

Community centred approaches and physical activity enabling healthy homes

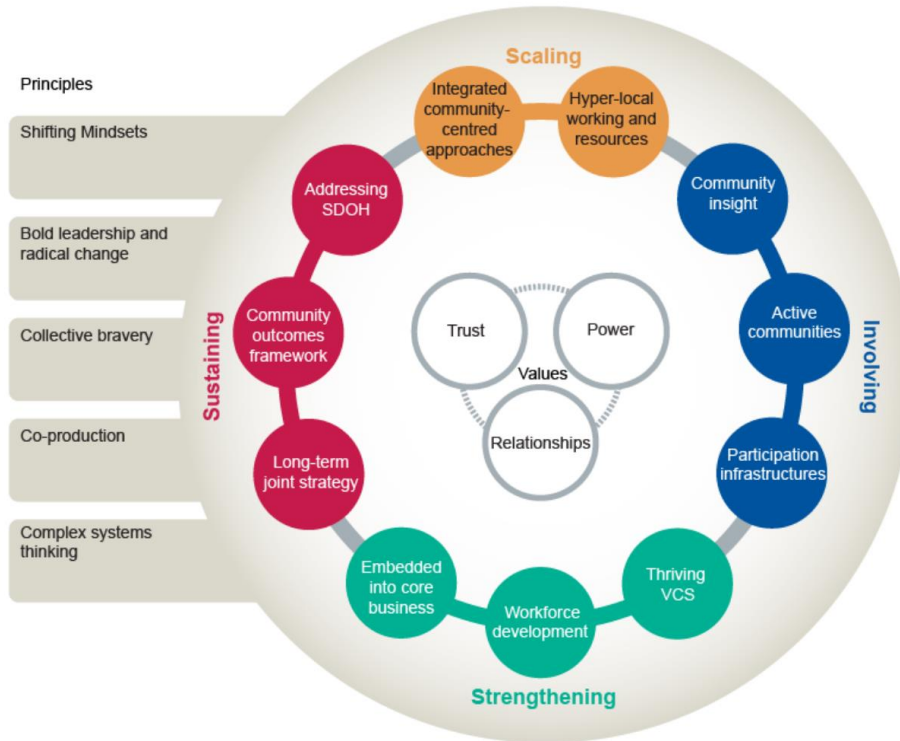
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“A radical shift is needed to put communities at the heart of public health. Building healthy, resilient, connected and empowered communities is an important way of improving the health of the population”





Whole Systems Approach to Community Centred Public Health: A framework for action



City of
BRADFORD
METROPOLITAN DISTRICT COUNCIL

COMMUNITY CHAMPIONS



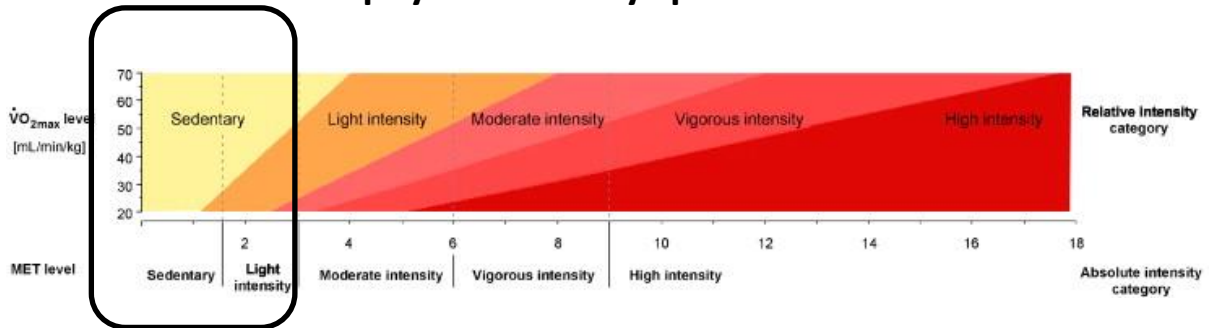
Community Centred Approaches (Hull)



Sedentary behaviour and healthy homes

What is it?

The physical activity spectrum



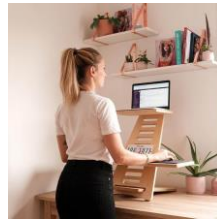
Why is it a problem?

- 11.6% of deaths₁
- £0.7bn p.a. cost to the NHS₁
- Emerging dose-response effect linked to obesity₂
- Associated with CVD, type 2 diabetes and cancer ₃
- Link to poor mental health outcomes₄
- CMO and WHO guidelines reference “reduce sedentary time”

- We all sit too much!

Its role in healthy homes

- Pandemic and associated NPIs have increased sedentary behaviour
- Impact on de-conditioning in older adults (3.9% forecast increase in falls ¹)
- Can homes be designed, or supported, to become catalysts of behaviour change to reduce the time we spend sitting or not moving?
- Living & working at home



“If you're sitting down for prolonged period of time, getting out of your seat every 20 minutes and walking about for 2 or 3 minutes is probably very advantageous. It could make a big difference to your long term health, to your risk of chronic illnesses and could help to slow down the rate of ageing in your body”

Professor James Goodwin, head of research at Age UK

