

***Getting Exeter Active* increasing physical activity  
levels in Exeter  
Outline of the Behaviour Change Scoping Review**

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**1. Background**

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- 1.1 Low levels of physical activity and increasing levels of obesity in adults and children are associated with increased risk of ill health and developing long term conditions with increasing health and social care costs
- 1.2 Population estimates for adult obesity show that over 21.7% of the adult population in Exeter are obese. Whilst this is the lowest level in Devon it will still have an impact on long term health outcomes
- 1.3 Exeter is higher than the England average for participation in physical activity. 2009-2011 data indicates physical activity levels in the city were at 13%. However this means that 87% of the adult population are not being active enough to receive physical or mental health benefits.
- 1.4 In order to increase the number of adults in Exeter being physically active enough to receive physical or mental health benefits we need to understand why individual do not participate in physical activity. What the barriers are to their participation and what would make them take more physical activity.
- 1.5 Exeter Health and Wellbeing Board has chosen Increasing physical activity levels in the city as 'Priority One' in its Joint Health and Wellbeing Strategy – Making Exeter the most active city in the south west by 2018
- 1.6 Interim data for 2013/14 from the active people survey places Exeter second to Plymouth in terms of the number of adults who regularly participate in 3 lots of 30 minutes of moderate to intense physical activity a week. The Chief Medical Officers recommendation for receiving physical or mental health benefits is at least 150 minutes each week of moderate intensity physical activity in bouts of 10 minutes or more.
- 1.7 A Social Marketing approach will provide a framework for taking this work forward that will ensure a behavioural focus is retained throughout the process. It will also ensure the voice of the residents is central to future decision making. It offers opportunity to segment the population to ensure that all future messages and activities are tailored to reach specific segments of the population and it has a strong focus on outcomes and evaluation.



Figure 1: The National Social Marketing Centre Social Marketing customer triangle will put the Exeter residents at the center of the process

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## **2. Behaviour Change Objective**

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- 2.1 This Scoping Review seeks to evaluate how to change behaviour with regards to increasing physical activity levels in the city, particularly in the areas of highest deprivation. The focus is on understanding the public behaviour and attitude towards being physically active.
- 2.2 The specific behaviour which will leverage change will be identified in the scoping phase and in tandem with the design of the evaluation to ensure any change is measurable.
- 2.3 The scoping review document will be used to inform the design of interventions within the city to address the barriers identified to being physically active.

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## **3. Scoping Objectives**

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- 3.1 This review seeks to understand:
  - What do we mean by physical activity? What is the desired behaviour?
  - What is known about the general public's knowledge and attitude towards physical activity?

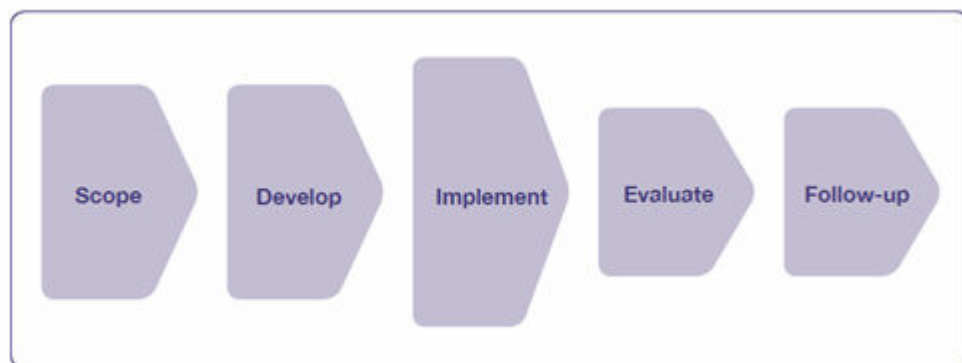
- What is known about what motivates people to be physically active who live in disadvantaged areas? What are the benefits for them to changing behaviour?
- How insightful is local and published intelligence on the barriers to change and motivations for participation in physical activity with regards to this segmented group?
- Are there any existing interventions that have successfully increased levels of physical activity in these segments?
- How can the public be further segmented to focus on those most at risk of being physically inactive?
- What is the current exercise and leisure provision provided by Exeter City Council, voluntary groups and partners within the city? Who are they used by and who are they targeted at with particular reference to our target audience?

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## 4. Methodology

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- 4.1 A 'Behaviour Change Scoping Review' is the first stage in the social marketing 'Total Planning Process.' This process, developed by the National Social Marketing Centre consists of five stages:



- 4.2 This approach has been adopted to ensure the review retains the focus on measurable behaviour change that evaluates both process and outcomes.

### Scoping Steps

- 1.3. **Step One:** The scoping review will use local intelligence and desk (secondary) research to:
- a. understand known about the general public attitude and knowledge towards physical activity and being physically active
  - b. what motivates people to participation in physical activity?
  - c. to segment the general public and enable targeting of resources, for example, to the group of people most vulnerable to physical inactivity

- 4.4 **Step Two:** Primary research i.e. quantitative or qualitative such as community engagement or focus groups will be undertaken to further understand, for example why those with physical activity opportunities on their doorstep or those in the most deprived areas do not participate in physical activity and what would motivate them to participate.
- 4.5 **Step Three:** Through stakeholder interviews expert opinion will be collated and a virtual 'expert opinion' group formed to support the Total Planning Process. It is proposed that this 'expert opinion group' be the newly established Exeter physical activity development group.
- 4.6 **Step Four:** Behavioural theory will be researched and applied to the behaviour change we are looking at – increasing physical activity levels in the city.
- 4.7 **Step Five:** The evaluation will be designed in the scoping phase and will be based on available data sets. No change initiative will be proposed that cannot be evaluated.

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## **5. Timeline**

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- 5.1 The initial literature review, stakeholder mapping and desk research will be undertaken by public health staff and a core 'physical activity' working group in January and early February 2014.
- 5.2 The findings of the desk research will be presented and the decision to invest in primary research will be undertaken by the Exeter Health and Wellbeing Board and the Exeter Physical Activity Development Group in late January/early February. Primary research could include focus groups with Exeter residents to identify the barriers and motivators and also to test out the solutions identified with individuals.
- 5.3 Stakeholder interviews and commissioning of primary research would take place in February. Primary research would be carried out in early March.
- 5.4 Full scoping report would be completed by end March 2014 early April 2014.

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## **6. Finance**

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- 6.1 Exeter City Council was given a grant of £20,000 from Public Health, Devon County Council for the period April 1<sup>st</sup> 2013 – 31<sup>st</sup> March 2014. This is intended to enable the council to undertake some specific public health focused work locally.
- 6.2 It is proposed that this grant is used to address this priority of 'Getting Exeter Active'.
- 6.3 Primary research is proposed to take place with members of the segment population to ensure that Exeter resident voices are captured and central to this process. These can be commissioned in good time through the Devon County Council preferred supplier list at a cost of approximately £5,000 (excluding VAT).

- 6.4 It is proposed that the remainder of the grant be carried forward to 2014-15 to be spent against the Getting Exeter Active priority.
- 6.5 In order to be able to demonstrate progress against our objective of making Exeter the most active city in the South West we need to establish a baseline of Exeter residents' levels of physical activity. This can be done through establishing an evaluation mechanism at the primary research stage. It is proposed that a proportion of the public health grant be earmarked for this and the future evaluation of the project (this proportion is yet to be defined).
- 6.6 Any remaining grant is recommended to be channelled through the recently established Exeter Physical Activity Development Group, to support activities that will help get Exeter residents physically active to levels that will provide them with physical and mental health benefits. The use of the remaining grant will be subject to this Board's agreement in respect of each activity supported.

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## **7. Recommendations**

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- 7.1 It is recommended that the Board:
- i) Approves the social marketing scoping review project work as proposed in this paper; and
  - ii) Approves the Exeter public health grand spend proposed in this paper.

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