

PHYSICAL ACTIVITY WORKPLAN

(September 05)

Key Activity	Major Action	Lead	Supporting Partners	Timescales	Milestones/Outputs
<p>Establish a baseline of participation in sport and physical activity, monitor trends to inform future policy, investment and intervention for all relevant sectors</p>	<p>1. Update and keep track of Regional Lifestyle Survey.</p> <p>2. PHO booklet on Obesity – encourage PCTs on action</p> <p>3. Identify and reinforce use of consistent measurement tool. The data to be collected re. sport and physical activity will replicate/improve upon data currently collected through the General Household and the Health Survey for England</p>	<p>Dr John Kemm (WMPHO; WMRO)</p> <p>Dr John kemm (WMPHO)</p> <p>Dr John Kemm (WMPHO) Lorretta Sollars(Sport England WM)</p>	<p>Sport England</p> <p>PCTs</p>	<p>Ongoing</p> <p>Mid 2005</p> <p>Ongoing</p>	<p>Analysis of returns on physical activity.</p> <p>Booklet issued</p>

Regional Food and Physical Activity website	1. Provide dynamic information through regional food and physical activity website Establish a regional information source on physical activity/health to promote dissemination of good practice and effectiveness of interventions. Provide links through RHP and also AWM (Tourism & Leisure) link on WMPHO site	Dr John Kemm (WMPHO) Loretta Sollars (Sport England WM)	WMRA	Ongoing	Number of hits on website Number of new links created
Promote and support the implementation and continued adoption of the Regional Sports Plan and its associated programmes across the region	Support LSPs in adoption of local physical activity strategies – circulate basic activity messages to LSPs and regional increase in participation of 1% (50,000) per	Dr Rashmi Shukla WMPHG Loretta Sollars (Sport England WM)	Countryside Agency; PCTs; SHAs; WMRA; LSPs; GOWM	April 2006	SE plan wants all LSPs/LAs to have activity targets by 2008

	<p>year</p> <p>Regional development of a campaign to increase physical activity levels in the West Midlands linked to Sport England's National roll out of the 'Everyday Sport' Campaign</p>	<p>Loretta Sollars (Sport England WM)</p>	<p>SHAs, PCTs Local Authorities Business links</p>	<p>September 2005 onwards</p>	<p>Launch event</p>
	<p>Encourage LAs to consider activity as a scrutiny theme or included as a theme (eg obesity scrutiny by B'ham LA)</p>	<p>David Littlemore (RHP)</p>	<p>WMRA/WMLGA</p>	<p>Ongoing</p>	<p>Annual review</p>
	<p>Continued support development of Local Exercise Action Pilot in the West Midlands, ensure links to national LEAP programme maintained. Roll</p>	<p>Lorretta Sollars (Sport England WM)</p>		<p>PCTs include in 2006/8 Local Delivery Plans</p>	<p>West Midlands LEAP launched Evaluation and dissemination c. Aug 2006</p>

	<p>out learning from WM LEAP across the region.</p> <p>Promote physical activity elements of all Local Delivery Plans</p> <p>Explore sport and health benefits to region of London 2012 Olympic City bid . Use 'Regional Olympic Month' as focus for activities</p> <p>Baseline Physical Activity levels for WM reported on from recent survey's</p> <ul style="list-style-type: none"> - WM Regional Lifestyle Survey - SE National Participation Survey <p>Monitoring of progress towards</p>	<p>SHA's</p> <p>Lorretta Sollars (Sport England WM)</p> <p>Dr John Kemm (WMPHO)</p> <p>Sport England</p> <p>Loretta Sollars</p>	<p>PCTs</p> <p>WMRA</p>	<p>Include in 2006 – 2008 Local Delivery plans</p> <p>Ongoing</p> <p>Summer/Autumn 05</p> <p>Ongoing</p>	<p>PCTs to work with local partners</p> <p>Benefits to the West Midlands identified and published</p> <p>Progress report available for partners</p>
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	meeting the regional increase in participation year on year	(SEWM), Dr Rashmi Shukla (WMPHG) Dr John Kemm (WMPHO)			
Develop West Midlands Activity Plan in parallel with WM Regional Plan for Sport/Active Recreation and sport strategy 'Game Plan'	Continue to support post for Regional Physical Activity Coordinator (linked to support networks for physical activity and health) Link to DH activity action plan priorities as a result of Public Health White Paper	Dr Rashmi Shukla (WMPHG) Loretta Sollars (SEWM) Janet Baker (WMPHG) Lorretta Sollars (Sport England WM)	WMRA	Current appointment for two years Ongoing	Review in 2006 All activities to be linked by the end of 2005
Develop a strategic group to engage a range of agencies in identifying mainstream	Ensure Regional Board representation on West Midlands activity forum Action plan	Lorretta Sollars (Sport England WM) GOWM -	WMPHG; Sport England	ongoing	Effective plan produced

opportunities to increase physical activity. This group to be modelled at regional level on the Government's Activity Coordination Team and linked to the Choosing Health regional 'Obesity' group.	developed that links to Regional Sports Board work and health policy work following Choosing Activity consultation.	Regional Board			
	Link to widened County Sports Partnerships and Partnership Managers (when in post). Encourage NHS Trusts and PCTs to be engaged/join	Lorretta Sollars Regional Board –Sub-Group; Sport England;	County Sports Partnerships; NHS Trusts; PCTs	To link with Regional Sports plan	Wider membership of P'ships to include health. P'ship managers to be funded by Sports England SE Plan: CSP plans produced by end 2005
	Link to forming regional physical activity network. Pilot on sharing work with key providers eg Sure Start/TOPs	Suzanne Gardner (SEWM)	WMPHG Children's Group	Ongoing	
	Check RPG/Spatial Strategy on providing opportunities for physical activity	Zena Lynch (WMRA)	LEAs; NHSS; PCTS	As agreed in monitoring timetable	

	(eg cycle networks/paths)				Monitoring framework to WMRA to check conformity against RPG
	Explore ways of joining up food and nutrition plan with activity plan (eg 5 A DAY; Food In Schools Programme) and also regional plan for sport in WM	Dr Rashmi Shukla (WMPHG) Lorretta Sollars (Sport England) WMRHP;	LEAs	December 2004 onwards	Joint working between regional 5 A DAY co-ordinator and regional physical activity co-ordinator
	Support Healthy Schools Programme and develop a more co-ordinated approach to sport, PE and activity within schools setting	Rashmi Shukla (WMPHG); Lorretta Sollars (Sport England WM)	PCTs/LEA	2005 onwards	Number of Schools achieving Healthy School status by 2009
	Disseminate national Guidance for Children's exercise		RHP	In line with national guidance	Guidance disseminated in West Midlands Region

<p>part of the Choosing Health and NSF workstreams</p>	<p>PCT's & gap analysis of physical activity in LDP's and priorities of PCT's Develop a "tool kit" to aid PCT's & SHA's in implementing the physical activity strands of Choosing Health SHA's and PCT's "buy in" to and use tool kit</p> <p>Encourage PCT's to review their strategic plans with a view to developing and including appropriate physical activity programmes</p>	<p>Dr Rashmi Shukla (WMPHG)</p> <p>Loretta Sollars Sport England/ WMPHG</p>	<p>PCT's, LSP's</p>	<p>ongoing</p>	<p>5 PCT's supported by December 2005</p> <p>10 PCT's supported by 2008 (linked to Regional Sports Plan IH3)</p>
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