

Agenda Item	9.
Report No	CPPB/11/24



Highland
Community
Planning
Partnership

Com-pàirteachas
Dealbhadh
Coimhearsnachd
na Gàidhealtachd

Highland Community Planning Partnership Board – 5 June 2024

Active Highland Strategy and Action Plan

Report by: Cathy Steer, Head of Health Improvement, NHS Highland

Summary:

The Active Highland Strategy group has taken a systems-based approach to development of a refreshed Active Highland Strategy. Work to engage a range of stakeholders has been undertaken and a review of data and evidence has been completed. A refreshed set of Outcomes has emerged from this work and a more detailed action plan is being developed.

The CPP Board is asked to:

- Note the progress to develop a refreshed Active Highland Strategy and action plan.
- Endorse the proposed outcomes for the refreshed Active Highland Strategy.

1. Introduction

Physical activity has multiple health, social and economic benefits and physical inactivity is one of the leading causes of premature death in Scotland. Evidence shows that even small increases in activity can help to prevent and treat chronic diseases and improve quality of life.

Changing culture and improving health and well-being at the individual and societal level can be achieved by:

- ensuring people have informed choices about their activity levels
- raising awareness of the benefits of physical activity
- encouraging people to be active across the course of their life.

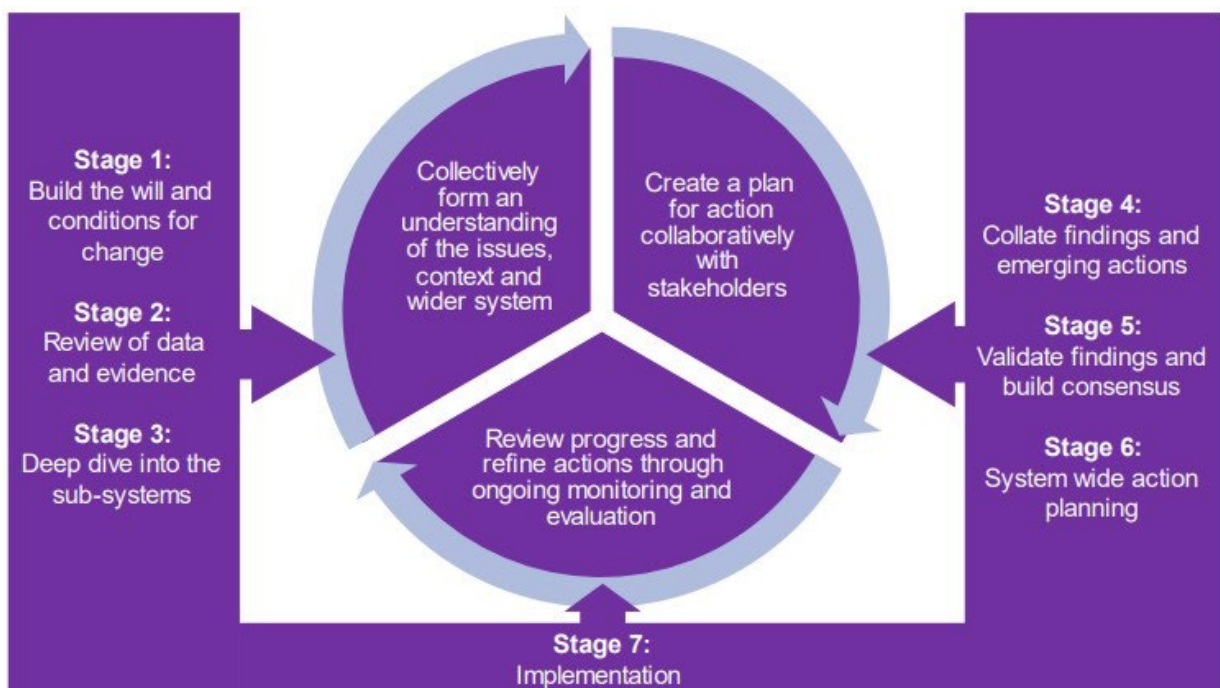
Providing opportunities to participate in physical activity can build confidence and ability. This can enable people to be active throughout their lives and achieve health, social and economic benefits.

2. Background

The current Active Highland Strategy was developed and officially launched by the Highland Community Planning Partnership in February 2018. The strategy aims to promote physical activity and sport in Highland and its launch signalled a commitment by the Community Planning Partnership to support a programme of work to increase participation in a wide range of activities from gentle movement to more advanced sport and exercise. The strategy's core aim is to reduce inequalities and encourage and enable people to stay active throughout life.

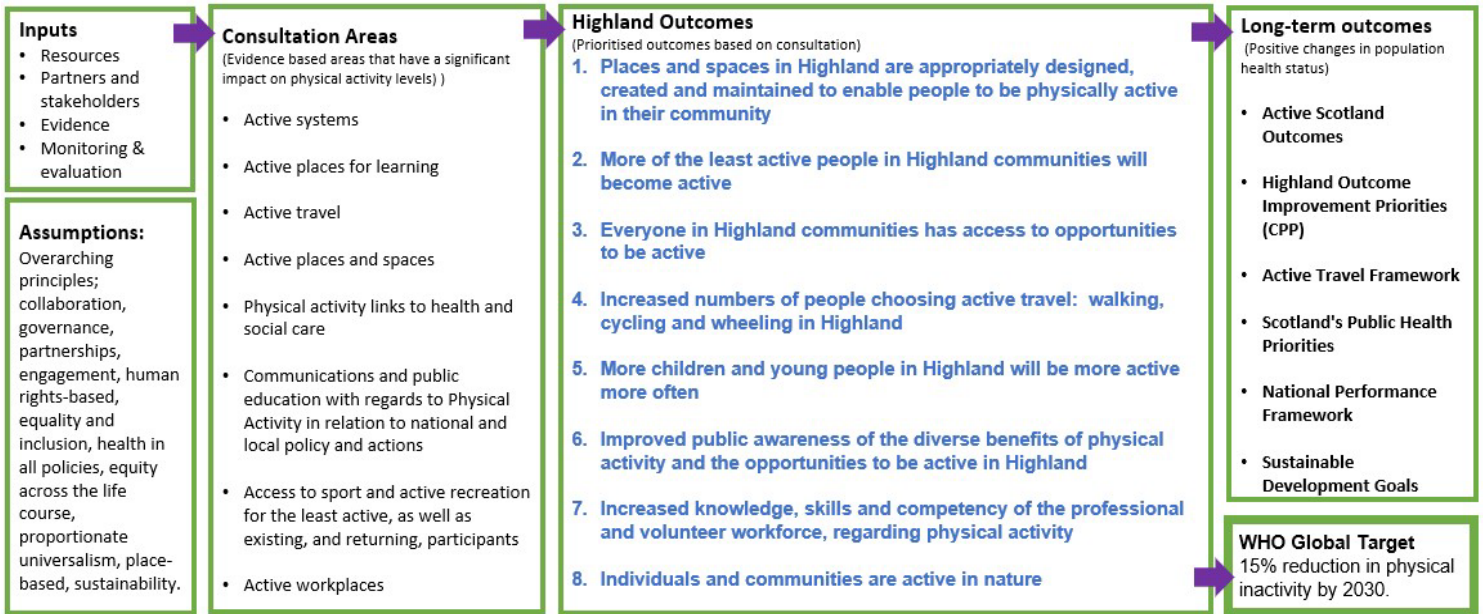
Late in 2022, the Highland CPP Board agreed to commit partnership resource to develop a refreshed Active Highland Strategy. The Active Highland Partnership group has met regularly over the past 18 months to review and refresh the Active Highland strategy. The strategy group includes representatives from Highland Council, NHS Highland, Sport Scotland, Highlife Highland, and Third Sector organisations. The group has been working with Public Health Scotland to develop a systems-based approach to development of a refreshed Active Highland Strategy. The approach draws on existing evidence and learning to translate the evidence of what works to increase population levels of physical activity into a Highland context. This has informed the development of eight strategic delivery outcomes that can be used to form the basis of local collaborative actions.

The seven-step approach is taken from Public Health Scotland's systems-based approach to physical activity in Scotland and is outlined below:



Public Health Scotland 2022

Stages 1 to 4 have been completed for the refreshed Active Highland Strategy and the group is in the process of creating an action plan based on the review of data and evidence and feedback from a range of stakeholders.



Our strategy will be underpinned by the recognition that across our priorities, that we all have a responsibility to make a difference by using the enormous power and reach of physical activity, sport and recreation to encourage everyone to take positive environmental and climate action.

3. Proposed Outcomes for the Active Highland Strategy

The following eight proposed outcomes have emerged from the work of the strategy group.

4. Next steps

The Active Highland Strategy Group will develop an action plan that will detail how the agreed outcomes will be achieved, drawing on information from stakeholders, data and evidence. A consultation exercise will be undertaken and a final draft of the refreshed strategy and action plan will be presented to a future meeting of the CPP Board for discussion and sign off.

5. Recommendations

It is recommended that the CPP Board endorse the proposed outcomes for the refreshed Active Highland Strategy.

The CPP Board are asked to:

- Note the progress to develop a refreshed Active Highland Strategy and action plan.
- Endorse the proposed outcomes for the refreshed Active Highland Strategy.

Author: Cathy Steer, Head of Health Improvement, NHS Highland

Date: 28th May 2024