A whole system approach to improving outcomes through physical activity

#GMMoving

20th February 2018
Greater Manchester Moving: The Ambition

Everyone in Greater Manchester more active, to secure the fastest and greatest improvement to the health, wealth and wellbeing of the 2.8m people of Greater Manchester
Our shared purpose is to positively change the lives of people across Greater Manchester through physical activity and sport. Building from our strengths and through systemwide collaboration, **we will double the rate of past improvements, reaching the target of 75% of people active or fairly active by 2025.**

<table>
<thead>
<tr>
<th></th>
<th>Inactive 2017</th>
<th>Fairly active 2017</th>
<th>Active 2017</th>
<th>Combined Fairly active/Active 2017</th>
<th>Combined Fairly active/Active 2021</th>
<th>Combined Fairly active/Active 2025 Target</th>
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<tbody>
<tr>
<td>Children</td>
<td></td>
<td></td>
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<tr>
<td>2-4 years</td>
<td>83%</td>
<td>8%</td>
<td>9%</td>
<td>71%</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>5-15 years</td>
<td>35%</td>
<td>33%</td>
<td>32%</td>
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<tr>
<td>Adults 16+</td>
<td>25.2%</td>
<td>12.8%</td>
<td>62%</td>
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The Greater Manchester Moving journey so far

Greater Manchester Stakeholder meeting

- Jan '14

Greater Manchester Devolution agreement announced

- Nov '14

Launch of Greater Manchester Moving Blueprint

- Feb '15

Taking Charge: 5 year plan for Health and Social Care in Greater Manchester

- Jul '15

Sport England and GMCA/NHS in Greater Manchester signed MOU

- Nov '15

Physical Activity agenda prioritised in Greater Manchester Mayoral Manifesto

- Dec '15

GM Cycling and Walking Commissioner Appointed

- Feb '16

Made to Move Walking and Cycling Report Published

- Jul '16

Greater Manchester Moving leadership and strategy development group formed

- Jul '17

Health and Social Care devolved powers announced

- Aug '17

Association of Greater Manchester Leisure and Culture Trusts formed (GM Active)

- Sep '17

Greater Manchester Physical Activity and Sport Commissioning pilot with Sport England

- Oct '17

Physical Activity a priority in Greater Manchester Population Health Plan

- Nov '17

GM Moving Refresh Launched

- Dec '17

GM confirmed as Sport England Local Delivery Pilot

- Jan '18

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<table>
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<tr>
<th>Principles of working</th>
<th>Priorities</th>
<th>Outcomes</th>
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</table>
| - Consistent use of the Approach to Transformational Change in policy and practice | **Policy and strategic architecture**
  1> Lead policy, legislation, and system change | - Physical wellbeing |
| - Everyone is a leader | **People**
  2> Across the life course
  3> Start well - best active start
  4> Develop well - the best place in England to grow up
  5> Live well - increase activity across the adult population
  6> Age well - active ageing for an age friendly city region | - Mental wellbeing |
| - Person centred | **Place**
  7> Active and sustainable environments and communities
  8> Contribution to economic growth | - Individual development |
| - Whole systems | **Workforce**
  9> A skilled and diverse cross sector workforce fit to deliver transformational change | - Social and community development |
| - Genuine collaboration and co-production | **Enablers**
  10> Evidence, data and insight
  11> Evaluation
  12> Marketing and communications | - Economic development |
Population level change requires ‘whole system’ approaches

- International and national guidance and laws, local laws and policies, rules, regulations, codes
- Built, natural, transport links
- Schools, health care, businesses, faith organisations, charities, clubs
- Individual relationships, families, support groups, social networks
- Individual capabilities, motivations, opportunities, knowledge, needs, behaviours

Policy

Physical environment

Organisations and Institutions

Social environment

Individual

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The GM Moving ‘Approach to Transformational Change’

The Approach to Transformational Change, has been adapted from the Population Health Plan Commissioning Cycle, and will be used to support all of the work under GM Moving, ensuring that the principles that underpin this whole system approach, with people, and behaviour change at its heart, are lived out in policy and practice.

1. The Case for Change
   - Establish the case for change (high level problem, current outcomes). Take time to understand what is already working well. Learn from this.

2. Scale of potential impact
   - Risk stratification of whole population, identification of priority cohorts

3. Examine the evidence, data and insight
   - Where are the priority cohorts? What are the individual, social, environmental and policy factors that are influencing behaviours? What works to engage them? What do we know and understand about their lives, fears, barriers to change? What don’t we know? How can we find out?

4. Engage across sector/across the system and with priority cohorts
   - Explore the issue, question or challenge and co-design system change and solutions. Skills analysis and workforce development.

5. Options development

6. Decision to be made

5. Pilot system change or investment
   - Decision made on system change or investment required, enabling transformation of system or service. Typically made on a pilot basis – mainstreaming following successful pilot or trial.

6. Implementation at scale
   - Agree plan for roll out, including options to test new models at a smaller scale and anticipated approach to scaling up across GM

7. Evaluation and management

8. Mainstream investment or decommissioning
   - Agreement on ongoing investment to support mainstreaming of successful reform (for example, funding commitments/resource allocation to support system change)

Further development of insight throughout.
Process, Output and Outcome Evaluation throughout.
Marketing and Communications considered throughout.

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The Plan for Physical Activity and Sport 2017-21 • 21
Examples of system wide collaboration

- TfGM
- British Cycling
- Living Streets
- Ramblers
- Local Authorities
- VCSE & faith sector
- Communities
- Health Partners

Made to Move:
GM 15 step walking and cycling plan

GM Walking Festival
and walking weeks
Who we are

Inspiring healthy lifestyles
Reciprocal membership
Open data and other shared initiatives
This is what an active uprising looks like

The Active Uprising Conference will take place on 21st June at Manchester Central, combining keynotes from leaders in business, politics and media with a varied agenda that includes the return of Ignite, a series of educational leadership workshops for ambitious General Managers.

#ACTIVEUPRISING
GM Moving system development:

Commissioned work to collate insight based on data analysis

Pulling together evidence based approaches for priority groups
- building the evidence and supporting implementation in this way

Common standards and best practice
- frameworks and recommendations for implementation locally

Workforce Development and support for leadership across the system

Test and learn pilots
Activity: Whole system from the target audience perspective (15 mins)

Population level change requires ‘whole system’ approaches

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In groups of 4/5

If someone locally who does not yet access one of your services (an inactive person from one of your target groups) spoke about their day to day experience in their community what would they say at each level?

Imagine a specific person from your target group and their circumstances, and apply to imagining a specific behaviour you’d like to see.

Answers begin to support behaviour change thinking, service re-design and whole system working to effect change.
Activity: Conversations that matter with target groups

Question filter to understand how best to support physical activity behaviour

1. Using physical activity and health data to identify greatest need within population groups

2. Identifying where these groups can be found in greater numbers

3. Using available evidence to help understand how to support the physical activity with priority groups

4. Building a deep understanding of the groups in the places they live in

What relationships do we (or others) already have? What do we already know about what matters?

Who is a priority, and why?

Where can priority groups be found?

Why is physical activity and sport important?

What do we already know about priority groups?
Activity: Conversations that matter with older adults (10 minutes)

Considering whole-system and your pilot:

If you were to talking to a person from your target audience to explore how physical activity could help improve their life, what would you ask?

How would the answers to these questions inform your service design? As service providers/managers, which aspects can you influence?

How could you use this approach to identify potential peer champions? Or their appetite to be involved in co-design and co-creation of services?
• Not organisational benefits, but people and place benefits

• Understand their population for these audiences
  • where they are, levels of inactivity, overlay with public health or other social and economic data

• Take the time and invest in approaches to understand people.
  • This may include workforce development for professionals and volunteers

• Understand the public, private, statutory and community assets in these areas for each audience
  • (leisure, services, businesses VCSE, housing, parks, support and social groups)
Preparing to operate in a place-based way (2)

• Understand what other local work is impacting on these audiences.
  • E.g. Integrated wellness services, primary care, social prescribing, initiatives helping people into work etc.

• Be able to articulate how increased activity among the population can contribute to improving outcomes
  - Understand the evidence based approaches for working with target group
  - What is the impact? Make the case

• Talk to Health and Wellbeing boards, CCGs, strategic alliances about this work
ANY QUESTIONS?

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