

Cross Party Group on Sport – The Cost of Physical Inactivity

Minutes from 1st November 2017 18.30-20.30

Committee Room 4, Scottish Parliament

PRESENT			
Gillian Anderson	N/A	David Laing	Borders Disability Sport
Kate Anderson	South Lanark. Leisure & Culture Ltd.	Ross Lamb	Bowel Cancer UK
Kim Atkinson	Scottish Sports Association	Liza Linton	RYA Scotland
Susie Benson	Triathlon Scotland	Roddy Mackenzie	SportsAid Scotland
Emma Broadhurst	Fife Council	Michelle McCoy	Scottish Government
Matthew Bunnell	Active Stirling	Norman Mcglinchey	justplay
Katherine Byrne	Chest Heart & Stroke Scotland	Louise McIntyre	Scottish Sports Association
Neil Campion	Scottish Football Association	Patrick Murphy	South Lanark. Leisure & Culture Ltd.
Malcolm Cannon	Cricket Scotland	Calum Murray	Scottish Police Recreation Association
Michael Cook	SU Scotland - Lendrick Muir	Alan Murray	waterski & wakeboard Scotland
Colin Duthie	Ayrshire Sportsability	Nanette Mutrie MBE	University of Edinburgh
David Ferguson	SPORTA UK	Nicole Nayar	Alzheimer Scotland
Ian Findlay	Paths for All	Chris Oliver	PAHRC University of Edinburgh
Charlie Foster	University of Bristol	Tommy Porteous	Active Stirling
Stew Fowlie	Scottish Student Sport	Caspian Richards	Scottish Government
Ross Gardner	Snowsport Scotland	Brian Robinson	Association of British Riding Schools
Shona Girdwood	South Lanark. Leisure & Culture Ltd.	Campbell Roy	Sported
Derek Grieve	Scottish Government	Roger Scrutton	Scottish Orienteering Association
Keith Guy	N/A	Grant Small	Winning Scotland Foundation
Julie Guy	Scottish Government	Hilary Smith-Milne	Scotland Rugby League
Suzanne Hargreaves	Education Scotland	Helen Todd	Ramblers Scotland
Evy Horton	Uni of Edinburgh post-grad student	Graham Wark	Leisure and Culture Dundee
Priscilla Humphries	N/A	Cameron Watt	Scottish FA
Shelagh Jackson	Edinburgh Leisure	Livia Welsch	not available
Flora Jackson	NHS Health Scotland	Ian White	Canalside C.S.H
Alison Johnstone	MSP	Brian Whittle	MSP
Paul Kelly	University of Edinburgh	Kostyantyn Yaremenko	Student
Rick Kenney	SALSC	Huang Ying	N/A

APOLOGIES			
Clare Adamson	MSP	Eilidh McIntosh	Care Inspectorate
Olivia Alliot	N/A	Cindy Morquette	N/A
Denis Breuglemans	Scottish Sports Association	Sarah Morton	University of Edinburgh
Samantha Fawcner	University of Edinburgh	Tony Penfold	JudoScotland
Paul Fletcher	A&M Scotland	Dougie Porteous	Active Stirling
Sharon George	Edinburgh Leisure	Stephen Somerville	Movement Park
John Hamilton	SAAF	Yuling Yuan	The University of Edinburgh
Grant Jarvie	University of Edinburgh	Richard Yule	Table Tennis Scotland
Sharon Macdonald	Scottish Swimming	Mark Woods	Britball Media
Robert McHarg	A&M Scotland		

Introduction to Cross Party Group on Sport

Brian Whittle MSP acted as chair for this meeting and welcomed all attendees and speakers to the meeting.

Apologies were noted and those in the room were reminded to mark their attendance on the register being passed round.

Minutes of the previous meeting (16th May 2017) were approved.

The appointments made at the AGM (16th May 2017) were ratified and the Appointment of Office Bearers were confirmed as:

- **Convener(s):** Alison Johnstone MSP (Greens), Liz Smith MSP (Conservative)
- **Deputy Conveners:** Clare Adamson MSP (SNP), James Kelly MSP (Labour), Tavish Scott MSP (Liberal Democrats)
- **Group Officers:** Brian Whittle MSP (Conservative)
- **Secretariat:** Joint secretariat between Co-Conveners' Offices and the SSA

There were no other matters arising.

Presentation Summaries & Discussion

- **Derek Grieve**, Head of the Active Scotland Division, The Scottish Government
- **Nanette Mutrie MBE**, Chair in Physical Activity for Health, The University of Edinburgh
- **Charlie Foster**, Senior Lecturer in Physical Activity, The University of Bristol
- **Paul Kelly**, Lecturer in Physical Activity for Health, The University of Edinburgh

Derek Grieve

Apologies from Aileen Campbell MSP, the Minister for Public Health & Sport.

The Scottish Government (SG) has plans in place to tackle health issues through a preventative model, and there are real opportunities to take a cross sectional approach. From pre-birth to helping people make healthy choices, there is huge evidence to support this agenda. Being active is as important to leading a healthy life, as well as taking into account drinking and smoking factors. There is a need to get people more active, promoting benefits beyond just physical health.

The [Active Scotland Outcomes Framework \(ASOF\)](#) provides a vision for a healthier Scotland. It is not a lengthy strategy but there is no one solution to the static levels of activity currently seen. There is a requirement for the Scottish Government to work together, whether it is the planning system or through active travel for example; Ministers are working together to address this.

There are currently huge inequalities in sport and additional funding to sportscotland and a new Women & Girls Advisory Board are welcomed. There is also a lot going on in care homes with additional funding to get older people active. The Ministers understand sport and physical activity has an incredibly important role to play in keeping the nation healthy.

Nanette Mutrie MBE

Inactivity across the world has been a major research area and there have been numerous studies into the impact on health the mental wellbeing. The evidence supporting the need to be active is very solid and can't be ignored, for example physically inactivity (PIA) is more harmful than smoking.

The World Health Organisation (WHO) are aiming for there to be a 10% reduction in PIA globally by 2025 and that there are wider societal impacts beyond just being healthy. Scotland is ahead of the game and we have had a policy tackling PIA since 2003, we are seen as world leaders in this field.

A focus is currently to get the inactive more active and walking and cycling policies are currently leading the way to achieving this. We currently rank higher than other home nations and we are working towards preparing a set of guidelines that all home nation Chief Medical Officers (CMO) can agree to.

The focus is to be more active and sit less, build muscle strength and improve balance; this is particularly important for the older population and sport particularly provides the best opportunity to develop the strength and balance areas.

Scotland has seen a change in activity guidelines to over 150 minutes per week, in blocks 30 mins, however, it is proposed that blocks of 10 minutes would be more effective. Although the activity levels have been static over recent years, this isn't that bad in the face of increased use of technology and more car use; other countries levels are going down.

Big changes were made to Scotland's laws around smoking and a similar change needs to be made in relation to PIA if we are to see the same impact. The Scottish Household Survey shows walking as the main source of activity and we need to promote this more; but how do we do it so that we reach the recommended 150 minutes per week?

Charlie Foster

One of the ways that we can better encourage people to be active is to educate them and this has been particularly successful through the use of infographics. Using infographics is an easy and accessible way to convey statistics and figures that cover a wide range of health and activity issues.

The cost to Scotland of the five main health problems (heart disease, diabetes, cerebrovascular disease, gastro intestinal cancer, and breast cancer) is £77 million per year, this equates to £14.60 per person however, it is thought this figure is a massively underestimated. The impact of PIA on these five main issues is massive, as outlined in [Charlie's report](#).

However, incidences of these diseases are going down which is reducing costs, but in turn we are living longer and therefore, costing more through other age related diseases. There has been a 74% increase in Alzheimer's and dementia over the past 10 years, there are more falls in elderly people, and productivity reduces the more inactive we are.

There needs to be a change in spending so that we are investing in sport and physical activity now to save money in the future. We need to be a preventative nation. If you are active you are protected against some of these issues and we in Scotland are good at it, we just need to keep on doing what we're doing and continue to get more people active and moving.

Paul Kelly

Being physically active is undoubtedly important for our health but how can we make the case for being active by using economics? What is the most important benefit to increased walking and cycling to the people of Scotland? Is it quality of life, improved mental health, fresh air, spending time with family, being positive etc? These are the kind of things important to people, more so than physical health issues.

Big companies are using marketing techniques to promote positive campaigns around happiness. Coca Cola don't focus on the product, rather the experience of the times you have when drinking it. What can we learn from these companies?

We need to see population level changes in behaviour and we need to sell any campaign to the nation as a whole. Only 6% of the population know the recommended physical activity guidelines and although we have made progress with the CMO infographics, we need to also talk about the economic impact as well as health impact.

There are plenty economic benefits, we just need to find the one that matters to people and to the ones making the decisions. Saying that, it's not just about money, it's about making places safe to be active and making sure we have the right environment to encourage physical activity.

How do we calculate the cost savings of being active? We can use the [Return on Investment \(ROI\) tool from the National Institute for Health & Care Excellence](#) or the [Health Economic Assessment Tool from WHO](#). These tools can show the ROI on investments and value of being active, helping you explain the impact of your project. An example of its use is the fact that if NHS Tayside got 10% of people walking 20 minutes more per day they could save £8million per year; or if 40% of Scottish journeys under 5 miles changed to cycling it could save £2billion per year.

Lack of activity is killing people and it is essential that we find a way to encourage change at a national level, just think of not only the health benefits but the economic benefits. We just need to get the message right.

Key Discussion Points

- There needs to be a commitment to long term spend, PIA is one part of the jigsaw and there needs to be more joined up thinking from different departments in the Government to make sure energies are focused in the right place.
- Although there are differing thoughts on the specific break down of how the 150 minutes per week are met, there is consensus that more needs to be done on how to better educate people on how they can achieve it regardless of what blocks they do it in.
- The key to getting the inactive active lies in getting people walking. Walking is the most basic form of movement - if you can get people moving you can then introduce them to other activities once they are active.
- We are getting better at evidencing impact and clubs, leisure trusts, governing bodies etc. all need to be better at evidencing what they do and how it impacts on people's lives. We need to report the benefits of overall wellbeing that comes from activity.

Key Asks

- We need more and better policies, then make sure they are implemented with the necessary resources to deliver them.
- We need to do more to encourage people to be active and invest more in finding out the best way to communicate the message to the public.
- Have to remember that not everyone will care about the wider societal impacts and there is a need to make messages personal to them, i.e. what do they get out of it?

AOCB

- Date of next meeting: 23rd May 2018
- Brian Whittle MSP thanked everyone for their input, with special thanks to Flora Jackson of NHS Health Scotland for helping organise the meeting, then brought the meeting to a close.

*The Cross Party Group on Sport is co-convened by Alison Johnstone MSP & Liz Smith MSP.
It is jointly administered by the offices of these MSPs and the Scottish Sports Association.*