

National Activity Therapy Service



More people
More active
More often

Our reason for being

ukactive : Why the agenda is important



More than 80% of the world's adolescent population is insufficiently physically active. Physical inactivity now the fourth leading risk factor for global mortality

Globally, more than 5 million deaths a year are linked to physical inactivity – a similar number to lives lost to smoking, and a higher figure than that caused by obesity

Globally, 81% of adolescents aged 11–17 years were insufficiently physically active in 2010.

Physical inactivity costs the UK economy an estimated £20bn per year and causes 37,000 deaths per annum. It is the fourth greatest cause of disease and disability in the UK; it is also responsible for one in six deaths .

Supporting the elderly and people with disabilities to lead healthier, happier lifestyles



Getting over-65s active could save the NHS **£12bn** and prevent **600,000** major diseases over the next ten years

*“We already sit on a **‘National Activity Therapy Service’** with the potential to prevent a full-blown ageing crisis”*

Long Term Conditions Account for 50% of all GP Appointments



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£7 in every £10 spent on health and social care is spent on managing long term conditions.

Long term conditions account for half of all GP appointments and 70% of hospital bed days.

2020 Vision

By 2020, 500 000 people per year with a long term health condition (LTC) will seek to manage or treat it through physical activity



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A Bold Idea

- Seismic shift
- £100m Pharmaceutical -> Prevention
- Minimise the development of disability, frailty and dependence by ensuring all people with LTCs receive appropriate social prescription/activity therapy



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The Need

How

- 15 million people with LTC
 - 37,000 premature deaths
 - £20bn cost to economy
 - £1.2bn over five years
- For every condition in which physical activity is known to have a beneficial effect...



**SOCIAL PRESCRIPTION/PHYSICAL
ACTIVITY
FIRST TO DELAY PRESCRIPTION**



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Objectives

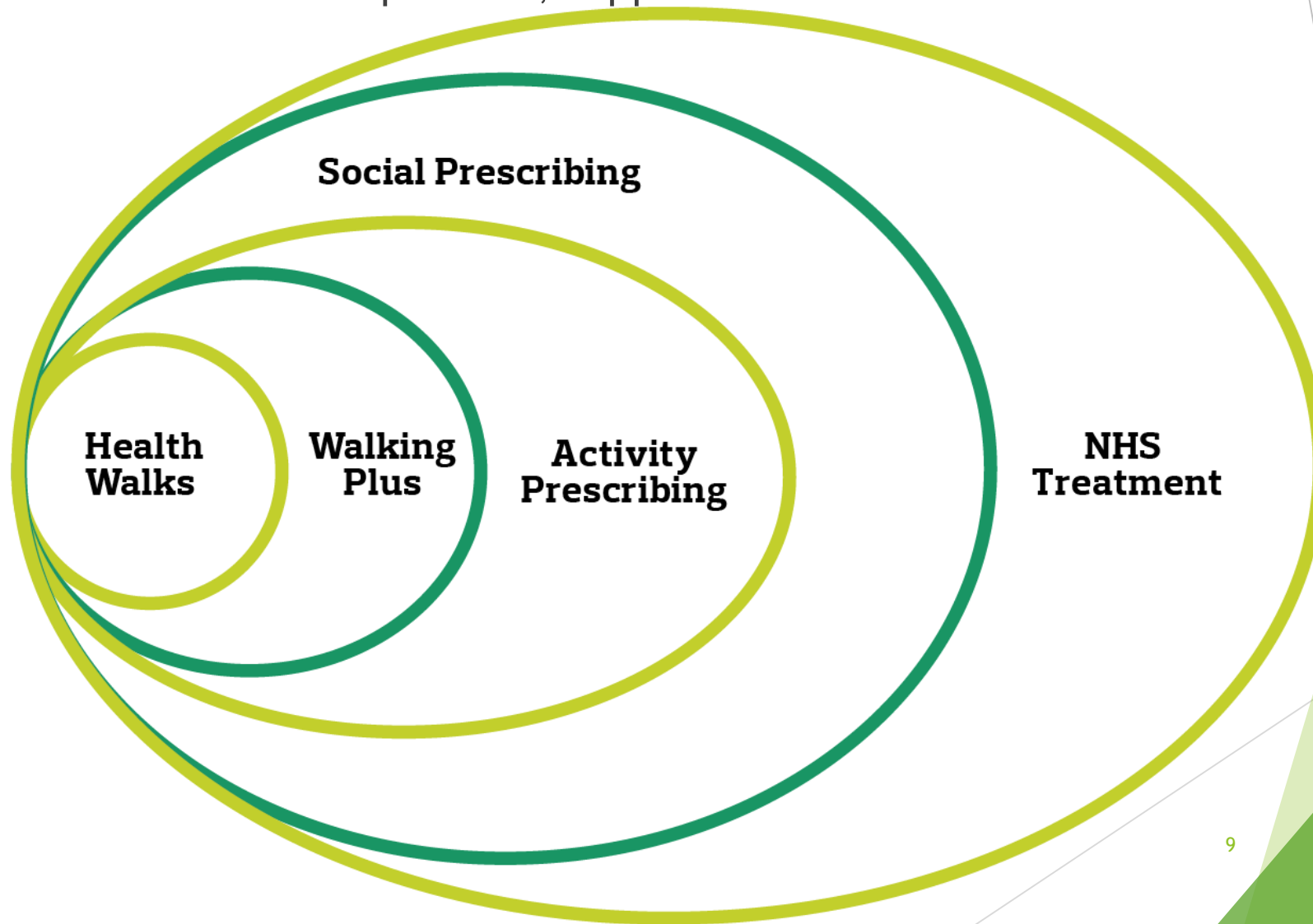
- To deliver a world class, consumer-focused, quality-assured journey to ensure that everyone with a LTC is given information about the benefits of physical activity, ensuring that the whole population is covered by a set of population-based services.
- To build physical activity as a therapy into routine clinical practice for GPs, pharmacists and other health professionals as well as the workplace for patients with a LTC considering a broad range of activity offers that include social prescription, psychological and behaviour change therapy
- To educate all relevant professionals about the benefits and risks of activity therapy for people with long term conditions
- To promote research by providing a systematic capture of outcomes, to strengthen the evidence base of what works
- Complement physical services with digitally provided support to add value to patient pathway
- To engage with and involve people with LTCs in the design and delivery of the service
- Develop a mechanism to reimburse service providers for the value they create in providing people with conditions a chance to manage their health through activity, community action and local options

Mechanics



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There are alternatives to complement, supplement and sometimes substitute medication



Stakeholders & Pathway to Fewer Pills



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A Social Movement



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A Social Movement Empowers



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Empathises with the issues of people, carers and communities



Mobilises the strengths, capabilities, resources and knowledge of people



Powers people by building leadership and agency



Orbits existing health, political, and societal systems to change them



Waves and recurs in intensity over time



Experiments with new ideas and approaches



Rages and roars for issues that matter



Self-governs their activities

Nesta...



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Design & Engage

- Branding, partnerships, website, narrative building
- Stakeholder & operator engagement
- Benefits case for everyone and the user journey

Pilot locations



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These are ideal pilot locations with high levels of inactivity with a public health network that wants to deliver positive change for its residents. We have engagement with each.





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Components

Celebrate a world-leading database -
163 000 person-data set
from 170 schemes

Active Practice → Primary
care culture change working
with RCGP

Double Prescription →
Medication & social
prescribing/physical activity

Triple Prescription →
Medication, physical activity
& 1:1 motivational
interviewing

Double Dispensing →
Pharmacist dispenses
medication and NATS
information

Social Prescription → Let's
Get Moving; HEE Care
Navigator Competency
Framework

Complimenting existing
programmes → NHS England
Making Every Contact Count
(MECC), & PHE Moving
Health Professional
Programme (MHPP)

Evaluate & Publish

- Gradual uptake
- Reimbursement mechanisms i.e. tariff-based private medical insurers
- Links to other services that will add value

1

Connect the
community to
healthcare

2

Build a connected
workforce

3

Invest in new
knowledge

4

Work to support
decision-makers to
put great solutions
in place

5

Develop a
community of
practice with local
populations learning

NATS will...

Where do you or your organisation fit into the national picture?

- ▶ Does your organisation provide health & social care?
- ▶ Would you or your organisation like to be a collaborator?
- ▶ Does your organisation excel in local area engagement?
- ▶ Do you have data?
- ▶ Are you a commissioner?
- ▶ Are you a physical activity provider?
- ▶ Is activity as a therapy important in your setting?

How could you
or your
organisation
benefit from
becoming part
of this?

Gain recognition

Obtain policy change

Embed physical activity systemically

Attract funding

Obtain support for decision makers

Plug into a national network

Plug into national organisation like the royal colleges,
NHS England



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The Role of ukactive

- To strategically co-lead, drive forward and facilitate from concept to reality
- Through stakeholder reach, governmental policy influence and membership, build infrastructure, brand, systems, engagement materials endorsed by royal colleges /NHS, evidence base and standardization
- Provide project management and co-development of the model, stakeholder engagement (including sector buy-in and commitment), oversight and delivery assurance, measurement and reporting and management of continuous improvement
- A 'gateway' for the realisation of NATS by bringing together the right stakeholders
- Play the crucial role in building constructive relationships between the health and physical activity sector to have maximum benefit and impact to your community

Reasons to believe...

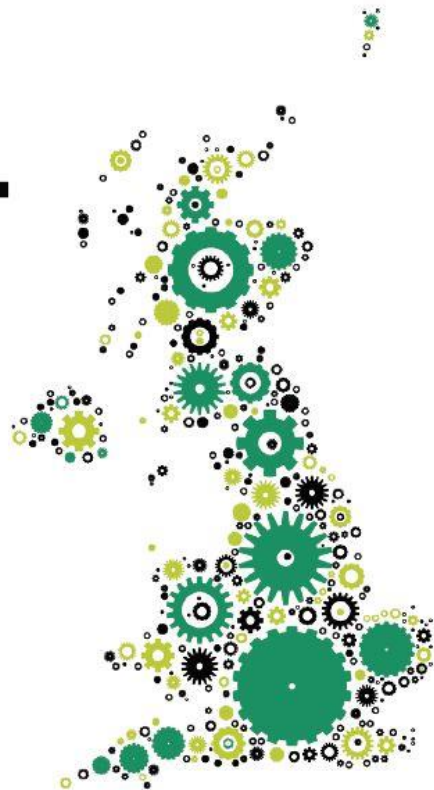
- Achievable
- Not new, it's a collaboration of existing good practice
- Even if we delay the medication prescription for 3 months, savings will occur
- We have the exercise on referral data!

Happy 70th birthday! Will we see another 70?



The ambition must be to secure its future

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Thank You

Kenny Butler