



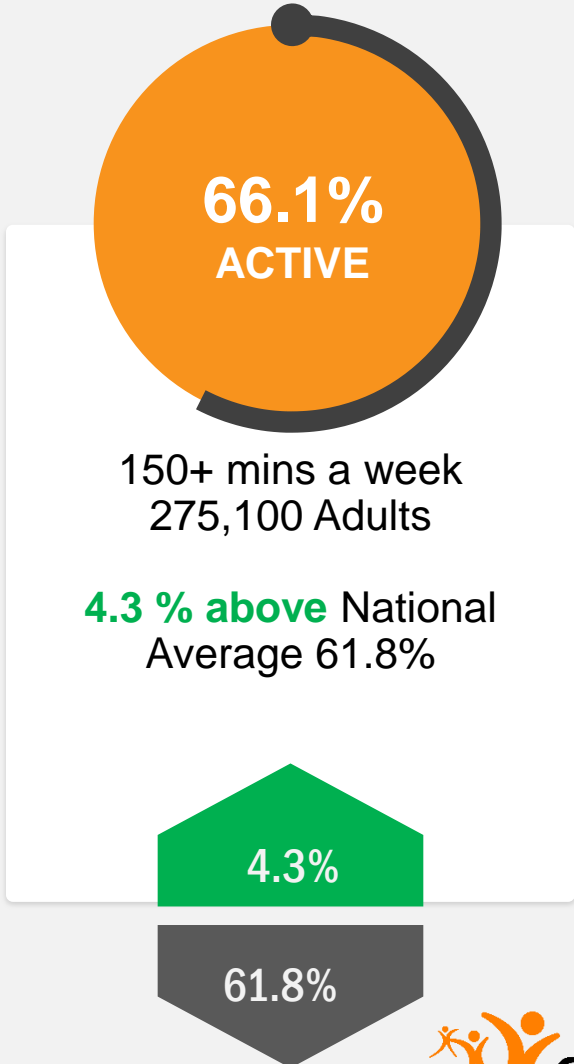
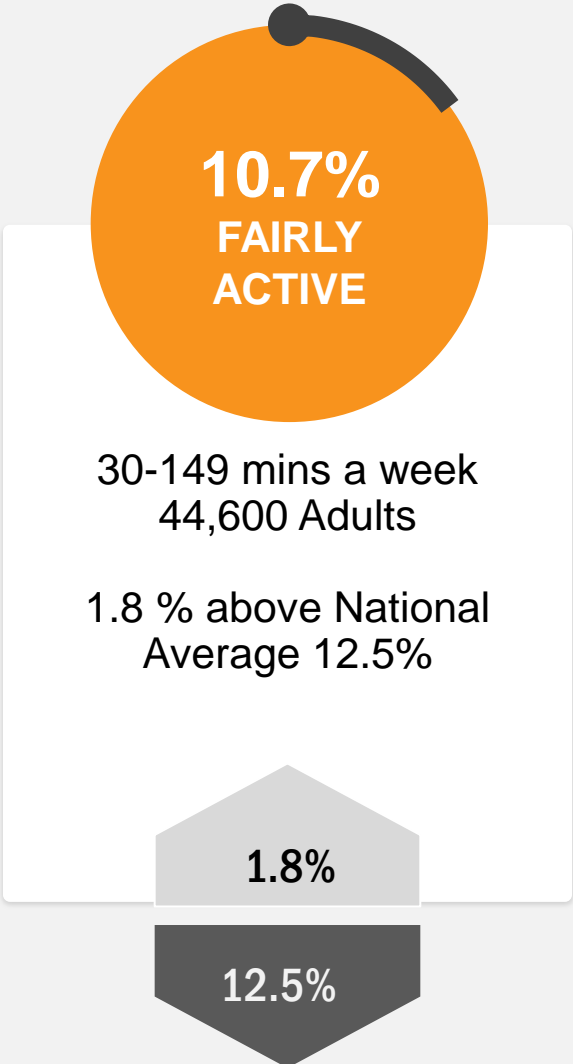
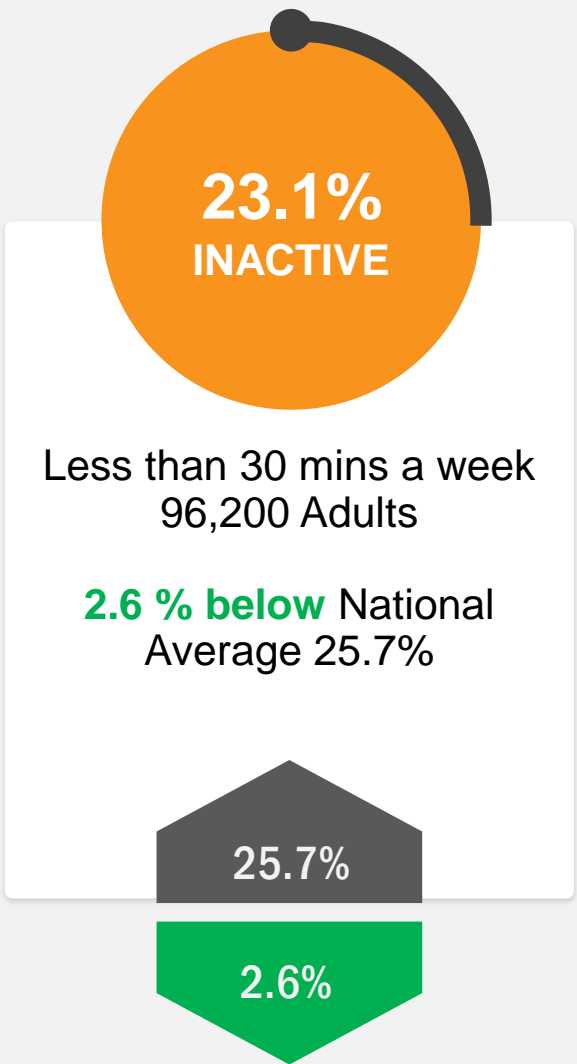
Tackling Physical Inactivity

Colin Cox, Director of Public Health

Be part of it!



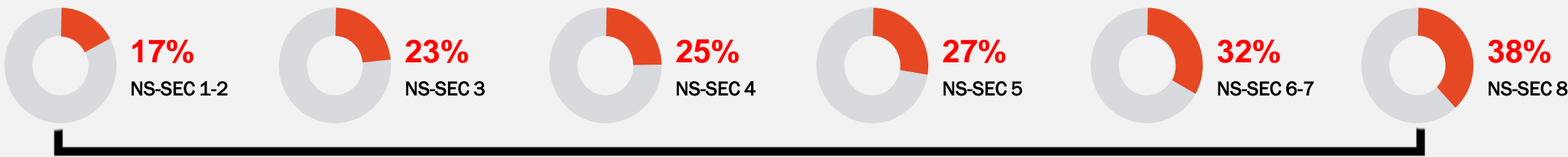
•• The Inactivity Challenge in Cumbria



•• Low Socio-Economic Classifications

Inactive

(Less than 30 minutes a week)



Higher managerial & professional occupations



Never worked or long-term unemployed

Active

(150+ minutes a week)



Higher managerial & professional occupations

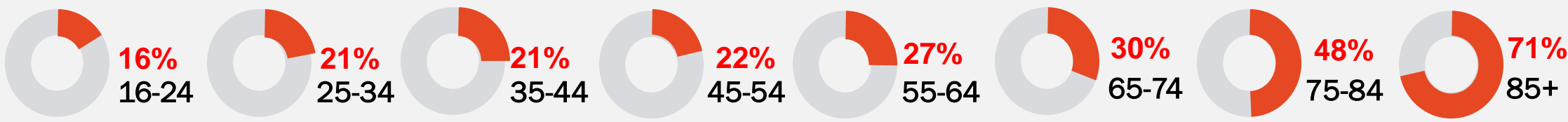


Never worked or long-term unemployed

●● Inactivity with Age

Inactive

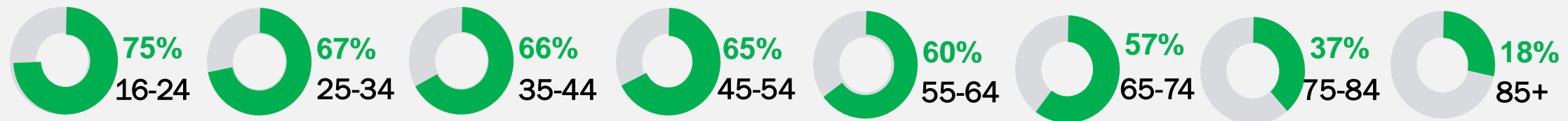
(Less than 30 minutes a week)



Age in Years

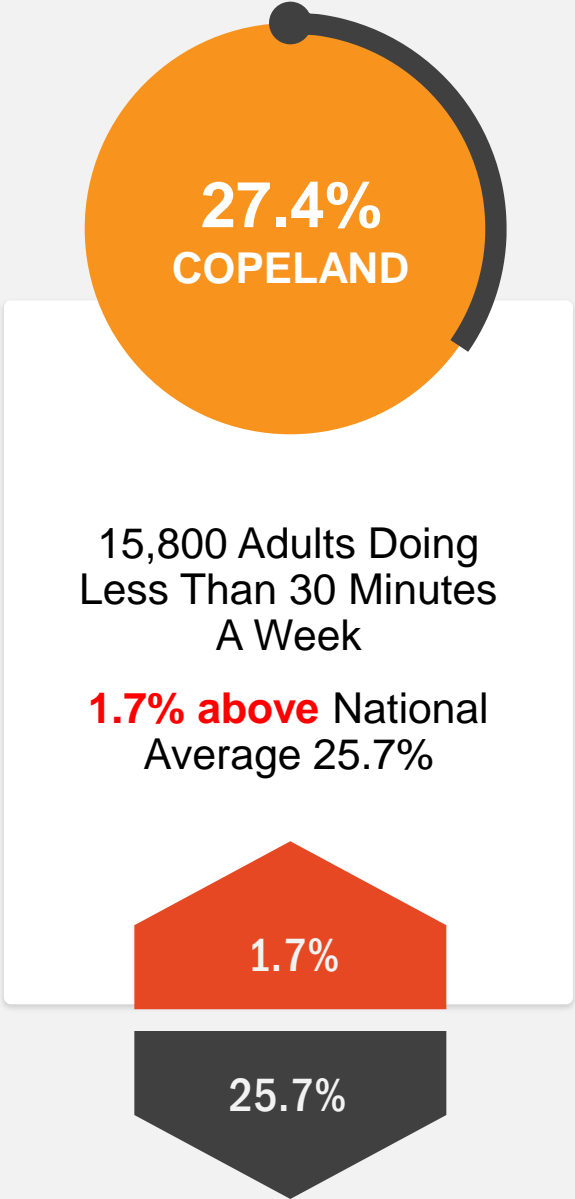
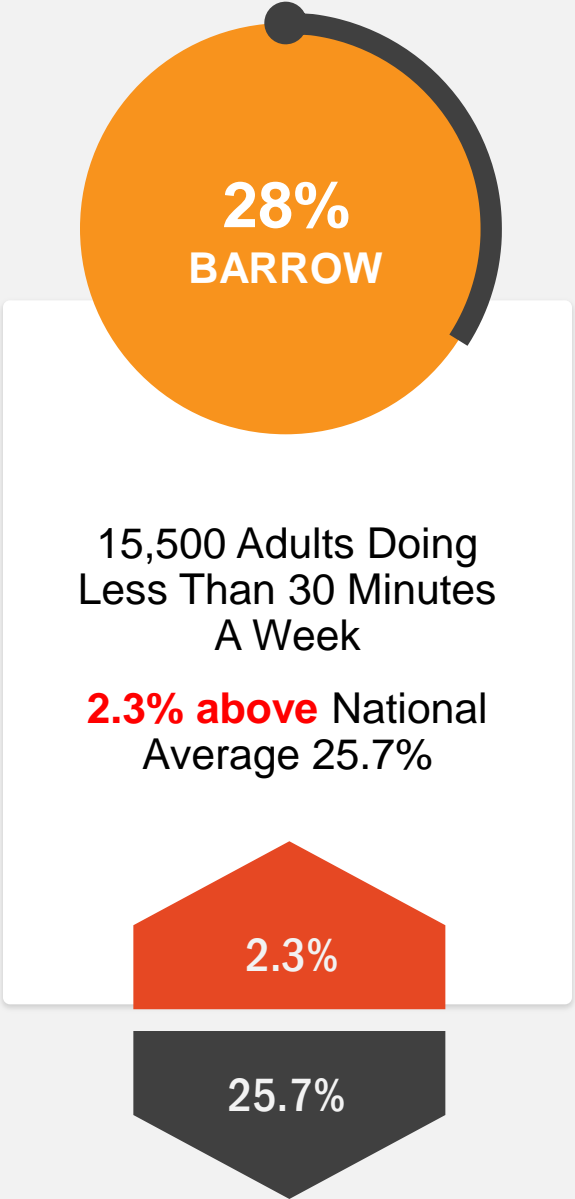
Active

(150+ minutes a week)

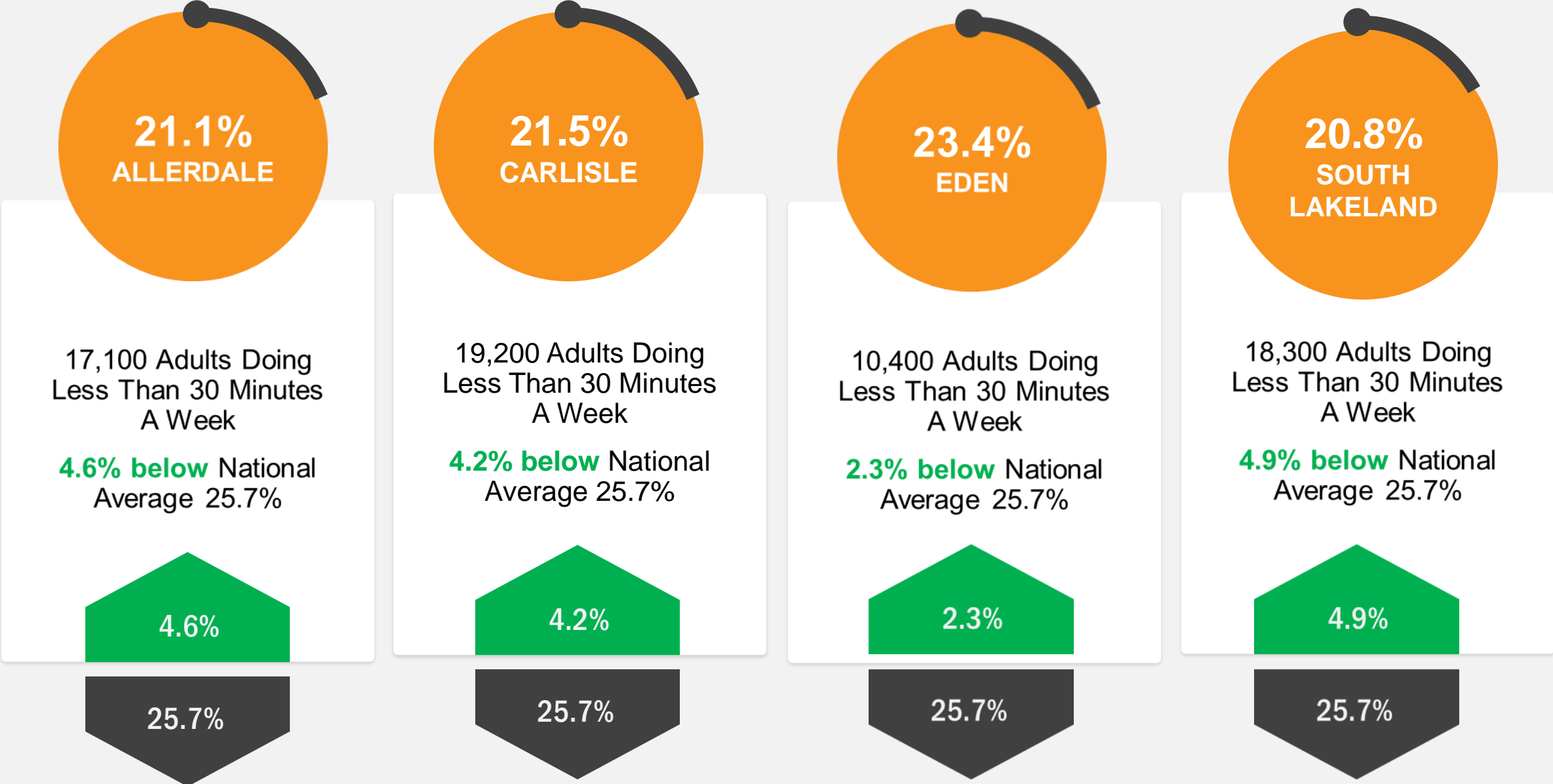


Age in Years

●● Inactivity in Localities



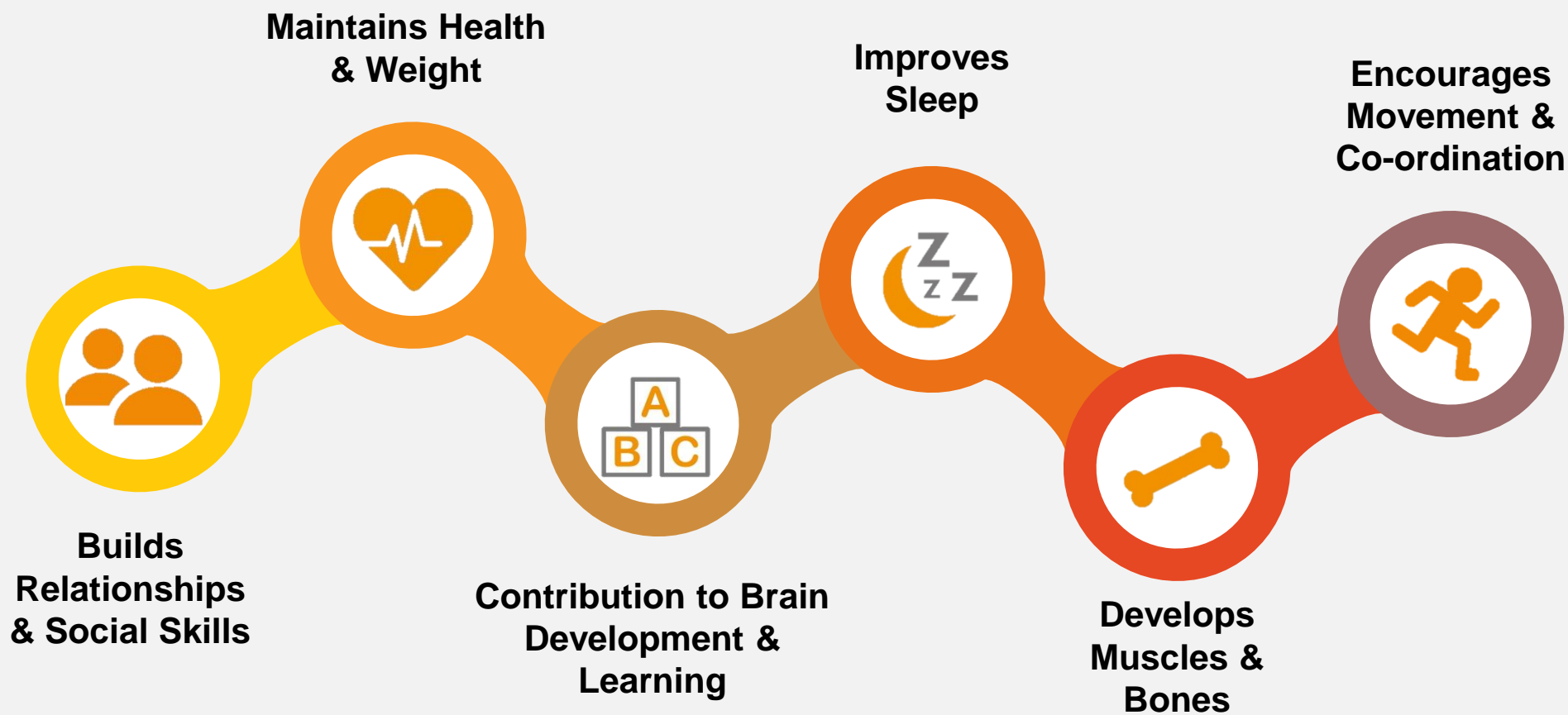
●● Inactivity in Localities



•• Why is Physical Activity Important?




•• Early Years (Birth – 5 years)



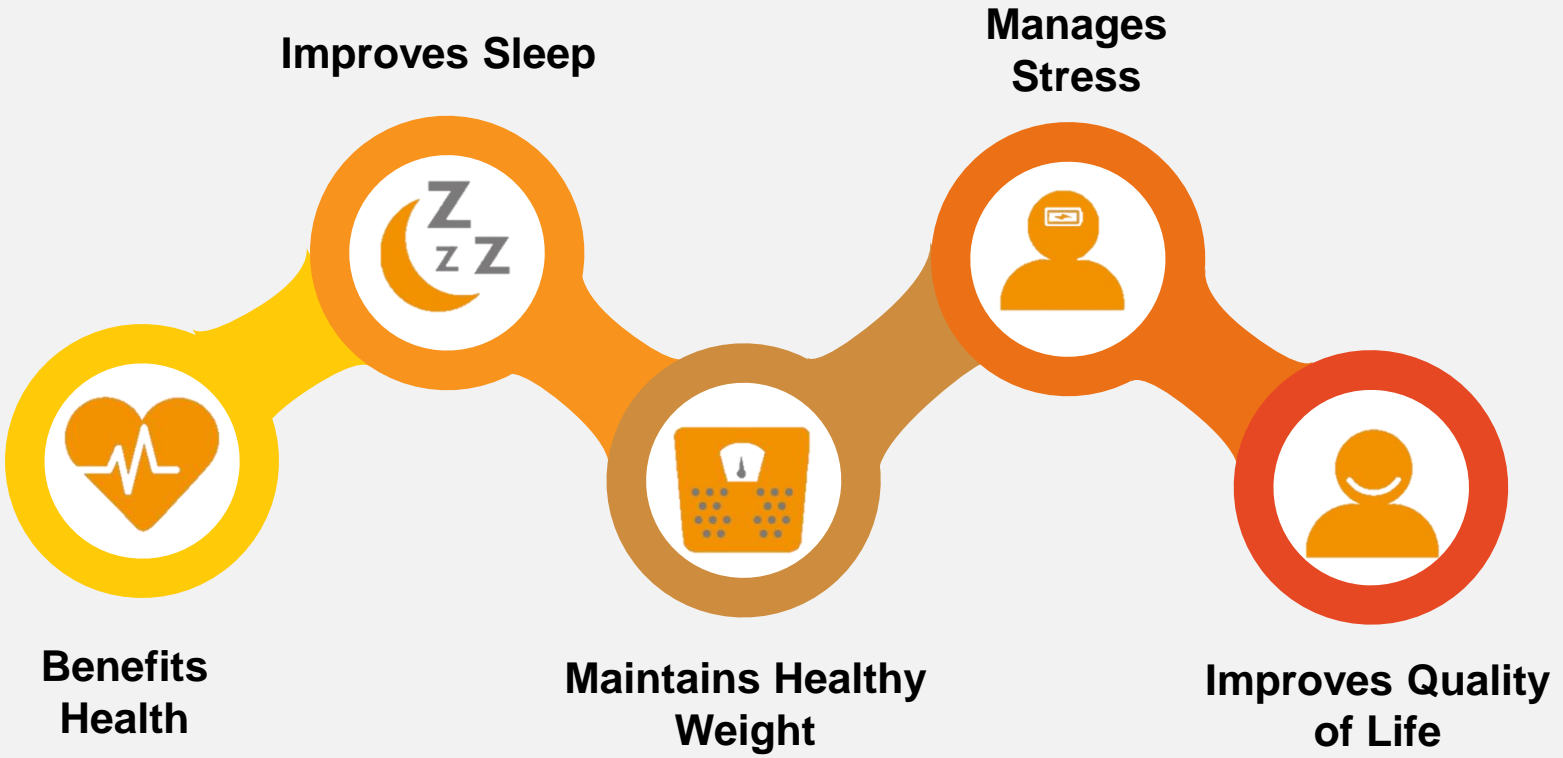
3 Hours Across Everyday

•• Children & Young People (5 - 18 years)



 **At Least 60 Minutes Everyday**

••• **Adults & Older Adults**



Reduce your chances of:	
Type II Diabetes	-40%
Cardiovascular Disease	-35%
Fall, Depression & Dementia	-30%
Joint & Back Pain	-25%
Cancers (Colon and Breast)	-20%

 **75 Minutes per Week of Vigorous Intensity
or 150 Minutes per Week of Moderate Intensity**

••• Contribution to Wider Outcomes



CHILDREN & YOUNG PEOPLE

- Reduce Childhood Obesity
- Improve educational behavior and attainment
- Improve the school readiness factor
- Improve development of Early Years
- Build greater emotional resilience



PHYSICAL WELLBEING

- Reduce burden on health services by preventing & managing medical conditions
- Improve healthy weight in adults
- Improve life expectancy



MENTAL WELLBEING

- Improve emotional & mental wellbeing across all ages
- Improve dementia prevention & treatment
- Reduce anxiety, stress and depression



SOCIAL & COMMUNITY DEVELOPMENT

- Reduce social isolation
- Increase volunteering & social engagement
- Reduce anti-social behavior