

Evaluating Walking

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Format

- ▶ Background: Walking & Public Health
- ▶ Intervention & Evaluation in Northern Ireland
- ▶ Best practise in presenting the economic case
- ▶ Consider approach for Northern Ireland

Physical Inactivity



In the UK, physical inactivity is responsible for:

- 17% of premature deaths
- 10.5% of heart disease cases
- 13% of type 2 diabetes cases
- 18% of cases of colon and breast cancer
- Shortens lifespan by 3-5 years

Physical Activity Guidelines 2011



Foreword by the Chief Medical Officers



Sally Davies
Professor Dame Sally Davies,
CMO for England



Harry Burns
Harry Burns, CMO for Northern Ireland

Acknowledgements

We would like to give special thanks for the support we have received from the (BHF) National Centre for Physical Activity and Health and the School of Sport, Exercise and Health Sciences at Loughborough University.

We would like to thank the following individuals for their contributions to the guidelines:

Heart Foundation
Professor Fiona Bull
Guidelines Editorial
ongoing advice
Loughborough University
University
University of

“at least 150 minutes per week of moderate intensity activity in bouts of 10 minutes or more”

...first link in a chain of communication to inform behaviour change.

This report establishes a UK-wide consensus on the amount and type of physical activity we should all aim to do at each stage of our lives. In reaching this consensus, we have drawn upon recent international, large-scale reviews in the United States and Canada and have benefited from the contribution of international experts engaged in the World Health Organization Global

...of the guidelines create health benefits of an order of magnitude greater than a strong link to previous age groups, they highlight sedentary behaviour, of any overall volume.

Our aim is that as we become more aware of these guidelines, the recommended report does not

Professor John Reilly, School of Sports, Nutrition and Health Sciences, University of Oxford
Professor Gareth Stratton, Division of Developmental Medicine, University of Glasgow
Thanks also to Andy Akin (BHF National Centre for Physical Activity and Health) and Alison Hardy (Department of Health, Liverpool John Moores University) who both undertook editing of this report, as well as Professor Mark Bellis (Centre for Public Health, Liverpool John Moores University) and the representatives of the four home countries for their contributions.

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Walking

“Walking is the most likely way all adults can achieve the recommended levels of physical activity”

National Institute for Health & Care Excellence (NICE)



Walking is the most popular physical activity undertaken in Northern Ireland

Walking in Northern Ireland

- Development of walk trails
- Intervention - led walking
- Promotion & public health campaigns



Development of Trails



Walking Trails

Tobar Mhuire in Crossgar



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Walking Trails

Bunkers Hill in Castlewellan



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Trails Evaluation

Trail counters

- Tobar Mhuire: 22,000 walkers
- Bunker's Hill: 31,000 walkers



Trails Evaluation



Case study: Bunker's Hill video
[Bunkers Hill - Castlewellan.mp4](#)

Intervention - Led Walking



Walking
in your
Community

The logo for 'Walking in your Community' features a stylized figure of a person walking, composed of green and blue shapes, positioned to the right of the text.

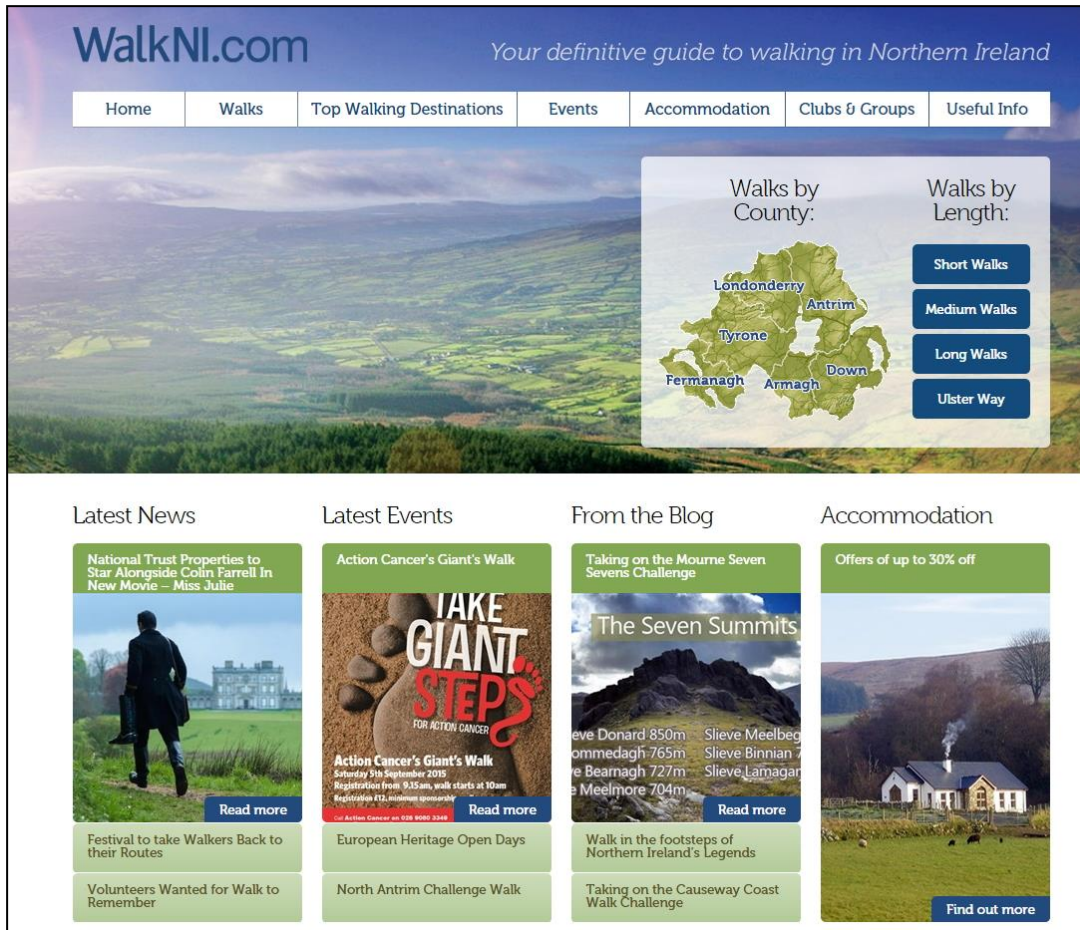
PHA Intervention - Led Walking



WALKING FOR
HEALTH



Walk Promotion



WalkNI.com *Your definitive guide to walking in Northern Ireland*

Home | Walks | Top Walking Destinations | Events | Accommodation | Clubs & Groups | Useful Info

Walks by County: Londonderry, Tyrone, Fermanagh, Antrim, Down, Armagh

Walks by Length: Short Walks, Medium Walks, Long Walks, Ulster Way

Latest News: National Trust Properties to Star Alongside Colin Farrell In New Movie – Miss Julie

Latest Events: Action Cancer's Giant's Walk

From the Blog: Taking on the Mourne Seven Sevens Challenge, The Seven Summits

Accommodation: Offers of up to 30% off

WalkNI.com Measurement

- User figures
- 400,000

Walk Promotion Campaign



PHA Physical Activity Campaign

- Step Challenge
- Commenced 6 June 2016
- Measurement
 - Population Level Evaluation
 - assess physical activity levels in the population
 - campaign awareness
 - Challenge Evaluation
 - Walk Leaders & Participants
 - Levels of activity

Current Measurement in NI



Shows that the intervention are having some impact



Does not evaluate the economic value of these interventions on people's health & wellbeing

Wales Coast Path

- Economic assessment of the health benefits of walking on the Wales Coast Path, 2014
- WHO's Health Economic Assessment (HEAT) tool
- Data from counters on the path, and user surveys
- Estimated 23,688 people walked 4.38 miles on the path every week
- Prevented 7 deaths per year among the walking population
- Value of Statistical life
- Health benefits:

£18.3m per year



Led Walks - Glasgow

- Social Return on Investment Analysis
- Calculates the social, environmental and economic benefits
- Through a mixture of consultation and research, benefits included:

- Fitter & more active
- More comfortable and feel safer
- Improved self-esteem
- NHS Glasgow cost savings in medical care - reduction in prescribed drugs
- Glasgow Council cost savings in care - reduced demand for home care
- Improved relationships for vulnerable adults

- Monetary value to be placed on the change experienced

£1 invested generates around £8 of benefits

Our approach?

- Putting forward the case for walking
- Economic Evaluation
- Health in All policies



Question

In Northern Ireland, how should we evaluate the health and economic benefits of walking in order to demonstrate its worth?

Should the evaluation be carried out in it's widest sense to encourage cross-department support as opposed to health in isolation?

Thank you

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