create a mobility culture that will **reduce carbon emissions and promote health and well-being***
3. Example: *Cycling for Health* – (Public Health team, city transport planners + civil society green transport groups)



LAC Intersectoral Action: Integration with Economic Sector

Integration with public, private and civil society sector employers

1. Workplace policies – exercise opportunities
2. Workplaces as a setting for health promotion
3. Healthy travel planning for workplaces and workforces

Football Clubs & community development

1. Example: *Women Get Active* – (LFC, LAC, London 2012, Social Housing Landlords)



Measuring Impact

- increase of 2.5% between 2005/6 and 2009/10 in the proportion of the population active for 30 minutes, 3 times per week
- Increase in proportion of young people who are physically active
- 55,000 people now currently use Lifestyle Centres within the city - a 43% increase since 2005
- 91% of children (in years 3 to 6) are now participating in at least 120 minutes of curriculum PE each week



Refreshed Active City Strategy Targets

Target in new strategy is to increase by 2% of the population per year the number of people who are active.

Target to make Liverpool the most active city in the North West of England by 2017

Benefits from Intersectoral Action

- **Health benefits:** synergy between different strands of the health and well-being agendas;
- **Environmental benefits:** boosting use of city parks
- **Educational benefits:** enhanced facilities in schools
- **Transport benefits:** enhanced transport and mobility plans
- **Economic benefits:** healthier workforces

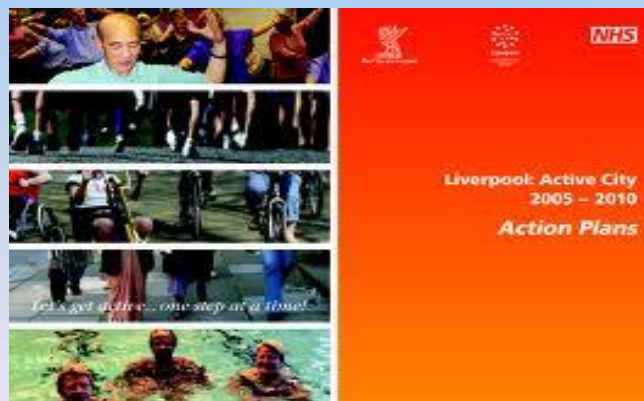
Liverpool Active City Policy Lessons

- **Stakeholder engagement from the outset:** to foster sense of ownership
- **Effective leadership and partnership:** to secure resources and maintain policy support
- **Comprehensive programme:** to encourage change at population level and ensure inclusion
- **Co-ordinated communication actions and coherent campaigns:** to raise awareness and provide information
- **Research and evaluation support:** to assess impact and provide managerial tool

Final Remarks

*Building **physical activity** into other policy and economic sectors such as **transport, education and wider health sectors** has promoted an integrated and comprehensive approach.*

*Strategically, it has also helped to **achieve both common goals and specific physical activity objectives**.*



Andy Hull, LCCG

Andy.hull@liverpoolccg.nhs.uk

**Jon Dawson Associates
Policy and Research Consultants**

Tel: +44 (0) 1244 344165

jon@jondawsonassociates.co.uk

www.jondawsonassociates.co.uk