Intersectoral Action on Health in an Urban Setting:
Liverpool Active City 2005-2010

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Jon Dawson,
Jon Dawson Associates, Policy and Research Consultants, UK
Presentation Overview

• How Liverpool developed and implemented its physical activity agenda

• How it grew from an initial focus on co-ordinating physical activity interventions to a wider intersectoral action

• Examine evidence of impact

• Highlight benefits of intersectoral activity

• Identify lessons learned
Liverpool

Liverpool has a population of 435,000 – part of a wider metropolitan area of 816,000
Health and Physical Activity

Liverpool: High mortality rates, low life expectancy, inequalities. *Improving levels of physical activity can help to tackle these*
Initial Policy Response

2003
- Liverpool First for Health: Increase levels of physical activity
  - Local strategic partnership

2004
- Liverpool Active City Strategy 2005-2010
  - Led by City Council and Local Health Service
  - Stakeholder consultation

2005
- LAC Action Plan launched
Strategic Overview

- **Phase 1**
  - Co-ordination and branding of pre-existing activity

- **Phase 2**
  - Programme expansion - developing new interventions

- **Phase 3**
  - ISA: integrating physical activity with broader urban and health agendas
Co-ordination and Branding

AIM: Improve co-ordination of existing physical activity services, facilities and projects and brand them as part of Liverpool Active City

Many existing interventions to increase levels of physical activity:

Sport Action Zone

Sportslinx programme

Exercise on Referral

Network of municipal leisure centres

Walk for Health

Sports
Programme Expansion and the Liverpool Sports and Physical Activity Alliance (SPAA)

**Health Sector**
- Local NHS (co-chair)

**Sports & Recreation Sector**
- Liverpool City Council (co-chair)
- Liverpool Sports Forum

**Education Sector**
- Liverpool School Sports Partnership
- Liverpool Healthy Schools
- Liverpool Youth Service

**Urban Environment Sector**
- City Council Planning
- Mersey Forest

**Civil Society: Multi-Sectoral**
- LCVS
- Age Concern

**Academic Sector**
- LJMU
LAC Intersectoral Action: Integration with Health and Environmental Sectors

Wider Health Sector integration, LAC and SPAA

1. Key strand of city’s obesity agenda

2. Central to *Decade of Health and Well-Being* - putting health at the heart of city planning

Environmental Sector integration

1. Encouraging the use of local parks, green spaces and waterways

2. *Green Gyms*, walking, cycling, allotments
LAC Intersectoral Action: Integration with Transport Sector

1. **Health and Environmental Impact Assessments** for new transport plan

2. Transport plan goal: *Create a mobility culture that will reduce carbon emissions and promote health and well-being*

3. Example: *Cycling for Health* – (Public Health team, city transport planners + civil society green transport groups)
LAC Intersectoral Action: Integration with Economic Sector

Integration with public, private and civil society sector employers

1. Workplace policies – exercise opportunities

2. Workplaces as a setting for health promotion

3. Healthy travel planning for workplaces and workforces

Football Clubs & community development

Example: Women Get Active – (LFC, LAC, London 2012, Social Housing Landlords)
Measuring Impact

- Increase of 2.5% between 2005/6 and 2009/10 in the proportion of the population active for 30 minutes, 3 times per week
- Increase in proportion of young people who are physically active
- 55,000 people now currently use Lifestyle Centres within the city - a 43% increase since 2005
- 91% of children (in years 3 to 6) are now participating in at least 120 minutes of curriculum PE each week
Benefits from Intersectoral Action

• **Health benefits**: synergy between different strands of the health and well-being agendas;

• **Environmental benefits**: boosting use of city parks

• **Educational benefits**: enhanced facilities in schools

• **Transport benefits**: enhanced transport and mobility plans

• **Economic benefits**: healthier workforces
Liverpool Active City Policy Lessons

- **Stakeholder engagement from the outset**: to foster sense of ownership
- **Effective leadership and partnership**: to secure resources and maintain policy support
- **Comprehensive programme**: to encourage change at population level and ensure inclusion
- **Co-ordinated communication actions and coherent campaigns**: to raise awareness and provide information
- **Research and evaluation support**: to assess impact and provide managerial tool
Final Remarks

Building **physical activity** into other policy and economic sectors such as **transport, education and wider health sectors** has promoted an integrated and comprehensive approach.

Strategically, it has also helped to achieve **both common goals and specific physical activity objectives**.