



## CHALLENGE NEWSLETTER – Spring 2013

### Welcome to the Spring edition of the NHS Sport & Physical Activity Challenge Newsletter



Since last September the NHS Confederation has taken over responsibility for the Sport & Physical Activity Challenge. We are really pleased to have this new responsibility as we believe that it is an important

initiative for all our NHS members.

Everyone was inspired by the London 2012 Games and we are keen to ensure that we convert this to participation in our Challenge.

The Challenge has already made a huge impact on the NHS. Over 200 NHS organisations have taken part and about 17% of all NHS Staff have actively participated in activities. Many of the participating organisations have demonstrated real savings; reduction in sickness absence and increased staff morale.

I am pleased to announce that the Department of Health has extended funding for the Challenge through until 2014. The Challenge links into many other policy and initiative areas such as Making Every Contact Count and the DH 5 High Impact changes.

Health and Wellbeing.

We have exciting plans for this year including more Fun Triathlons and National Challenge Championships, but the most important part of the Challenge are the activities that you create yourselves. It's great to see such a wide range of activities and ways of making physical activity fun.

We will be spreading the word amongst our members and hope to get many more people involved in 2013.

Please let us know what you are doing and send information to the website so we can share them with everybody and inspire more people to get involved.

**If your organisation hasn't yet joined the NHS Challenge it is easy to register at [www.sportandphysicalactivity.nhs.uk](http://www.sportandphysicalactivity.nhs.uk) and get ideas to create your own programme with the help of our partners. We are looking for newly established CCGs and HWBBs to sign up and help their staff get active to improve their health, wellbeing and performance.**

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## STOP PRESS..... STOP PRESS..... STOP PRESS..... STOP PRESS.....

Throughout 2011/12 many NHS organisations were acknowledged for the contribution they'd made to delivering the NHS Sport and Physical activity challenge and received an accreditation certificate from Sir David Nicholson and Jonathan Edwards.

It's not too late.....you can still apply throughout 2013/14. The closing date for the next round of applications is **31st MAY**.

If you want to apply for a bronze, silver or gold accreditation certificate please send your applications to Sue Henry at [nhssportandhealth@hotmail.co.uk](mailto:nhssportandhealth@hotmail.co.uk)

You can find the applications on the website include link to website Remember that if you currently have a bronze or silver certificate you can re-apply for a Gold one.

We hope to be joined by Jonathan Edwards at the next round of presentations

We've had our first accreditation application from a Local Authority – we'd love to have more!!

## *What to look out for in 2013/14....*

### *A new training programme of seminars and workshops*

These have been specially designed to support you to deliver improved health, wellbeing and performance including:

- It's up to me: Maximising Performance-it starts with you
- Executive resilience programme
- Telephonic health coaching-delivering results, changing behaviour
- Social marketing -delivering your sport and physical activity programme
- Large Scale Change-using LSC to deliver sustainable change for staff HWB
- Using 5 Ways to Wellbeing as part of your workplace wellbeing programme

We can provide the above workshops/seminars in house if you prefer-please contact Sue at [NHSSportandhealth@hotmail.co.uk](mailto:NHSSportandhealth@hotmail.co.uk)

Also we can develop a workplace wellbeing programme tailored to your organisation's specific needs. All of the workshops/courses we provide will have already been delivered in NHS organisations. To give you confidence to book any of these courses or seminars we can:

- Evidence their impact and improvement
- Provide supporting statements from NHS organisations
- Support you

All of the people we use to deliver the programme will have worked with or for the NHS and been supporters of the NHS Sport and Health programme. Profits raised from the training programme will be reinvested in the NHS Sport and Health programme

To register an interest in receiving more information about the above programme please email Sue: [NHSSportandhealth@hotmail.co.uk](mailto:NHSSportandhealth@hotmail.co.uk). Please mark your subject title **TRAINING PROGRAMME**.



## First ever NHS Fun Triathlon, 15th July 2012

This was a great day out with 450 intrepid NHS staff competing over a 400m swim, 21km bike and 5km run, involving an ascent of nearly 1000ft.

Feedback from our those taking part:

**76%**

said this was their **first** Triathlon

**72%**

did **more exercise** than usual preparing for the event

**95%**

said they might take part **again** next year

**98%**

said they'd **recommend** it to others

**74%**

want to **continue** exercising more since participating

**97%**

felt a sense of **achievement** in completing the triathlon

A DVD of this event can be found on the website at [www.sportandphysicalactivity.nhs.uk](http://www.sportandphysicalactivity.nhs.uk)

## More Fun Triathlons are Planned for this year and next:

The next NHS Fun Triathlon will be in Bolton on the SUNDAY 14TH JULY 2013. This event is already full, but watch out for the next one.

In 2014 we're planning to run it in another **4 regions** across England.

If you want to find out more please register your interest by following the link below:

[www.sportandphysicalactivity.nhs.uk](http://www.sportandphysicalactivity.nhs.uk)

## New Partnerships for 2013/14

We are really pleased to announce a range of new partners for the next year who will enable the challenge to grow into many new areas.

Shortly, we will be announcing even more.

### MiPins



MiPins is a web based tool that enables staff looking for an activity to search for a session, find it, book it, pay for it and attend – in real time and from wherever they are. It will also provide a mechanism for NHS organisations to gather data to demonstrate a return on their investment, target specific groups of staff as well as demonstrating an improvement in staff health and wellbeing.

As a starting point, MiPins will be trialed with Barts Health, and The Walton Centre and provided that these are a success we could see the platform rolled out across the NHS.

*"Previously, we've had to rely on notice boards, word of mouth or emails – all of which run the risk of not getting through to people. I'm confident that by putting all our activities in one simple to use place and giving people the choice to book the sessions they want, when they want to do them, we'll see more staff get active, helping them to improve their work and home lives."*

Charmaine Yankey, HWB lead at Barts Health

For more information about MiPins, call Dave 0207 043 0043 or email [info@mipins.com](mailto:info@mipins.com) you can also register here: [www.mipins.com](http://www.mipins.com)



## ***The NHS Sport and Physical activity challenge is working with The National Trust The National Trust have recently announced an exciting new partnership with Sport England***



Mountain-biking at Black Down, West Sussex / NTPL: John Millar

**“We want to help everyone make the most of our incredible open-air spaces, and one of the best ways to enjoy the great outdoors is through sport. Whether its running, cycling, canoeing, table tennis, volleyball, fishing or one of the many others not mentioned, the opportunities are huge”**

Says Rob Joules, Sports Partnership Manager.

You're never more than 40 minutes away from a National Trust location and with walking, cycling, running, orienteering, and other sports on offer in beautiful surroundings there has never been a better time to get healthy. Why not join one of our organised groups (eg. beginner running groups, guided bike rides) or pick up a leaflet and get exploring (eg. orienteering, cycling, running, canoeing).

To find sporting events to compete in checkout our new National Trust events search engine - [www.nationaltrust.org.uk/visit/whats-on/find-an-event/?Theme=sport](http://www.nationaltrust.org.uk/visit/whats-on/find-an-event/?Theme=sport)

To find out more or about possible partnership working contact [rob.joules@nationaltrust.org.uk](mailto:rob.joules@nationaltrust.org.uk)



## ***Join the “Get Into Golf Campaign”***



The national Get into Golf campaign, run by the England Golf Partnership, inspires adults to take up the sport and offers a range of low cost and free golf taster sessions and beginner courses.

Get your Trust involved by offering your staff a **FREE** bespoke taster event at a golf club near you. Events are fun, sociable and held in a relaxed atmosphere and you'll learn the basics of the game from a PGA professional.

Or, your staff can sign-up for one of the many courses available on [getintogolf.org](http://getintogolf.org)

It promises to be a great experience - just ask Nicky Greenacre. When her husband began to play golf seriously she decided to take up the game and started at women-only coaching sessions. “The course was just brilliant,” said the 48-year-old. “We were nine women, all different ages and we all got on and had such a laugh. We just had the best time.”

Research shows that this increasingly popular sport is actually a powerhouse of all the core ingredients that doctors recommend for optimum physical and mental health and wellbeing.



All you need to do is book and turn up on the day in comfortable clothing, equipment is provided

To find your nearest centre visit [www.getintogolf.org](http://www.getintogolf.org) and take a look at the activity map or call **0800 118 2766**.

Contact [info@getintogolf.org](mailto:info@getintogolf.org) if you would like a bespoke taster event for your Trust

Please use this link [www.bit.ly/U9LyVQ](http://www.bit.ly/U9LyVQ) to get into golf.



## **NHS Challenge Programmes in London**

The run-up to the 2012 Games was an intensely busy time for NHS organisations in London. On a day-to-day level everyone was working hard to ensure the health system in London was ready to maintain business-as-usual performance levels with the influx of athletes and spectators to the capital. They were also meeting the commitments made by the government to the IOC when it pitched to host the Games.

On top of all this, NHS organisations in the capital were admirably proactive in using the Games as a springboard to promote the health of Londoners.

For many trusts this included a big push to promote their NHS Challenge programme, motivating thousands of NHS employees in London to get involved in sport and physical activity.

**74%** of organisations in London have currently accepted the Challenge and have run successful programmes of free, low sport or physical activity.

**14** organisations have so far received accreditation, including **six gold certificates**.

### **Winning result:**

NHS Challenge supporters report improvements in staff morale, better working relations and reduced sickness absence.

***Below and on the following pages are some examples of what the London, North West and North East areas have been doing***

## **Great Ormond Street Hospital**

From Summer 2010, when David Nicholson's campaign was first launched, Great Ormond Street Hospital (GOSH) grasped the NHS Challenge and has regularly engaged 15-20% staff in its "Health 4 Life" campaign. This fosters a holistic, wide-ranging approach to health and wellbeing, including a "Health 4 Life" newsletter to champion staff health and sporting achievement.

As part of its campaign, GOSH offers staff numerous NHS Sport and Physical Activity Challenge-promoted activities, sporting groups and exercise classes, and has held regular health event "road shows" inviting local sport and health businesses to talk to staff about their health. They have also involved their own Catering, Dietician, Occupational Health, and Physiotherapy colleagues in the campaign. They are part of the group at GOSH creating Trust Health and

Wellbeing Policy.

The campaign has so far been highly successful in involving staff, who say they enjoy the events, feel a health benefit, and are going to make exercise a regular part of their lifestyle.

GOSH was awarded Silver and then Gold NHS Accreditation Awards, and an Inspire Mark from London 2012.



## Guys and St Thomas'

Over the Olympic and Paralympic period, GSTT staff collectively took part in more than 20 different types of sport – from boxing to swimming, cycling to running, dodgeball to basketball, there was plenty of opportunity for people to try something new – including a Trust **Zumbathon**.

1008 staff registered to take part in the Global Corporate Challenge and walked over **1 billion steps** between them –the equivalent of walking around the world 21 times! The GSTT Imaging and Medical Physics team held a staff sports day – after a gruelling exercise challenge where the teams tried to burn off as many calories as possible through using running and rowing machines etc, one of the medical physicists converted calories into power to highlight **how much power it takes to use an xray...**

Other initiatives and achievements by GSTT include a range of sponsored events targeted at improving morale and wellbeing, including sponsored walks, runs, marathons, abseils and Olympic celebration events through which we raised £65,000 for charities supported by our staff. Events included:

- David Dean, one of our Non-Executive Directors, ran an impressive 61 miles in one day to raise money for Evelina Children's Hospital. His route involved running around 19 central London hospital sites. Trust Hospitality Manager Gavin Tiffin kept him company for 37 miles.
- The Theatres and Critical Care Team challenged other directorates to compete in an inter-directorate rounder's tournament and football play-off. The success of the event was huge and consequently the clinical team have purchased a large silver trophy and challenged their colleagues to an annual sports event.
- The finance teams co-ordinated a range of sports events including a zumbathon, abseiling and volley ball. Finance Director Martin Shaw said: 'In finance we often have to focus on challenging issues but if the fun we had through our team helps create a positive outlook it will change the way we work, for the better.'

### What people who took part said

"I keep walking instead of waiting for the bus now – the bus stops seem to have disappeared!"

"It's really nice to feel valued and to have something for us"

"It's got everyone buzzing and motivated"

"It was inspirational working alongside such a diverse group of strangers, many of whom became friends. It was challenging, because of the physical aspect to it and because of having to be synchronised and co-ordinated with so many, but rewarding in the end. Through getting to know the others and working together it was easily achievable and enjoyable."



## NHS North West Games

The NHS North West Games is an annual sports event inspired by the NHS Challenge, for NHS staff from across the North West. Over 1,000 NHS staff from 24 trusts in the North West took part in the second annual event was held at Kirkby Sports College in Liverpool, on Sunday 30 September 2012.

The second NHS North West Games was attended by Andy Worthington, Chair of the London Organising Committee for the Olympic and Paralympic Games (LOCOG) for the North West; and the Mayor of Knowsley, Cllr Norman Hogg. Olympic athletes Beth Tweddle and David Price also attended; and both gave an inspirational speech about achieving your goals. Beth and David presented awards to the winning teams.



The NHS North West Games was led by The Walton Centre's HR Director Amanda Oates. All 24 NHS trusts that took participated in the NHS North West Games were involved in organising the event. Each trust was represented by a lead at the steering group meeting. The trust leads

were responsible for promoting the NHS North West Games and recruiting participants within their respective trusts.

At The Walton Centre the games led to real changes in physical activity:

- A nurse and an administration officer who were already keen netball players, were encouraged after the NHS North West Games to start a Trust netball club. Colleagues who had not played netball for many years are playing again, on a weekly basis.
- The running club was started by a keen runner who was a trained sports leader in an external running club. She has prompted colleagues to join

her in an informal after-work run once a week at no cost, named the Walton Wanderers. Several of the runners are women who have either not run before or who were running infrequently as they did not like running alone.



- The weekly Zumba, Pilates, and circuit training classes are extremely popular and the costs are kept low by using the hospital's pain management gym. The cost of hiring an instructor is easily covered by a small fee of £3 paid by each participant.

The NHS North West Games has been awarded Silver Awards from the NHS Sport Challenge Campaign.

This year's NHS North West Games aims to be even better, attract even more NHS staff and incorporate activities, such as golf and regional 5km runs.

### Contact details at trust

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 Liverpool  
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## The Workforce Workfit (WFWF) in The North East

The Workforce Workfit (WFWF) programme at the SHA was developed using social marketing principles to ensure maximum engagement for staff. From the outset all staff were involved in voting on activities they would like to try and barriers to participating in exercise were addressed from the beginning.

For example lunchtimes were not popular because people worked on differing contracts and did not want to have to get changed and 'all sweaty' and then have to go back to work. A big barrier was time, having to go home and then back out again was seen as too much bother. All classes were therefore at 5pm and either on or around the premises. Senior managers backed the scheme by allowing staff to leave their desk ten minutes early to get ready.

Using this method, from a standing start more than 60% of staff were engaged in one or more activities within six months. These included: Boot camp, Zumba, Ju Jitsu and Pilates and the Pedometer Challenge.

The walking challenge was the most popular activity with staff competing in teams of six walking 'virtual' routes – initially from Land's End to John O'Groats and later, more exotically, from Paris to Istanbul, following the route of the Orient Express. The canteen staff (who were in their own team 'Carry on Catering') put on themed meals as the walkers pass through each virtual country and individual mileage leaders and team leaders had flags around their work stations indicated the front runners.



Reports and comparison charts were issued weekly through the weekly internal e bulletin and external communications bulletin. The main incentive was that these were free activities. Other Incentives were not used (apart from getting a free pedometer which they were supposed to return afterwards!)

In 2012 the programme developed to include Bollywood dancing, fencing, rowing and horse riding and new partnerships have been forged with other organisations including community services and NEAS, a personal training company Alchemist Fitness and Storck, a performance bike company.

A Workforce Workfit TV advert was made using real staff who were involved in the programme and was shown at the Live Sites in the North East during the Olympic and Paralympic games.

<http://vimeo.com/47084131>

A website - [workforceworkfit.com](http://workforceworkfit.com) - was created to show case studies and promote the activities.

The Workforce Workfit programme has resulted in almost 10,000 employees across the North East becoming more involved in physical activity of some sort.

- This project achieved the coveted Olympic Inspire Mark and is commemorated by a plaque at the Olympic Park.
- WFWF also achieved a national Gold Award from Olympic Gold medallist Jonathan Edwards and Sir David Nicholson in recognition of its contribution to the national NHS 2012 Challenge.
- The PR which the programme attracted was considerable and the programme won a CIPR award for best Sporting Campaign in November 2012.



- Workforce Workfit was also featured as a flagship staff fitness project in the HSJ in October 2012

<http://www.hsj.co.uk/resource-centre/best-practice/public-health-resources/the-art-of-getting-nhs-staff-physical/5050285.article?blocktitle=Resource-Centre&contentID=8630>

The Workforce Workfit programme has been a partnership from the start. The main partner in the first phase was the Journal newspaper (part of the Trinity Mirror group) who included coverage of the Workforce Workfit programme in all their Olympic coverage as part of their own Fit Factor campaign.

The businesses which received funding were partners in that they provided feedback and evaluation on how their programmes went and were included in all the PR coverage. The final event the Workforce Workfit Cycling Challenge involved over forty businesses alongside NHS organisations.

Our lead partners were Storck Cycles who provided the static bike time trial challenge and ran the event on the weekend and Alchemist Fitness a personal training company who ran bespoke fitness programmes for NHS staff FOC and supported the event.



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## Workplaces urged to sign up to fitness

**FUN FITNESS** Zumba classes at the North East Strategic Health Authority, part of the Workforce Workfit Challenge

**T**HE London 2012 Olympic Games are motivating workers across the region on a journey to fitness. The North East Strategic Health Authority's Workforce Workfit Challenge was launched last year to help businesses create opportunities for staff to engage in physical activity through work.

The programme was devised to create a lasting legacy leading up to and beyond London 2012. More than 40 businesses applied for a share of £10,000 from the Workforce Workfit fund, which was launched in partnership with The Journal's Great North Fitness Revolution to help Olympic-inspired activities get started.

A total of eight North East businesses won grants of between £500 and £5,000 and workers are already reaping the benefits.

The Workforce Workfit scheme recently won approval from NHS Health when the North East Strategic Health Authority team picked up a top award from Olympic gold medalist Jonathan Edwards.

Now even more local workplaces are invited to join in the fun. Elaine Wilson, the NHS North East Olympic ambassador who devised the programme is today offering tips to those who want to set up their own Workforce Workfit challenge.

Elaine, who encouraged an impressive 60% of North East Strategic Health Authority staff to take part in regular fitness activities, said: "The Olympics are a great catalyst to get people in your organisation involved in more physical activity."

"Sometimes it's hard to drum up enthusiasm in the ranks but the chances of doing this successfully can be greatly increased by following a few rules which encourage positive behaviour change."

"Involve your staff in designing the programme from the beginning to create a buzz about the new activities - give people a choice of classes, teams or fitness sessions from the outset and let them to vote on their favourite options."

"Look for staff with fitness expertise within the organisation to champion or deliver activities and always ask staff what the best time to do activities is for them."

"Use workplace premises whenever possible to save on costs and travel and find out if there is a budget to subsidise activities to start with or whether staff would be prepared to contribute themselves."

"Make sure you say out the activities yourself first so you are speaking from experience and check that instructors have the right kind of personality to encourage people with different levels of fitness."

"Give staff regular updates about how things are going and make sure some of the activities is competitive."

"Finally, ask for regular feedback from staff taking part - and make sure you listen to it."

For more information on creating a Workforce Workfit programme, email Elaine Wilson at elaine.wilson@nheast.nhs.uk

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## Health checks keep staff on their toes

**DIAPHRAGM** Alex Berwick's heartbeat was monitored as he worked

**Ker Carnichael** [ker.carnichael@nheast.nhs.uk](mailto:ker.carnichael@nheast.nhs.uk)

**B**ORNI staff used to help check athletes' reach the 100m mark have been monitoring office workers to learn more about their fitness.

The North East Strategic Health Authority has had the chance to see how our own staff's heart rates monitor.

The Sports Life Fitness Background research, which is light weight and can be worn under clothes over an extended period of time, observe the heart's reaction to the impact of work. It's not just the speed of the heart but the depth of the breath that's monitored.

A 40-year-old, 23-year-old workbook communications leader, from North East, said: "The monitor was easy to wear and the insight open and discussion made me really think about my health and fitness."

For me, the most important thing was that the whole experience was very non-invasive and made me want to improve."

Collage Ed Young, a 56-year-old workbook communications manager from Clitheroe, North Yorkshire, said: "I get feedback that I was overeating and I wasn't exercising too late at night which was affecting my

performance. I think it would be great to have some of our staff who are taking part in the Workforce Workfit challenge to test it out on different people but I think the detailed data you get from the Optima Fitness and it's very effective because..."

"The system works by using two sensors attached to the chest to measure the heart rate and a belt around the body that takes high quality recordings through a sensor which can record up to five days continuous heartbeat data."

After wearing the monitor for three days and filling in an online diary recording periods of exercise, stress, sleep and other activities, the data is downloaded.

A report then gives feedback on how the user varies in stress levels from physical activity and how well they are sleeping.

Simon Sheppard, from Optima Fit, said: "We have supported the NHS 2012 Challenge from day one."

"Our main objective is to create a connection between sport, health and work."

"To help individuals and organisations understand how the principles use in their own performance can be used as effective in delivering a workforce that aims for high-level productivity and performance."

**RECREATED** Alex was impressed by the performance of the monitor