

Being Well in the Wild



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Today's Presentation

- * Background
- * Being Well in the Wild
- * Being Well in The Brecks
- * The Story So Far
- * Lessons Learnt
- * Next Steps

Background

- * 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

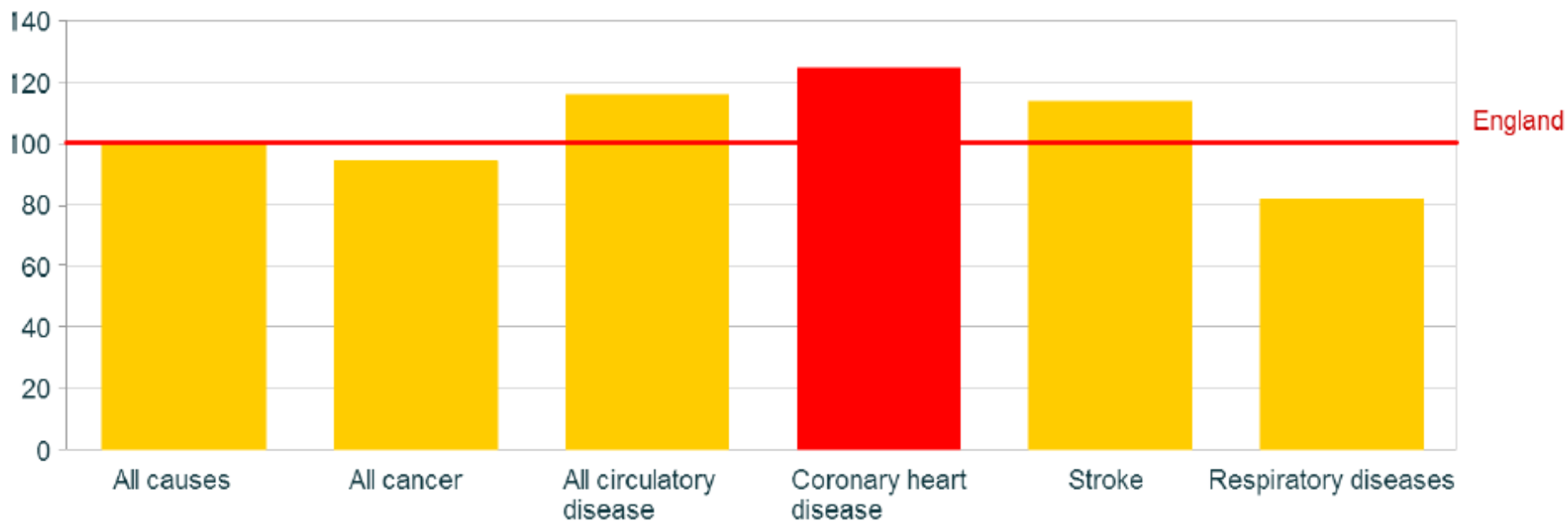
Being Well in the Wild

- * 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 focussing 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)

Significantly better than England Not significantly different Significantly worse than England



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

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

Brandon CP, 3 Months Later...

- * 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 its 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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