

PHYSICAL ACTIVITY SURVEY



CONDUCTED BY
HEALTHWATCH WAM

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1. Introduction

Healthwatch Windsor, Ascot and Maidenhead (WAM) was established as the independent consumer champion for Health and Social Care in the Royal Borough of Windsor and Maidenhead (RBWM) in April 2013.

Healthwatch WAM is a registered charity* and has 7 functions:

- Gather the views and understand the experiences of people who use local health and social care services through living, working and caring for others in RBWM
- Make known local peoples' views about the services they use and for their views to influence decisions about local health and social care services
- Promote and support the involvement of local people in commissioning local care services and how they are monitored for quality
- Recommend investigation of services by Healthwatch England or the Care Quality Commission (CQC)
- Provide local people with information about access to local services and support them to make informed choices
- Make the views and experiences of local people known to Healthwatch England
- In the case of a complaint about NHS services, we can support a referral to the local NHS Complaints Advocacy service on your behalf

The Physical Activity Survey has been conducted as part of Healthwatch WAM's fulfilment of these duties.

* Registered Charity No.1151427

2. Background

The current guidelines¹ for physical activity suggest that:

1. All adults should aim to be active daily
2. Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity (e.g. brisk walking, cycling and gardening) in bursts of 10 minutes or more.
3. Alternatively, these benefits can be achieved through 75 minutes of vigorous intensity activity (e.g. swimming, football) spread across the week.
4. All adults should also undertake physical activity to improve muscle strength on at least two days a week. This could include yoga, exercising with weights or carrying groceries.

It is also suggested that older adults (aged 65+) at risk of falls should incorporate physical activity to improve balance and co-ordination on at least two days a week.

There are many benefits to taking part in regular physical activity. In addition to enhanced mental wellbeing there are physical health benefits, such as:

- Up to a 35% lower risk of coronary heart disease and stroke
- Up to a 50% lower risk of type 2 diabetes
- Up to a 50% lower risk of colon cancer
- Up to a 20% lower risk of breast cancer
- Up to a 30% lower risk of dementia²

However, in the UK one in four women and one in five men do less than 30 minutes of physical activity a week. This means that they are classified as 'inactive'. A recent survey by Sport England³ found that, of the adults (aged 16+) surveyed in Windsor and Maidenhead, 43.8% had not participated in sport or active recreation, at moderate intensity for at least 30 minutes, within the last 28 days.

¹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/213740/dh_128145.pdf

² <http://www.nhs.uk/Livewell/fitness/Pages/Whybeactive.aspx>

³ <https://www.sportengland.org/research/about-our-research/active-people-survey/>

Furthermore, evidence suggests that people living in in the least affluent areas are twice as likely to be physically inactive as those living in more affluent areas⁴.

	Number of days of participation in sport or active recreation, at moderate intensity for at least 30 minutes, within the last 28 days			
	None	1 to 11 days	12 to 19 days	20 to 28 days
Windsor and Maidenhead	43.8%	28.6%	12.9%	14.7%

To try and combat this issue and increase resident’s participation in physical activity, the RBWM has offered a range of initiatives to local residents.

Local Initiatives offered by the Royal Borough of Windsor and Maidenhead

Triathlon Taster Session

Fit for Life, in conjunction with legacy leisure and Berkshire Tri Squad, delivered a Go - Tri training session to the residents of Royal Borough of Windsor and Maidenhead (RBWM). The aim of the session was to enable individuals who have never had the opportunity to take part in a triathlon to experience participation in a triathlon event. Following the positive feedback received from those who took part in the taster session, Berkshire Tri Square met with Triathlon England to discuss running Go - Tri events in RBWM.

GlowSports 4 Marlow Road

GlowSports offers a social party sport experience where the focus is on having a good time, enjoying being with your friends and sharing the sensory experience. RBWM partnered with Youth & Community and Get Berkshire Active to deliver a taster session for young people aged between 13 - 19 years old. The evening saw 12 individuals take part in glow sports activities, including tennis, badminton, table tennis and dodge ball.

⁴

http://www.noo.org.uk/uploads/doc/vid_19253_Social_and_economic_inequalities_in_diet_and_physical_activity_04.11.13.pdf

Fit for Life Week

Fit for Life Week, organised by RBWM, took place in January 2016. The week offered various sport tasters for anyone aged 14 and over, including walking football, Zumba, wheelchair basketball, Nordic walking and karate. The aim of the week was to encourage residents to get physically active, with the idea of them then taking part in sport on a weekly basis.

In addition to the sports on offer, RBWM partnered with Public Health and Maidenhead Rotary Club to deliver two health days. These consisted of free NHS Health checks for the residents of RBWM.

Get Berkshire Active Rewards

Sporting heroes, coaches and volunteers were all honoured at the Get Berkshire Active awards ceremony. The awards evening provided the opportunity for local people to be recognised for the vital work that they did in inspiring others to take up physical activity, as well as their excellence in sport.

S.M.I.L.E. (for over 50s)

SO Much Improvement with a Little Exercise.

SMILE is a charity that receives some money from RBWM council. S.M.I.L.E main focus is to provide either seated or standing exercise with the use of dyno bands for resistance strengthening for the older community within the RBWM, catering for those looking for a more robust exercise and those who would prefer to remain seated.

The benefits of attending a regular SMILE session are:

- Reduces Isolation and loneliness, by bring people out of their home and into the community, it
- Improves Coordination and balance, therefore reducing the risk of falls.
- Improves strength and flexibility.
- Improves confidence to carry out everyday activities.
- Encouraged people to achieve the government guidelines of 5*30 or 150 minutes of moderate exercise per week, by offering other SMILE classes within the community.
- SMILE also encourages people who have recently lost their life partners and those who are recovering from strokes or heart attacks to take part in

physical activity, with the aim of helping them to get their life back on track.

- SMILE sessions costs £2 per session in the community or £4.10 in the Leisure Centres, offering more activities.

3. Aims of the Study

Healthwatch WAM, in partnership with Get Berkshire Active, was interested to hear from people living in the RBWM to learn more about the physical activities that they were involved in, to identify how many of the local residents took part in or were aware of the initiatives provided by RBWM and to identify any barriers that people were facing when trying to get active.

The aims of the physical activity survey were to identify:

- How active people think they are
- Whether people recognise what is considered to be the ‘best practice’ amount of exercise needed
- What people see as barriers to increasing their activity
- What activities people would like to do more of
- If people are interested in organising and leading activities, if given support.

Although people from across RBWM were surveyed, Healthwatch WAM was particularly interested to hear from people in the Dedworth area of Windsor. This was because Clewer North and Clewer South were the 4th and 5th most deprived wards within RBWM and the nationally identified link between deprivation and activity levels.

A survey in Dedworth therefore allowed Healthwatch WAM to:

- Survey people who live in an area of comparative deprivation
- Get more insight into the differing needs and physical exercise habits of the population, depending on differing demographic groups e.g. age, disability.

- Identify local community groups with whom Healthwatch WAM could work with in the future
- Identify people who would like to lead physical activities for groups and share this information with Get Berkshire Active
- Raise awareness of Healthwatch WAM within a hard to reach community

The results of the study would be shared with RBWM and the Windsor, Ascot & Maidenhead Clinical Commissioning Group (WAM CCG), to inform how further interventions aiming to increase activity could be successful.

4. Summary of Findings

The following key findings are informed by the data provided by respondents through the physical activity survey.

- The majority of people surveyed identified as physically active. This differed from the national study, in which people self-identified as undertaking less activity.
- However, from the types of physical activity some described, it may be that some people are overestimating their levels of activity they take as ensuring that they are physically active.
- A high proportion of activity described was informal (walking, housework etc.) rather than more organised physical activity such as exercise classes or going to the gym
- Although the majority of people took part in moderate physical activity every day, a large proportion of people would like to do more physical activity. This represents a significant opportunity for public health, sports and leisure campaigns and activities.
- The most common reasons for people taking part in physical activity were to improve their fitness or to improve their general health and wellbeing.
- People would like to take part in more group activities.
- The majority of people get information about opportunities to take part in physical activity from the internet, social media, newspapers, leisure centres or through word of mouth. This is an important factor for any future work undertaken, in order to encourage activity. Only a tiny fraction found out about activities from council websites.
- The most common barrier that prevented people from taking part in any or more physical activity was time. There was a marginal difference in the proportion of people who reported that childcare and the cost of physical activity were barriers to participation in physical activity, with more residents of Dedworth citing these reasons in comparison to non-Dedworth residents.
- A small portion of people are interested in becoming someone who could lead activities for other people to join in, if given training and support.
- Overall the findings do not show large variations from Dedworth residents in comparison to non-Dedworth residents.
- Some people with health problems did not exercise more as they were concerned exercise might cause them more health problems.

5. Methodology

Residents of Windsor, Ascot and Maidenhead were invited to share their experience of participation in physical activity through the completion of a survey.

The survey was advertised online and respondents were able to complete the survey through 'SurveyMonkey'. Additionally, members of Healthwatch WAM went into the community and undertook surveys within a number of locations in the Dedworth area such as Tesco, Costa, Wye Valley Coffee Shop, All Saints Church and Men's Matters Windsor.

The questions asked were based around how physically active people thought they were, what motivated people to take part in physical activity, what activities people would like to do more of and the barriers that people see to increasing their physical activity.

The information was collected anonymously, although people who were interested in organising and leading activities had the option to provide contact details if they wanted to.

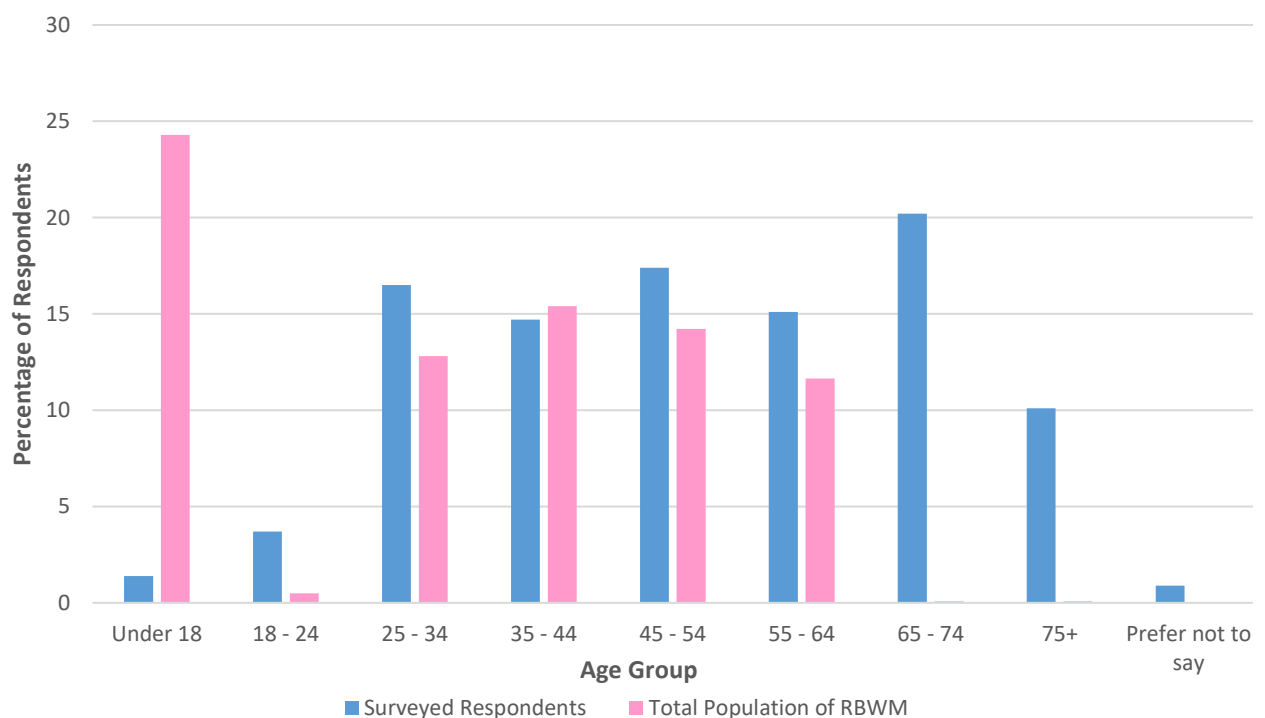
A full list of the survey questions is available in Appendix A.

6. Respondents

The Physical Activity Survey has reached a total of 221 people, representative of a diverse population across the areas of Windsor, Ascot and Maidenhead.

- The majority of respondents were from the areas of Windsor, Ascot or Maidenhead. Of the 221 respondents, 79 had a postcode that fell within the Clewer North and Clewer South wards.
- Of the 221 people surveyed, 21 considered themselves disabled.
- The people surveyed ranged between the ages of under 18 to 75+, but the majority of respondents were between the age groups of 25-34 and 65-74. In the total population of RBWM the biggest age group is Under 18⁵. This evidences that the respondents to the survey are under representative of Under 18's and over representative of the age groups 65-74 and 75+.

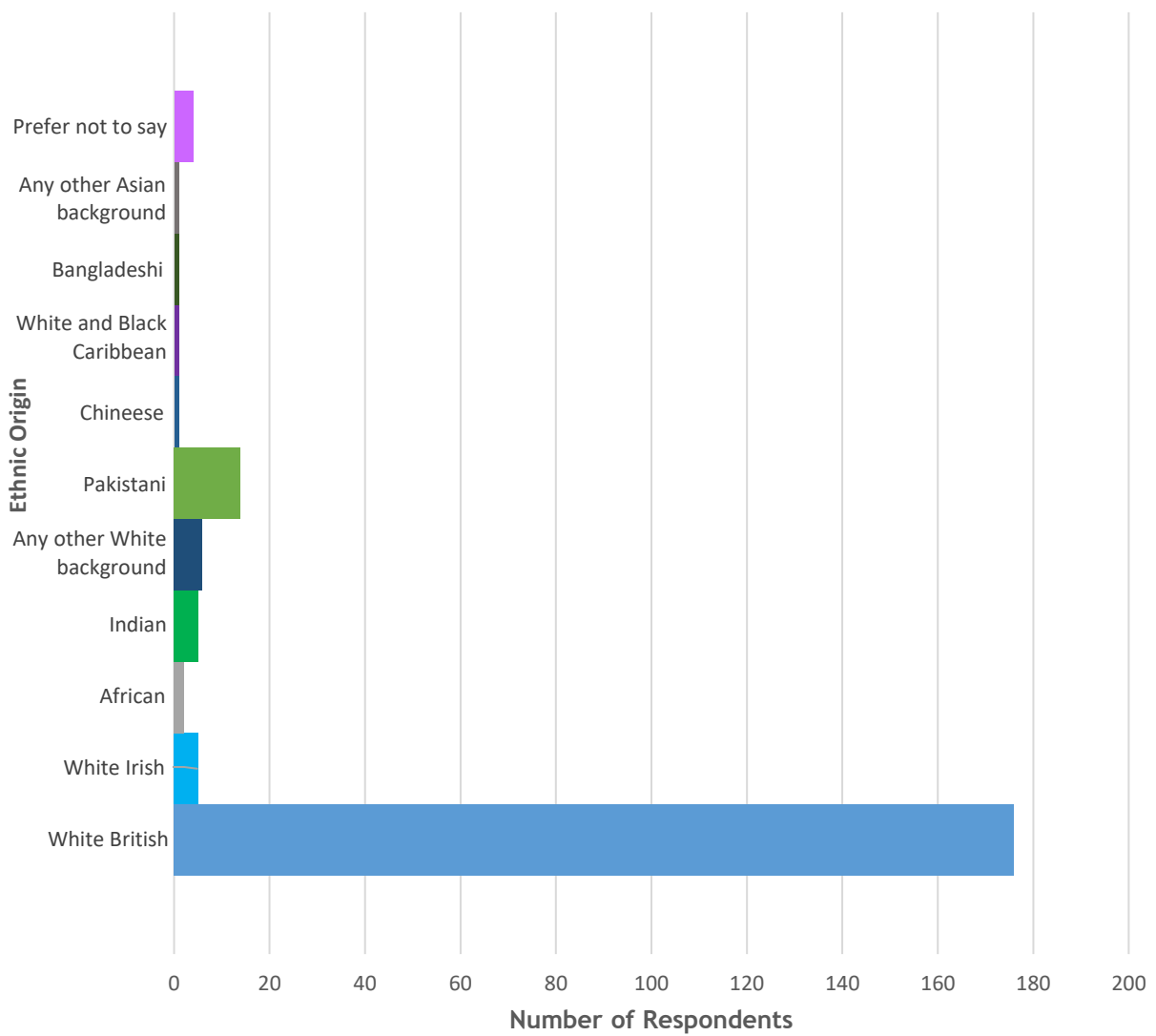
The age of surveyed respondents compared to the age of the total population of RBWM



⁵ https://www3.rbwm.gov.uk/info/200400/census_information/491/borough_population/3

- The people surveyed identified with a broad range of ethnic origins, but the majority identified as White British.

The ethnic origin of respondents



7. What you told us

The following key findings are informed by the data provided by respondents through the physical activity survey.

Key Findings

The majority of people identified as physically active.

Overall, when respondents were asked if they saw themselves as an active person who leads an active lifestyle the majority responded 'yes' (75.6%), in comparison to those who responded 'no' (14.9%) or 'not sure' (9.5%).

This differs greatly from the response to the Sport England survey mentioned above, in which 43.8% of RBWM were deemed as 'inactive'. These conflicting results could be due to the difference in how the question was asked. Sport England asked respondents to specify the number of days in which they took part in moderate physical activity per month, and this information was then used to calculate if the respondent was active or inactive. However, the question asked by Healthwatch WAM asked respondents to self-identify as physically active.

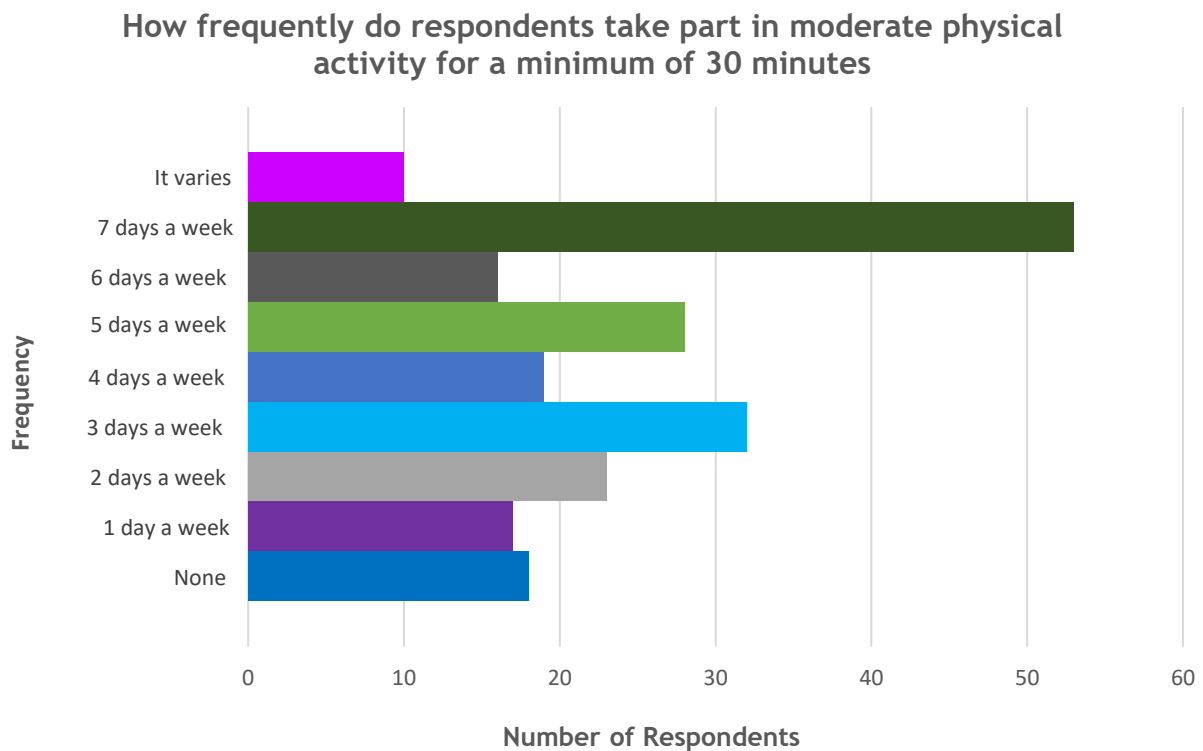
When asked if they saw themselves as an active person who leads an active lifestyle, 74.6% of all Dedworth residents responded 'yes' and of 76% of all non-Dedworth residents responded 'yes'. This suggested that residents of Dedworth identified as marginally less physically active than other respondents.

Although the majority of people took part in moderate physical activity every day, a large proportion of people would like to do more physical activity.

When respondents were asked to indicate how frequently they took part in moderate physical activity for a minimum of 30 minutes, the majority reported 'seven days a week'. In this instance, moderate physical activity was described as 'any physical activity that raises your heart and breathing rate but still enables you to talk'.

This indicated that the majority of people saw themselves as physically active. The respondents who reported that they took part in moderate physical activity for a minimum of 30 minutes at least five days a week were meeting the government guidelines outlined above. However, there was a small proportion of respondents (8.3%) who reported taking part in no physical activity.

It is important to note that in this question the definition of physical activity was left to the respondent to determine and therefore may not be recognised as conforming to the good practice guidelines.



Despite a large proportion of respondents reporting that they took part in physical activity seven days a week, the majority (58.5%) reported that they would like to do more physical activity. However, a large number (30%) reported that they would not like to do more physical activity and the remaining respondents (11.5%) were ‘not sure’.

When we asked respondents in a normal week which physical activities they took part in, the most popular answers were ‘brisk walking’, ‘heavy work around the house’ and ‘other’

This indicated that the majority of respondents tended to take part in physical activities that were free, easily accessible and often necessary to undertake i.e. walking and housework. This could indicate that clearer messages about the types of activity that improve health and wellbeing could assist in people’s understanding of how to help themselves.

The table below shows the responses about the kinds of physical activity respondents said they engaged in.

Type of Physical Activity	Response (%)	Response (number)
Brisk Walking	52.8%	113
Heavy work around the house	31.8%	68
Other (please specify)	31.8%	68
Heavy gardening	17.8%	38
Yoga / Pilates	11.2%	24
Jogging / Running	9.3%	20
Going to the gym / outdoor gym	7.9%	17
Cycling (recreational / leisure)	7.5%	16
Swimming	6.5%	14
Dancing	6.1%	13
Team Sports - Football, Netball, Rugby, Hockey etc.	4.7%	10
Exercises like Aerobics	4.2%	9
None	4.2%	9
Weight Training	1.4%	3
Heavy manual work as part of your job	1.4%	3
Wii Fit / Other Fitness Video games	1.4%	3
Cycling (commuting into work)	0.5%	1

Since over 30% answered other, a fuller breakdown of this category is shown in the next table. Of the 'other' answers provided, around a third participated in some kind of organised activity (such as Zumba, aqua aerobics and qigong) and commonly respondents relied on day to day activities (such as slow or gentle walking). Dog walkers also made up 10% of this category. A small number of people answering this question clearly used it to comment on the reason why they weren't active.

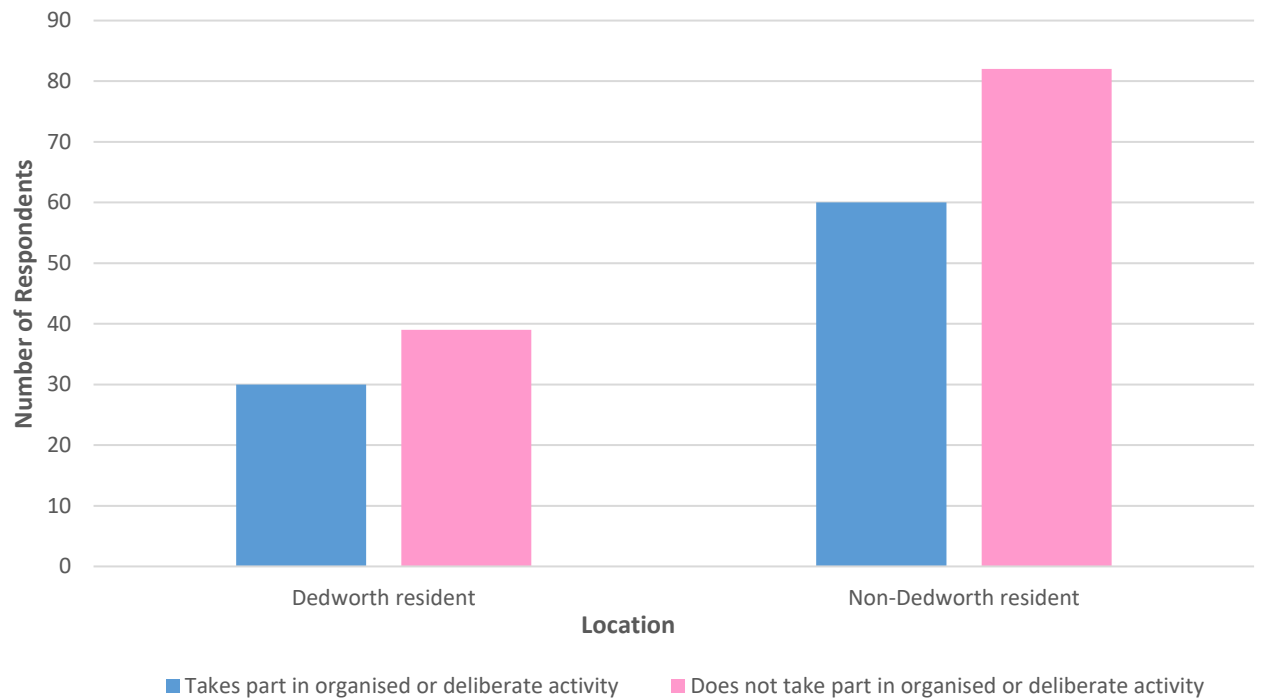
64 people answered “other” when asked what kind of physical activity they undertake - the table below provides the verbatim answers given, grouped into the types of activity described.

Verbatim Answers Given	Number of Responses
Those describing some form of organised physical activity	
Tai chi, physio class, qi gong, weights ‘Indoor Cycling and Gym, high intensity cardio, going to the gym, Zumba, classes with child , horse riding, Clubbercise, tennis, football with kids, over 50’s Activity, aqua aerobics, 1HIIT (Insanity)	24
Those describing day to day activities making them “active”	
Activities around children, walking and childcare job, playing with children in garden, looking after great granddaughter, home improvements and playing with grandson, childcare, walking, walking dog, giving people massages, exercise at home when I have the opportunity, light housework, regular job, gentle and slow walks, spinning, simple stretching and moving, constant activity at work 3 days a week, destructive building survey techniques, physical job	33
Those appearing to describe non activity in response to this question	
Little movement due to knee replacement, do not have time for physical activity as I have 2 children under 5 and a teenager with brain injury, just had a heart bypass, suffers from COPD, got health problem, rather not say.	7

Although no direct cause and effect can be derived, the majority of those responding ‘other’ to the question above did not report participating in any level of high intensity activity, with many relying on their day to day activities to keep them fit and well. These responses, together with the 52% relying on walking and 31% relying on “heavy work around the house” seem to indicate that there may be a gap in understanding about the levels of activity that are in line with the recommended guidelines promoted nationally.

The results were analysed to determine whether they varied in the Dedworth area. 42% of non-Dedworth residents reported that they took part in organised or deliberate activity (i.e. Pilates, yoga or Zumba) in comparison to 38% of Dedworth respondents. This demonstrated that Dedworth respondents were slightly less likely to take part in organised or deliberate physical activity. This is only a small difference but may need to be considered given that Dedworth residents were also slightly more likely to report finance as a reason for non-participation in activity.

The number of respondents who reported taking part in organised or deliberate activity



The most common reasons for people taking part in physical activity were to improve their fitness or to improve their general health and wellbeing.

We asked respondents to identify the main reasons for taking part in physical activity. The most common reasons were ‘to improve my fitness’, ‘to improve my general wellbeing and health’ or for ‘other’ reasons. Of the ‘other’ reasons given, the most common were that there was no identifiable reason for taking part in physical activity, or due to childcare or undertaking activities with children.

This information suggested that the majority of people were interested in improving their health and wellbeing and had taken the decision to participate in physical activity. However, this may lead us to question where people are accessing the information regarding the types of physical activity that would improve their health and wellbeing, and if this information is as good as it could be.

Reasons for taking part in Physical Activity	Response (%)	Response (number)
To improve my fitness	46.8%	96
It improves my general wellbeing and health	40.5%	83
Other (please specify)	23.4%	48
I enjoy exercising	16.6%	34
To change my physical appearance	13.2%	27
Improves my mental well being	8.8%	18
I enjoy socialising with others, see my friends	6.8%	14
For a change of scenery, get outdoors	5.4%	11
It reduces my pain/improves my medical condition	3.9%	8
My doctor or another medical professional has told me to	3.4%	7
I enjoy the competition element	1.5%	3

People would like to take part in more group activities.

We asked respondents what kind of exercise they would like to do more of. The most popular choices were low intensity group activities, including ‘walking groups’, ‘swimming sessions/classes’ and ‘yoga/Pilates’. Additional common choices amongst respondents were higher intensity group activities, such as ‘jogging and running groups’ and ‘dancing classes’. However, of the people that responded ‘other’, 20.8% reported that they would not like to do more exercise.

This information suggested that the majority of people would like to take part in more physical activity, particularly group activities. However, there were some people who were not interested in increasing the amount of activity that they take part in.

What kind of exercise would you like to do more of?	Response (%)	Response (number)
Other (please specify)	42.3%	80
Walking Groups	23.8%	45
Swimming Sessions / Classes	17.5%	33
Yoga / Pilates	13.8%	26
Jogging & Running Groups	11.6%	22
Exercises like Aerobics	11.1%	21
Dancing Classes - Zumba, Salsa	10.6%	20
Recreational Cycling Groups	5.3%	10
Swimming	4.8%	9
Team Sports - Football, Netball, Rugby, Hockey etc...	3.7%	7
Walking Varieties i.e. Walking Football, Walking Netball	2.6%	5
Table Tennis	2.6%	5
Tennis	2.6%	5
Badminton	2.1%	4
Archery	1.6%	3
Orienteering	1.1%	2
Rowing	1.1%	2
Taekwondo	1.1%	2
Angling	0.5%	1
Fencing	0.5%	1
Paddle Sports	0.5%	1
Sailing	0.5%	1

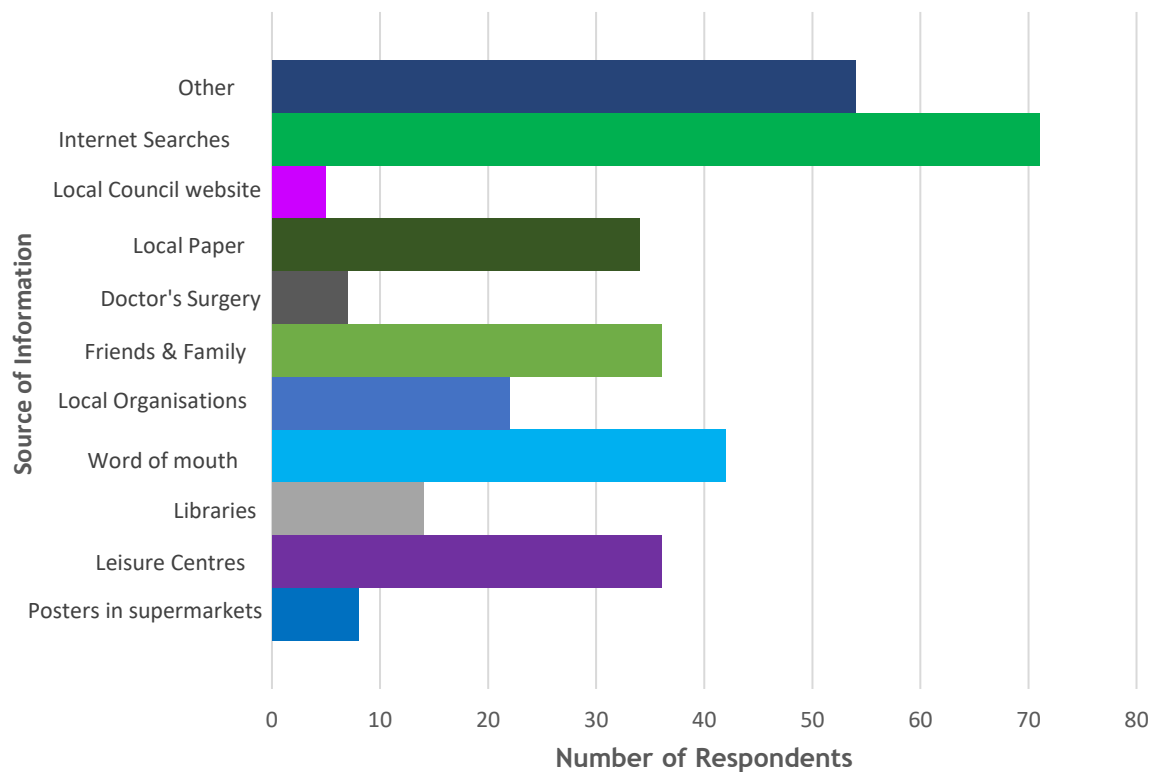
Squash	0.5%	1
Bowls	0.0%	0
Gymnastics	0.0%	0
Rounders	0.0%	0

The majority of people get information about opportunities to take part in physical activity from the internet, newspapers, leisure centres or through word of mouth.

When respondents were asked to indicate how they got information about opportunities to take part in physical activity, the most common answers were ‘internet searches’ (36.8%), ‘word of mouth’ (21.8%), ‘leisure centres’ (18.7%), ‘friends and family’ (18.7%), ‘local paper’ (17.6%) and ‘other’ (28.0%). Of the other reasons given, the most common were ‘not applicable/none’ or ‘social media’. Other popular answers were particular Facebook groups such as ‘Windsor Parents Facebook group’ and from local schools.

This suggested that people were turning either to the internet/social media or to groups/people that they were familiar with, in order to get information about opportunities to take part in physical activity. Only a small proportion of respondents reported that they got this information through their ‘local council website’ (2.6%), local council (1.04%) or from a nurse/health visitor/medical professional (1.04%).

Where do respondents get information about opportunities to take part in physical activity?



The most common barrier that prevented people from taking part in any or more physical activity was time.

Of the people surveyed, almost half (44.5%) reported that they were 'too busy' or had 'no time' to take part in any or more physical activity. In addition, common reasons that respondents reported stopped them from taking part in physical activity were 'ill-health' (23.9%), that they 'can't afford it' or it was 'too expensive' (23.4%) or 'other'.

Of the other reasons given, the most common was 'childcare'. Slightly more people who were residents of Dedworth (16.46%) cited childcare as a barrier to participation in physical activity in comparison to non-Dedworth residents (14.08%).

This information indicated that opportunities to take part in more physical activity needed to be flexible, to enable individuals to fit physical activity around other commitments such as childcare.

In addition, ill health appeared to be a key factor that many people saw as a barrier to increasing participation in physical activity. Ill health could vary from temporary illness to long-term physical disabilities. For instance, one respondent

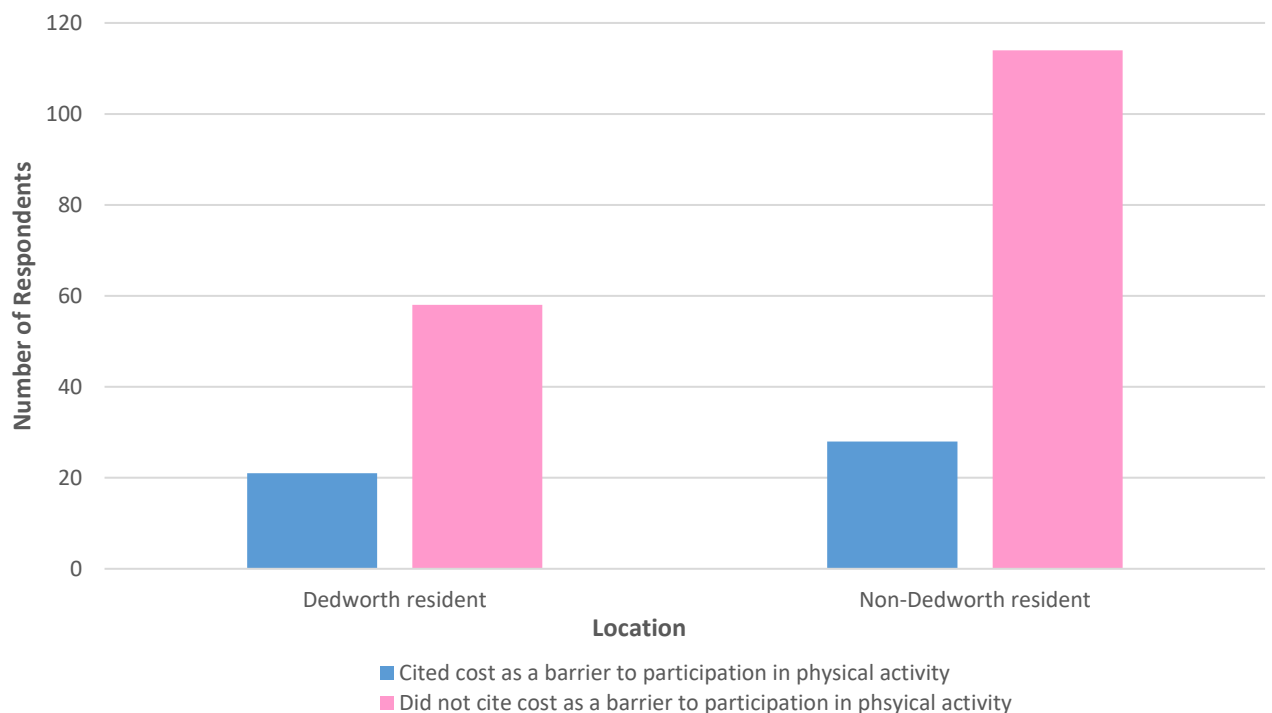
reported having two knee replacements and was worried about injuring themselves again. Another respondent was worried about taking deliberate exercise due to a hip operation. This may lead us to question if the information is readily available for people who require support, tailored exercise plans or advice to aid recovery or healing, to enable such individuals to safely take part in physical activity.

What, if anything, stops you from taking part in any or more physical activity?	Response (%)	Response (number)
Too busy / No time	44.5%	93
Other (please specify)	36.4%	76
Ill-health	23.9%	50
Can't afford it / Too expensive	23.4%	49
Too tired	12.0%	25
Lack of willpower / motivation	11.0%	23
Work commitments	9.1%	19
Too lazy	7.7%	16
Bad weather	6.2%	13
Don't have a friend / somebody to go with	5.3%	11
I already do as much as I want	5.3%	11
My disability	4.8%	10
Not sure if I am fit enough to join in	4.3%	9
No facilities nearby	3.3%	7
Don't know where to go	3.3%	7
Worried it may cause an injury	3.3%	7
Not interested	3.3%	7
Embarrassed about size / weight	2.9%	6
Access to transport	1.9%	4
Too old	1.0%	2

Don't have suitable clothing / equipment	1.0%	2
I am put off by instructors / coaches not being welcoming	0.5%	1
Don't know	0.5%	1

The cost of physical activity also appeared to be a key factor that prevented people from taking part in physical activity. 26.6% of Dedworth residents (21 of 79 respondents) cited the cost of physical activity as a barrier to their participation, compared to 19.72% of non-Dedworth residents (28 of 142 respondents). This emphasised the continuous need for targeted subsidised programmes such as those ran by the RBWM, and for community led groups such as walking and running.

The number of respondents who reported the cost of physical activity as a barrier to participation in physical activity



A small portion of people are interested in becoming someone who could lead activities for other people to join in, if given training and support.

The majority of respondents (81.9%) reported that they were not interested in becoming someone who could lead activities for other people to join in, if given

training and support. However, almost one fifth (18.1%) were interested. This suggested that with the right support and facilities, residents of the local community could be empowered to support others who may lack in confidence, ability or capacity to take part in physical activity.

Overall the findings do not show large variations from Dedworth residents in comparison to non-Dedworth residents.

The above findings evidence some small differences in the responses of Dedworth residents and non-Dedworth residents. There was a marginal difference in the proportion of people who reported that childcare and the cost of physical activity were barriers to participation in physical activity, with more residents of Dedworth citing these reasons in comparison to non-Dedworth residents.

One reason for this difference may be because Dedworth is a very mixed area in terms of deprivation and there is no way of identifying the socioeconomic status of the respondents who happened to live in the Clewer South and Clewer North wards. However, the difference in the barriers cited can be useful in informing the work of Healthwatch WAM and RBWM.

Case Studies

In addition to the key findings outlined, extracted from the survey results are three case studies. These highlight the individual needs that some people have that may require the need for tailored opportunities to take part in physical activity. These case studies enable us to question if the guidelines for physical activity outlined above are appropriate and achievable for everyone.

Case Study 1

Who?

Three Asian females, average age of 65

Location?

Maidenhead

Individual needs?

All of the females are carers for a relative or friend.

How does this impact on the ability to take part in physical activity?

All of the females have limited time to take part in physical activity, due to the other caring commitments they have.

What was the respondent's experience? (in their own words)

“Three to four years ago the council used to provide us an exercise class. We used to do it once a week for £1. Now the council has stopped it. We did sitting yoga, other exercises, we used to enjoy it. It helped a lot. It was fun and a lot of chit chat whilst we did it. It was a good time pass too!

We know that leisure centre does discounts for people on benefits, pensions but it was nice to do this class with our friends and people in the same boat and it was much cheaper and nicer to do. Now we are home alone and just sit watching the TV”.

“We know that leisure centre does discounts for people on benefits, pensions but it was nice to do this class with our friends and people in the same boat.”

What can we learn from this?

- Subsidised initiatives provided by the council are beneficial, not only to increase the amount of physical activity that people take part in but also to provide the opportunity for isolated groups to form supportive social networks and exercise with people they already know.
- Some groups of people may not feel comfortable exercising in spaces open to the general public, but would feel comfortable exercising with people similar to themselves.

Case Study 2

Who?

Who?

Female from Army Families

Location?

Dedworth

Individual needs?

The female is in her mid-twenties and has two small children under 5 years old. She comes from the north of England and has none of her close family to support her with her childcare duties. She sometimes feels lonely, misses home and wishes her children could see their Nan.

“My family is far away and there is no one to look after my children if I want to exercise.”

How does this impact on the ability to take part in physical activity?

She likes doing exercise, especially ‘clubercise’ and Zumba, but does not always have childcare to allow her to attend classes.

What was the respondent’s experience? (in their own words)

“I would love to do more exercise but my husband is always off, he is in Afghanistan now. My family is far away and there is no one to look after my children if I want to exercise.”

What can we learn from this?

- It is known to RBWM and WAM CCG that army families can face a greater amount of isolation and depression due to being far away from their families and their husbands often being away on duty. This can put more strain on the young mothers to cope.
- Providing more free or subsidised childcare whilst they attend exercise classes could contribute to their health and wellbeing by allowing them to keep active and do exercise they enjoy and also make friends with people similar to themselves to combat loneliness.

Case Study 3

Windsor Mencap Sports Evening

Background

The sports evening is run for people with learning disabilities and attendees range from the ages of 20 to late 50’s. The organisers have been running it for many years and it is an opportunity for adults with learning disabilities to socialise and exercise. A few years ago the organisers decided to change the break time snacks

of sugary snacks to making a fruit salad. At first it was not popular with the attendees but now it is.

The organisers said, “Their taste buds were not used to it but now they love trying different fruit and I hope they are exploring healthier choices in their everyday life too. I want them to know its ok to not like something at first”. The organisers noticed that as they aged, the adult attendees would put on more weight and have increasingly poorer dental health. The organiser said “I would really like to know if the support staff from social care, the people who help them with their everyday life and the people who support them in residential living are guiding them about healthy eating”.

What can we learn from this?

The information provided to Healthwatch WAM was subjective but it was observed that several of the adults seemed overweight. The information highlights a potential opportunity for RBWM to ensure that they educate their support care staff about healthy nutrition, so that care workers can pass this onto the people they look after. With funding, health cooking classes could also be delivered to the group attendees.

Additional Observations

The Smile sessions we attended were a very positive experience and attendees were happy and supported by friendly, positive and encouraging exercise staff from Smile. The Smile activity classes also offer an opportunity for attendees to have a break, have a hot drink and share snacks and socialise which seemed to have a positive effect on their mental wellbeing. Attendees were smiling and laughing during their breaks and sharing news.

If Smile were to improve, it would be to possibly offer more healthy snacks during their break. It may be worth considering offering options such as fruit, nuts and vegetable crudités to fully support the message of a healthy lifestyle to attendees.

8. Recommendations

Based upon the key findings identified from the physical activity survey, the following recommendations have been made:

- Healthwatch WAM to support RBWM in the delivery of targeted initiatives, with consideration given to low intensity activity groups and subsidised initiatives in Dedworth, to encourage people to take part in physical activity.
- RBWM to advertise these initiatives across a variety of platforms, particularly making use of social media, newspapers and leisure centres, in order to ensure that local residents are receiving this information.
- Key partners providing opportunities for residents to take part in physical activities, particularly those in Dedworth, to consider the provision of childcare alongside this in order to enable greater participation.
- Healthwatch WAM to work with local health partners to ensure that local residents, particularly those with ill health or individual needs, are receiving high quality and accessible information regarding the physical activities that they are able to take part in.
- RBWM to consider providing further information to residents on what the recommended levels of exercise are through many channels, in order for local people to be better able to judge whether their activity levels are sufficient.
- Healthwatch WAM to share with Get Berkshire Active the contact details of respondents who identified themselves as willing to becoming someone who could lead activities for other people to join in. Get Berkshire Active to ensure that these people are given the necessary training and support in order to deliver these activities, with particular consideration given to the establishment of walking groups, swimming classes, yoga, Pilates, running groups or dance classes.
- RBWM to use the information gained through the physical activity survey, predominantly the willingness of some individuals to participate in high intensity activity, to inform their social prescribing strategy.
- Key partners providing opportunities for residents to take part in physical activities to consider also offering support and advice regarding healthy

eating, including the encouragement of sharing healthy snacks in break times.

- Although Healthwatch WAM did not specifically attend any SMILE sessions, it was noted that none of the respondents spontaneously mentioned attending SMILE sessions. It is therefore recommended that RBWM to consider supporting SMILE in publicising their activities more widely.

Appendix A. Survey Questions

1. Do you see yourself as an active person who leads an active lifestyle?

Yes / No / Not Sure

2. In a typical week please indicate how frequently you take part in moderate physical activity for a minimum of 30 minutes. Moderate activity is any physical activity that raises your heart and breathing rate but still enables you to talk. For example; brisk walking, aqua aerobics, heavy housework, playing sports, jogging/running.

None / 1 day a week / 2 days a week / 3 days a week / 4 days a week / 5 days a week / 6 days a week / 7 days a week / It varies

3. Would you like to do more physical activity?

Yes / No / Not Sure

4. In a normal week, which of these physical activities do you do?

Brisk Walking / Going to the gym/outdoor gym / Jogging/Running / Team Sports - Football, Netball, Rugby, Hockey etc. / Exercises like Aerobics / Weight Training / Heavy manual work as part of your job / Swimming / Cycling (recreational/leisure) / Heavy gardening / Heavy work around the house / Dancing / Cycling (commuting into work) / Yoga/Pilates / Wii Fit/Other Fitness Video games / None / Other (please specify)

5. If you do participate in physical activity what is the main reasons for doing so? (select maximum of 3)

To improve my fitness / For a change of scenery, get outdoors / It improves my general wellbeing and health / Improves my mental well being / I enjoy socialising with others, see my friends / My doctor or another medical professional has told me to / To change my physical appearance / I enjoy exercising / I enjoy the competition element / It reduces my pain/improves my medical condition / Other (please specify)

6. What kind of exercise would you like to do more of?

Jogging & Running Groups / Walking Groups / Team Sports - Football, Netball, Rugby, Hockey etc... / Exercises like Aerobics / Swimming Sessions/Classes / Recreational Cycling Groups / Dancing Classes - Zumba, Salsa / Yoga/Pilates / Walking Varieties i.e. Walking Football, Walking Netball / Angling / Archery / Badminton / Bowls / Fencing / Gymnastics /

Orienteering / Paddle Sports / Rounders / Rowing / Sailing / Squash /
Swimming / Table Tennis / Taekwondo / Tennis / Other (please specify)

7. Where do you get the information about opportunities are or if there are other people like you locally you could join in with? Tick all that apply

Posters in supermarkets / Leisure centres / Libraries / Word of mouth /
Local organisations you belong to / Friends & family / Doctor's surgery /
Local paper / Local council website / Internet searches / Other (please
specify)

8. Barriers to exercise: - What, if anything, stops you from taking part in any or more physical activity? Please select maximum of 5 reasons

Too busy/No time / Ill-health / Work commitments / Too lazy / Lack of
willpower/motivation / Bad weather / Too tired / Can't afford it/Too
expensive / My disability / No facilities nearby / Don't know where to go /
Worried it may cause an injury / Not interested / Too old / Access to
transport / I am put off by instructors/coaches not being welcoming /
Embarrassed about size/weight / Not sure if I am fit enough to join in /
Don't have suitable clothing/equipment / Don't have a friend/somebody to
go with / I already do as much as I want / Don't know / Other (please
specify)

9. Would you be interested in becoming someone who could lead activities for other people to join in (if given training and support)?

Yes / No

10. If yes please provide email address or telephone number we can contact you on.

11. What is your postcode?

12. How old are you?

Under 18 / 18-24 / 25-34 / 35-44 / 45-54 / 55-64 / 65-74 / 75+ / Prefer not to say

13. Ethnic origin

White British / White and Asian / Caribbean / White Irish / Any other mixed
background / African / Gypsy/Traveller / Indian / Any other Black
background / Any other White background / Pakistani / Chinese /
White and Black Caribbean / Bangladeshi / Arab / White and Black

African / Any other Asian background / Prefer not to say / Other ethnic group

14. Do you consider yourself disabled?

Yes / No / Prefer not to say