

**THEME:**
Health**TITLE OF LEARNING:**
Awareness of CMO Activity Recommendations**KEY RESEARCH QUESTIONS**

How can we support our partners to tackle inactivity?
How do we develop opportunities to be active in the community?

AN EXAMPLE OF BEST PRACTICE:

The role of the Health Coach is potentially crucial in relation to tackling inactivity. The amount of time GPs have with patients is limited, however more are now making referrals to health coaches, healthcare professionals who have time to better understand a patient's more holistic lifestyle needs and are in a position to cascade important advice regarding activity.

Since late 2019, the ABC Head of Insight has been invited by the Black Country and West Birmingham STP to be a regular presenter at a series of Health Coaching training sessions across the Black Country as the STP look to increase capacity of this important role.

ABC's role is to make the case for physical activity and ensure it's on the radar of aspiring health coaches as an option for both prevention and treatment of certain conditions.


Dudley
Clinical Commissioning Group
Sandwell and West Birmingham
Clinical Commissioning Group
Walsall
Clinical Commissioning Group
Wolverhampton
Clinical Commissioning Group**WHAT WERE THE LESSONS THAT WERE LEARNT AND HOW ARE THEY BEING APPLIED IN THE FUTURE?**

Thus far, across 4 sessions ABC have engaged with 40 people and two common themes are emerging;

- An acute lack of knowledge amongst frontline health professionals around the CMO recommendations for physical activity. There is scope for a wide-reaching campaign around how active people should be at different points in the life course to increase awareness of '150 minutes' to levels akin to '5-a-day' for fruit and vegetables.
- A lack of knowledge around local opportunities and potential referral pathways. At the end of each of these sessions, ABC present the different Public Health-led interventions that are available in each area, however this is only reaching a small percentage of the overall workforce and there is a wider STP-wide discussion required about how to ensure physical activity is an easier option for frontline health care professionals when they signpost patients. This will be picked up by the ABC Director and Head of Insight in forthcoming discussions with the STP Accountable Officer.

HOW WAS SUCCESS MEASURED?

At present, ABC are using the number of professionals engaged as a formal proxy measure for the partnership. However, there are plans to work with the STP to evaluate the success of the training.