

A Community Based Approach to Promoting Physical Activity in Overweight Individuals: *Be Active*

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The logo for Sheffield Hallam University consists of a blue square containing a white gear icon with a person silhouette inside it, followed by the text 'Sheffield Hallam University' in white.

SHARPENS YOUR THINKING



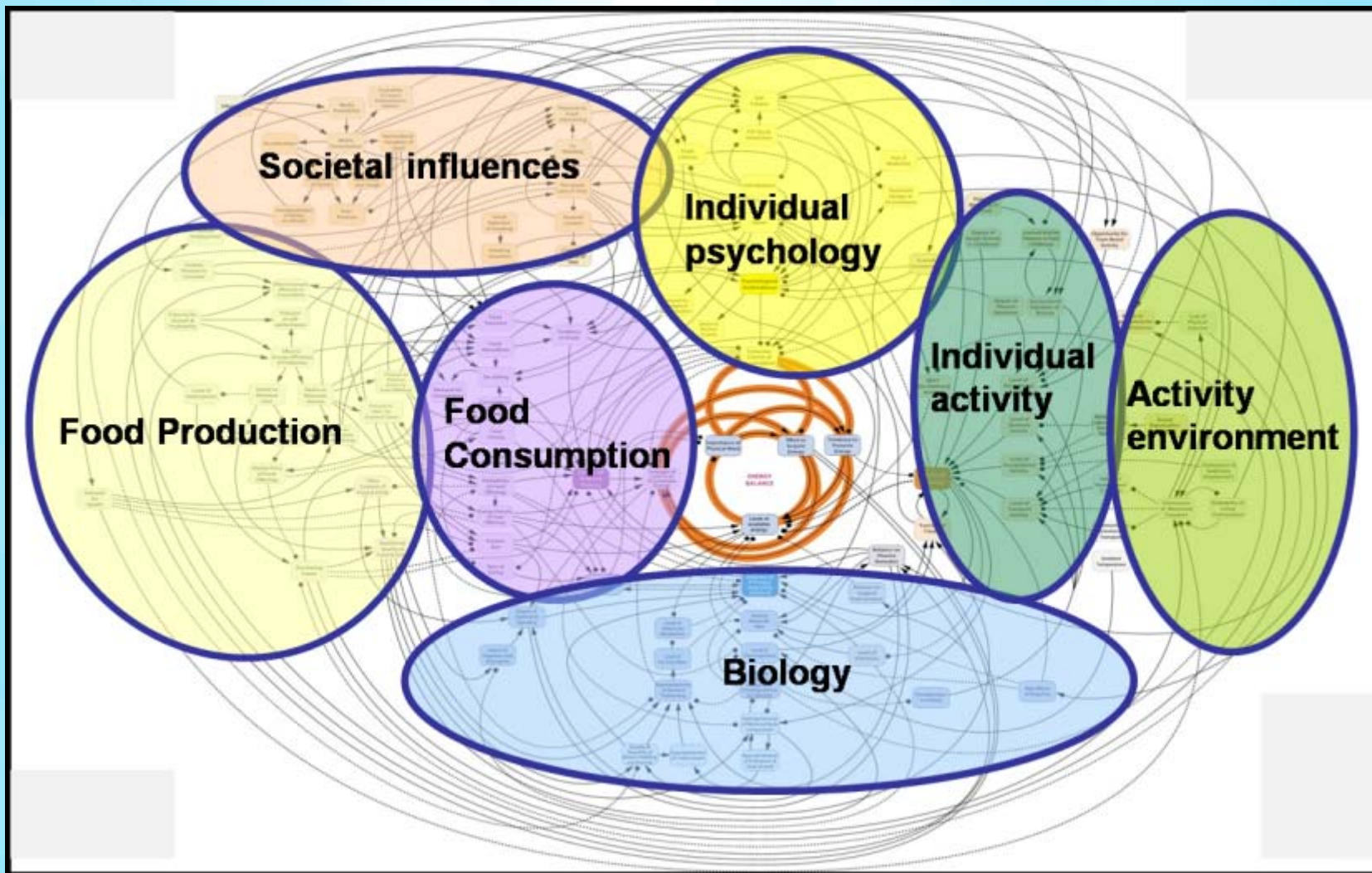
BARNSELY
Metropolitan Borough Council

The logo for the National Health Service (NHS) features the letters 'NHS' in a bold, white, sans-serif font inside a blue rectangular box.

Barnsley

The logo for 'change 4 life' features the word 'change' in a blue, sans-serif font above the number '4' in a large, red, sans-serif font, followed by the word 'life' in a blue, sans-serif font. The entire logo is set against a yellow background.

Challenge of tackling obesity



Purpose of Be Active?



The aim of Be Active is to **engage** individuals with a BMI of 25+ and their families with physical activity.



- Support **overweight individuals** to increase their **physical activity** in line with recommendations
- To **reduce the risk** of overweight individuals progressing towards morbid **obesity**
- To work in **partnership** with existing organisations to enable long term **sustainability**

Who is Be Active for?



Individuals (adults) with a BMI of over 25 and under 29.9 residing in one of 9 areas of Barnsley. Family members* can accompany.

Thurnscoe Goldthorpe

Kendray Lundwood

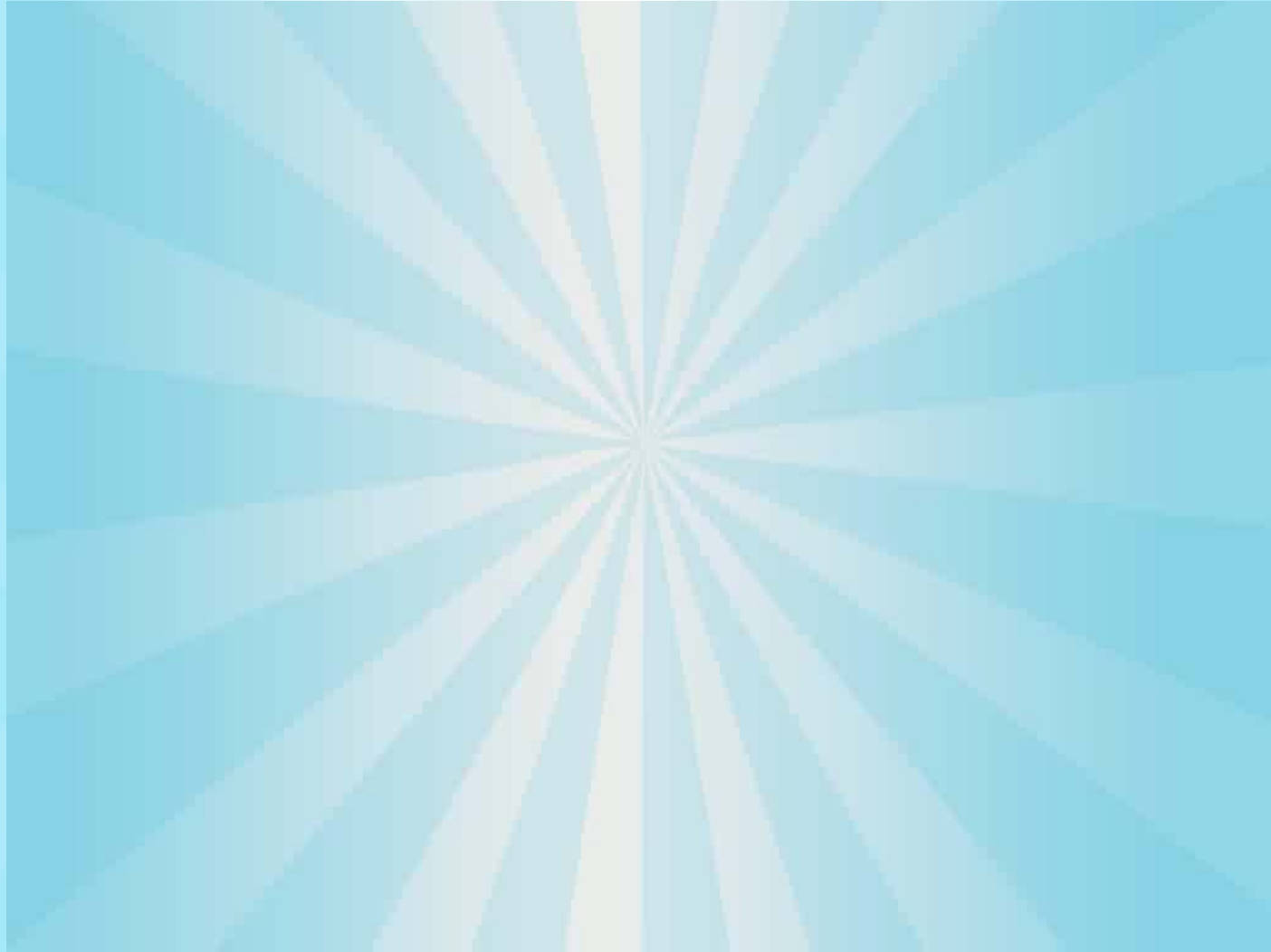
Hoyland Grimethorpe

Athersley Wombwell

Worsbrough

- *The definition of families is: 'the immediate family members of the individual with the BMI of over 25 and under 29.9 who are still living at the same address as this individual'
- BMI 30+ will be signposted to appropriate support for their needs (e.g. weight wise).
- We are not expecting people to necessarily know their BMI. We will help them with this.

What does Be Active Offer?



Be Active overview



FREE Exclusive Interactive DVD



12-Week Course: Small Changes



Range of Physical Activities

Be Active DVD



Engaging and supporting individuals to take the first step to become physically active.

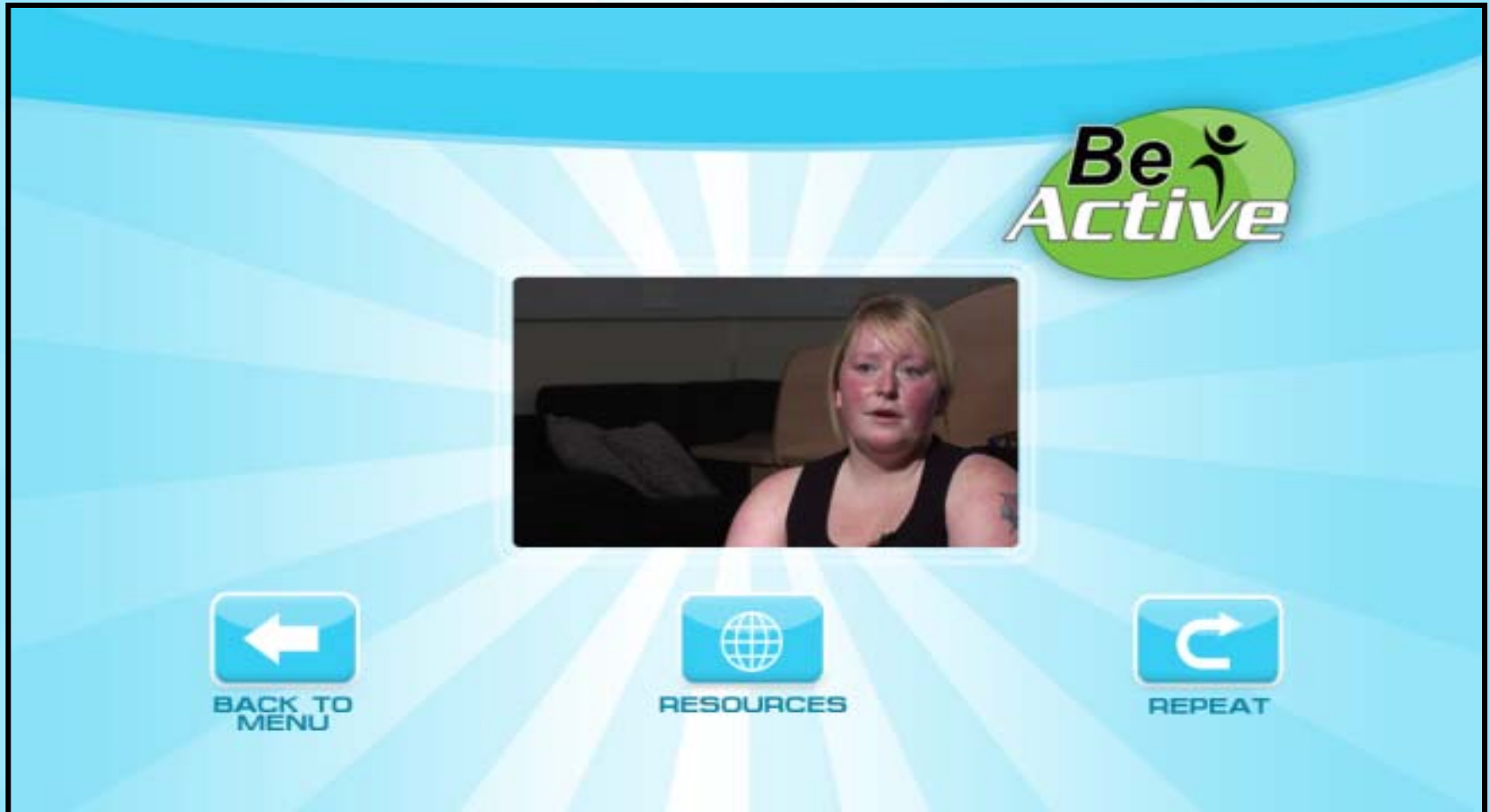


- A way of reaching people in their home
- Consistent with NICE guidance on Behaviour change interventions
- Interactive nature is key to the success: The user has choice and control
- Uses case studies of people from Barnsley to demonstrate getting physically active is possible
- Signposts to other project activities

DVD features



Local *'real-life'* case studies:



Stage matched information:

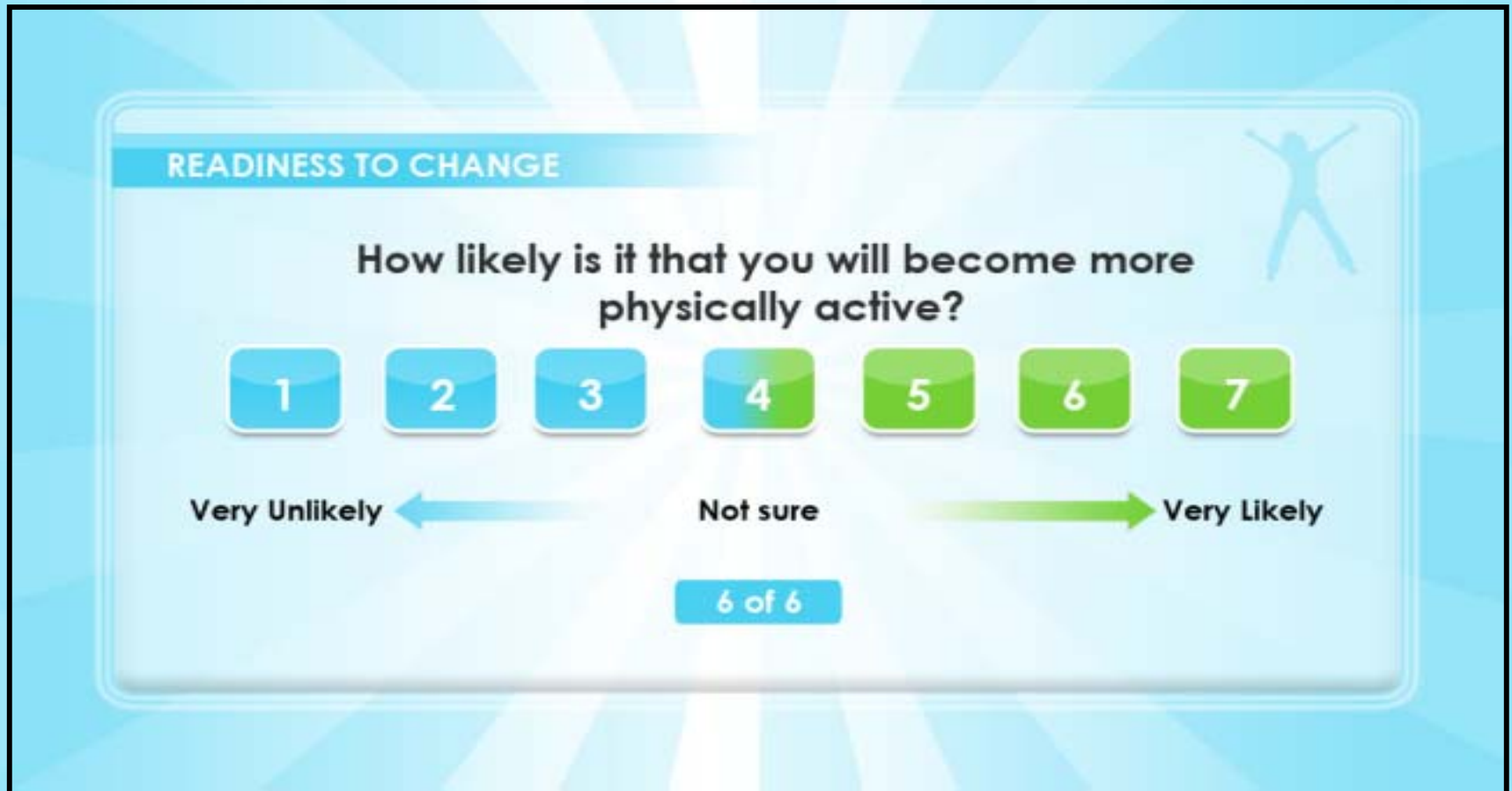
READINESS TO CHANGE

How likely is it that you will become more physically active?




1 2 3 4 5 6 7

Very Unlikely ← Not sure → Very Likely

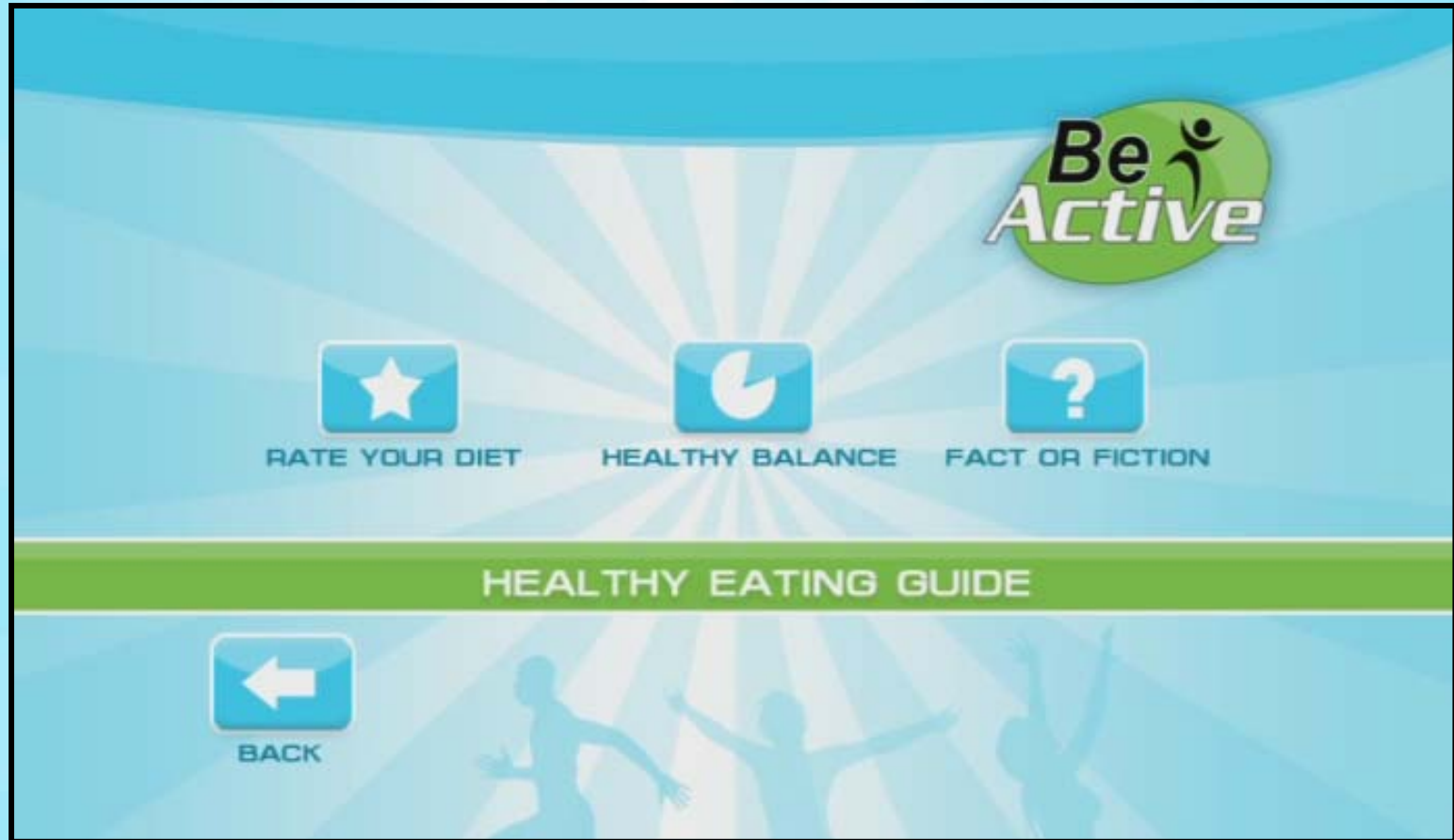
6 of 6

The image shows a digital interface for a readiness-to-change scale. At the top, a blue header bar contains the text 'READINESS TO CHANGE'. Below this, the question 'How likely is it that you will become more physically active?' is centered. A horizontal row of seven rounded rectangular buttons, numbered 1 to 7, is displayed. Buttons 1, 2, and 3 are light blue, while buttons 4, 5, 6, and 7 are light green. Below the buttons, a blue arrow points left from 'Very Unlikely' to 'Not sure', and a green arrow points right from 'Not sure' to 'Very Likely'. At the bottom center, a blue button displays '6 of 6'. In the top right corner of the interface, there is a faint blue silhouette of a person with arms raised.

Help making it happen:

<p>If I'm tempted not to do physical activity because...</p>	<p>Then I will...</p>
<p> ...I'm too busy</p>	<p> ...create reminders</p>
<p></p>	<p>You could try placing things around the home that encourage you to exercise. Maybe some pictures that represent your goal.</p>

Physical activity & healthy eating



Does the DVD work?



- Piloted as part of an HTA funded randomised controlled trial
- At 3-month follow-up, *81% (n=110) increased their activity by at least 30 minutes per week*
- Consulted with participants of the HTA trial to develop the Be Active DVD



Small changes



A 12-week group-based programme to help people make small, realistic changes to their lifestyle

A vertical promotional poster for the 'Be Active' programme. At the top is the 'Be Active' logo. Below it, the text reads 'I want to be more active but don't know where to start'. A green banner below that says 'INTRODUCING A NEW ACTIVITY PROGRAMME'. The poster lists four benefits: 'FREE Exclusive Interactive DVD', '12-Week Course: Small Changes', 'Local Lifestyle Info Session', and 'Range of Physical Activities'. Each benefit is accompanied by a small icon (play button, information 'i', heart, and bicycle). At the bottom, it says 'FOR YOUR FREE DVD AND INFORMATION PACK' and provides contact details: 'Give us a call: 0114 22 55 66 8', 'Text your name and contact number: 07781 472 873', and 'E-mail your details: BeActive@shu.ac.uk'. The bottom of the poster features logos for 'In Partnership With' including 'BARNSELY' (Barnsley Metropolitan Borough Council), 'NHS Barnsley', and 'Change 4 Lives'. The background of the poster shows a blurred image of people walking on a path.

- 3 programmes running concurrently in area clusters
- Group approach offering peer support
- Focus on increasing physical activity
- Signpost to provision of physical activity in community
- Signpost to other services available in Barnsley that might help support the individual

Physical activity provision



- **45 hours** per week of **physical activity** across **9 areas** of Barnsley

*Thurnscoe, Goldthorpe, Kendray,
Lundwood, Hoyland, Grimethorpe,
Athersley, Wombwell, Worsbrough.*

SWIMMING
TRAMPOLINING
DANCING
AEROBICS
FOOTBALL
FAMILY FUN DAYS
BOXERCISE
STREET DANCE
BADMINTON
YOGA
GARDENING
CHEERLEADING
AQUAFIT



Physical Activity: Consultation



- Public **consultation of >750** informed the activities on offer.
 - pubs and clubs
 - schools
 - community venues
 - family centres
 - college
- Sessions must be **fun**, family based (where appropriate), **easy to access** and delivered in the **community**.

Evaluation outline



- Programme effectiveness will be determined by change at 6-months, 12-months and 18-months in:
 - *BMI, cholesterol, blood glucose, body fat %,*
 - *blood pressure, waist circumference, physical activity,*
 - *quality of life (SF-12) and physical function*
- A health economic modelling analysis based on cardiovascular risk factors is currently being conducted to determine the potential economic and clinical impact of the programme.

What do we know so far?



- **1005** individuals signed up to Be Active
- **5** through their 6 month follow-up, all have lost weight and made improvements to health outcomes

Case Study at 6 month follow-up:

Member 0016A1

- BeActive swimming sessions twice a week, increased walking by 1hr most days, daily workout at home.
- Completed the full 12 weeks of the small changes course, they have benefitted via improvements in diet
- Overall comments: lost weight, feeling fitter and finding it easier to breath.

Change in clinical outcomes:



- Weight reduced by 17.6kg, BMI 33 to 26.5,
- Waist circumference reduced from 122cm - 99cm,
- Blood pressure reduced from high(144/87) to low(114/70),
- Total cholesterol reduced from 6.13 to 5.59 (HDL and LDL improved),
- Blood glucose remained at a healthy level
- Fitness on the step test improved from "below average" to "average".

Case Study 2



Member 0019A1

- Hasn't attended any BeActive sessions
- But since accessing DVD has improved diet (less sugary/high fat snacks) and started walking programme 3x week.

Measures:

- weight reduced by 5.8kg and BMI down from 29 to 27.4,
- waist circumference reduced from 92cm to 87cm,
- blood pressure slightly lowered from 116/79 to 111/74,
- total cholesterol reduced from 6.55 to 5.93,
- blood glucose remained at a healthy level and fitness on the step test improved from "below average" to "average".

Bullet Points for New Clinical Solutions



- Theoretical underpinning to programmes
- Empowering community support workers to establish ownership and inform the delivery of the project
- A significant investment in marketing

The simple provision of physical activity supported by a logical argument as to why it is a good thing is simply not enough to engage individuals in becoming more active (Hallaitken, 2009)

- *Be Active* teaches participant's skills relating to the control of behaviour
- Robust effectiveness & cost effectiveness evaluation

Thank you for your attention

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