



ACTIVE

(more than 150 mins per week)

60.6% of adults

FAIRLY ACTIVE

(30- 150 mins per week)

13.8% of adults

INACTIVE

(less than 30 mins per week)

25.6% of adults

Figure: The prevalence of physical inactivity across the UK. 2 in 5 adults do not meet the health guidelines. [1]

Physical activity - why it matters

The importance of physical activity started being noted in the 1950s, when it was found that people with sedentary jobs (telephonists) had higher rates of heart conditions compared to those with more active ones (postmen). Since then, **physical inactivity has been directly linked to a wide range of conditions**. Physical inactivity has been linked to the increased incidence of coronary **heart disease, cancer, diabetes, and depression**.

The UK's Chief Medical Officer recommends that people should aim to get 150 minutes of **moderate physical activity** (which includes exercises such as brisk walking or gardening) a week.

If everyone did so, **more than 12% of strokes and more than 17% of cases of breast cancer could be prevented**. [2]

Keeping Staffordshire Active

Improving health engagement in Staffordshire

Physical inactivity in Staffordshire

The population in Staffordshire is **less physically active than the national average**, with 27.6% of residents inactive.

Only 74.5% of Staffordshire residents take part in physical activities at least twice a month, compared to 77.2% across the UK [1].

This is estimated to be **costing Staffordshire more than £16M each year** from health conditions directly attributable to physical activity alone [3].

“If exercise could be packed into a pill, it would be the single most widely prescribed and beneficial medicine in the nation.”

Dr Robert Butler, National Institute on Ageing



About the Staffordshire pilot

Following the success of the **pilot run in Lichfield District**, Sentimoto and Public Health Staffordshire rolled out the application across the County.

The **My Kin Wellbeing application** was used to promote health messages and an active lifestyle in **residents aged 40 and over**, looking to **decrease social isolation, increase physical activity, and engage residents** with health promotion messages.

[1] Active Lives Adult Survey May 16/17, Sport England, 2017

[2] Making the case for physical activity, British Heart Foundation, 2013

[3] Local Authority Table, Sport England, 2013

How were Staffordshire residents kept active?

Between January and April 2018, Sentimoto's **My Kin Wellbeing app** was deployed across the county, with curated information on **4855 unique wellbeing activities and events**. Users could access these events within the app, selecting the ones they were interested in to get reminders and find further details.

In the same period, **81 health engagement campaigns** were sent out, targeting specific demographics and locations to give users access to key information for their wellbeing, drawn from the Council's Public Health team and the NHS recommendations.

The app was targeted at Android users who were over 40, and was promoted with the Council's digital marketing team. In the three months, 437 users installed the application all over the territory.



User engagement

The application was able to engage users with the content, reaching click-through-rates (CTR) of over 10% for the health engagement campaigns that were sent out addressing the different components of wellbeing - social, physical, and emotional.

Both the high engagement with the content and the user stories collected through Facebook **indicated a need for the level of connection with wellbeing activities offered by the application**, giving insights into the user needs driving adoption.

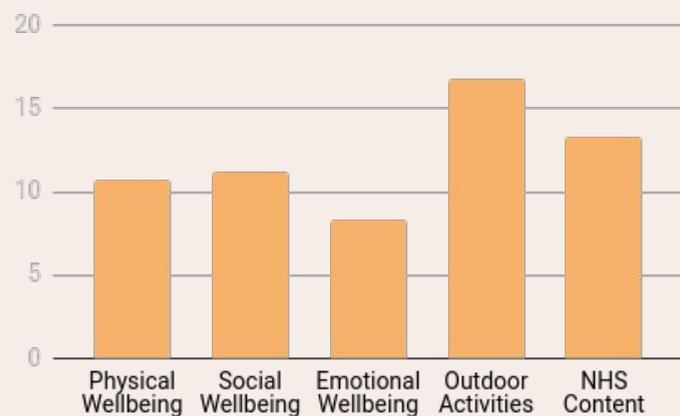


Figure: Click-through-rates (CTR) for wellbeing campaigns by type over the 3 months

“I am 56 but quite a slow walker due to being overweight. I would love to join a walking group.”

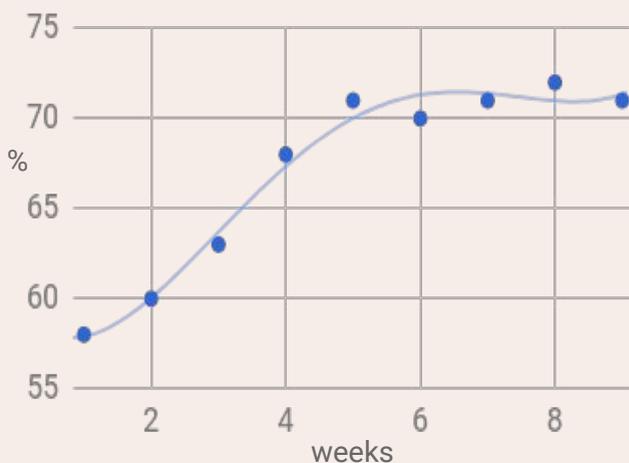


Figure: Percentage of users for whom the average physical activity had increased above the first week baseline.

Physical activity

The figure on the left shows how the percentage of users for whom physical activity improved from baseline increased the longer they kept the app. After 3 weeks, **80% of inactive users became fairly active** and **71% of fairly active users became active**, compared to the first week as baseline.

By helping engage users not only with their physical wellbeing but within the wider community, drawing on a mix of activities influenced by the *5 Ways to Wellbeing*, the solution aims to **not only enable behaviour change, but to do so sustainably**.

The link between sustained behaviour change and community engagement was shown conclusively by Sheffield University in the evaluation of the Rotherham Social Prescribing Service.

Find out how you can deliver sustainable health engagement to your community through technology.

email info@sentimoto.com