

## ***Everybody active, Every day in Exeter: Public Health Behaviour Change Scoping Report***

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### **1. Purpose**

- 1.1 The purpose of this report is to present to the board the final version of the public health behaviour change scoping report previously titled 'Getting Exeter Active'.

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### **2. Background**

- 2.1 At the July board meeting a draft version of the final report was presented and discussed at length
- 2.2 It was resolved that a further version of the report be presented to the board at the November meeting incorporating the boards comments around health inequalities
- 2.3 The 'Active Exeter Group' has been tasked with taking forward the priority of Getting Exeter Active and development of the delivery plan.

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### **3. Everybody Active, Every Day in Exeter**

- 3.1 The report title has been changed to reflect the Public Health England evidence-based approach to physical activity: Everybody Active, Every Day published last month.
- 3.2 The layout has been changed to reflect the context of increasing physical activity levels in the city and health inequalities
- 3.3 Profiles and segments of the population within the report now include a wider audience within the city and acknowledge the different approaches needed for physical activity opportunities to appeal to these groups.

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### **4. Recommendations**

- 4.1 It is recommended that the Board:
- i) Approves and adopts the final version of the social marketing scoping review report: Everbody Active Every Day in Exeter presented today
  - ii) Endorses distribution of the report through the Active Exeter group

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