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?

<table>
<thead>
<tr>
<th>Active Norfolk</th>
<th>The Chief Medical Officer’s Guidelines for all age ranges are available from <a href="http://www.gov.uk/government/publications/uk-physical-activity-guidelines">www.gov.uk/government/publications/uk-physical-activity-guidelines</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active Norfolk</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>

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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.