Being Well in the Wild

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Todays Presentation

* Background
* Being Well in the Wild
* Being Well in The Brecks
* The Story So Far
* Lessons Learnt
* Next Steps
The health burden of inactivity costs Suffolk £14,046,686 per year.

6,189 people in Suffolk have a mental health issue that their GP is aware of.

Over 50% of adults in Suffolk do no active recreation.

Those who live within 500m of accessible green space are 24% more likely to meet CMO guidelines for physical activity.

There is significantly less health inequality between affluent and deprived groups in areas with higher levels of green space than in areas with less green space.

64% of respondees to a 2015 Suffolk-wide poll said that the best thing about living in Suffolk is its countryside.
In 2014 Suffolk County Council ran a cross-sectoral workshop with over 30 organisations from all sectors. All working together to influence decision makers on the links between access to nature and health. BWB is now working on implementing a series of community level projects that will improve physical and mental health through increased interaction with the natural environment. As part of this innovative approach a project in West Suffolk, Being Well in the Brecks, is focusing on reducing health inequalities through outdoor activities.
Being Well in the Brecks

Causes of deaths - all ages, SMRs, 2008-2012, Selection (comparing to England average)

- Green: Significantly better than England
- Yellow: Not significantly different
- Red: Significantly worse than England

Source: Public Health England, produced from ONS data Copyright © 2014

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Project Aims

- To help make Brandon Country Park an exemplar Healthy Park through improvements to infrastructure and initiative's
- To work with 6 parishes in The Brecks to develop a network of 1 mile circular walks
Lot of networking!

Looking in depth at health statistics

Narrowing down target audience: families with children under 10, and adults aged 55-64 years

Over 300 questionnaire given out in Brandon

Setting up focus groups

Getting other existing groups & organisations to help
Rights of Way, 3 Months Later...

* Looking in depth at existing rights of way and health issues across parishes
* Identified 6 groupings, cover 10 parishes of potential areas
* Opened dialogue with parish clerks
* Rights of Way Officer looking at potential walks
What Have We Learnt So Far?

- Networking & information gathering is key
- There are lots of people out there doing things already
- Things take time
- Need to really think about target groups. Can only achieve so much
- Getting information from the public is hard!
- Parish Clerks work at their own speed and they all differ
- Always remember that it's bottom up, not top down
- Record what works, and what doesn’t, along the way
Next Steps

- Review questionnaire results & run focus groups
- Identify potential projects
- Approach Health Sector
- Look at who has capacity to deliver
- Source funding
- Ensure move forward on sustainable projects which are led from the ground upwards
Any Questions?

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