

# Moving Together in County Durham

A Whole systems approach to improving movement across the county

*Everyone helping everyone move more each day*



# Moving Together in County Durham

a network of people passionate about moving more

Join us: [www.durham.gov.uk/Moving Together](http://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

tion/departments



### Categories

- Behaviour change interventions
- Climate change
- Healthy building for life
- Heritage
- Infrastructure
- Low Traffic Neighbourhoods
- Public Messaging



**Empowering Communities**  
Working with communities to support their development and empowerment.



**Using What We Know**  
Everything we do is based on evidence in order to convert it into practice.

## The County Durham Approach to Wellbeing



**Working Better Together**  
Across sectors, we work together to avoid duplication and create a more effective approach.



**Building Resilience**  
Helping the most disadvantaged and vulnerable build up their resilience for the future.

[InstantAtlas Durham – Living Well – Physical Activity \(durhaminsight.info\)](https://durhaminsight.info)

**Our infrastructure**

**Our organisations**

**Our communities**

**Our People**





# 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).



### Physical wellbeing

- Longer and healthier life years



### Mental wellbeing

- Feel good
- Helps memory and long term mental health



### Individual development

- 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.

**Our Vision:**

County Durham residents will be more active, enabling them to live longer, healthier, and happier lives.



**Our Mission:**

Bringing people and organisations together with a shared purpose of helping everyone in County Durham.

- County Durham is a wonderful place to live with unique beauty, but many of us are not active enough for good health
- Building activity into all parts of our lives will help us connect with our communities to be healthier, happier, and stronger

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

**Starting Well**

Balance and coordination  
Concentration and behaviour  
School ready

**Living Well**

Feel good and sleep better  
Energised and productive  
Improved immunity and mental health

**Aging Well**

Strength and Independence  
Longer and healthier life years  
Healthy brain and memory

**Being active benefits our community**



**Cleaner air and healthier environment**



**Sense of togetherness and healthy relationships**

## 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

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

Only the start...



## Our priority areas for action



## 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.

# 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



### Community

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



### Engage

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



### Collaborate

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



### Focus

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



### Celebrate

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



### Learn

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

How do make sure we continue?

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

