Introduction

In response to the National Assembly for Wales Audit Committee’s report on Increasing Physical Activity in Wales, the Chief Medical Officer was nominated to be the lead official co-ordinating cross departmental work on physical activity and the development of a physical activity action plan. Working with relevant departments across the Welsh Government and key external stakeholders, officials developed the plan. In January 2010 the then Minister for Heritage launched the *Creating an Active Wales Physical Activity Action Plan*, which is central to the Programme for Government’s ambition of preventing poor health and reducing health inequalities. It recognises that physical activity and sport are beneficial to health and that a partnership across the Welsh Government, Local Authorities, the NHS, the Third Sector and our communities is essential if we are to gain the benefits of an active and healthy Wales.

**Targets**

Creating an Active Wales (CAW) has two high level targets. The focus of the targets is to get everybody to do ‘one day more’.

1. Adults – shift the average point of activity from 2.4 days to 3.4 days by 2020.
2. Children – shift the average point of activity for 11 to 16 year olds from 3.9 days to 4.9 days by 2020.

**Strategic Aims**

The plan has four strategic aims alongside 7 underpinning themes to support delivery. The four aims are:

- *Active environments* – to develop and maintain a physical environment that makes it easier and safer for people to choose to be more physically active.

- *Active children and young people* – to support children and young people to live active lives, and become active adults.

- *Active adults* – to encourage more adults to be more active, more often throughout life.

- *Sport for All* – to increase participation in sport, by all sectors of the population.
The underpinning themes are:

- National leadership
- Local delivery
- Communication
- Workforce development
- Inequalities
- Wider partnerships
- Developing the evidence base

**Progress**

This Year 2 report highlights some of the progress made in delivering key actions between January 2011 and January 2012. It builds on activity reported in the Year 1 report. A large number of actions from CAW have been completed; however physical activity levels have remained relatively constant. For example, Information from the 2009/10 Health Behaviour in School-aged Children (HBSC) survey in Wales shows that among 11 to 16 year-olds, just over a third (35%) of girls and half of boys (53%) report moderate or vigorous physical activity for at least 60 minutes a day on five or more days a week. These percentages decline by age-group, this decline being particularly noticeable among girls. In school year 7, 42% of girls report being this active but by school year 11, this figure has dropped to 28%. Wales is similar to the HBSC average across all the participating countries in all three age groups surveyed.

In addition, data from the 2011 Welsh Health Survey shows that 66 per cent of adults reported doing at least 30 minutes of at least moderate intensity physical activity, on
at least 1 day in the previous week. This has remained relatively static over a period of six years. The data also indicates that only 29 per cent undertake sufficient physical activity to benefit their health as measured by 30 minutes of moderate intensity physical activity on 5 or more days of the week. At the other end of the scale 34 per cent are classed as inactive, not achieving 30 minutes on any day of the week.

**Way Forward**

CAW includes a commitment on partnership working with key stakeholders to develop and implement CAW across Wales. It also has an underpinning theme of developing the evidence base.

A greater understanding of the differences and similarities between demographic groups and sub-groups of the population in combination with geographical differences and similarities is needed to effectively target interventions, programmes and policies.

Work has been undertaken on the integration of the outcomes of CAW and the Chief Medical Officer guidelines released applying the Results Based Accountability methodology. The resulting report cards are set at population level giving stakeholders the opportunity to fit in their specific performance measures. Sample population report cards detailing further actions that are to be taken forward by the Welsh Government, building on those in CAW are at Annex 1.

Key stakeholders, including Local Authorities, will be invited to complete similar report cards detailing the actions that their organisations can take to contribute to achieving the ambitious targets.
Chapter 1

Progress on Underpinning Themes

1.1 National leadership

1.1.1 The Physical Activity Ministerial Advisory Group (PAMAG), and Cross Departmental Senior Management Group on Physical Activity established in 2009 have continued to meet. A further three meetings of each group have been held to provide leadership for the implementation of the plan.

1.1.2 The development of infrastructure and facilities plans that share best practice across regional leadership networks is being taken forward as part of the Simpson Compact.

1.1.3 Big Lottery awarded grants to several Child’s Play Infrastructure Projects. Individual projects are being discussed with Local Authorities with a view to embedding these into current and future arrangements for children’s play, particularly in the context of the requirements of the Children and Families (Wales) measure.

1.1.4 The Sustainable Travel Centre programme has resulted in new investment in new and improved walking and cycling infrastructure in Cardiff, Bangor, Aberystwyth, Haverfordwest and Carmarthen.

1.1.5 The Welsh Government is using its legislative powers to put increased access to physical activity on a statutory basis. The Active Travel (Wales) Bill is in development. A White Paper was published on 9 May 2012 and the consultation period remains open until 14 August.

1.2 Local delivery

1.2.1 Creating an Active Wales Local Action Plans which support the implementation of the national plan have been received from 18 Local Authorities. The Welsh Government has produced feedback to each Authority which should help them finalise their plans.

1.3 Communications

1.3.1 Joint Chief Medical Officer’s report published, outlining the new evidence based recommendations on physical activity.

1.3.2 The Change4Life programme, launched in spring 2010, is being actively promoted and supported through partners in the field. This programme is supporting behavioural change in key target groups using social marketing techniques. In October 2011 the Adult Change4Life Wales campaign was launched, targeting men and women between the ages of 45 and 65. 3 regional celebration and information events for local supporters took place in autumn 2011. At the end of January 2012 16,500 families and 1,500 adults were registered with Change4Life Wales.

1.3.3 Transport has commissioned a large scale social marketing programme of Personalised Travel Planning linked to the Welsh Sustainable Travel Centre
regions. This project will continue in Cardiff and surrounding areas for another year with a view to rolling it out pan Wales beyond this.

1.3.4 Ongoing stakeholder communication and engagement occurs through e-bulletins; quarterly newsletters; annual stakeholder conference (held by Sport Wales) and continued development of websites such as PlanetHealthCymru, which are also used to share intelligence and expertise between organisations.

1.3.5 Public Health Wales are continuing to develop and provide training on “Engaging hard to reach groups”, “Monitoring & Evaluation” and “Brief Interventions” which help to engage and support those working and volunteering in the field of promoting physical activity messages.

1.3.6 In order to maximise social marketing and promotional opportunities of the 2012 Olympics, Disability Sport Wales has clear legacy objectives from Paralympics 2012 which are progressing well.

### 1.4 Inequities

1.4.1 As identified through local needs / impact assessments, Disability Sport Wales have facilitated inclusion training for 1,000 candidates.

1.4.2 Nine Welsh sports organisations were recognised for taking action to create a safer sporting environment for children and young people by achieving the NSPCC’s child protection standards.

1.4.3 ‘Insport’, a pilot package aimed at creating cultural change in key agencies who deliver opportunities for disabled people is being implemented. Working in partnership with the private sector, a substantial award has been provided to drive the ‘Insport’ programme over the next three years. Good progress has already been made with rowing.

1.4.4 Recommendations of an independent review of community based physical activity opportunities for disabled people are being implemented by the Federation of Disability Sport Wales.

1.4.5 Countryside Council for Wales has undertaken comprehensive analysis to segment the population based on differences in physically active participation in outdoor recreation. This has identified the barriers faced by the lowest participation groups.

1.4.6 Projects focusing on ethnic minority communities have been successful. Investment to date can be seen to have made a significant difference in many communities.

1.4.7 The personalised travel planning programme addresses transport barriers by providing tailored information for accessing services by sustainable travel modes. This programme is accompanied by in-depth research with households on current travel modes.
1.5 Workforce development

1.5.1 The work led by Public Health Wales through SkillsActive and Skills for Health to produce a workforce development plan to underpin the delivery of key government strategies has been integrated into the Public Health National Workforce Development Plan for Wales.

1.5.2 SkillsActive has finalised a Sector Skills Assessment for Wales which describe the current and future skills priorities and draws upon a range of government sources and recent research undertaken by SkillsActive and its sector partners. It also provides informative evidence resources that can be consulted and used as the basis for policy development.

1.5.3 SkillsActive continues to deliver its Wales Action Plan which provides the basis for Skills Active’s work programme.

1.5.4 SkillsActive has concluded second phase ‘Active Analyser’ pilots with local authorities in North Wales. Active Analyser is an online training needs analysis tool incorporating sector approved job role profiles based upon National Occupational Standards. Focussing on leisure facilities, the organisations on the pilot produced Training Needs Analysis (TNA) reports and identified a range of skills gaps and shortages.

1.5.5 As part of the PE and School Sport (PESS) project, Sport Wales have developed training and resources to support practitioners in settings and schools in the delivery of Physical Development and Creative Movement in the Foundation Phase.

1.5.6 Sport Wales are working with governing bodies to embed workforce development into their strategic plans to ensure they have the skills to deliver the ‘vision for sport'; develop stronger leadership skills across the sector and ensure a culture of effective performance management is established.

1.5.7 Sport Wales’ Coaching Strategy continues to encourage more young people to become involved in coaching. through mechanisms such as their ‘Behind Every Star’ campaign.

1.5.8 Public Health Wales established and are delivering a Good Practice Scheme which provides support for practitioners and shares learning through a Good Practice database.

1.6 Partnerships

1.6.1 Partnerships which support the delivery of the action plan continue to be developed via the Physical Activity and Nutrition Network (PANWW); and the Wales Outdoor Health Forum.

1.6.2 The Federation of Disability Sport Wales has established a range of partnerships with the commercial sector over the past 12 months.

1.6.3 The Change4Life Programme continues to provide a portal through which partnerships are formed.

1.6.4 The Minister for Housing, Regeneration and Heritage has biannual meetings with the voluntary sector.

1.6.5 Joint planning is being promoted through the implementation of the Local Creating an Active Wales Action plans which strengthens existing Local Authority Partnership (LAPA) agreements.
1.7 Developing the evidence base

1.7.1 Public Health Wales are delivering four monthly themed research seminars to ensure effective research, monitoring and evaluation is undertaken in support of the plan and to maximise the learning from research conducted in Wales.

1.7.2 Evaluations have been disseminated via the PlanetHealthCymru and PANNW websites and with partners via the new Welsh Outdoor Health Forum.

1.7.3 Information sharing events were held in December 2011 to disseminate findings of BIG’s Mentro Allan Programme which has now closed.

1.7.4 Sustrans have produced good practice guidelines and case studies from its community active travel projects and a Master of Arts research project is underway to develop best practice from the Let’s Walk Cymru programme.

1.7.5 A data sources review has been conducted and published by Public Health Wales Observatory. Information regarding the appropriate tools to evaluate projects is available through the PANNW Network websites and via training events.
Chapter 2

Progress on Active Environment

The overall aim of this strategic theme is to support the development of and access to well designed and maintained built environments and natural environments across both urban and rural communities.

2.1 Ensuring a built environment encourages physical activity

2.1.1 In addition to the positive national planning policy framework contained within Planning Policy Wales and the associated Technical Advice Note 16, Sport, Recreation and Open Space, Planet Health Cymru encourages the use of tools such as the Health Impact Assessment. It continues to provide a one stop shop for information on health related issues, including guidance and examples of best practice.

2.1.2 Countryside Council for Wales has advocated the use of Health Impact Assessments and implementation of its toolkit, providing Accessible Natural Greenspace in Towns and Cities.

2.2 Developing an infrastructure to support active commuting

2.2.1 Regional Transport Consortia were encouraged to develop performance indicators for walking and cycling. They monitored schemes and detailed key achievements through annual progress reports.

2.2.2 The South West Wales Integrated Transport Consortium Travel Plan Coordinators across 4 consortia used established fora, Smart Travel champion training and a wide range of opportunities to encourage more active and sustainable travel.

2.2.3 Learning, best practice and case studies to encourage walking and cycling continue to be promoted through resources, events, websites and the Good Practice Scheme by Public Health Wales.

2.2.4 The White Paper for the Active Travel (Wales) Bill aims to increase infrastructure provision for active commuting and other forms of walking and cycling.

2.3 Increasing availability and access to green space, waterways and countryside

2.3.1 By the end of 2010/11, the implementation of Rights of Way Improvement Plans funding will have contributed to improving over 3000km of rights of way (approx 10% of the entire network)

2.3.2 The Coastal Access Improvement Programme is the mechanism for delivering the Wales Coast Path. The 870-mile continuous path around the country, available for walkers throughout and cyclists and horse riders where practicable, officially opens on 5th May 2012 and will provide a significant
recreation asset for Wales. A programme of marketing work is underway to
increase awareness of the path.

2.3.3 Countryside Council for Wales continues to prioritise improved access to
greenspace via their grants programme. This programme, plus the Rights of
Way Improvement Plans and Coastal Access Improvement Programme,
supports and encourages volunteering opportunities associated with walking
and cycling.

2.3.4 A 3 year Big Lottery grant has been awarded to Sustrans to develop
volunteering opportunities linked to the National Cycle Network.

2.3.5 The Welsh Government has provided £5m of funding in 2011/12 for the ‘Safe
Route to Communities’ scheme. A further £5m has been allocated to projects
in 2012/13. The monitoring of implemented schemes is ongoing.
Chapter 3

Progress on Active Children and Young People

The focus of this strategic theme is to encourage children and young people up to the age of 25 to take enough physical activity to benefit their health and well-being over their life span.

3.1 Access to quality play

3.1.1 The Foundation Phase curriculum is providing opportunities through play for children to experience the outdoor learning environment and to become active learners. Since September 2011 all 3 to 7-year-olds are able to access the Foundation Phase. Estyn have confirmed that the use of outdoor environments has improved significantly to help children with their learning skills.

3.1.2 Work has been undertaken to develop the 0-3 Progress and Development Framework, called Taith Plentyn; a child’s journey, due to be published during 2012. This will support childcare staff in promoting active play.

3.1.3 Work was undertaken during 2011 to develop draft regulations and statutory guidance for the duty on Local Authorities to assess the sufficiency of play opportunities for children in their areas. The consultation on the draft documents is open from 2 April to 25 June 2012 and includes assessment of opportunities for outdoor active play.

3.1.4 Active play evidence, resources and case studies to inform staff working in early years and childcare settings are being promoted through the PANNW website and newsletters.

3.1.5 Round two of the Big Lottery’s Child’s Play programme started in 2010. Infrastructure project grants were available in round one and play project grants in rounds one and two.

3.2 Creating active families

3.2.1 Sport Wales have developed ‘Play to Learn’; a web resource to encourage play in schools and within the family environment.

3.2.2 Grants awarded through the Big Lottery ‘Way of Life’ programme aimed at promoting healthy eating and physical activity among children and their families ended. A final evaluation report will be published in 2012.

3.3 Whole-school approaches

3.3.1 In 2011-12, with £2.5m of Welsh Government funding, Sport Wales has continued to take forward the PESS work programme which from September 2011, moved to a regional delivery framework. The priority for this work has shifted to secondary school support including establishment of effective Professional Learning Communities – with a focus on development of sports
leadership and wider engagement of young people in PE and sport in school and community settings.

3.3.2 All young people in secondary schools can now access accredited sports leadership training. 5X60 and Dragon Sport continue to provide opportunities for children in secondary and primary school, respectively.

3.3.3 The roll-out of the ‘Young Ambassadors’ movement in Wales continues. There are around 130 Gold Ambassadors in place and 750 Addistars (silver Ambassadors) – acting as role models and using the power of the London 2012 Games to inspire and promote engagement in sport in their schools and local communities.

3.3.4 Cycle Training Cymru’s Bike Club project has established many excellent extra curricular opportunities for cycling and established new clubs.

3.3.5 Sustrans, through its ‘Bike It’ project, is actively supporting 70 schools to promote cycling and triple its baseline levels.

3.3.6 Transport has funded Sustrans to deliver a pilot project in Cardiff, engaging schools in travel planning activities commencing in the summer of 2012 for 2 years.

3.3.7 235 schools have achieved the Active Marc Cymru Quality Award which recognises good practice and a school’s commitment to developing high quality PE and school sport for all of its pupils.

3.3.8 Consortia and Local Authorities are working with schools to develop School Travel Champions and encourage Safe Routes in Communities which facilitates more walking and cycling to schools. This is supported by Welsh Government funding on a competitive basis.

3.3.9 The Welsh Network of Healthy School Schemes expanded to cover pre-school settings and continues to drive forward a whole school approach to health.

3.3.10 “Gemau Cymru” is a multi sport event for young athletes of Wales, organised by the Urdd and supported by nine national Sporting Governing Bodies. This year it will be held on the weekend of 13 – 15 July (2012) in different locations around Cardiff. It captures the inspiration of the 2012 Olympic and Paralympic Games.

3.4 **Interventions**

3.4.1 The MEND programme has continued to be successful in supporting children and their families to eat healthier and be more active as part of their daily routine. It has also had a positive impact on the self esteem of the children.

3.4.2 The free swimming initiative for the under 16’s continues to be delivered, with the provision extended to weekends for young people.

3.4.3 Other interventions have continued to be delivered as reported above: Dragon Sport, 5X60, PESS and Welsh Network of Healthy School Schemes.
Chapter 4

Progress on Active Adults

The focus of this strategic theme is to encourage adults to take enough physical activity to benefit their health and well-being.

4.1 Outdoor/walking and cycling

4.1.1 An Outdoor Health Forum has been established, chaired by the Countryside Council for Wales. A work programme has been developed and four meetings have been held to date.

4.2 Interventions

4.2.1 The National Exercise Referral Scheme has continued to provide opportunities for people at risk and with chronic disease across Wales.
4.2.2 Public Health Wales are continuing their provision of training on ‘Engaging Hard to Reach Groups’.
4.2.3 Countryside Council for Wales is delivering the ‘Come Outside’ Project aimed at promoting outdoor recreation.

4.3 Priority groups

4.3.1 Age Cymru continue to deliver new opportunities for older people including Nordic Walking and a new Low Impact Functional Training (LIFT) resource. In addition to a number of training courses held in both disciplines, over 1800 LIFT experiences took place during the year and over 4000 Nordic walking experiences.
4.3.2 LHB’s, working jointly with Local Authorities and other key stakeholders, have lead the implementation of the action to address the gaps identified by local mapping against the All Wales Obesity Pathway.
4.3.3 Sport Wales are conducting a major media campaign to target regions of Wales that do not currently apply for community grants which aim to encourage behavioural change and remove barriers among sedentary groups.

4.4 Workplace

4.4.1 Adult focussed Change4Life programme launched through the workplace.
4.4.2 In October 2011, Sport Wales published the evaluation report of its Active Workplace Challenge Grants which ceased in 2008-9.
4.4.3 Physical activity modules are included in both the Corporate Health Standard and Small Workplace Health Awards. All employer engagement events provide advice and support on sustainable travel in partnership with Sustrans Cymru. 33 Public Sector organisations have achieved the Silver Corporate
Health Standard and above, which includes the development and implementation of Green Travel Plans.

4.4.4 The NHS Sustainable Travel Planning project ended in October 2011. An evaluation showed a significant increase in active travel to work modes at some hospital sites. The lessons learned from the programme are being included in the work of the Transport Consortia Travel Plan Co-ordinators.

4.4.5 Part of the Personalised Travel Planning Project is focussed on work places and Sustrans have been awarded funding to deliver a workplace travel planning project in Cardiff running from August 2010 for 3 years.

4.4.6 The Transport Consortia are working with a wide range of public, private and third sector organisations to encourage and facilitate more active travel to work.
Chapter 5

Progress on Sport for All

The overall aim of this strategic aim is to develop opportunities to increase the number of people playing sport and the frequency and standard at which they play it.

5.1 Support Participation (also see active children and young people’s sections)

5.1.1 Sport Wales’ Community Sport Strategy, launched in April 2012, will focus partners on getting every child hooked on sport for life. The Strategy is being supported by an extra £9 million of National Lottery funding, bringing Sport Wales’ annual investment in community sport to around £32 million a year.

5.1.2 National Governing Bodies are working to create products that support and develop strong enterprising clubs, i.e. adapted shortened versions of certain sports that will offer mass participation.

5.1.3 Existing programmes such as Dragon Sport, 5x60 and PESS have proved effective at increasing participation levels through curricular and extra curricular activities in primary and secondary schools.

5.1.4 Supporting Third Sector and Communities First Partnerships, Sport Wales are working via SPORTED and Streetgames with an emphasis on delivering physical activity opportunities in the upper valley areas.

5.2 Strengthen the sporting infrastructure

5.2.1 Sport Wales continues to work with National Governing Bodies and Local Authorities to look at broadening use of club facilities. They are also working to widen sporting opportunities in the community.
## Outcome:
Children of pre-school age participate in physical activity to gain health benefits

## Population:
All children in Wales under 5 years old

### What does this look like?
- Some physical activity is better than none, and more physical activity provides greater health benefits.
- Are active daily:
  - those capable of walking minimum 180 minutes spread throughout the day every day
  - those not yet capable of walking encouraged to be physically active through floor-and water based activities in safe environments.
- Minimum time spent being sedentary for extended periods

### Population Indicators - all for under 5’s population –
- % of the population capable of walking achieving a minimum 180 minutes of activity every day. [Data development agenda]
- % of the population participating in informal recreational activity, e.g. active play; everyday activity, structured activity. [Data development agenda]

### Baseline:
The example visualises findings from most western countries using objective measures. Exact values were
- 20-30 min/d in Moderate-Vigorous Physical Activity.
- Light intensity PA typically 100-110 min/d
- Sedentary behaviour 10-11h/d
- TV approx. 120-180 min/d

(Tony Okely, 2009, his review formed the basis of the data. It has not been published (yet) as a stand alone systematic review, but his review forms the basis of the Australian National Government Physical Activity Recommendations for Early Years, publication details: Commonwealth of Australia Department of Health and Ageing 2010. Move and Play Every Day: National Physical Activity Recommendations for children 0-5

### Typical levels of physical activity & sedentary behaviour in pre-school children

![Chart showing typical levels of physical activity and sedentary behaviour in pre-school children](chart.png)
Story Behind the Baseline: This is the first time specific guidance for this age group has been issued. It appears to be an emerging research field. Data available for baselines is very limited.

Reviews of existing evidence suggest that most data is observational, mostly in pre-school children, no clear evidence on intensity for benefit. It has been suggested that physical activity is "better for body fatness, cardiovascular risk factors, bone health, movement skills, social and emotional development, and later physical activity. (Okely et al 2009; Reilly et al 2010)

Partners who can help us:
- Local Authorities
- Public Health Wales
- NHS: Midwives, Health visitors, GPs
- Schools, Healthy schools coordinators
- Play Wales
- Early years including Foundation Phase providers
- Flying start
- Inspectorates: ESTYN & CSSIW
- WG - Active Wales, Physical Activity ministerial advisory group, Communities First
- Outdoor recreation providers - National Parks etc

Action plan:
Creating and Active Wales strategic action plan
Start Active, Stay Active

Role out Healthy and Sustainable Pre-School Scheme

The Children and Families (Wales) Measure 2010 (Play Sufficiency Assessment) Regulations 2012-07-10

Flying Start
Outcome:
Children and Young People participate in physical activity to gain health benefits

Population:
All children and young people in Wales between 5-18 years old

What does this look like?
- Are active daily; moderate to vigorous, minimum 60 minutes up to several hours every day
- Participate in vigorous intensity physical activity to improve muscle and bone strength at least 3 days per week
- Minimum time spent sitting for extended periods

Population Indicators - all for 5 – 18 population –
- % of the population achieving a minimum 60 minutes of moderate to vigorous activity every day. [Welsh Health Survey, data captured for age 5-15 (not 5-18)]
- % of the population participating in active recreation. [Data Development Agenda]
- % of the population participating in active travel (walking & cycling). [Sustrans, Bike It, 2010, the data used is programme data not population data]
- % of the population participating in formal sport.[Sport Wales, School Sport Survey and Active Young People’s Survey (School Sport Survey is the new name for the Active Young People’s Survey), 2009 & 2010]
- % of the population participating in informal recreational activity, e.g. active play. [data development agenda]
- % of time spent inactive [currently checking HSBC adolescent data for sedentary behaviour & physical activity]

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School children’s participation in extracurricular sport in the previous year
(source Sport Wales Active Young People Survey and School Sport Survey)

Bike It - Impact on the proportion of regular cyclists/car users
(source Sustrans, Bike It project review 2010)
Children physically active for at least 1 hour every day in past week (%) (source Welsh Health Survey)

% of children aged 5-15

2008 2009 2010

Story Behind the Baseline:

- Drop off rate in teenagers – gender split.
- Regular participation in sport (at least 3 times a week) among primary and secondary school children is relatively low, at 28% and 26%, respectively (Sport Wales, School Sport Survey, 2011)
- Around a third of children were classified as overweight or obese, including around a fifth of children classified as obese. (Welsh Health Survey 2010)
- Around half of children were reported as undertaking physical activity for at least an hour on five or more days of the previous week.
- Impact of parental attitudes on participation in activity and sedentary behaviour - fears for safety of children.
- Environment not always conducive to participation and enjoyment.
- Experience children have in PE has to be a good one. PE lessons are first to be sacrificed. Lunch and play time sacrificed as seen as least important part of day. Academic research and evidence to support importance of play required.

Partners who can help us:

- Local Authorities
- Public Health Wales
- Play Wales
- SUSTRANS
| • Sport Wales  
| • CTC  
| • WG Education & Education Minister, transport  
| • Governing bodies of sport (clubs)  
| • Schools & Welsh network of healthy schools teams  
| • ESTYN |

**Action plan:**  
Creating and Active Wales  
Start Active, Stay Active  
Schools and Physical Activity Task and Finish Group  
MEND  
Change4Life
Outcome:  
Adults participate in physical activity to gain health benefits  

Population:  
All people in Wales between 19 - 64 years old

What does this look like?  
- Are active daily; at least 2 & 1/2 hours per week  
- Or alternatively 75 minutes of vigorous intensity activity per week  
- Participate in physical activity to improve muscle strength at least 2 days per week  
- Minimum time spent sitting for extended periods  
- Some physical activity is better than none, and more physical activity provides greater health benefits.

<table>
<thead>
<tr>
<th>Population Indicators - all for 19-64 population –</th>
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<tbody>
<tr>
<td>% of the population achieving 150 minutes (2&amp;1/2 hrs) of moderate activity per week. [Welsh Health Survey captures number of days with at least 30 minutes of at least moderate activity in past week]</td>
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<tr>
<td>% of the population achieving 75 minutes of vigorous activity per week. [Data development agenda.]</td>
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<tr>
<td>% of the population participating in active recreation.[ Active Adults Survey, Sport Wales,' % of adults participated in any sport or physical activity in the 4 weeks prior to interview]</td>
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<tr>
<td>% of the population participating in active travel (walking &amp; cycling). [Walking and Cycling Action Plan updates]</td>
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<tr>
<td>% of the population participating in formal sport. [Active Adults Survey, Sport Wales ‘any sports club participation, including 16-18 and 18-64 age groups, Active Adults Survey.]</td>
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<tr>
<td>% of adults participating in activity to improves muscle &amp; bone strength at least 3 days per week. [Data development agenda]</td>
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![Graph](image)

% of adults participated in any sport or physical activity in the 4 weeks prior to the interview (source Sport Wales, Active Adults Survey)
% of adults active for 5 or more days in past week (at least 30 minutes activity on at least 5 days in past week, Welsh Health Survey)

% of people walking to work (source Walking and Cycling Plan update)

% of people cycling to work (source Walking and Cycling Action Plan update)

Story Behind the Baseline:
- Static trends for adults achieving the recommended levels of physical activity, no real shift towards increased physical activity and lifestyle changes.
- The key points from the 2010 Welsh Health Survey include: 20%
of adults reported currently being treated for high blood pressure, 14% for a respiratory illness, 13% for arthritis, 10% for a mental illness, 8% for a heart condition, and 6% for diabetes.

- Slight increase in the population participating in active travel (walking & cycling). For many, the barrier to achieving the recommended level of physical activity is the time it requires to incorporate this extra activity into a busy life. The real benefit of enabling active travel is that it allows people to make walking or cycling part of their daily lives by substituting these modes of travel for motorised travel.
- Population participating in formal sport: Club membership decreases with age: 25% of 15-24 year olds are members, compared with 28% of 25-34 year olds and 17% of 35-44 year olds. (Active Adults Survey, Sport Wales, 2008-09)

### Partners who can help us:

- Local Authorities - planning
- Public Health Wales
- WLGA
- Third sector organisations including Sustrans, Ramblers Cymru, CTC.
- Sport Wales
- Countryside Council Wales
- Employers
- GPs
- Architects, Design Commission Wales
- Communities First
- National Parks, National Trust, YHA, YMCA

### What Works / Action plan:

- Creating and Active Wales
- Start Active, Stay Active
- National Exercise Referral Scheme
- Let’s Walk Cymru (LWC)
- NHS Active Travel
Outcome:
Older adults participate in physical activity to gain health benefits

Population:
All people in Wales aged 65 years and over

What does this look like?
- Are active daily; at least 2 & 1/2 hours per week
- Participate in activity to improve balance & co-ordination at least 2 days / wk
- Participate in physical activity to improve muscle strength at least 2 days per week
- Minimum time spent sitting for extended periods
- Some physical activity is better than none, and more physical activity provides greater health benefits.

Population Indicators - all for 65+ population –
- % of the population achieving 150 minutes (2&1/2 hrs) of moderate activity per week. [Welsh Health Survey captures data number of days with at least 30 minutes of at least moderate activity in past week]
- % of the population participating in active recreation. [Data development agenda]
- % of the population participating in active travel (walking & cycling). [Data development agenda]
- % of the population participating in sport in a formal setting (club setting). [Sport Wales]
- % time spent in sedentary activity. [Data development agenda]

<table>
<thead>
<tr>
<th>Adults physically active on at least 5 days in past week (%) (source Welsh health Survey)</th>
<th>Overweight/obese adults (reported BMI 25 or more) (source Welsh health Survey)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>Year</td>
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<tr>
<td>2004/5</td>
<td>2008</td>
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<td>2005/6</td>
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<td>2007</td>
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<td>2009</td>
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<td>2010</td>
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<tr>
<td>% of adults</td>
<td>% of adults</td>
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<tr>
<td>All adults 65+, 5 days or more</td>
<td>% of adults aged 65+ and over</td>
</tr>
<tr>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td>15</td>
<td>60</td>
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<tr>
<td>10</td>
<td>40</td>
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<td>5</td>
<td>20</td>
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</tbody>
</table>

Story Behind the Baseline:
- Ageing population
- Focus on independent living, physical activity can positively impact.
- People in care homes, sheltered accommodation - varying needs and abilities
- Different stages within this population groups, decline in participation as people get older
- More intervention with this age group - community projects focussed on this age group. care workers trained to encourage activity
- More free time to participate
- Transport - stop driving so more likely to walk

**Partners who can help us:**
- Local Authorities
- Public Health Wales
- WLGA
- Age Cymru
- British Heart Foundation
- Care homes / workers
- GPs & Local Health Boards
- SAGA
- Ramblers
- Employers & Pension providers
- Sustrans
- Communities First

**Action plan:**
Creating and Active Wales
Start Active, Stay Active
National Exercise Referral Scheme
Let's Walk Cymru (LWC)
Annex 1 PAMAG/12/11