

ACTIVE FOR  
HEALTH

Be Active to Stay Healthy

[www.rotherhamgetactive.co.uk/activeforhealth](http://www.rotherhamgetactive.co.uk/activeforhealth)

# Active for Health Rotherham

*How being active helps rehabilitation and recovery from long term conditions*

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# Rotherham's inactivity levels estimated to cost £22 million a year

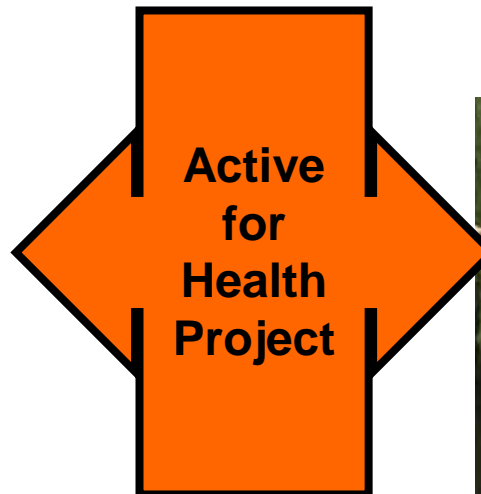
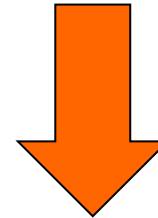
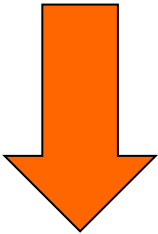
## 1% reduction in inactivity over 5 years would save £44 per household

UK Active (January 2014) Turning the tide of inactivity



# The challenge

Reinforcing the benefits of Physical Activity on condition management & recovery.



Outcome: Patients into long term activity participation each year

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## **Our Ambition is .....**

**To revolutionise the role that physical activity plays in rehabilitation and recovery journey of people with long term conditions**

**.... and contribute to the growing evidence base**

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## Our Aim is .....

To make it **easier for people affected by a long term condition to become physically active.**

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## Our Approach.....

*“A **safe and robust** sport and physical activity programme, that **links healthcare services to community physical activity opportunities** to facilitate **long-term adherence** to sport & physical activity **to aid recovery and condition management**”.*



## Step 1 - Rehabilitation

Lead exercise professionals will work directly with patients in health care services to motivate referrals into Step 2.



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## Step 2 - Moving on

12 week FREE programme of exercise, tailored to the patient's condition. Group sessions delivered by specialist exercise professionals with individualised programmes to improve patients' recovery.



## Step 3 - Keeping Active

Patients are offered the opportunity to continue being active. These sessions will be suitable to their condition/abilities and aimed at continuing recovery.

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**Highlights from our first year**

*Active for Health in Action.....*





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## Facilitating elements



# What we did differently.....

- Developed partnerships and pathways with healthcare services
- Developed delivery specification focussing on physical activity outcomes
- Procured model of specialist physical activity services
- Developed a robust project evaluation process with our academic partner
- Sourced appropriate venues for delivery
- Developed website and appropriate referral approach

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# What else is aiding our success.....

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Promoting physical activity to patients:  
How to have the conversation....

#### What is this workshop about?

This half day training course is for all health and social care professionals who would like to learn how to promote physical activity to patients with long-term health conditions.



**Physical Activity Workshops** delivered to Primary and Secondary healthcare professionals (40 people year 1)



**Community Buddies** recruited and supporting sessions – 20 to date



**Referrals** now being received from both Primary and Secondary care

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The Rotherham   
NHS Foundation Trust

**Starting to embed Physical activity into  
Healthcare Pathways**

 Multiple  
Sclerosis  
Society

**Model of excellence, Rotherham MS Pilot project  
funding secured**

 **PROUD  
AWARDS 2016**

**Partnership working 2016 Award nomination  
and shortlisted team**

 **Sharing  
good practice**

**Good Practice / Scaling up - Other LA's and  
Partners**

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## Support, Recognition & Endorsement



Working with the **Stroke**  
association

The Rotherham **NHS**  
NHS Foundation Trust

**MS** Multiple  
Sclerosis  
Society

 **Rotherham  
Heart Town**  
Love our town • Love your heart



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# Where you site your project?

- Consider leadership and influence capacity
  - How to get to the movers and shakers?
- Consider partnerships formed and how to use them
  - Work to people's / professionals strengths
  - Encourage everyone to share and spread the information
  - Don't be precious

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Any Questions?

