Moving Together in County Durham

A Whole systems approach to improving movement across the county

Everyone helping everyone move more each de Durha

Moving Together in County Durham

a network of people passionate about moving more

Join us: www.durham.gov.uk/Moving Together



What's next?

A Whole systems approach to improving movement across the county

Everyone helping everyone move more each day

The Journey so far

'How do we increase activity/reduce inactivity in County Durham? Where are the leverage points/gaps in our system?

Step 1: Seeking to understand

Consultation, collaboration, collating insights – over 900 voices, NE SLI process

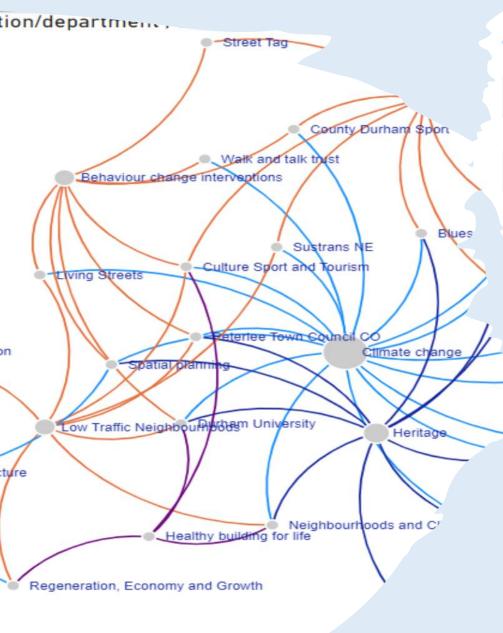
Step 2: Bringing people together – developing a shared mission, language, understanding, Social network analysis/growth partner mapping, action planning

Step 3: Write the strategy and coproduce delivery plan

MTiCD virtual and face to face event

Step 4: Planning the measures of success!

Evaluation framework – Partnership engagement and impact, changes in activity levels, attitudinal and behaviour shifts, WSA principles: SMM



Categories

Behaviour change interventions

Climate change

Healthy building for life

Heritage

Infrastructure

Low Traffic Neighbourhoods

blic Messaging



Empowering Communities

Working with communities to support their development and empowerment.



Using Wh Everything we by evidence in conver

The County Durham
Approach to Wellbeing



greate



Building Resilience

Helping the most disadvantaged and vulnerable build up their tire resilience.

<u>InstantAtlas Durham – Living Well – Physical Activity (durhaminsight.info)</u>



Healthy population, planet = healthy behaviours

We understand our 'WHY'

MTiCD has set out why our shared mission is so important to all of us

Increased Quality of life years - Reduction in preventable disease - Long term conditions, cancers, CVD, MH etc.

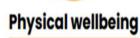
Social, economic benefits

Huge environmental benefit – CERP3

Benefits for the whole community

Walking, cycling, group activities, sport and play bring a whole host of benefits to our communities (OHID, 2020).





Longer and healthier life years



Mental wellbeing

- Feel good
- Helps memory and long term mental health



- School readiness
- Productivity and independence



Social

- Better quality of life
- Sense of belonging and togetherness
- Road safety
- Reduced loneliness



Economic

- Improved employment
- Community
- Wealth building
- Work productivity
- Reduced sickness absence



Environment

- Cleaner air
- Suitable travel and places
- Reduced CO2 emissions
- Healthier environment

NEXT QUESTIONS?

How do we grow our movement?
How can we keep listening and take actions?

- Changing 'mental models' the way we think - about physical activity – MOVING across the population
- How do we shift cultural norms to moving more in our daily lives – for every community, for those with greatest need...
- How and who do we influence?
- How do we get to the point where everyone in our CD system -
- Sees themselves as part of the solution
- Knows what they can do...



Moving Together in County Durham is our strategy to make it easier for every person to move more each day.

We have a shared purpose set out in our vision and mission. Our core principles guide collective actions, and four priority action areas will help us over time coordinate our approach and achieve our vision.

County Durham residents will



Moving just a little more each day will benefit us at every stage of life

Balance and coordinatio Concentration and behaviour School ready

Improved immunity and

life years Healthy brain and memory

Being active benefits our community



Sense of togetherness and healthy

A lot has been done to get us to a starting of a WSA

Only the start...

What is going well?

- Initial quick results of the first baseline partnership survey 78 respondents around 80% stating they are motivated and know how to help get those they influence to move more
- Attendance to all MT briefings and events contributions to delivery plan
- CYP MTiCD network established ToR and action/delivery plans, leads and members

Challenges

- Capacity in leading, chairing and managing MTiCD network (3PAAs)
- Capacity to grow the movement
- Capacity, resource/funding to monitor and evaluate

Our priority areas for action



Inclusive Communities Environments

Active



Our Core Principles





Six core principles will help guide individuals and organisations to take steps to empower, enable and support everyone in County Durham to move in ways that will help us be healthier, happier and stronger together.



The heart of 'Moving Together' People and places are our greatest power



Creating equal chance together Together removing challenges to make sure everyone has an equal chance to have better health



Engage

Thinking big together Creatively engaging and joining people together at every place and level



Celebrate

Recognising success together Sharing and nurturing our community's success across the County



Collaborate

We are stronger together Every individual, community and organisation sharing the vision



Learn

Changing and learning together Listening and adapting to the needs of all our people and communities

Establishing Governance

PASC - Influence, check and challenge, accountability- MTiCD network reporting in??

Annual report collated by PH on progress of strategy for Health and Wellbeing Board - 'Enabling Healthy Weight For All' priority

How do make sure we continue?

How do we ensure a County Durham Whole systems approach to moving more is successful?

