

Public Health Guideline

Promoting physical activity for children and young people - Consultation on the review proposal Stakeholder Comments Table

23 January – 06 February 2015

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20's Plenty for Us	4 Active Travel recommendations 5 & 12, and part of 15		<p>Please note that a review of 20mph published in the Journal of Public Health found that 20mph limits were safer.</p> <p><i>“Overall, they provide convincing evidence that these measures are effective in reducing accidents and injuries, traffic speed and volume as well as improving perceptions of safety in two of the studies. There was also evidence that such interventions are potentially cost-effective”.</i></p> <p>Since safety is a major concern of parents in not letting their children play out or get active by walking and cycling then 20mph limits are part of the way that local councils and governments can promote physical activity for children and young people (all ages in fact)</p> <p>Jo Cairns et al Go slow: an umbrella review of the effects of 20mph zones and limits on health and health inequalities. J of Public Health Advance Access 28 Sept 2014 pp1-6 http://m.jpubhealth.oxfordjournals.org/content/early/2014/09/28/pubmed.fdu067.full</p>	<p>Thank you for your comment. NICE has decided that the guideline does not need updating at this time. It will be reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.</p>
20's Plenty for Us	4 Active Travel recommendations 5 & 12, and part of 15		<p>South Central Edinburgh's 20mph limit trial results give a conclusive “YES” to community wide 20mph limits. In a 1000 person survey.</p> <ul style="list-style-type: none"> • Support for 20mph rose from 68% before to 79% after • Those considering cycling to be unsafe fell from 26% to 18% • Children cycling to school rose from 4% to 12%. For older primary age children it rose from 3% to 22% • Children allowed to play on the pavement or street rose from 31% to 66% • Walking trips rose 7%, cycling trips rose 5% and car trips fell 3%. • Speeds fell an average 1.9mph and by 3.3mph where before speeds were over 24mph <p>The report concludes that <i>“Collectively, these conditions offer the ingredients to</i></p>	<p>Thank you for your comment. NICE has decided that the guideline does not need updating at this time. It will be reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.</p>

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			<p><i>create 'liveable' streets, and help encourage behaviour change through increased active travel in the longer-term"</i></p> <p>Residents reported the main benefits as</p> <ul style="list-style-type: none"> • safety for children walking about the area, • safety for children to play in the street, • better conditions for walking, • less traffic incidents, • better cycling conditions <p>Households with children are more likely to support the 20mph limit with 94% (83% 'before') of households with children in support compared to 77% (67% 'before') of households without.</p> <p>Respondents were asked, unprompted, about the benefits of the 20mph speed limit. The main benefits suggested by respondents were regarding safety for children, better conditions for walking, cycling and less accidents.</p> <p>http://www.edinburgh.gov.uk/meetings/meeting/3067/transport_and_environment_committee_item_7.3 and http://www.20splentyforus.org.uk/UsefulReports/South_Central_Edinburgh_20mph_Limit_Pilot_Evaluation.pdf</p>	
20's Plenty for Us	5 related NICE guidance		<p>Public Health England (PHE) in cooperation with the Local Government Association (LGA) recommend that Local Authorities implement wide area 20mph limits to stimulate active travel and tackle obesity. 20mph limits is the top evidenced based policy to raise British people's regular exercise levels. On 13 November 2013 an important 13 page report was released entitled "Obesity and the environment: increasing physical activity and active travel" - https://www.gov.uk/government/publications/obesity-and-the-</p>	<p>Thank you for your comment. NICE has decided that the guideline does not need updating at this time. It will be reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.</p>

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			<p>environmentbriefing-increasing-physical-activity-and-active-travel. By Dr Nick Cavill and Professor Harry Rutter</p> <p>This 'healthy people, healthy places' briefing summarises the urgency of action on obesity with a focus on active travel. To raise the nation's exercise levels the PHE report says :-</p> <p><i>"20mph speed limits for streets where people live, work and shop may be the most effective approach available at present."</i></p> <p>PHE says <i>"20mph: saves lives while creating space for cycling walking and play"</i>. More than four-fifths of child casualties occur on 30mph speed limited roads. The North West Public Health Observatory modelled the impact of implementing 20mph traffic speed zones in residential areas (other than main roads) across the North West. It showed that 140 killed or serious injuries to children could have been prevented in the region each year between 2004 and 2008.</p> <p>The public health exercise benefits of 20mph limits are crucial since avoidable deaths from inactivity are at least 12 times that of road casualties. Local Councils have public health responsibility and must urgently get people to exercise more. Less road danger and fear from slower speeds underpins exercise and active travel promotion since public space is overwhelmingly roads and pavements. There was over 20% more walking and cycling in 20mph limit areas in Bristol1, making 20mph limits the single most effective and cost effective way to raise fitness levels https://www.bristol.gov.uk/committee/2012/ua/ua000/0726_7.pdf</p>	
20's Plenty for Us	General		<p>20mph speed limits and exercise for children is a developing policy area, with significant potential to address children's and young people's health. More evidence is likely to emerge of the effects of wider introduction of 20 mph zones and limits in the near future because now there are 13.4m people in the</p>	<p>Thank you for your comment. NICE has decided that the guideline does not need updating at this time. It will be</p>

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			UK whose authorities have agreed to a wide area default 20mph limits. NICE Guidelines in themselves will identify gaps in the evidence and thus stimulate the research community to develop research in this area.	reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.
Department of Health	General		The Department of Health has no substantive comments to make, regarding this consultation.	Thank you for your comment.
Department of Health, Social Services and Public Safety (DHSSPS) – Northern Ireland	General		DHSSPS concurs with the NICE recommendation not to update the guidance at this stage.	Thank you for your comment.
Dietitians in Obesity Management UK (domUK, a specialist group of the British Dietetic Association)	General		We agree that a minor refresh at this stage is sufficient, given that new evidence supports the existing recommendations.	Thank you for your comment.
parkrun UK	General		In line with the review proposal document, we believe that the Guidelines should undergo a minor technical refresh to reflect the current policy context and delivery structures.	Thank you for your comment. NICE has decided that the guideline does not need updating at this time. It will be reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.
parkrun UK	General		In terms of the updated policy context , NICE may wish to take into account	Thank you for your comment.

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			the findings from the 2014 Parliamentary Commission on Physical Activity, the report of the Parliamentary Inquiry on Women and Sport, the Olympic and Paralympic Legacy Plan "Moving More: Living More" and the UKActive Report "Turning The Tide on Inactivity". All of which contain actionable recommendations, for all stakeholders, to promote increased physical activity by children and young people.	The technical refresh would not include the consideration of new evidence.
parkrun UK	General		With regards practice/delivery developments , the development of the junior parkrun series presents a significant step forward in the delivery of physical activity to children and young people. Insights from the delivery of junior parkrun and parkrun events could be incorporated into the Guidelines. [see below]	Thank you for your comment.
parkrun UK	General		In terms of research and insight , it will be worth noting that, in 2013, parkrun established the parkrun Research Board to promote and support research on issues related to physical activity, health and social cohesion. Further details, including current projects, can be found on the parkrun Research Board website at: http://www.parkrun.com/research	Thank you for your comment. Published evaluations of the programme may be considered when the guideline is reviewed again in 2 years time.
parkrun UK	General		junior parkrun: background <ul style="list-style-type: none"> • junior parkruns are timed, 2k events targeted at 4-14 year olds, most held weekly on a Sunday. The series was established in November 2013 by parkrun UK: a not-for-profit organisation that also delivers weekly, 5k parkruns. The events are always free to take part in and organised by a local volunteer team. • At the time of writing there are 37 junior events and 306 5k parkrun events throughout the UK, with 151,000 children (18 and under) currently registered with the organisation. On a weekly basis there are approximately 55,000 runners taking part in parkrun events, supported by 	Thank you for your comment.

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			<p>5000 volunteers.</p> <ul style="list-style-type: none"> • parkrun (and junior parkruns) provide a 'good practice' example of an organisation which is helping to drive participation by children and young people. The success is the result of the factors identified below and, in particular, the friendly and welcoming nature of the events, the supportive environment, participation of the whole family, low costs of entry and the non-competitive nature, the offer of rewards/targets and opportunities for children to volunteer (see below for more details). <p>Value added/reasons for success parkrun and junior parkruns are successful in facilitating <u>sustained participation</u> in physical activity by children, young people and their families because of the following:</p> <ol style="list-style-type: none"> 1. The unique and innovative operational structure: <ul style="list-style-type: none"> • Responds to local demand - rather than engaging in top-down, supply-driven activation. The community requests an event, rather than it being imposed upon them. This approach ensures community need and ownership, and increases the success and sustainability of events. • Events are simple to organise and are held for the community by the community. • Events are supported by a clear set of principles that are applied nationally (and globally). • Fosters collaboration between local community groups and organisations, eg schools, sports clubs, health care providers, local councils, other event organisers, as well as with stakeholders at the regional and national level, e.g. NDPBs such as UK Sport, Sport England/Wales/Northern Ireland/Scotland, National Governing Bodies (NGBs) for sport and other delivery partners. 	

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			<ul style="list-style-type: none"> • Local communities, stakeholders and parkrun volunteers consulted in the development of the junior parkrun series. 2. Demand side: parkrun helps break down barriers to participation and taps into motivational triggers, as follows: <ul style="list-style-type: none"> • no cost: free to the end user • no need to pre-book or be selected • events are local and easy to access • events take place regularly (weekly) at the same time, making it habit forming • events are open to all, inclusive and friendly • they are not a race, although some runners do test themselves against a time/others • there is no dress code, no race numbers and no need for expensive equipment • encourages family and parental involvement • focus on fun, enjoyment and friendship • feeling of being part of a group/community • creates strong bonds within the community • timed and so offers the opportunity to track progress • offers incentives for participation (juniors who reach specific milestones are rewarded with wristbands) • parkrun name and branding and social marketing supports the inclusive, non-competitive, open nature of the events • welcomes children and young people as volunteers, which acts a route to participation in physical activity. 3. Supply side: parkrun breaks down barriers to activity provision <ul style="list-style-type: none"> • Minimal regulatory barriers for event teams to organise and run the 	

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			<ul style="list-style-type: none"> events • Does not require specialist personnel (with limited training requirements for volunteers) • Multi-use of existing facilities, such as parks, National Trust properties and recreation fields • Does not require the purchase of specialist equipment by event organisers • No need to regularly process membership fees • No need to create a new facility: encourages multi-use of facilities – eg fitness in local parks • Provides on-going support to event teams, through parkrun HQ and a network of volunteer Ambassadors 	
parkrun UK	“Who should take action”		Specific mention should also be made to: <ul style="list-style-type: none"> • NDPBs such as UK Sport, Sport England/Wales/Northern Ireland/Scotland • National Governing Bodies (NGBs) for sport • The media 	Thank you for your comment.
parkrun UK	Recommendation 1		<ul style="list-style-type: none"> • Reference made to Department for Education • Campaigns should be: <ul style="list-style-type: none"> ➢ tailored to different socio-demographics (age, gender, location, religion, ethnicity, or socio-economic status). ➢ based on evidenced need/demand. ➢ targeted at areas/groups of most need ➢ guided by best practice examples and thorough research. • It should be noted that imagery is as important as language. • The campaign(s) should be evidence and insight based, and focus on 	Thank you for your comment. A technical refresh will not involve changing the wording of recommendations, except where names are no longer relevant.

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			<p>both barriers to participation and also motivational triggers.</p> <ul style="list-style-type: none"> The campaign should also emphasise the importance of physical activity in promoting educational attainment 	
parkrun UK	Recommendation 2		<ul style="list-style-type: none"> This section is entitled “raising awareness” however the actionable recommendations are focused on delivery. The proposed “coordinated local strategy” should be based on an overarching, coordinated National Strategy or Plan. This was a specific recommendation in the Report issued by the Parliamentary Commission on Physical Activity (2014) and the UKActive Report “Turning The Tide on Inactivity. Reference could be made to the need for a better understanding and awareness of the socio-economic benefits of physical activity and the costs of physical inactivity. This will require, <i>inter alia</i>, monetising gains and costs. If school travel plans are references, then schools/educational establishments should be listed amongst the stakeholders who should be involved in auctioning this recommendation. 	Thank you for your comment. A technical refresh will not involve changing the wording of recommendations, except where names are no longer relevant. ‘Who should take action’ may be updated to reflect current delivery structures.
parkrun UK	Recommendation 3		<ul style="list-style-type: none"> The development of physical activity plans seems to be the focus of Recommendation 2, and hence these two sections could be merged. Action plans should include information provision, and the need to create, maintain, and disseminate (using a various media channels, including social media) a full inventory of facilities, providers and activities, at local to national level. Action plans should also consider the scaling up of existing initiatives/best practice. 	Thank you for your comment. . A technical refresh will not involve changing the wording of recommendations, except where names are no longer relevant.
parkrun UK	Recommendation		<ul style="list-style-type: none"> Reference could be made to the leaders also being relevant (as well as 	Thank you for your comment.

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	7		inspiring) and socio-culturally appropriate, as well as the need to promote equity in recruitment of staff and volunteers at all levels.	Please see previous response.
parkrun UK	Recommendation 10		<ul style="list-style-type: none"> Reference the quality of facilities, not just the quantity and type - as well as ensuring opportunities for equitable access, in terms of design and availability Encourage projects to facilitate mobile provision of equipment in rural areas, such as schemes to transport sports equipment from village to village, or 'mobile gyms' that could visit communicates, schools and colleges regularly. 	Thank you for your comment. Please see previous response.
parkrun UK	Recommendations 11 and 14		<ul style="list-style-type: none"> These sections could better reflect the findings of the Parliamentary Inquiry on Women and Sport, which contained a range of actionable recommendations pertaining to women and girls. Note that young women who have limited or no previous sporting experience are unlikely to visit traditional sport settings/venues, so providing activity in local non-traditional sports venues is likely to be more attractive to them. 	Thank you for your comment. Please see previous response.
parkrun UK	Factors which encourage or hinder physical activity		<ul style="list-style-type: none"> This section could include specific reference to cultural factors, cost and psychological barriers (lack of confidence and self-belief). Specific mention could be given to the use/importance of new technology and leveraging digital platforms to promote physical activity. E.g. games-consoles, fitness watches/tracking devices and mobile phone/computer applications. 	Thank you for your comment. Please see previous response.
Public Health Wales	General		Whilst we do acknowledge that there is no significant new evidence that would change the existing guidelines it is of concern that there is no formal acknowledgement of the role of Physical Education in the school curriculum.	Thank you for your comment. The physical education curriculum was excluded when

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			Whilst most European countries have a stipulated minimal requirement for PE no UK country presently has such a requirement. This guideline could potentially provide the necessary impetus to national policy makers to ensure a minimal requirement. The anecdotal evidence suggests that at a time of financial constraint and increasing demands on the curriculum PE is being squeezed out and the facilities to support an effective and comprehensive PE curriculum being continually eroded.	the original scope for this guideline was developed.
Public Health Wales	General		Although there are several references to 'fundamental movement skills' there is no overt reference to 'Physical Literacy', a concept that impacts on several of the recommendations and where there is a an emerging evidence base a a strong international body of expertise (http://www.physical-literacy.org.uk/). It seems to be conspicuous by its absence?	Thank you for your comment. A decision was made when writing the guideline not to use the term physical literacy.
Public Health Wales	Recommendation 2 Who should take action?		Should include Directors of Education	Thank you for your comment.
Royal College of Nursing	General		There are no additional comments to make on behalf of the RCN.	Thank you for your comment.
Royal College of Physicians & Surgeons of Glasgow	General		The opinion of RCPSG is that a full review of this guideline is not merited.	Thank you for your comment.
Royal College of Physicians & Surgeons of Glasgow	General		RCPSG agrees that a technical refresh to update policy context, and minor amends would be appropriate.	Thank you for your comment.
RSPB	General / recommendations 2, 4, 9,		This guidance / these recommendations, should be updated to reflect the findings (and research cited therein) of NICE 'Physical activity and the environment' Evidence Update 57 (April 2014). Specifically, the Key Point for	Thank you for your comment. NICE has decided that the guideline does not need

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	10 and 13 – ‘The planning and provision of spaces, facilities and opportunities’.		Schools that “Upgrading, renovating and maintaining school playgrounds appear to increase levels of physical activity. Providing equipment and playground markings may help to encourage physical activity, but on their own may not bring about long-term changes in children’s activity levels. A greater number and variety of play facilities (such as a mixture of play equipment, different play zones, and shaded areas) and environmental features (such as landscaping and vegetation) may further contribute to raising levels of playground use and physical activity.”	updating at this time. It will be reviewed again in 2 years. Meanwhile, the guideline will undergo a minor technical refresh to reflect current policy context and delivery structures.