

WHAT IS ACTIVE NOW?

Norfolk and Waveney Integrated Care Board's (N&W ICB) co-ordinated approach to improving physical activity levels in response to health inequalities.

Active NoW enables health professionals across Norfolk and Waveney to refer their patients for exercise and physical activity, through a central co-ordination centre that identifies activity through a personalised triage service.

This includes inactive people who do less than 30 minutes of exercise each week, as well as those living with long term conditions, whose condition could be managed or improved by being more active.

2022/2023 MILESTONES

Recurrent funding committed by the N&W ICB with in-kind match investment from Active Norfolk and Broadland and South Norfolk District Council.

Developed a working single point of access triage service which is integrated with local health data systems including: EMIS, SystemOne and Ardens.

£98,619 invested, with a further £248,000 to be invested in place-based delivery in 2023/2024.

Nominated by the Norfolk & Waveney Population Health Management Steering Group for a HSJ Award.

THE PROGRAMME

Launched in January 2023, Active NoW has 3 operational elements:

STRATEGIC DEVELOPMENT



A work programme which embeds physical activity into pathways and commissioning to increase referrals and tackle health inequalities, which is led by Active Norfolk and N&W ICB.

ONE POINT OF ACCESS



A single point of access for physical activity referrals for the health system delivered by Broadland and South Norfolk District Council.

PLACE-BASED ACTIVITY



A local place-based activity approach uses and builds on existing assets within the community, developed by local partnerships, and co-ordinated through Active Norfolk's locality approach.

RESULTS AND KEY OBJECTIVES

In the future, we hope that the Active NoW programme will:

- Become the recognised physical activity health improvement brand for adults across Norfolk and Waveney.
- Challenge the culture around prevention of the health and care system.
- Act as the single point of referral into physical activity for adults within all frontline workforces across Norfolk and Waveney.
- Become embedded in all relevant health and social care pathways.
- Support the development of high quality physical activity opportunities for adults that reduce inequalities in local areas.



2,249
individuals referred to Active NoW

- Average age was 58
- 62% female
- 72% in quintiles 1-3



72%
referrals progress into activity

- Of those not referred, 5% still awaiting contact
- 23% were unreachable or uninterested



65%
taking up activity within 6 months:

- Independent activity 91%
- Group activity 64%
- Other activity 32%



77%
increased activity after 6 months and reported improved:

- Fitness 92%
- Health 89%
- Wellbeing 77%
- Socialisation 42%



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