Tackling Physical Inactivity
Colin Cox, Director of Public Health
The Inactivity Challenge in Cumbria

- **23.1% INACTIVE**
  - Less than 30 mins a week
  - 96,200 Adults
  - 2.6% below National Average 25.7%

- **10.7% FAIRLY ACTIVE**
  - 30-149 mins a week
  - 44,600 Adults
  - 1.8% above National Average 12.5%

- **66.1% ACTIVE**
  - 150+ mins a week
  - 275,100 Adults
  - 4.3% above National Average 61.8%
Low Socio-Economic Classifications

Inactive
(Less than 30 minutes a week)

- 17% NS-SEC 1-2
- 23% NS-SEC 3
- 25% NS-SEC 4
- 27% NS-SEC 5
- 32% NS-SEC 6-7
- 38% NS-SEC 8

Higher managerial & professional occupations ▶️ Never worked or long-term unemployed

Active
(150+ minutes a week)

- 71% NS-SEC 1-2
- 62% NS-SEC 3
- 62% NS-SEC 4
- 60% NS-SEC 5
- 55% NS-SEC 6-7
- 49% NS-SEC 8

Higher managerial & professional occupations ▶️ Never worked or long-term unemployed
# Inactivity with Age

**Inactive**
(Less than 30 minutes a week)

- **16-24**
  - 16%
- **25-34**
  - 21%
- **35-44**
  - 21%
- **45-54**
  - 22%
- **55-64**
  - 27%
- **65-74**
  - 30%
- **75-84**
  - 48%
- **85+**
  - 71%

**Active**
(150+ minutes a week)

- **16-24**
  - 75%
- **25-34**
  - 67%
- **35-44**
  - 66%
- **45-54**
  - 65%
- **55-64**
  - 60%
- **65-74**
  - 57%
- **75-84**
  - 37%
- **85+**
  - 18%
Inactivity in Localities

- **Barrow**
  - 15,500 Adults Doing Less Than 30 Minutes A Week
  - 2.3% above National Average 25.7%

- **Copeland**
  - 15,800 Adults Doing Less Than 30 Minutes A Week
  - 1.7% above National Average 25.7%
Inactivity in Localities

17,100 Adults Doing Less Than 30 Minutes A Week
4.6% below National Average 25.7%

19,200 Adults Doing Less Than 30 Minutes A Week
4.2% below National Average 25.7%

10,400 Adults Doing Less Than 30 Minutes A Week
2.3% below National Average 25.7%

18,300 Adults Doing Less Than 30 Minutes A Week
4.9% below National Average 25.7%
Why is Physical Activity Important?

CMO Guidelines for Physical Activity 2011

Early Years (0-5 years)

Children & Young People (5-18 years)

Adults & Older Adults

active Cumbria
Early Years (Birth – 5 years)

- Builds Relationships & Social Skills
- Maintains Health & Weight
- Contribution to Brain Development & Learning
- Improves Sleep
- Develops Muscles & Bones
- Encourages Movement & Co-ordination

3 Hours Across Everyday
Children & Young People (5 - 18 years)

- Improve Health & Fitness
- Builds Confidence & Social Skills
- Maintains Healthy Weight
- Makes you feel good
- Improves Concentration & Learning
- Improves Sleep
- Strengthens Muscles & Bones
- Develops Coordination

At Least 60 Minutes Everyday
Adults & Older Adults

Benefits

Health

Improves Sleep

Maintains Healthy Weight

Manages Stress

Improves Quality of Life

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