

Norfolk Sport, PE, Physical Activity and Development Strategy for Young People 2015-2017

Health Practitioner Info Sheet

This strategy sets out the vision for sport, physical activity, physical education and physical development for all young people aged 0-25 in Norfolk. It will ensure a collaborative approach from all agencies contributing towards shared aspirations, ensuring the best possible experience for Norfolk's young people.

the vision

“To ensure that all young people in Norfolk experience and enjoy high quality physical education and sport, are inspired and supported to fulfil their potential and motivated to choose an active and healthy lifestyle”

What do I need to do?

Health Practitioners should:

1. Promote the Chief Medical Officer's physical activity guidelines to all young people as part of a healthy lifestyle
2. Understand and advocate the benefits of physical activity in improving health and reducing the risk of disease
3. Make Every Contact Count – promote the importance and benefits of physical activity at every contact with anyone 0-25
4. Familiarise yourself with the physical activity interventions available locally
5. Signpost young people into the available range of condition specific physical activity interventions, using physical activity as both a preventative measure and a treatment



Why is it important?

Regular physical activity in childhood has been proven to:

1. Help maintain a **healthy body weight**, reducing **obesity** ¹
2. Improve **cardiovascular and metabolic health** such as a 20-35% lower risk of **cardiovascular disease** including **coronary heart disease, stroke and improved cholesterol profiles** ²
3. Decrease risk of **type 2 diabetes** as well as improved **bone health and stronger muscles** ²
4. Improve emotional wellbeing, having a positive impact on **self esteem, anxiety, depression and mood** ³
5. Promote growth and development in the under 5s, developing **motor skills**, promoting **healthy weight**, enhancing **bone and muscular development** ⁴
6. **Save money.** The cost of **physical inactivity** to the UK economy is **£900m** per year ¹

What support is available to help me achieve this?

Active Norfolk	Active Norfolk are the strategic lead for sport and physical activity in Norfolk. They have a comprehensive knowledge of the sport and physical activity landscape. Having recently undertaken a physical activity Health Needs Assessment they are well placed to offer support and advice on the current provision of physical activity interventions and up to date guidelines and policy.	info@activenorfolk.org
CMO Guidelines	The Chief Medical Officer's Guidelines for all age ranges are available from	www.gov.uk/government/publications/uk-physical-activity-guidelines

¹ British Heart Foundation, 2013. Making the Case for Physical Activity: Loughborough: British Heart Foundation

² British Heart Foundation, 2014. Physical Activity for Children and Young People: Loughborough: British Heart Foundation

³ Trudeau F & Shephard RJ. Relationships of Physical Activity to Brain Health and Academic Performance of Schoolchildren. American Journal of Lifestyle Medicine 2010; 4:138.

⁴ Timmons BW, Naylor PJ, Pfeiffer KA (2007) Physical activity for preschool children – how much and how? Canadian Journal of Public Health (Suppl 2): S122–S134.