

Welcome to the first edition of our Life newsletter.

Urbanwalks brings you news and information on the walking & physical activity projects and initiatives that the company are involved with, plus to look at the inactivity and health issues in Britain today.

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newsletter **life**

The Obesity Issue

In December 2006 the National Institute for Health & Clinical Excellence (NICE) launched their first national guidance on the prevention, identification, assessment and management of overweight and obesity in adults and children in England and Wales. The guidance aims to:

- Stem the rising prevalence of obesity and diseases associated with it
- Increase the effectiveness of interventions to prevent overweight and obesity
- Improve the care provided to adults and children with obesity, particularly in primary care

For those of you who have not yet read the NICE obesity guidance, below are some of the suggested actions the guidance has highlighted for organisations to consider when promoting physical activity.

In the Workplace

The guidance suggest that workplaces should target policies and working practices, saying policies should encourage activity, such as active travel for staff and visitors.

It also suggested that organisations should encourage activities such as lunchtime walks, whilst stating that large organisations who offer employee health check should address weight, diet and activity, and provide ongoing support.

Local Authorities

Should work with local partners to create and manage more safe spaces for incidental and planned physical activity, addressing as a priority any concerns about safety, crime and inclusion by:

- Providing facilities and schemes such as walking routes
- Making streets safer and clean through walking schemes
- Considering in particular people who require tailored information and support, especially inactive, vulnerable groups
- Tailored active travel plans for motivated people
- Walking routes, including maps and pedestrian crossings
- Support local physical activity schemes

The NHS

Managers and health professionals in all primary care settings should ensure that preventing and managing obesity is a priority, at both strategic and delivery levels. As an employer, the NHS should set an example in developing public health policies to prevent and manage obesity. It is suggested that to improve physical activity levels the NHS should focus interventions on activity that fit easily into people's everyday lives, such as walking.



Current activity levels are low with only 37% of men and 24% of women currently meeting their 5 x 30 minutes of physical activity a week, which is recommended in the Chief Medical Officer's report for general health benefits. The CMO also suggest that to prevent obesity many people may need 45-60 minutes of moderate activity each day unless they also reduce their energy intake.

Urbanwalks provides a fantastic support mechanism for health professionals and employers by offering a range of support materials that directly support the recommendations made in the NICE guidance.

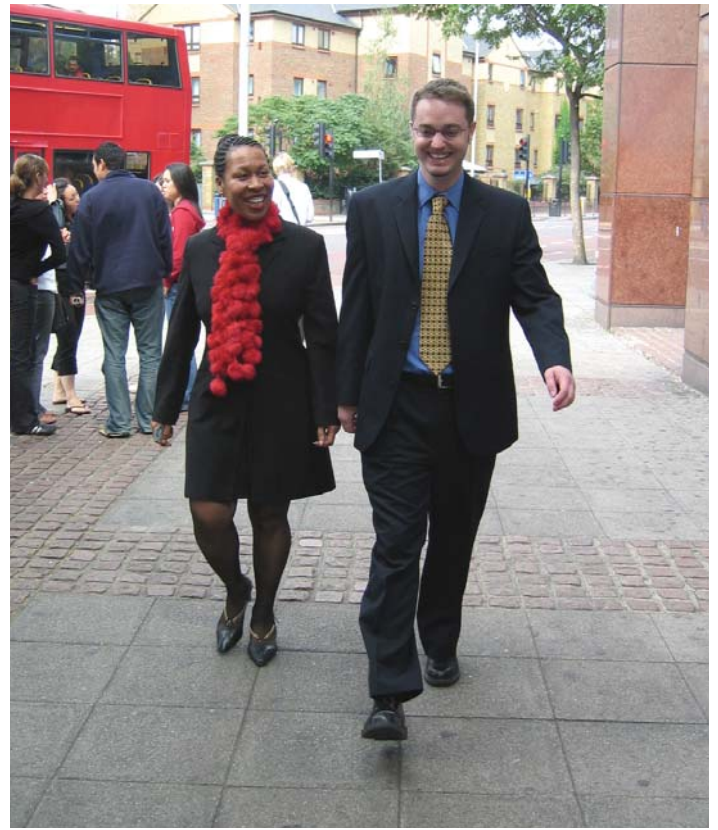
Give us a call on **0870 242 7507** to find out how Urbanwalks physical activity solutions can help tackle obesity and increase physical activity.

Health and Wellbeing at Work

As we spend most of our waking hours in the workplace it is important that we find ways to look after and improve our health at work. To stay healthy and productive we need to programme activity back into our working lives, whether you sit down all day or stand up, good posture is important to avoid back and neck problems.

In the NICE Obesity Guidelines as highlighted on page one, it suggests that workplaces should target policies and working practices, saying policies should encourage activity for example, travelling expenses should encourage walking to work or between work sites. It also suggested that organisations should encourage activities such as lunchtime walks, whilst stating that large organisations

who offer employee health checks should address weight, diet and activity, and provide ongoing support.



Kellogg's step forward as a great example



OCCUPATIONAL
HEALTH



In November 2005 Kellogg's who are based in Manchester were successful in securing two years funding from the Sport England £1m challenge fund to improve physical activity levels of their staff based at The Kellogg Building and their Factory Site in Trafford Park.

Kellogg's commissioned Urbanwalks to design and produce a six urban walks leaflet for both sites, the leaflet designed for The Kellogg's Building offered six lunchtime walks that ranged from 15 to 45 minutes, whilst also offering routes to and from local transport links. The leaflet produced for the Factory Site was designed to encourage the factory workers, who do 12 hours shifts and find it difficult to fit activity into their daily routine to walk to and from work by designing routes to and from transport links including train, tram and bus stations.

Each leaflet was launched as part of Kellogg's annual employee health check days, which are ran under their



'Fit for Life' campaign. In addition to the urban walks leaflets, Urbanwalks was also commissioned to provide an Activity Motivator service to the employees of Kellogg's.

Activity Motivator for Kellogg's

Urbanwalks provides Kellogg's with its Activity Motivator service to encourage staff to become more active.

What is an Activity Motivator?

The Activity Motivator is a fully qualified fitness specialist with over 18 years experience of working with people of all fitness levels from the already fit and healthy to those with medical conditions such as: Hypertension, Arthritis, Angina, Post MI and Obesity. The aim of the Activity Motivator is to be available for one to one consultations to the employee's one day a month, during the consultation employees can ask the Activity Motivator any questions they may have about health, diet or fitness. The Activity

Motivator will then prescribe a tailor-made programme of activity for them to follow, whether that's during their lunch break, at a local gym or at home.

Who can go to see the Activity Motivator?

- Any employee of Kellogg's including, admin & sales staff, managers, chief executives or plant staff from the Kellogg's Factory
- Any employee who feels they need some advice on how to get started if not already active at the moment
- Any employee who wants to know how to increase their already existing training programme to make it more effective
- Any employee who just wants to meet the Activity Motivator and see what it's all about

Give us a call on **0870 242 7507** to find out more about our Urbanwalks Activity Motivator Service.

ABN AMRO & Urbanwalks in the City of London



Urbanwalks was commissioned by the Dutch finance organisation ABN AMRO to produce an urban walks leaflet. The bank, which has 5,000 employees in London, asked that the design of the six routes involved points of local interest on all the walks.



ABN AMRO's Bishopsgate offices are in a historic area of the City of London making it easy to include a range of interesting facts. For each route Urbanwalks provided a 'Did You Know?' section, which gave some local facts about specific areas on the routes. Leaflets were distributed to staff in early 2007, and were also available to download from ABN AMRO's intranet in a PDF format.

"I liked the idea of encouraging employees to take advantage of a number of interesting walks in the vicinity of the office" said ABN AMRO's Health & Safety Officer, Tracey Docking.

"I was delighted that Urbanwalks was so responsive to our ideas for the leaflet and spent some time researching our chosen locations for routes. Responses to the leaflet have been extremely favourable and, as the better weather approaches, I expect a renewed interest and an increase in downloads from the intranet."

Although Urbanwalks do not generally provide historical walks, we were more than happy to provide a 'Did You Know?' section for ABN AMRO.

Justine Dingwall, Managing Director of Urbanwalks said "We believe this format is a great combination when producing city centre walking routes to entice employees out of their offices, and Urbanwalks will continue to offer this option to future clients".

Urbanwalks in Newport & the Urbanwalks pilot in Wales

Newport Local Health Board and their 'Walking the Way to Health' co-ordinator have been working in partnership with Urbanwalks to produce a bilingual town centre six urban walks booklet.

Urbanwalks provided an information day in Newport to a group of local Walking the Way to Health volunteers, which was funded by the Welsh Assembly Government - Integrated Transport Unit. The day involved a presentation on the aims of Urbanwalks and how urban walking routes differ from the Health Walks they are use to leading in Newport.

On day two, volunteers worked along side Urbanwalks to map, measure, and risk assess six urban walking routes within the local area, the routes were designed to be used by those who live and work in and around Newport Town Centre.

After all six routes were mapped and risk assessed, Urbanwalks then designed, translated and printed 5000 of the urban walks booklet.

Newport Local Health Board are aiming to launch their urban walking booklets before the summer.

Urbanwalks in Wales

The bilingual booklet was initially designed for an 18 month pilot commissioned by the Welsh Assembly Government to support individuals to be more habitually active within their own local environments and enable them to meet the current recommended levels of physical activity set out in 'Climbing Higher', this action also supports commitments made in the Walking and Cycling Strategy 2003.

The Welsh Assembly Government provided funding for a licence to cover 13 bilingual walks booklets to be produced, a website and detailed training to the pilot participants, which included Wrexham County Council's Health Promotion Department, Gwynedd Council's Transport & Planning Department, Carmarthenshire County Council's Countryside Recreation Department and the Welsh Assembly Government's Occupational Health Department at Cathays Park in Cardiff. The training provided the pilot participants with the knowledge to provide their own mapping, measuring and risk assessments of all walking routes as well as writing their own text.

After a successful 18 month pilot the Welsh Assembly Government would like to see the Urbanwalks initiative rolled out to other parts of Wales and have committed to providing part funding to support additional public sector organisations to bring on board Urbanwalks and produce walking routes for their local communities. Continued support will also be available to the

existing pilot areas who wish to deliver more bilingual walking booklets, Gwynedd has already signed up to produce eight new booklets, in addition to the four they produced for the pilot.

For more information about the Urbanwalks pilot in Wales, please visit our website www.urbanwalks.co.uk.



Give us a call on **0870 242 7507** if you are interested in Urbanwalks producing walking booklets for your organisation in Wales.

Practical solutions for inactivity...

Urbanwalks Activity & Exercise Consultancy Service

Urbanwalks are able to offer a wide range of consultancy services. Urbanwalks have over 18 years experience of working within both the public and private sector with extensive knowledge in project management, partnership building and implementing change within the health and physical activity field.

Urbanwalks can also help you develop frameworks to implement a physical activity policy within your work force or community; provide support in reinforcing your message through launch days, promotional events, or one-to-one consultations as well as providing physical activity programmes and solutions.

Urbanwalks Six Urban Walks Leaflet

The Six Urban Walks leaflet has been specifically designed to fill the gap in promoting local urban walks using a generic template. Each leaflet provides a variety of circular routes of differing length within the local everyday environment for both employees or local communities. The walks are mapped out and displayed on a professionally designed and practical fold-down leaflet or as an intranet based PDF. A bilingual booklet format is also available.

Urbanwalks Three Urban Walks Leaflet

This shortened version has been designed for individual companies and the 1 or 2 day conference or exhibition market. Three local walks are mapped out and displayed in a leaflet as above or as a PDF file to be accessed via the client's intranet. The routes have been designed to get employees or conference delegates re-energised and refreshed by taking a short walk.

Urbanwalks Active Travel Walks

The active travel walks have been designed to encourage employees to use walking as a mode of transport or to build in walking as part of their journey to and from work. These routes can be produced in a leaflet format or as a PDF, we also design single active travel routes for conferences in a PDF format, which aims at encouraging delegates to use public transport and the active travel route to and from the conference.

Urbanwalks Activity Motivator

The aim of the Activity Motivator is to be available for one-to-one consultations to the employees of an organisation as part of their health at work campaign, this could be once a month or 2-3 times a year. During the consultation employees can ask the Activity Motivator any questions they may have about health, diet or fitness. The Activity Motivator will then prescribe a tailor-made programme of activity for them to follow, whether that's during their lunch break, at their local gym or at home. There are no fitness tests or exercises undertaken during this consultation.

The Activity Motivator is a fully qualified fitness specialist with over 18 years experience of working with people of all fitness levels from the already fit and healthy to those with medical conditions such as: Hypertension, Arthritis, Angina, Post MI and Obesity.

Urbanwalks Home & Office-based Exercise Sheets

The Exercise Sheets are for home and office use and have been designed to give a whole or part body workout through a range of practical exercises. The exercises have been designed so that there is something for everyone, including older people, the young or inactive, and those people who suffer from medical conditions such as: high blood pressure, diabetes, arthritis, asthma, heart attack or stroke and obesity.

For more information about our products, activity solutions and consultancy services, please call us on **0870 242 7507** or visit us at

www.urbanwalks.co.uk

