

Public Health Responsibility Deal

Physical Activity



Public health is everyone's responsibility and there is a role for all of us, working together to help people lead healthier lives.

Inactivity is a silent killer – it is the 4th largest preventable cause of death behind high blood pressure, smoking and obesity.

The challenge

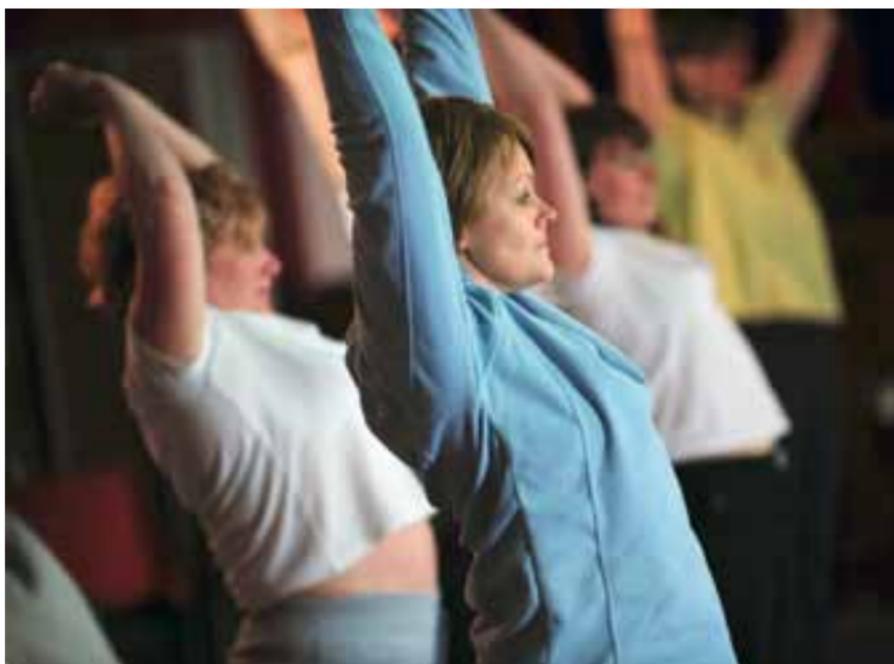
The simple facts are too many of us are eating too much, drinking too much and not doing enough physical activity. As a result more and more people are being diagnosed with chronic conditions such as obesity, heart disease, diabetes and cancer – impacting on individuals, business productivity and ultimately the country's prosperity.

Taking action

The Responsibility Deal – a new and radical approach to tackling these public health challenges – involves organisations taking voluntary action in one or more of the following areas – **alcohol, food, health at work** and **physical activity** – to help people lead healthier lives.

Yes it's about personal responsibility, but organisations like yours have a vital role to play – whether in the workplace for your own staff, through your commercial activities which affect your customers and consumers or through what you do in your local community.





There are a wide range of pledges which lay out practical actions that you can take. Every organisation, no matter what its size, sector or business can do something – joining is simple and free. To become a partner you just need to sign up to at least one pledge, but the more you can commit to the greater the impact and benefit.

Working in partnership with Government you can help us create an environment that empowers and helps people to live more healthily.

Physical activity network

The physical activity network encourages organisations to help get their employees, customers and local communities more active. It's not about turning people into Olympic athletes – it's about encouraging people to incorporate more activity into their daily lives.

The network provides opportunities for organisations to work together – pooling strengths, expertise and resources. Partners include Tesco, BT, Bupa, Lloyds Banking Group, American Express, Burger King, GlaxoSmithKline, EDF Energy and Heinz UK – as well as many smaller businesses and organisations.

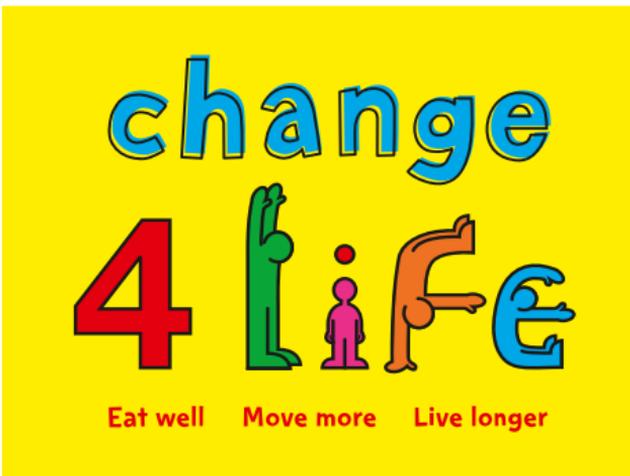
Physical activity pledges

If you want to do something to get people more active, there are five physical activity pledges you can sign up to:

- 1 Community** – working with local communities to get people of all ages more active;
- 2 CMO Guidelines** – promoting the Chief Medical Officer's guidelines on how much physical activity we should be getting;
- 3 Active travel** – promoting and supporting active forms of travel, such as walking and cycling;
- 4 Workplace** – promoting physical activity within the workplace environment;
- 5 Inclusion** – tackling the barriers and inequalities that prevent some groups from being more active, such as older people and disadvantaged communities.

When you commit to a pledge you can choose to focus on your staff, customers, local community or all three.





The network works closely with DH's trusted healthy living brand Change4Life, which is a perfect match for helping organisations to deliver their pledges. Partners wishing to use the C4L brand and its messages can also become a C4L partner: www.nhs.uk/change4life

Other pledges for employers

As an employer you could also consider signing up to some of the health at work pledges – such as promoting stop smoking services to your staff or the uptake of health checks.



Why sign up?

- Successful businesses know instinctively that an active workforce is a healthier and more productive workforce.
- The overall cost to UK business of working age ill-health is in excess of £100 billion a year.
- Being physically active can lower the risk of heart disease and stroke by between 20 and 35%, as well as certain cancers – bowel cancer by 30 to 50% and breast cancer by 20%.
- Increasing activity levels by just a small amount will have a significant impact on employees' health and will benefit your business.
- Your commitment sends out a positive message about your work culture, enhancing your reputation, helping to attract good candidates, as well as retaining valued employees.
- It also sends positive messages to customers, clients and the wider community.



For more information visit our website:

<http://responsibilitydeal.dh.gov.uk/>

Or contact:

physicalactivitynetwork@dh.gsi.gov.uk