



Let's Get Moving

The cost of physical inactivity in England has been estimated at £8.2 billion a year¹

“Let's Get Moving” is an evidence based behavioural intervention model which embeds the promotion of physical activity at the very core of the NHS. It's based on the notion that physical activity can be used and managed by primary care practitioners to manage and prevent over 20 conditions and diseases and reflects the desire of the government to rebalance the relationship between the prevention and treatment of chronic disease. The programme was piloted by the Department of Health, evaluated by the British Heart Foundation National Centre for Physical Activity and Health at Loughborough University and is underpinned by NICE's review of physical activity interventions.

The programme comprises an initial assessment followed by a physical activity specific motivational interview with a community exercise professional. There are then a number of interviews to monitor progress – backed up by the use of the latest wireless accelerometer technology from partners FitLinxx which capture activity data and eliminate the misreporting of activity. The interventions last 30 to 40 minutes and are typically held in GPs' surgeries.

Let's Get Moving is also highly cost effective, delivering quality adjusted life years (QALYs) for around £440² compared with £10,000 / QALY for statins (common hypertension treatment) and a widely accepted maximum investment threshold of £20,000/QALY and therefore provides a low-cost, high return behavioural intervention with which to tackle physical activity.

A tender to implement this pathway in Essex was recently awarded by five Essex Primary Care Trusts to five providers acting as a consortium: the Fitness Industry Association, Scintillate, Corequest, FitLinxx and Dr Tim Anstiss' Academy of HealthCoaching. Each partner brings specific and well defined benefits to the consortium as detailed below:

The Fitness Industry Association represents almost 6,000 public and private sector leisure facilities in the UK. They were able to contribute a detailed knowledge of physical activity science and the development and implementation of physical activity policy and interventions, including a close involvement in the government's Responsibility Deal. The Responsibility Deal is an understanding between government and business built on shared social responsibility to address the nation's major public health issues; poor diet, alcohol abuse and lack of exercise. The FIA's Chairman, Fred Turok, co-chairs the Physical Activity Network alongside the Minister of State for Health, Simon Burns MP. Let's Get Moving reflects some key themes from these initiatives, particularly exercise as medicine - a critical proposition as more money and autonomy is devolved to GPs; and the need for evidence – proving

to healthcare professionals, strategic partners, customers and the physically inactive that exercise “works”.

A team of qualified exercise instructors from the FIA’s membership were recruited to assume the role of Community Exercise Practitioners. The team has received training in order to develop the skills required to deliver a safe and effective programme that will motivate patients into habitual activity. Local members have also at some locations provided accommodation for the intervention. Crucially, the FIA is also well placed, with thousands of members, to provide exit routes into physical activity that will appeal to this group. 35 different discounted FIA members’ offers are available, ranging from supervised walking, dance classes, discounted gym memberships, swimming and exercise classes.

Scintillate is a leading specialist in public health behaviour change. Scintillate's interests are in marrying behavioural science with commercial customer relationship management to tackle social issues, particularly in the area of health. These skills and knowledge were used to design and develop a process that provided effective engagement and rapport with prospective clients. Scintillate have particular strengths and experience in working alongside community, faith, health and education networks in order to engage with seldom heard audiences. Chris Holmes, its co-founder, led, for the Department of Health, the development of insight into families’ relationships with food and physical activity, now expressed as Change 4 Life. He went on to set up the London Behaviour Change Unit on behalf of London PCTs and worked directly on the development of Let’s Get Moving, specifically the design and testing of the consumer pack. John Hattam, his co-director, specialises in capacity development and has been leading professional behaviour change programmes with PCT and LA colleagues across the country, developing commissioning skills in behaviour change. He has been applying these skills across a range of strategic and tactical commissions across the UK for Government Offices, SHAs, Local Authorities and PCTs. He has also managed complicated stakeholder engagement with partners and clients working with a variety of organisations.

Corequest (Maracis) provides high quality and innovative software solutions and associated services to Local Authorities, NHS and the leisure sector. Hugely experienced in NHS data analysis, they are data management experts and are fully accredited by NHS Code of Connection and already currently provide clinical and administrative systems to the NHS, in particular for mental health services. They are also CRM experts and have extensive experience in managing, interrogating and reporting large databases. Maracis have managed the collection, secure storage, system development and reporting of all data. Under their Corequest brand, Maracis have 20 years experience of supplying information systems and solutions to the health service including patient administration systems, and infrastructure solutions including shared information services, text messaging and mobile device applications. They also offer software lifecycle services including business analysis and design, technical specification, prototyping and proof of concept, testing, delivery and training. They pride themselves on their specialist knowledge in care pathways, payment by results and associated assessment tools. Their solutions are based around a service oriented architecture providing re-usable components as business requirements evolve over time.

With over 32 billion steps tracked world wide, **FitLinxx** is the leading provider of activity and health tracking platforms and devices which help people to live more

active and healthy lifestyles while lowering healthcare costs. FitLinxx technology is used in programmes such as “Let’s Get Moving” to support activity based behaviour change initiatives. While using technology to support such programmes is not in itself new, FitLinxx delivers high levels of engagement with a fun and easy-to-use wellness platform that supports self-monitoring and activity-based communities.

ActiHealth, FitLinxx’s premier wellness platform, provides an affordable set of next generation wireless devices that are networked together to collect activity and health information. The ActiHealth platform is specifically targeted to provide measurable improvements, which result in major savings and benefits for all stakeholders including the government.

The ActiPed, FitLinxx’s unique all-day activity monitor, can be clipped to any shoe to accurately and verifiably determine distance travelled and calorific burn by recognizing a person’s speed. The ActiPed tracks activity time and total steps across a wide range of demographics and activities and stores this data until it comes within range of an ActiHealth wireless access point. In the “Lets Get Moving” programme, these access points are found in the GP surgeries and the participants’ homes. The ActiPed then offloads the activity data and pushes it in real-time into the participant’s personal online activity dashboard. From here, users can interact with their activity data by reviewing daily goals or checking in with their coach or other participants on the same scheme and compare progress. The Community Exercise Professional (CEP) team uses ActiHealth as a tool to review a participant’s “actual” activity since their last session, and offer support and advice based on this information.

The Academy for Health Coaching is a specialist training and development organisation helping health professionals, organisations and partnerships get better at guiding people towards higher levels of health and wellbeing. We provide training in a range of proven methods including motivational interviewing; cognitive behavioural and positive psychological approaches and our associates have experience of front line service delivery, new service development, large scale research studies, systematic reviews, workforce development programmes, national initiatives and international training projects. We helped design the Lets Get Moving physical activity care pathway, and led on the creation of the associated multi-media training materials. We are currently working with the National Cancer Survivorship Initiative, chronic pain teams, physical activity teams, county wide weight loss and diabetes self-management initiatives. Our vision is for motivational interviewing to become a core competency of all health, social care and fitness professionals.

¹ CMO, 2004

² NICE, 2006