

HYPER-LOCAL NEIGHBOURHOOD APPROACH TO INCREASE CHILDREN'S PHYSICAL ACTIVITY IN BRADFORD



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UNEQUAL OPPORTUNITIES

Physical activity has the potential to mitigate the negative impacts of poverty on health and wellbeing.

24% of Bradford's population is under the age of 20, with 40% of children of South Asian heritage.

Only 34% of white British children and 23% of Pakistani children are physically active every day.

JU:MP - A WHOLE SYSTEMS APPROACH

To tackle the burden of physical inactivity, Sport England funded 12 Local Delivery Pilots, one being JU:MP in Bradford.

JU:MP is a whole systems, asset-based approach, involving 15 work streams (Fig.1) to increase physical activity among children aged 5-14 years living across 8 neighbourhoods (Fig. 2).

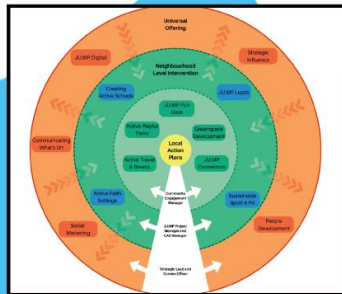


Figure 1: The JU:MP intervention and work streams

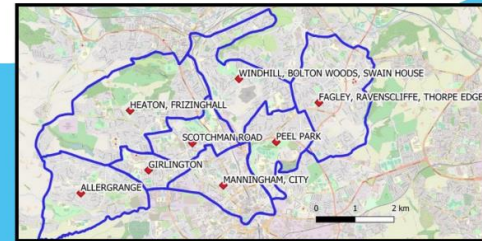


Figure 2: Bradford Neighbourhoods Map

HYPER-LOCAL NEIGHBOURHOOD APPROACH

Within each neighbourhood, stakeholders from local community organisations (e.g. schools, faith settings) collaborate through a JU:MP Action Group to develop and deliver a neighbourhood action plan.

This enables constant co-production so the needs of the community come first.

NEIGHBOURHOOD PROCESS EVALUATION

The neighbourhood process evaluation (Fig. 3) aims to understand the context and mechanisms underpinning change.

The feasibility and acceptability of JU:MP is continually examined, considering the opinions of children and families. This participatory element is crucial to the test and learn process.

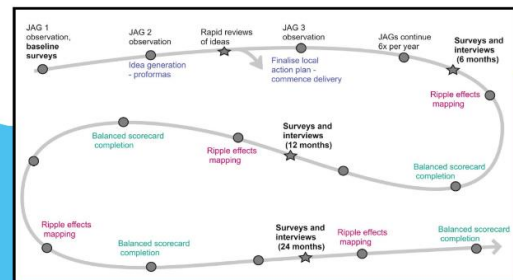


Figure 3: Methods Used in Neighbourhood Evaluation



CO-DESIGNED GREEN SPACE

The hyperlocal approach initially led to the development of several green spaces, co-designed with the local community, focused on primary aged-children.

Only 10% of girls aged 13-16 in Bradford meet the physical activity guidelines, and wider research suggests adolescent girls are less likely to be active in green spaces than adolescent boys.

More recently, JU:MP has co-designed green spaces with adolescent girls (Fig. 4), aiming to reduce gender inequalities in physical activity, by co-designing a space specific to their needs.



Figure 4: Fagley Park (JU:MP, Bradford Council, Claire Epton @ Captured by Claire) and plans for Drummond Rd field, Manningham