

KENT AND MEDWAY JOINT HEALTH AND WELLBEING BOARD

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PHYSICAL ACTIVITY DEEP DIVE

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Summary

This report presents a deep dive into the current position with respect to physical activity across the Kent and Medway STP footprint. The report is based on the evidence-based principles set out in 'Everybody active every day'ⁱ. The report sets out the work being carried out across Kent and Medway to increase the level of physical activity and concludes by highlighting some areas for discussion and consideration to elicit enhanced impact.

1. Background

- 1.1. Being physically active is important for physical health, mental health and wellbeing. Regular physical activity can safeguard against some of the diseases that are currently on the increase and which are affecting people at an earlier age, for example cancer, diabetes, obesity, hypertension and depressionⁱⁱ. Persuading inactive people (less than 30 minutes exercise per week) to become more active could prevent one in ten cases of stroke and heart disease in the UK.
- 1.2. Physical inactivity is estimated to be responsible for one in six deaths in the UK and to cost the NHS £0.9 billion and the UK economy £7.4 billion.
- 1.3. Our population is around 20% less active than it was in the 1960s and if this trend continues, we will be 35% less active by 2030.
- 1.4. The current situation across Kent and Medway with respect to physical activity and physical inactivity are both set out in Appendix 1.
- 1.5. A review of evidence, including a return-on-investment analysis demonstrated the economic benefits of investing in physical activity. This has demonstrated that there are not only economic benefits in terms of health,

but also wider social benefits such as social care, regeneration, travel and transport, business and economic productivity, crime and education.

1.6. This report uses the four headings from 'Everybody active, every day'ⁱⁱⁱ to provide an overview of the initiatives that are currently in place across Kent and Medway, and what further steps can be taken. 'Everybody active, every day' is a national, evidence-based approach to support all sectors to embed physical activity into the fabric of daily life and make it an easy, cost-effective and 'normal' choice in every community in England. To make active lifestyles a reality for all, the framework's four areas for action are:

- **Active society - creating a social movement:** change the social 'norm' to make physical activity the expectation
- **Moving professionals – activating a network of expertise:** develop expertise and leadership within professionals and volunteers
- **Active environments – creating the right spaces:** create environments to support active lives
- **Moving at scale – scaling up interactions that make us active:** identify and up-scale successful programmes nationwide

1.7. Public Health England co-produced the framework with over 1,000 national and local leaders in physical activity and is calling for action from providers and commissioners in: health, social care, transportation, planning, education, sport and leisure, culture, the voluntary and community sector, as well as public and private employers. 'Everybody active, every day' is part of the cross-government 'Moving More, Living More' campaign for a more active nation as part of the 2012 Olympic and Paralympic Games legacy.

2. Advice and analysis

2.1. Active Society: creating a social movement

- 2.1.1. We know that people in Kent and Medway are not as active as we would want. For example, the Active Lives Survey demonstrated that 24% of people in Kent were inactive (less than 30 minutes per week of moderate intensity activity) and an additional 13% do not reach the Chief Medical Officer's recommendations of 150 minutes of moderate intensity activity per week. The same is true of young people; an Active Lives Survey for Children and Young People was introduced by Sport England via schools in 2017-18. This showed that nearly 60% of young people do not meet the Chief Medical Officer's guidelines of 60 minutes activity per day.
- 2.1.2. A culture change is required so that being active every day is the social norm in every community and generation. This requires sustained activity at every level of society, mobilising diverse stakeholders for visible leadership in the public, private and third sector.
- 2.1.3. A recent evidence review on 'Physical activity for general health benefits in disabled adults'^{iv} for the UK Chief Medical Officers' update of the physical activity guidelines set out evidence for the effectiveness of physical activity to improve disabled adults' health. The benefits of physical activity for disabled adults are in line with those for the rest of the population and any suggestion that physical activity is inherently harmful for this group should be dispelled.

- 2.1.4. The World Health Organisation Guidelines^v on physical activity, sedentary behaviour and sleep for children aged 0-5 years old published in May 2019 set out specific recommendations for time spent on each of these behaviours. For the greatest health benefits, infants and young children should meet these guidelines within a 24-hour period. The report also stated that replacing restrained or sedentary screen time with an increased amount of moderate to vigorous activity, while maintaining sufficient sleep, can provide additional health benefits.
- 2.1.5. Kent County Council and Medway Council currently promote a range of services, programmes and campaigns that aim to encourage people to be more active. A Better Medway, One You Kent, Explore Kent and Medway Sport are just some examples of local authority lead campaigns that aim to support people to find an activity that they want to do and encourage them to make it a regular part of their lives.
- 2.1.6. Local authorities cannot achieve a shift in social norms alone, but there are a wide range of public, private, voluntary and academic sector partners that also promote individual activities and the need for people to be active. This includes the promotion of a wide range of sport and exercise providers, free health walks, promotional activities within primary care settings and much more.
- 2.1.7. The Public Health England (PHE) Physical Activity Clinical Champions programme has a network of healthcare professions who provide practical peer to peer training. This network of 40 healthcare professionals has already delivered training to over 20,000 practising healthcare professionals^{vi}.
- 2.1.8. Social media channels are increasingly being used by all these different sector partners to reach their target audience and promote physical activity and their own services. Kent County Council and Medway Council promote national campaigns such as One You, Change 4 Life, Couch to 5k and This Girl Can in addition to their own local campaigns.
- 2.1.9. The existing activity needs to continue with existing and new partners taking more action building on existing work. Social norms can only shift if we can change attitudes radically. The message is that being active is not just fulfilling and fun but can also be an easy choice, and this needs to be a linking thread that unites the public sector with the voice of charities, local residents and community leaders. It is a message that can be woven into the policies, commissioning and planning decisions made every day across Kent and Medway.
- 2.1.10. The promotion of physical activity also needs to be targeted to those that stand to gain the most from moving more. Public Health England data suggests that 20% and 22.5% of Kent and Medway residents respectively, are sedentary. These individuals who do less than 30 minutes of activity per week, should be the primary target audience of new promotions.

2.2. Moving Professionals: activating networks of expertise

- 2.2.1. Supporting individuals to become more active requires expertise and leadership amongst the professionals and volunteers who already engage individuals on a daily basis through a 'Making Every Contact Count' (MECC) approach.
- 2.2.2. Across Kent County and Medway, workers who work in public-facing roles such as housing officers have access to training to develop skills for Making Every Contact Count. These include opportunities to train on Solutions Focussed Brief Therapy (SFBT), Motivational Interviewing Technique (MIT) and Cognitive Behavioural Therapy (CBT). Both authorities have secured funding from the Local Workforce Action Board of the STP to commission this training.
- 2.2.3. Both Kent and Medway have a Champions programme, where partners can receive training to help them become Public Health Champions. These are well attended and there is a thriving network of Champions across Kent and Medway.
- 2.2.4. Kent County Council has a Sport and Physical Activity Service, which is a small service aiming to promote involvement in a wide range of physical activity opportunities, including sport. The service has combined its limited resources with those from Sport England and acts as the Active Partnership for Kent (Kent Sport). The current focus is on encouraging the least active and under-represented groups to become more active. This includes projects such as physical activity sessions for people living with early onset dementia; Active at Work, a workplace health programme helping people build activity into their day using e.g. fitness trackers, and the Kent School Games (see Appendix 3)
- 2.2.5. Medway Sport performs a similar function across Medway, providing a wide range of leisure and sporting activities for residents to participate in. This includes mass participation events for the whole family, targeted exercise programmes, free swimming and other activities. The team work collaboratively with Medway Public Health team, who coordinate a large-scale walking for health programme, cycling and Nordic Walking groups.
- 2.2.6. Explore Kent works alongside Kent Sport and other countryside operators and organisations, such as Public Rights of Way, Country Parks and Countryside Management Partnerships to promote outdoor activities.
- 2.2.7. Another local project is Walk to Win, which used Mosaic to target people living in areas of deprivation in Thanet with a multimedia campaign of radio adverts, print and bus posters. People were encouraged to take regular health exercise accessing the coast and countryside around them and 2,500 people collected free pedometers and 600 people took up the Walk to Win challenge.

2.3. Active environments: creating the right spaces

- 2.3.1. Getting everybody active every day requires spaces – indoors and outdoors – that make daily physical activity the easy, efficient and cost-

effective choice for all regardless of age, disability and other personal characteristics.

- 2.3.2. The way land is used in communities has an immense impact on the public's health. Although it is the quality and not just the quantity of public parks and spaces that encourages people to be active, evidence shows just having ease of access to open space makes a crucial difference. Building more physical activity into daily routines – the commute, walking the dog, the journey to the shops, school or workplace – involves creating the kinds of environments that support active living.
- 2.3.3. Medway Council Public Health Team are working closely with Planning Policy officers to fully embed activity into the new local plan. Creating a health and wellbeing golden thread through the policy, will enable every opportunity for planners to create spaces that allow people to be physically active. The team also work collaboratively with a wide range of officer groups such as contributing to the Cycling Strategy group, chaired by the deputy leader of Medway Council.
- 2.3.4. Kent Public Health team is working with the NHS Healthy New Towns Programme to embed learning from the programme on community development and working with planners to make new developments healthier places to live.

2.4. Moving at scale: scaling up interactions that make us active

- 2.4.1. The Moving at Scale domain highlighted the need to better identify and scale-up what works to achieve population scale change. It consists of three main strands: increasing understanding of the evidence in a UK context; improving awareness and skills in evaluation and collaboration between researchers, commissioners, providers and practitioners to implement what works at scale.
- 2.4.2. Appendix 2 and Appendix 3 gives an indication of some of the interventions currently in place across Kent and Medway to increase physical activity. There are considerably more that take place that are not captured. Understanding the existing assets and what is currently in place is an important step to increasing the volume and quality of interventions. Many of these known activities have target audiences, and it is important that all groups across society have some targeted interventions and participate in some activities.
- 2.4.3. Monitoring the effectiveness of these interventions is important so that the programmes which deliver the best results, can be scaled up. To make everybody active every day a reality we need to monitor progress and measure the impact at a population, organisational, programme and individual level.

3. Discussion

3.1. Members of the Kent and Medway Joint Health and Wellbeing Board are asked to discuss and consider their views on the following challenges arising from the implementation of the 'Everybody active, everyday' framework for actionvii across Kent and Medway.

- **Active Society - creating a social movement:** In order to create the social movement necessary to increase physical activity across Kent and Medway, promotion and awareness raising of the key messages is imperative. Members of the Kent and Medway Joint Health and Wellbeing Board are asked to discuss how they can best lend their support to the dissemination of these messages across the Kent and Medway STP footprint and more specifically to target groups.
- **Moving professionals – activating a network of expertise:** Members of the Kent and Medway Joint Health and Wellbeing Board are asked to discuss and consider how it can be ensured that MECC becomes a fundamental part of the development of Integrated Care Partnerships (ICPs). So that MECC in relation to physical activity becomes embedded in mandatory training and conversations relating to physical and mental health and wellbeing.
- **Active environments - creating the right spaces:** Members of the Kent and Medway Joint Health and Wellbeing Board are asked to discuss and consider how the learning from 'Healthy Towns' is made sustainable for implementation in other areas of the Kent and Medway STP footprint. Similarly, how can the learning from active travel schemes be scaled up across the county and the infrastructure developed to support this?
- **Moving at scale - scaling up interactions that make us active:** Members of the Kent and Medway Joint Health and Wellbeing Board are asked to discuss and consider how social prescribing might be scaled up across the Kent and Medway STP footprint. There is scope to use the 'Connect Well' portal to share all known social prescribing opportunities more widely across Kent and Medway. The portal has scope to link to opportunities across the majority of existing Kent and Medway platforms therefore providing much wider accessibility. Promoting active travel at scale also provides opportunities to improve air quality at scale across the STP footprint.

4. Risk management

Risk	Description	Action to avoid or mitigate risk	Risk rating
High levels of inactivity amongst the population of Kent and Medway (Physical health)	The residents of Kent and Medway have levels of inactivity above the recommended levels. This puts them at a much higher risk of disease for example CVD and stroke.	A range of campaigns and associated interventions to encourage residents to increase their levels of activity	C2
High levels of inactivity amongst the population of Kent and Medway (Mental health)	The residents of Kent and Medway have levels of inactivity above the recommended levels. This lack of physical activity has an associated impact on their levels of mental health.	A range of campaigns and interventions highlighting the importance of physical activity to well being and good mental health.	C2
High levels of inactivity amongst the population of Kent and Medway (Economic)	The residents of Kent and Medway have levels of inactivity above the recommended levels. The associated increased risk of non-communicable disease results in an increased financial cost to the health service and productivity loss for the economy.	A range of campaigns and interventions encourage residents of Kent and Medway to increase their physical activity and therefore reduce their risk of non-communicable disease.	C2

5. Financial implications

5.1. There are no financial implications arising directly from this report

6. Legal implications

- 6.1. The Kent and Medway Joint Health and Wellbeing Board has been established as an advisory joint sub-committee of the Kent Health and Wellbeing Board and the Medway Health and Wellbeing Board under Section 198(c) of the Health and Social Care Act 2012
- 6.2. The Joint Board operates to encourage persons who arrange for the provision of any health or social care services in the area to work in an integrated manner and for the purpose of advising on the development of the Sustainability and Transformation Partnership. In accordance with the terms of reference of the Kent and Medway Joint Health and Wellbeing Board, the Joint Board may consider and seek to influence the work of the STP focusing on prevention, local care and wellbeing across Kent and Medway.
- 6.3. The Joint Board is advisory and may make recommendations to the Kent and Medway Health and Wellbeing Boards.

7. Recommendations

7.1. Members of the Joint Health and Wellbeing Board are asked to support:

- 7.1.1. The dissemination of key messages relating to the importance of physical activity
- 7.1.2. Embedding physical activity 'Making Every Contact Count Training' as a mandatory element of training for health professionals
- 7.1.3. Scaling up of learning from 'Healthy Towns' and active travel schemes to bring sustainable change in the development of new infrastructure
- 7.1.4. Development of active travel schemes

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Appendices

Appendix 1: Joint Health and Wellbeing Board Dashboard – Physical activity and inactivity

Appendix 2: Physical activity interventions: Medway Council

Appendix 3: Physical activity interventions: Kent County Council

Background papers

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748126/Physical_activity_for_general_health_benefits_in_disabled_adults.pdf [Accessed 29 April 2019]

Appendix 1

Joint Health and Wellbeing Board Dashboards – Physical activity and physical inactivity

Physically active adults (%)

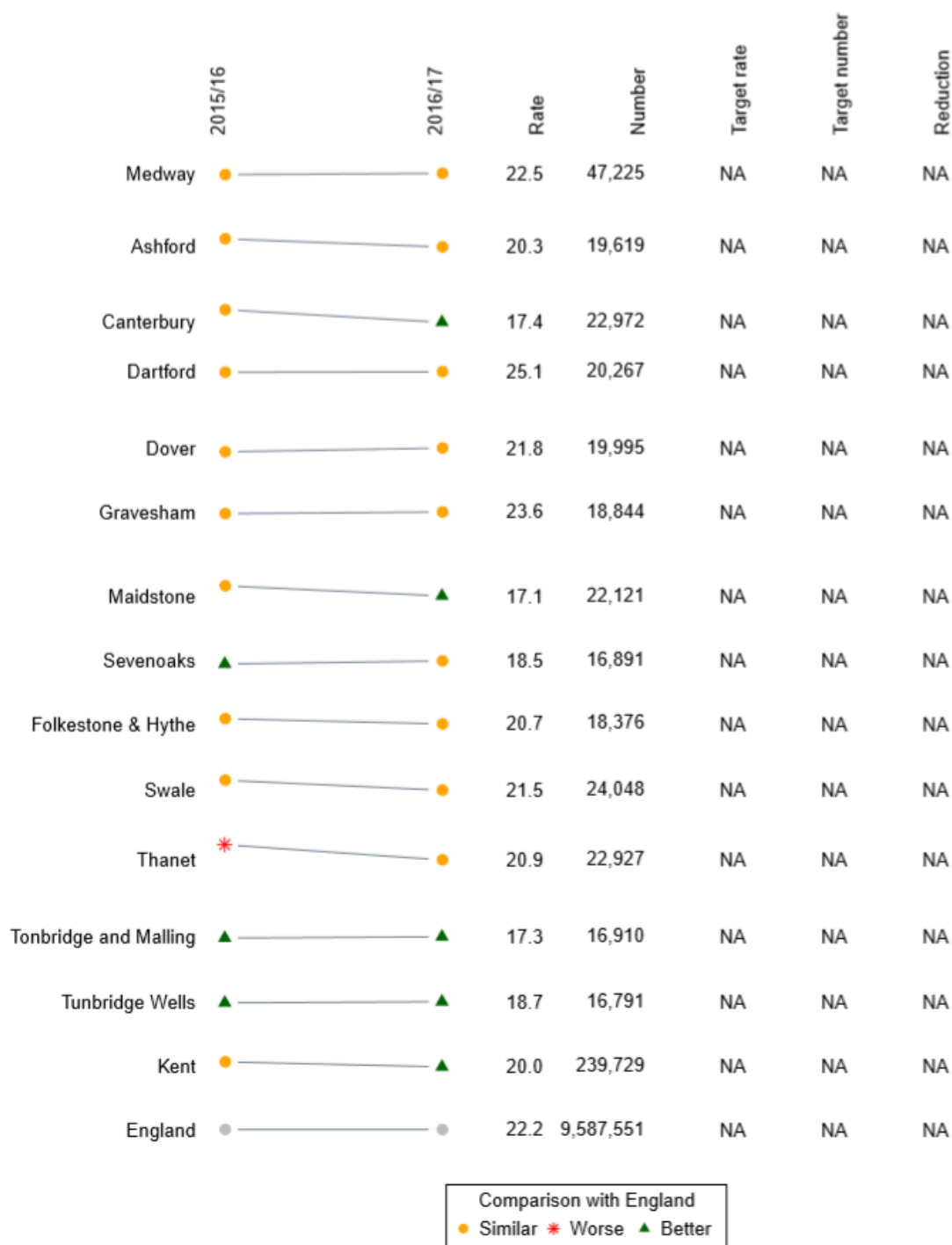
The number of respondents aged 19 and over, with valid responses to questions on physical activity, doing at least 150 moderate intensity equivalent (MIE) minutes physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 19 and over.



Comparison with England
 ● Similar * Worse ▲ Better

Physically inactive adults (%)

The number of respondents aged 19 and over, with valid responses to questions on physical activity, doing less than 30 moderate intensity equivalent (MIE) minutes physical activity per week in bouts of 10 minutes or more in the previous 28 days expressed as a percentage of the total number of respondents aged 19 and over.



Produced by Medway Public Health Intelligence Team (2019-04-25)
Source: Fingertips, Public Health England (<https://fingertips.phe.org.uk>)

Appendix 2

Physical activity interventions: Medway Council

Intervention	When started	Target audience
1-1 cycling instruction for adults	2014	Adults who cannot ride a bike
A Better Medway Champions	2013	All local residents
ABM training of professionals	2013	All children and adults
Active Medway Cycling Groups	2012	Adults who are not confident cycling
Active retirement association exercise sessions	unknown	Older adults
Medway Cycling Festival	2014	Adults and children interested in cycling or starting to cycle
Big Splash	2014	Families
Bike ability training for children within schools	2010	Children wanting to improve cycling skills
Cardiac rehabilitation exercise classes	2000	adults recovering from CHD
Change for Life local promotion	2008	Families
Disability Sports Taster Day	2011	Disabled residents and able-bodied individuals willing to try disability sports
Free swimming for under 16s and over 60s	2010	Over 65s and under 16s
Green gyms in parks	2008	All residents
Greenacre School Sports Partnerships	2008	Children
Medway cycling routes	unknown	Cyclists
Medway exercise referral programme	2010	Adults with a long-term health condition
Medway Festival of Sport	2013	All Medway residents
Medway greenspaces, parks and play areas	unknown	All residents
Medway Health Walks	2008	Older adults
Medway Leisure centres and young people's gym	2011	Under 16s
Medway Mile	2006	Families
Medway Mini Youth Games	1999	Years 4,5 and 6
Medway Sports clubs and disability sports clubs	2004	Sports clubs
Medway walking routes	unknown	All residents
Nordic Walking groups	2016	People interested in walking

Passport to leisure discount scheme	2008	Adults with low income
Pulmonary rehabilitation exercise classes	2005	Adults recovering from pulmonary conditions
Safer journeys projects to promote walk to school initiatives and of other sustainable modes of travel	2008	Children and parents
Sports volunteering opportunities	2005	14 years plus
Workplace health initiative	2008	Adults within workplaces
Great Lines Park run	2016	People interested in running
Daily Mile	2017	Primary school
Man vs Fat	2018	Overweight men

Appendix 3

Physical activity interventions: Kent County Council

The Kent County Council's Sport and Physical Activity Service is a small discretionary service, which aims to promote involvement in a wide range of physical activity opportunities, including sport. The Kent County Council's Sport and Physical Activity Service is a discretionary service which aims to promote involvement in a wide range of physical activity including sport. It has combined some resources with those from Sport England and also acts as the County Sports Partnership for Kent (Kent Sport).

Explore Kent works alongside Kent Sport and other countryside operators and organisations to promote activity in the outdoors:

- providing promotion of low barrier to entry physical activity (predominantly walking and cycling, access to green space, conservation volunteering, activities etc).
- working on behalf of a range of partners in the countryside sector (including Country Parks, Countryside Management Partnerships, Public Rights of Way, Kent Nature Partnership, and other private providers) to promote physical activity outdoors including walking and cycling.
- Promoting getting outdoors and active for the benefit of health and has a significant potential to engage audiences particularly across digital channels as demonstrated by the following statistics:
 - 60,000 walking and cycling guide downloads per year from ExploreKent.org
 - 47,000 website page views per month
 - 19,700 Twitter followers
 - 5,500 Facebook likes
 - 6,000 + Subscribers to quarterly e-newsletter
 - Explore Kent has a healthy place-based approach and has worked with local communities (where funding is available) to promote active lifestyles.
 - Previously working with partners to establish the Active Ramsgate project to promote active, healthy and sustainable tourism over a 3-year period. This was funded by Ramsgate Town Council.
 - Currently working with Cycle Friendly Deal to promote cycling and walking in the Deal area as well as providing 'We Love Walking and Cycling Training' for businesses.
 - Having discussions about potential packs for residents in the Ebbsfleet Healthy Garden City development.
 - Healthy Place making and shaping is central to what Explore Kent does.

Town Cycling and Walking Maps - Explore Kent is working with KCC's Transport Innovation Team on a Step Ahead of the Rest (StAR) Programme^{viii} and Department for Transport funded project to produce and promote town cycling and walking maps to encourage people to walk and cycle for the good of their health as well as the environment.

Examples of work being undertaken to encourage wider take-up of physical activity across Kent

Physical Activity sessions for people living with young onset Dementia ^{ix}	Alzheimer's Society Kent and Medway had seen a sharp increase in the number of people under 65 who were coming through to the Dementia Support Service frustrated at the lack of specific provision for their age group. A group of service users worked in a co-productive way to mutually produce an
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	age appropriate physical activity service/activity to meet their needs.
Kent's Sporting Memories project	Two-year project developing reminiscence activities that improve mental and physical well-being of older people (50+), in particular, those experiencing social isolation and loneliness and those living with dementia through tapping into their passion, knowledge and love of sport.
Active at work	Workplace health programme to help workplaces to encourage and support employees to become more active and build activity into their day. Programme includes an activity tracker, champion training and business games. There is also a focus on encouraging Active Travel, through a partnership with the Sustainable Transport team
Kent School Games	Established in Kent since 2008 as an Olympic and Paralympic legacy programme. The School Games provides opportunities for primary and secondary aged pupils and there is a strong programme for young people with special educational needs or a disability. The programme of activities has developed to focus on attracting young people of all ages and abilities rather than high level competition.
The Daily Mile	Leading on delivery of the roll out of the Daily Mile initiative across Kent. The Daily Mile is a free activity available to all primary schools which sees children run for 15 minutes a day in order to improve their physical, emotional, social and mental health.
Mental Health	<p>Kent Sport's Mental Health Action Plan has been used as a case study by Sport & Recreation Alliance as part of their Mental Health Charter best practices. The plan includes: raising awareness and promotion of positive messages/stories, working with MIND and Street Games to deliver training for professionals & volunteers, and developing partnerships and building relations with local mental health projects & organisations</p> <p>Kent Sport has also supported a group called Primal Roots, which provides activity in the outdoors for people with mental health challenges as a result of issues such as addiction or homelessness.</p>
Parkinson's	Awarded a small grant to deliver boxing activity for people with Parkinson's in Medway.
Everyday Active	Aimed at encouraging activity amongst less active people. The campaign will develop over the next two years and aims to provide resources and examples/case studies/video clips (including Dementia, Cancer, Walking Football, Breeze, Paracise), to assist health professionals to provide support for people who could benefit from being more physically active but don't have the confidence or information in order to be able to start. Consultation is due to commence in targeted

	areas with partners and the public in order to design the campaign based on local feedback and need.
Get Out Get Active (GOGA) project in Thanet	An externally funded programme supporting disabled and non-disabled people to take part in fun and inclusive activities together.
Housing Association work	Working with agencies such as Golding Homes, Optivo, West Kent / Moat Housing to provide a programme of activities for young people within local disadvantaged communities.
Leisure Trust pilots	Projects in Ashford, Swale and Thanet working with leisure facility staff to attract new audiences. This work includes staff training and review of marketing and promotional materials, which can be off-putting for individuals who are less active and do not use leisure facilities.
Running project and Parkruns	After a highly successful Running project that has now ceased due to funding, a number of Parkruns and junior Parkruns, have been supported to become established in the county.
Activity specific projects	Just Bowl project – a project funded through the Bowls Development Alliance to develop opportunities through adapted equipment in care homes
Kent Cycling Partnership	A joint initiative between Kent Sport, KCC Transport, Explore Kent and British Cycling promoting recreational cycling opportunities across Kent.
Physical Activity and Older People innovation grants	6 pilot projects were selected to receive funding to contribute to wider health and social outcomes by creating opportunities for older people aged 55+ (and their carers) to become more physically active, using a range of different recreational, leisure and appropriate sports activities.
Satellite Clubs	A countywide project aimed at 14-19-year olds who are less likely to be part of a formal sports club or activity to become active in less formal clubs based largely in educational and wider community settings
Open Active	A national initiative being promoted locally to encourage sport, leisure and activity providers to 'open' their opportunity data, so that it can become more widely accessible and easier to find. This will support health professionals to be able to signpost individuals to appropriate activity.

ⁱ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf

ⁱⁱ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf

ⁱⁱⁱ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf

^{iv} https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/748126/Physical_activity_for_general_health_benefits_in_disabled_adults.pdf [Accessed 29 April 2019]

^v [file:///C:/Users/jacqui.moore/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/I05EULO4/sedentary%20behaviour%20children%20\(002\).pdf](file:///C:/Users/jacqui.moore/AppData/Local/Microsoft/Windows/INetCache/Content.Outlook/I05EULO4/sedentary%20behaviour%20children%20(002).pdf) [Accessed 2 May 2019]

^{vi} <https://publichealthmatters.blog.gov.uk/2018/10/10/increasing-physical-activity-in-every-level-of-society/> [Accessed 25 April 2019]

^{vii} https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/374914/Framework_13.pdf

^{viii} <https://www.kent.gov.uk/about-the-council/strategies-and-policies/transport-and-highways-policies/transport-and-highways-funding/step-ahead-of-the-rest>

^{ix} <http://www.activepartnerships.org/impact/physical-activity-sessions-people-living-young-onset-dementia>