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Research in Public Health

Learning from 10 Fuse PAWs – Implementation and Practical Implications

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#FusePAW

www.fuse.ac.uk

Outline

- New guidelines – opportunities and challenges
- Feedback from the 10th Fuse PAW focus group exercise
- Practical considerations to move us forward

Implementation

“A process of **interaction** between **setting goals** and **actions** geared to achieve them.”

~~“The holidays are coming...”~~



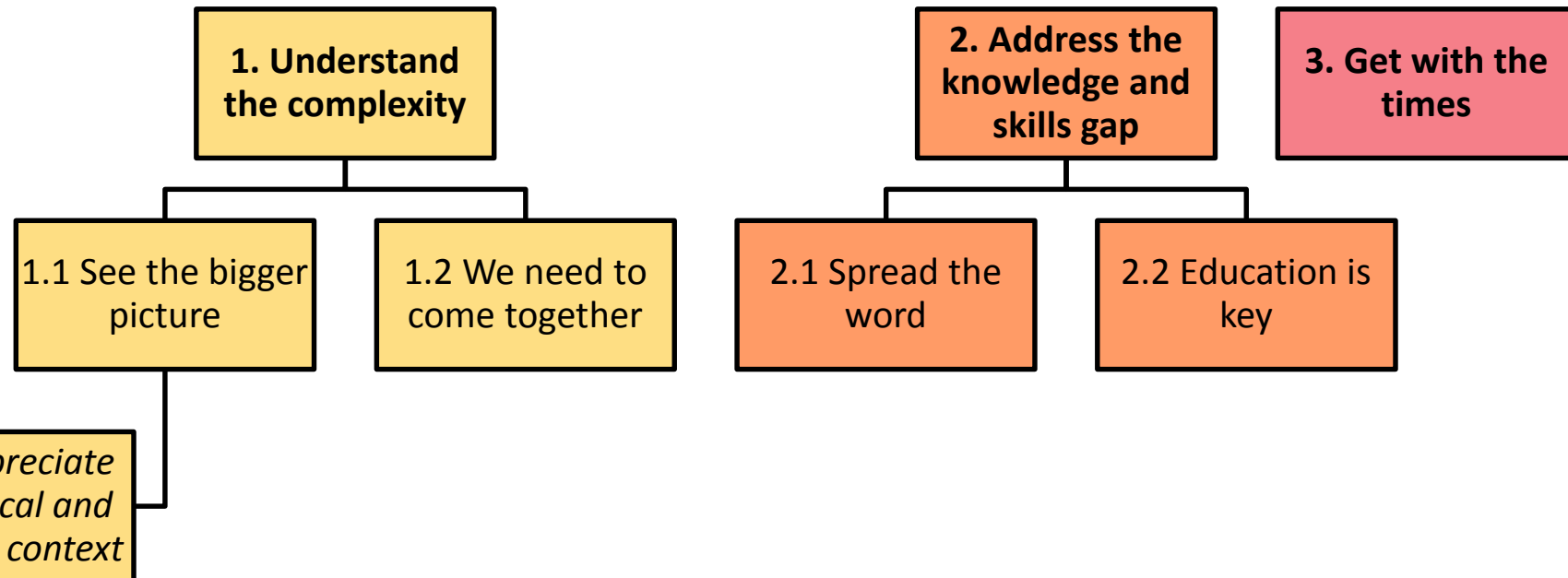
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An opportunity for the North East

- We will have robust evidence-informed guidelines
- *Another* chance to put physical activity higher on the public health agenda – but only if we plan **HOW** to do this
- It gives us an opportunity to be challenged
- It will provide the platform to bring people together in new ways and at unprecedented scale
- We can start preparing **today**

Challenges we face. Views from the 10th PAW.

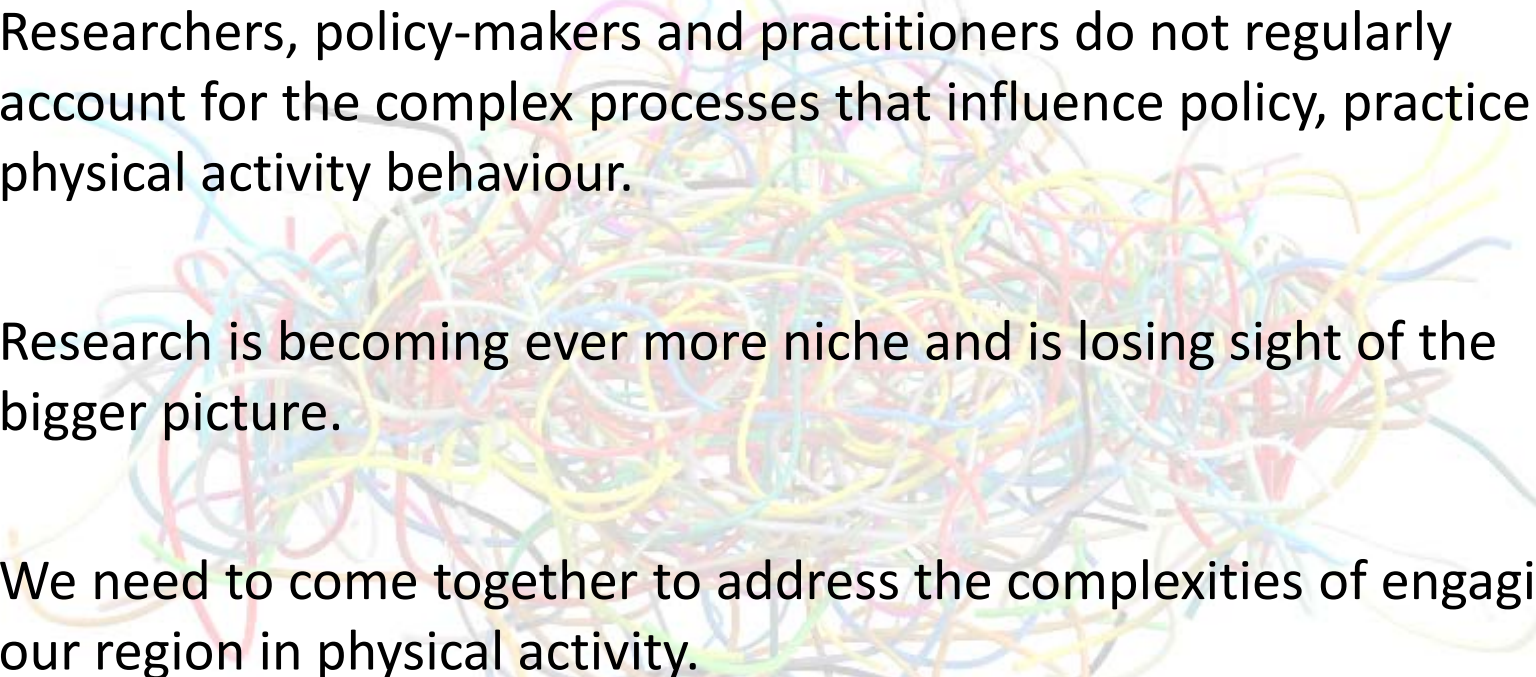


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1. We need to understand the complexity

“Evidence-based policy can be complex and messy (Brownson, 2009).”

- Researchers, policy-makers and practitioners do not regularly account for the complex processes that influence policy, practice or physical activity behaviour.
 - Research is becoming ever more niche and is losing sight of the bigger picture.
 - We need to come together to address the complexities of engaging our region in physical activity.
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2. We need to address the knowledge and skills gap

- Not merely a case of ‘gaps in the research’.
- The communication and translation of research, best practice and the benefits of physical activity were deemed largely substandard.
 - Spread the word in a simple and appealing manner
- Education is a key part of achieving our endeavours



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3. We need to get with the times

“Mismatched time horizons are a barrier to implementing effective public health policy (Brownson, 2009).”

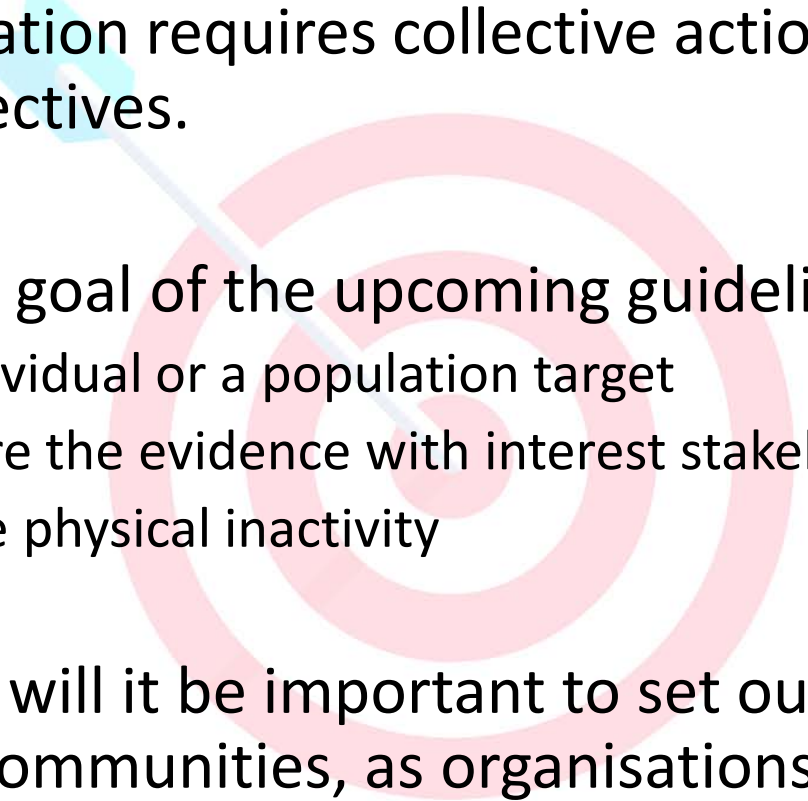
- Partners constructed a relatively negative view of traditional attempts to address physical inactivity.
- They shared their frustrations on several levels.
- The world was perceived as fast-paced, technology driven and austere.
- We need a culture shift.



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What are we trying to achieve?

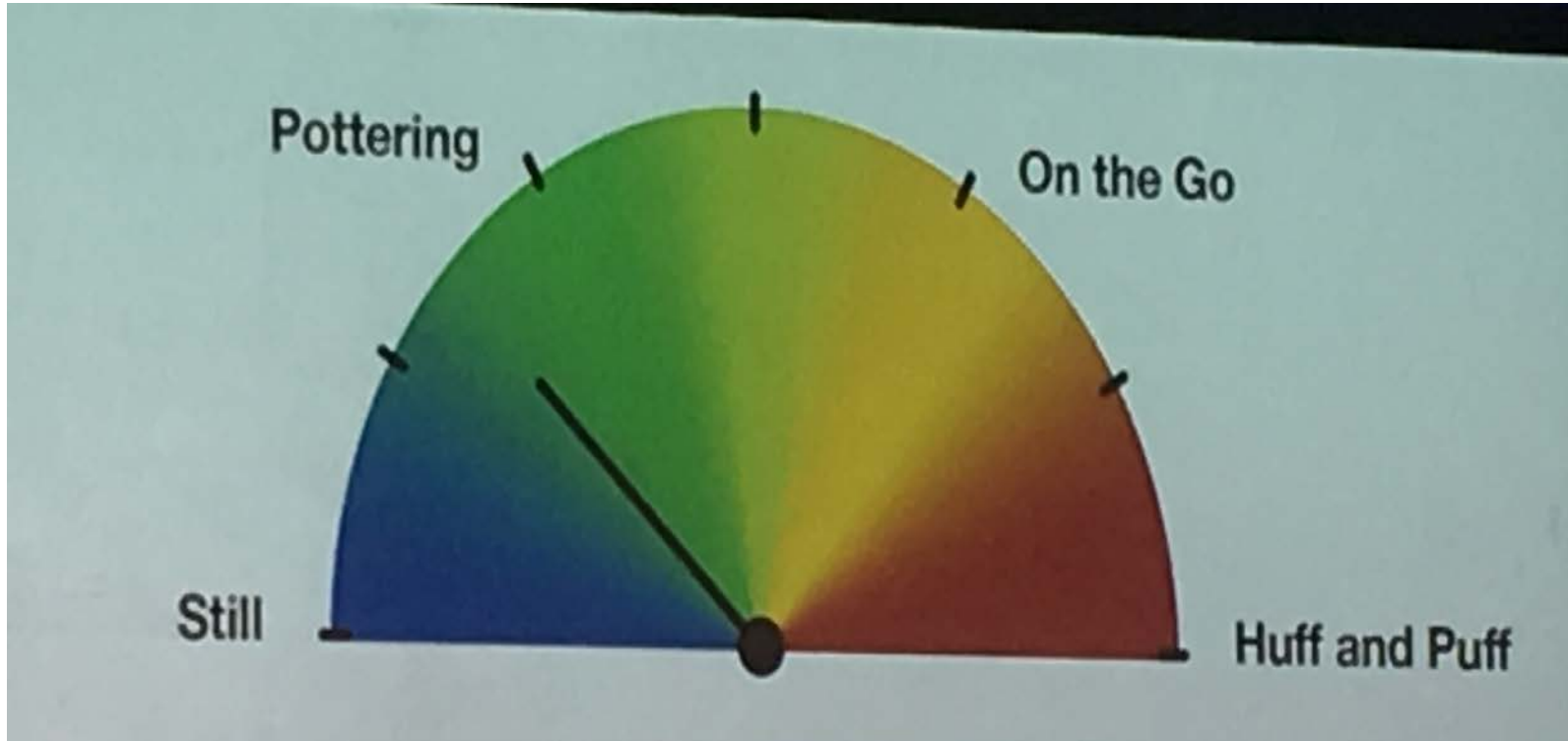
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- Implementation requires collective action toward agreed objectives.
 - What is the goal of the upcoming guidelines?
 - An individual or a population target
 - To share the evidence with interest stakeholders
 - Reduce physical inactivity
 - What goals will it be important to set ourselves as a region, as communities, as organisations and as individuals?



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Communicating the guidelines



Think differently



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Making space to work together – Own it

Something has to change... and it's us!

21st September 2018 at Redcar & Cleveland College Conference Centre

Our role in 'whole system' change to create a great place to live and be active.



Come and join us at our inaugural conference with national and local speakers, table discussions, showcase opportunities and networking.

WHY?

Physical inactivity is responsible for one in six UK deaths (equal to smoking). 39% (almost two million people) do not achieve the level of physical activity recommended by the Chief Medical Officer and inactivity is estimated to cost the UK £7.4 billion annually.

In contrast, being physically active plays a key part in helping us live longer, healthier and happier lives and it provides significant health and well-being benefits. It can help to prevent and manage over 20 chronic conditions, including some cancers, type 2 diabetes heart, and respiratory diseases.

Supporting people to become more active is a top priority in building a great place to live.

To achieve a significant level of change requires a 'whole system' approach to tackling physical inactivity.

However, systems are often complex and the impact of interactions within them unclear. To change the system requires strong relationships, an agreed vision and shared values and the drive from people within the system – people like YOU.

We are at the very start of our journey. Please join us at the conference to make your contribution on how we can change the local 'system' to create a great place to live and be active!

Please email malcolmfitzgerald@everyoneactive.com to book your place at the conference (two places per organisation).

Making space to work together



Say yes to the mess...



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Acknowledgements



Thank you to all Fuse partners who took part in the focus group exercise, and those who led the discussions.

Please raise questions for the feedback panel.



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