

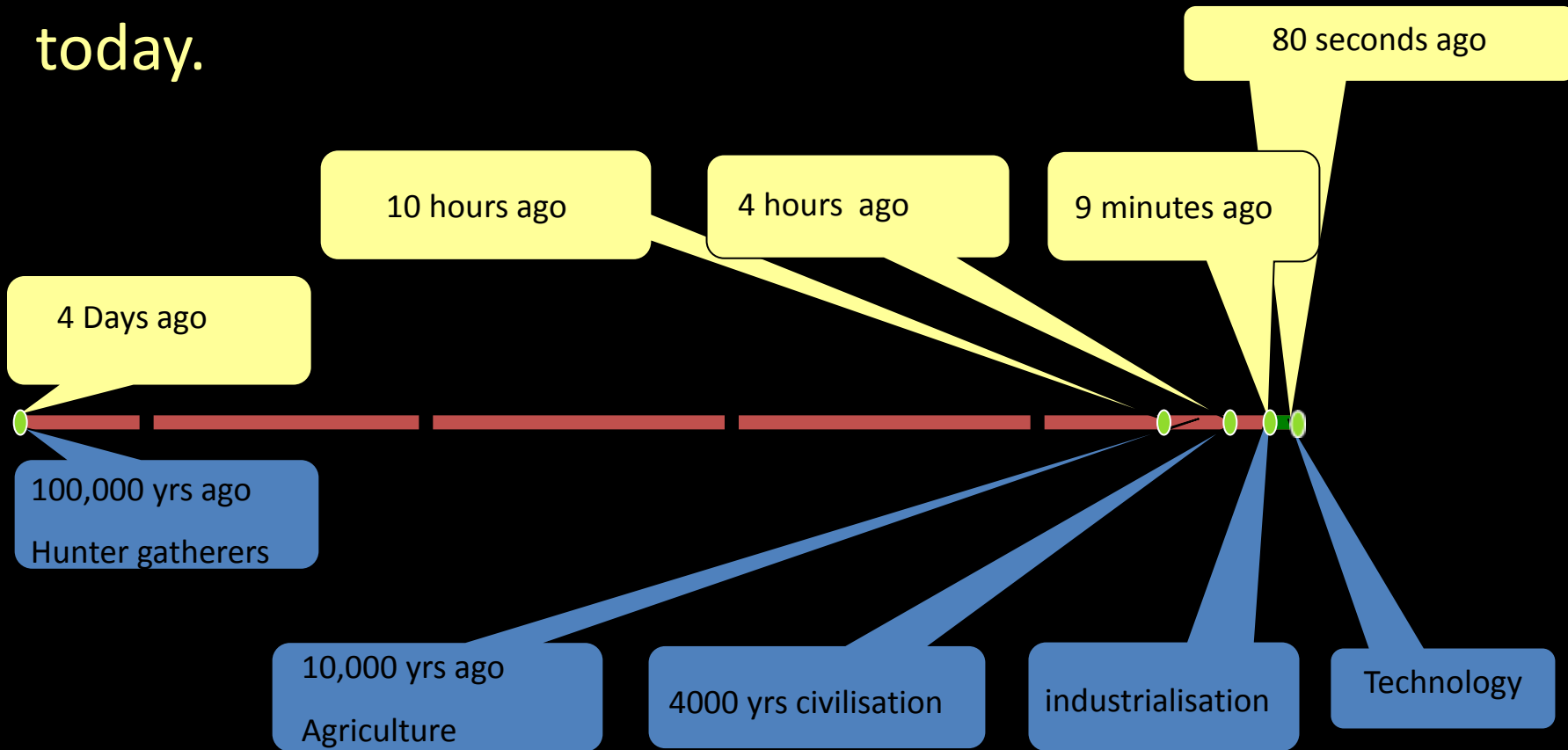
Motivating patients to be self care aware

10th November 2014

Royal Society of Medicine

Dr William Bird MB,BS MBE

If we take an hour to equal 1000 years then four days is 100,000 years; the time from the origin of mankind to today.



People

Isolation



Place

Danger

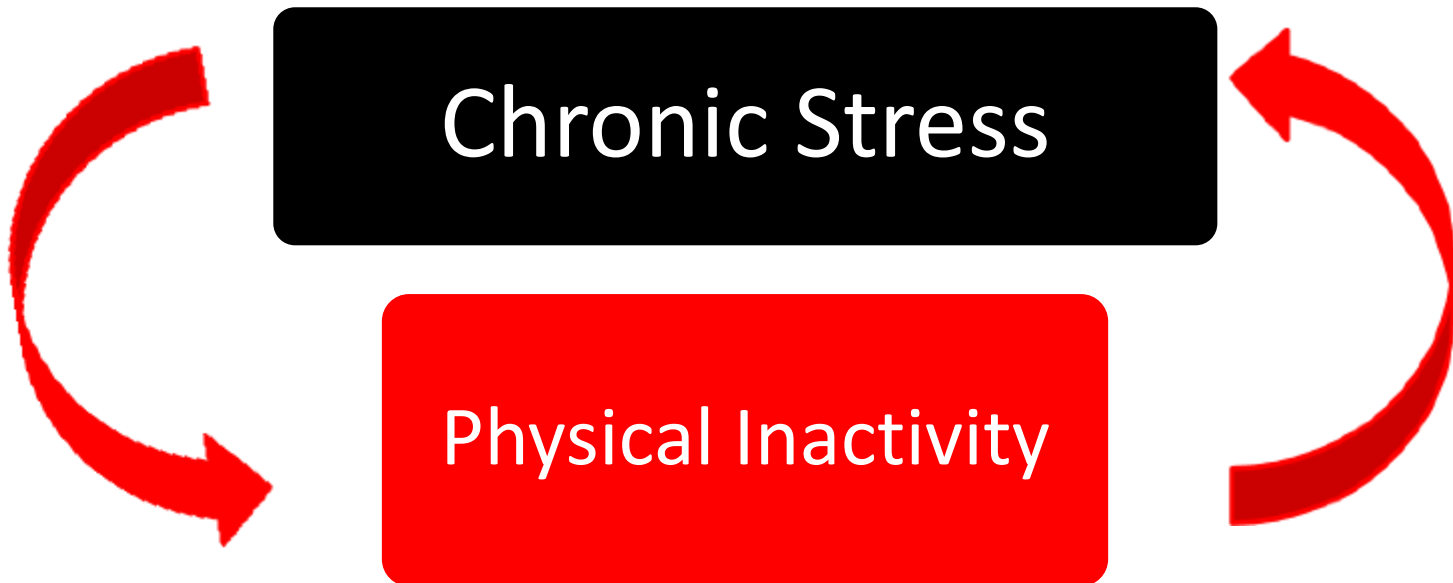


Purpose

Rejection



Fear and Chronic Stress



Stults-Kolehmainen MA, Sinha R
The effects of stress on physical activity and exercise.
Sports Med. 2014 Jan;44(1):



Chronic Stress

Stress Hormones

Physical Inactivity
And other poor health
behaviours

Mitochondrial damage and telomere shortening
which leads to inflammation

Depression

Cancers

Cardiovascular

Diabetes

Dementia

Mitochondria as a key component of the stress response.
Manoli et al. Trends in Endocrinology and Metabolism Vol 18 No 5 2007





Lets get Bob active

Intelligent
Health



© 2012 Intelligent Health/NHS London

“Bob, Why don’t you get off the bus a stop early?”



Bob, why don't you try Betty's keep fit
on a Tuesday



“Bob you really should take the stairs
instead of the lift”



“and have you tried cycling to the shops?”



But Bob already walks 3 miles to Liverpool's home game

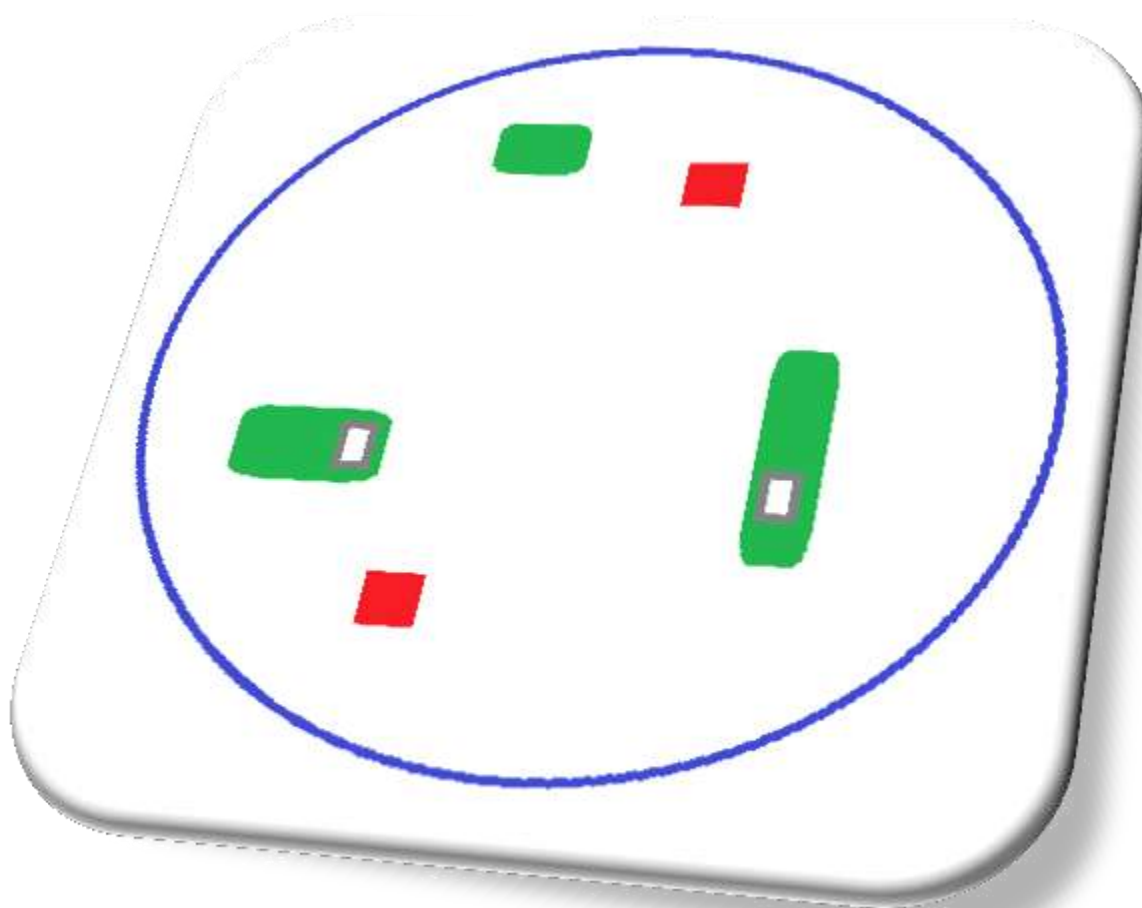


But to Bob that is not exercise

PA: The means to an end

- Physical Activity is now hidden behind a much greater experience for Bob
- It is invisible to him
- It is a “means to an end” not the end itself
- “The end” is of great value to Bob such as helping his grandson’s school and being a trained walk leader.
- And finding this greater value for each person will help create the industrial scale required

Don't isolate Physical Activity



The Active Community

Work

GP

Park

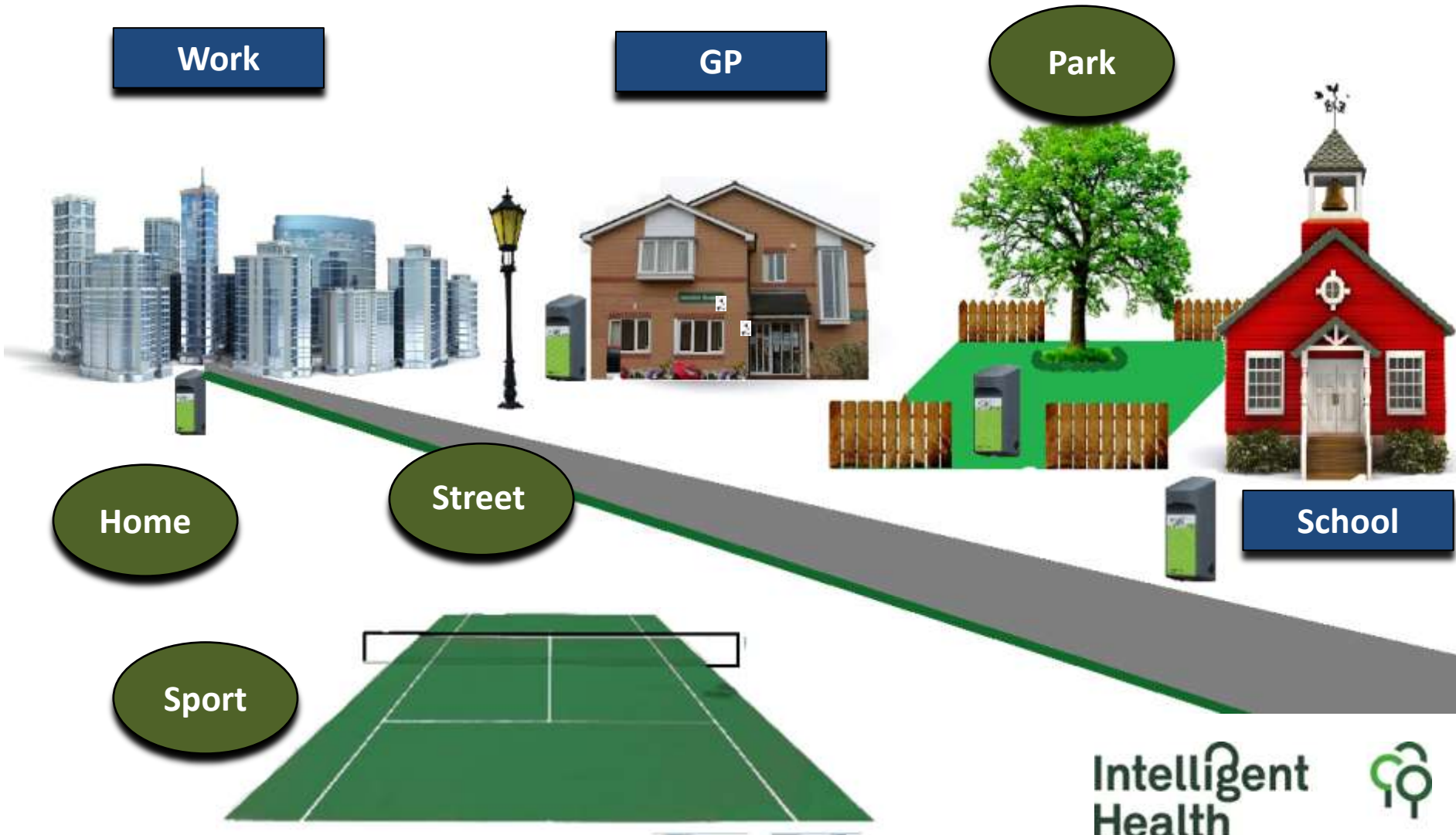
Home

Street

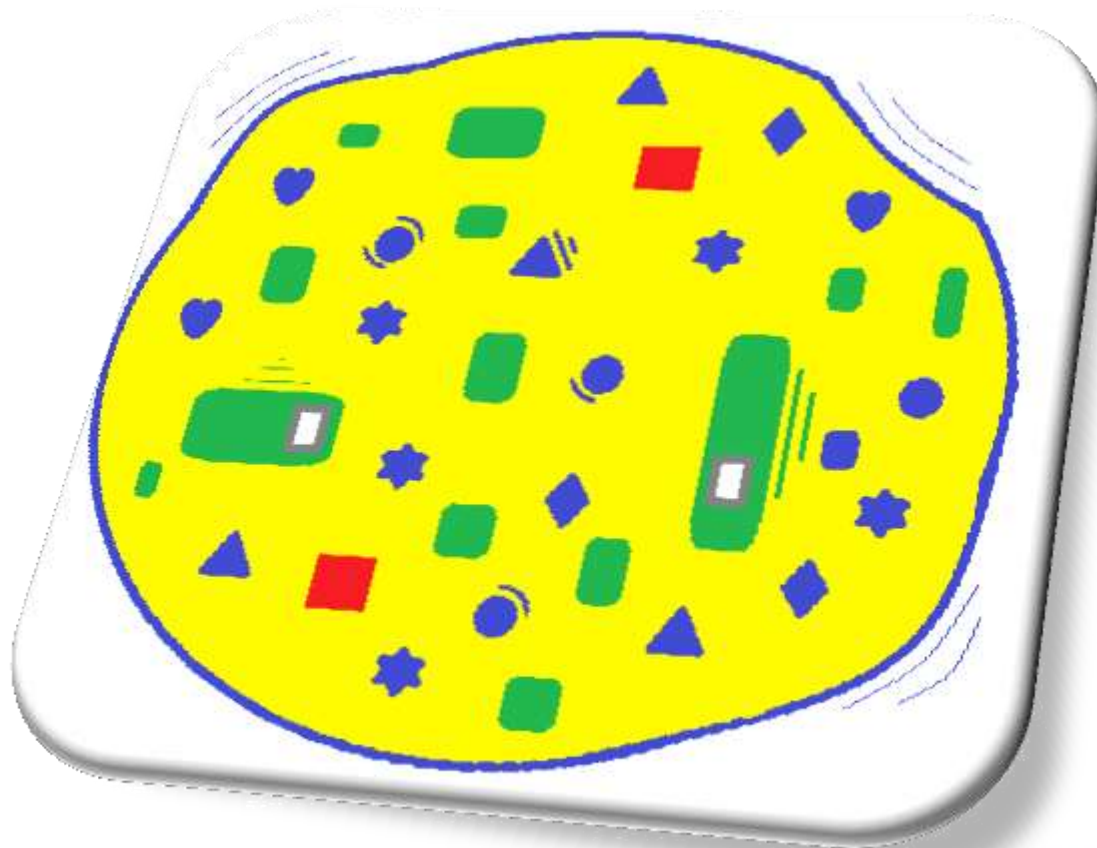
Sport

School

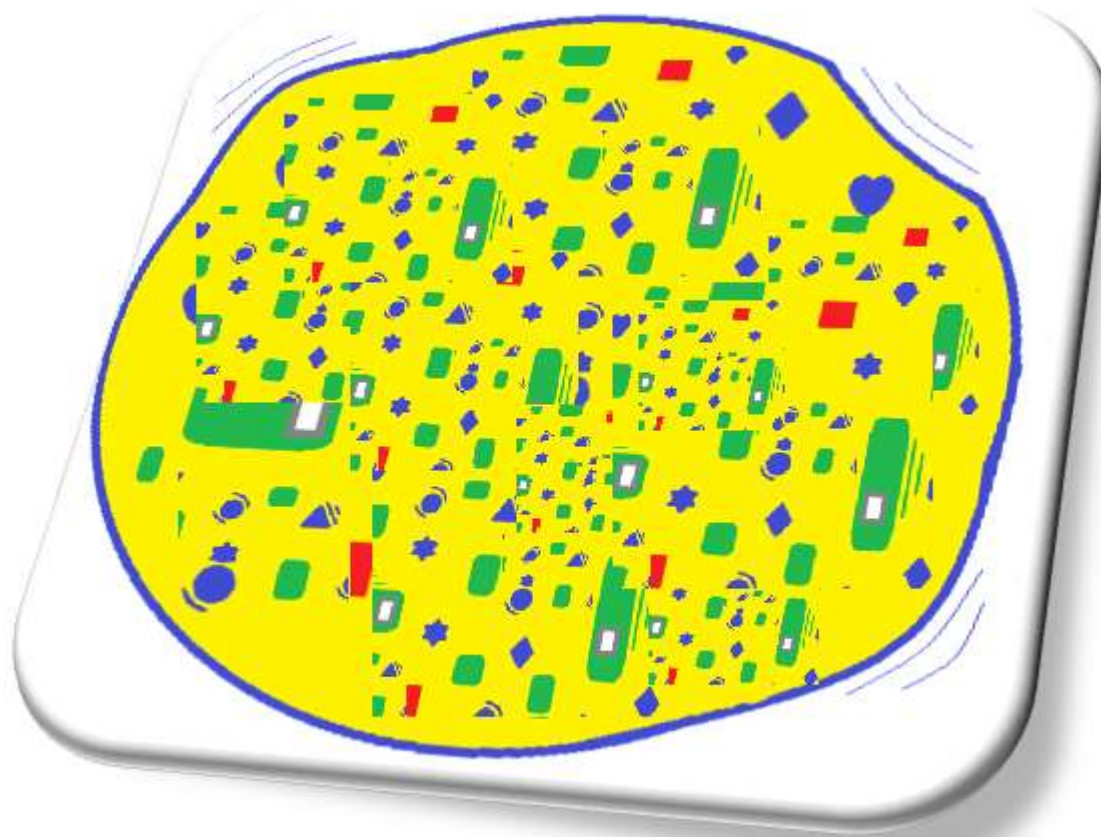
Intelligent
Health



Activate the whole community i.e create scale and depth



Activate communities within communities





Bob is now a trained walk leader

www.walkingforhealth.org.uk

- Europe's largest walking scheme
- About 175,000 walks a year in 650 schemes (England only)
- 1.8 million contacts a year
- About 10,000 active volunteer walk leaders

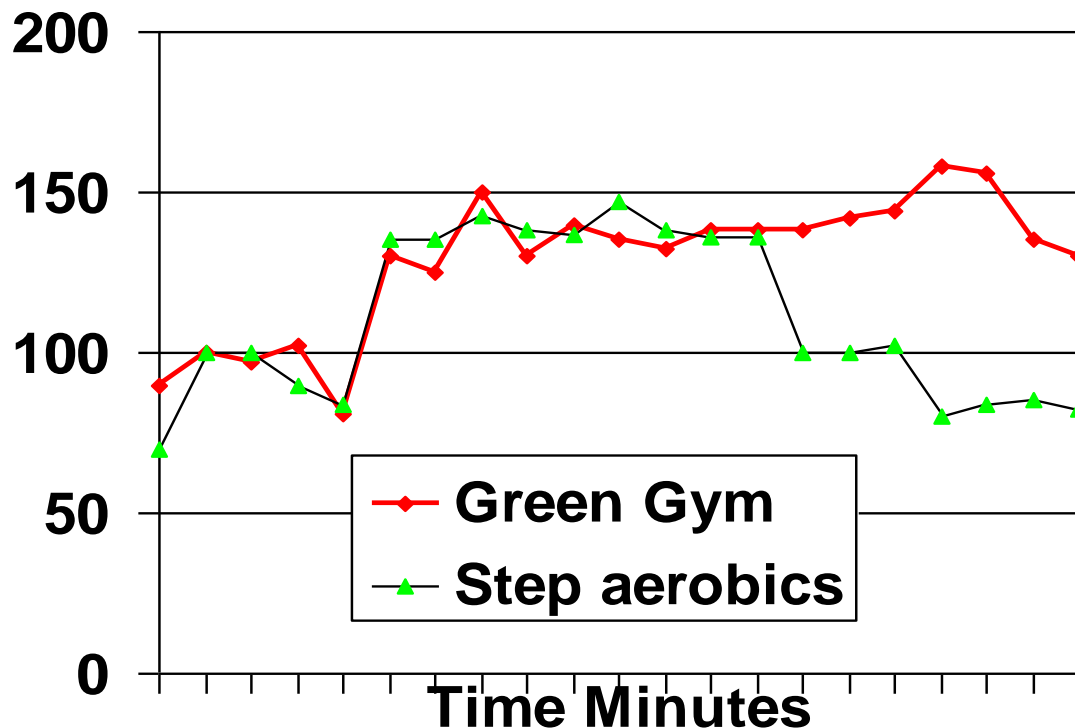




Green Gym Vs Aerobics

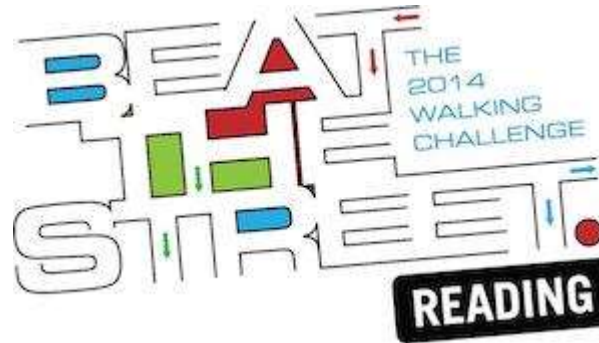
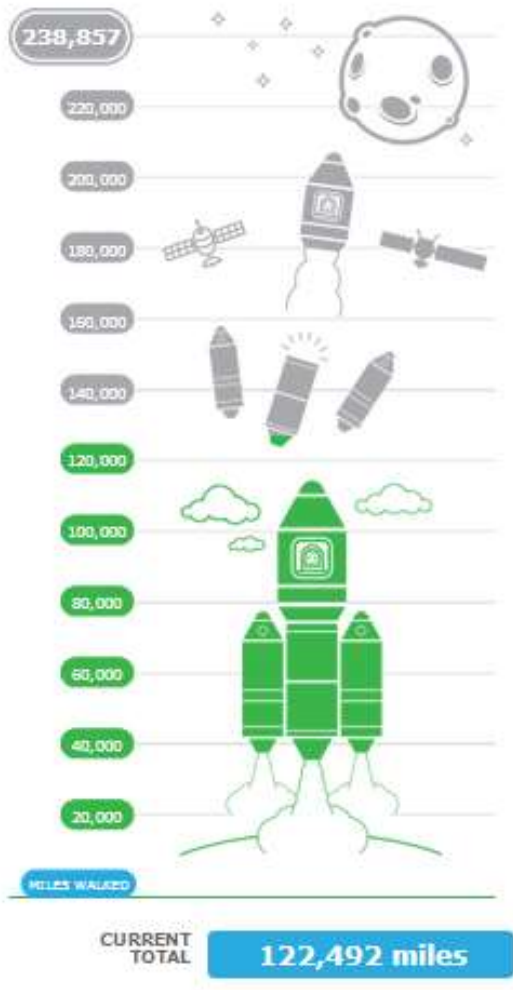
Heart Rate

Comparison of heart-rate response during two sessions of activity



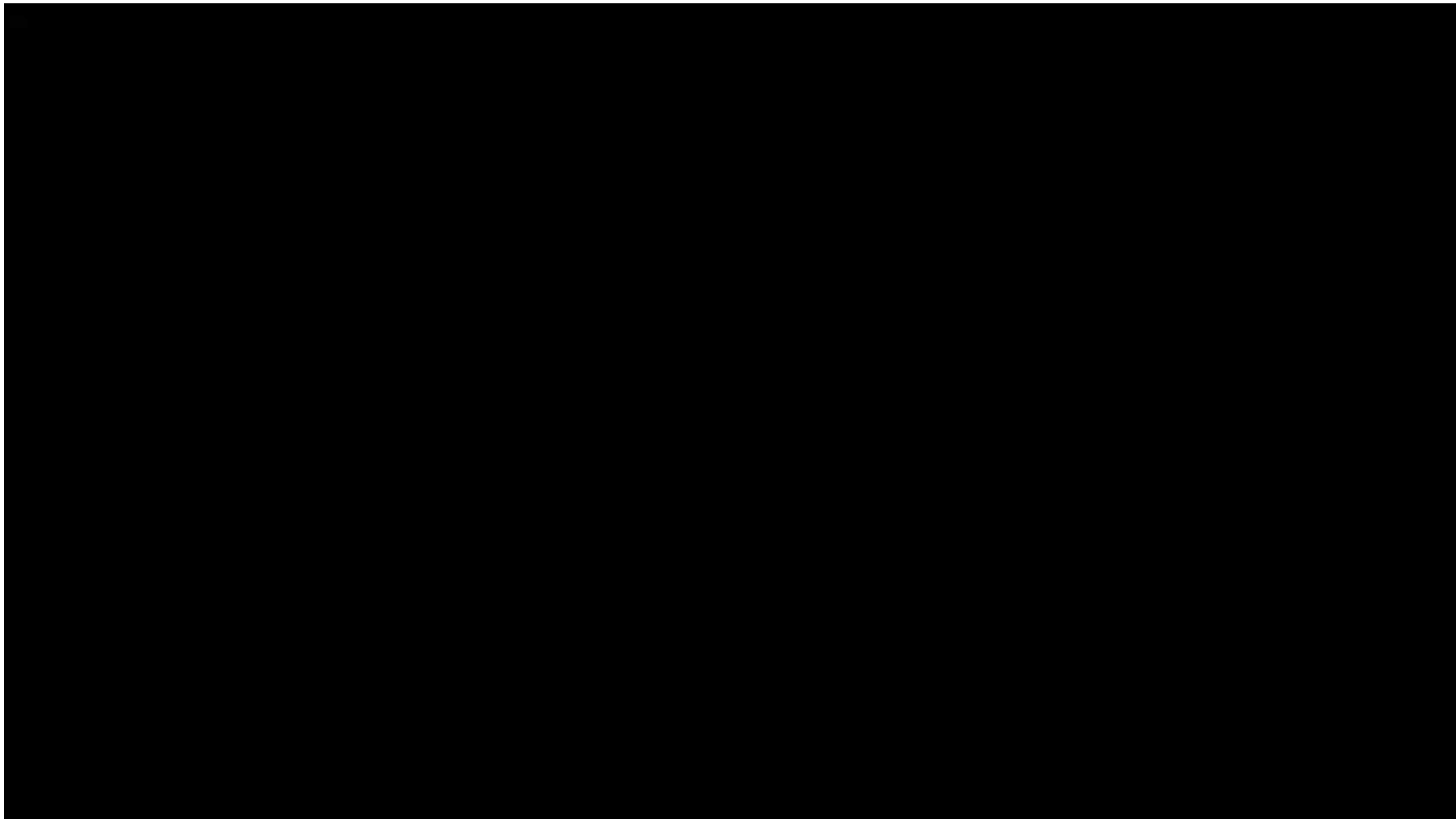
V Reynolds 1999
OCHRAD

Community-wide programs

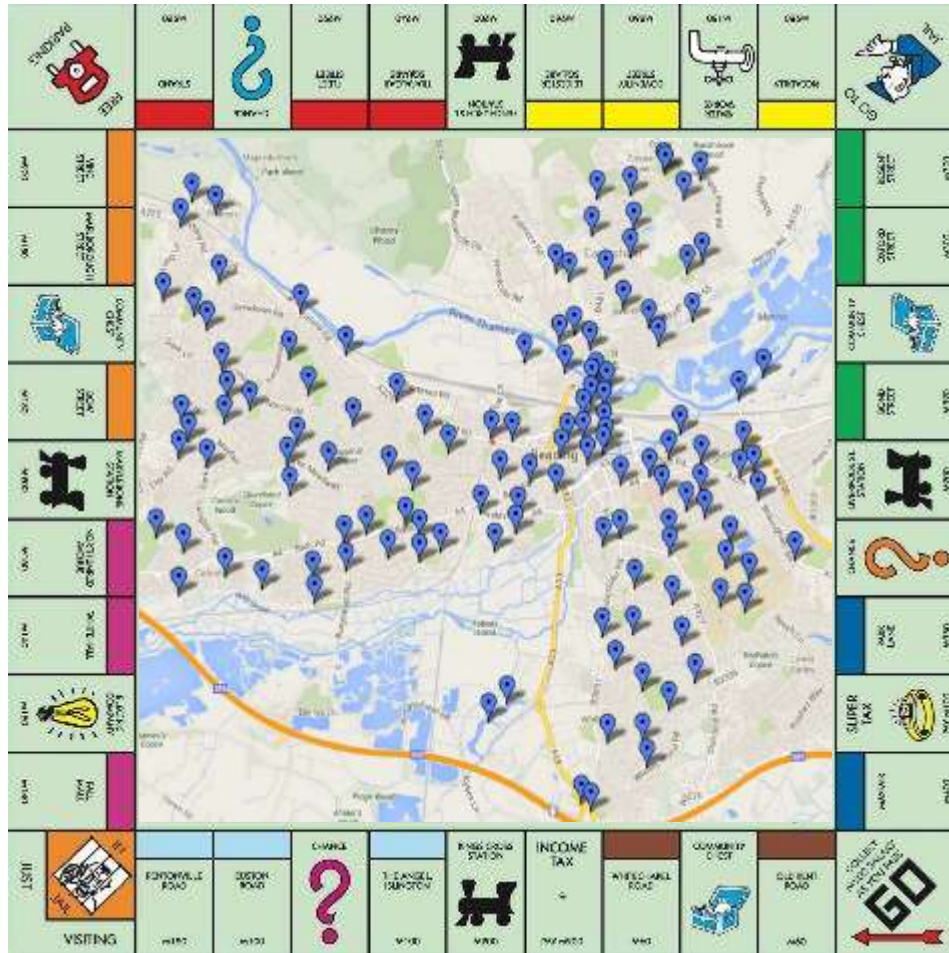


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Health





Reading Population 155,000

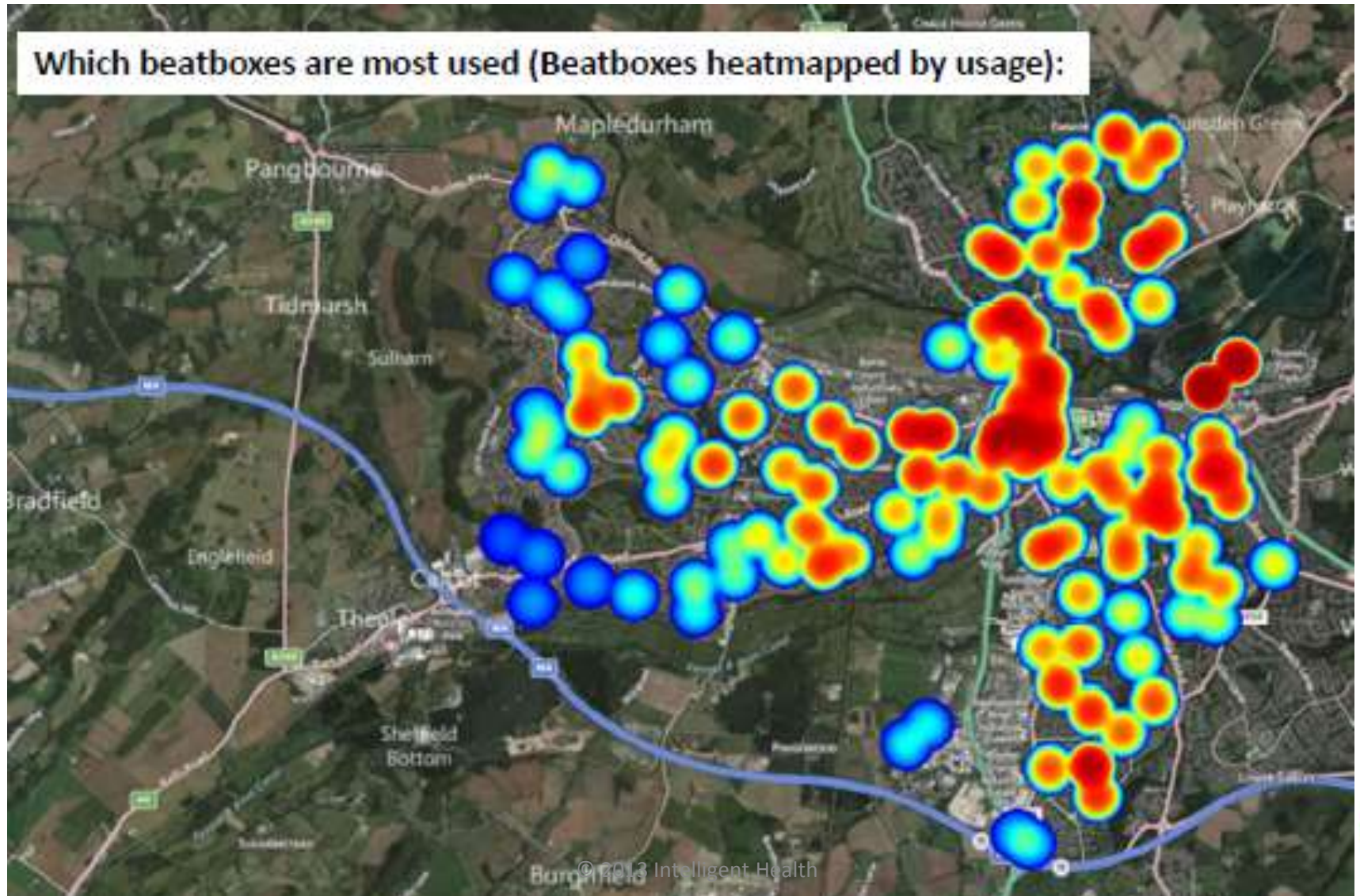


Beat the Street (Reading)

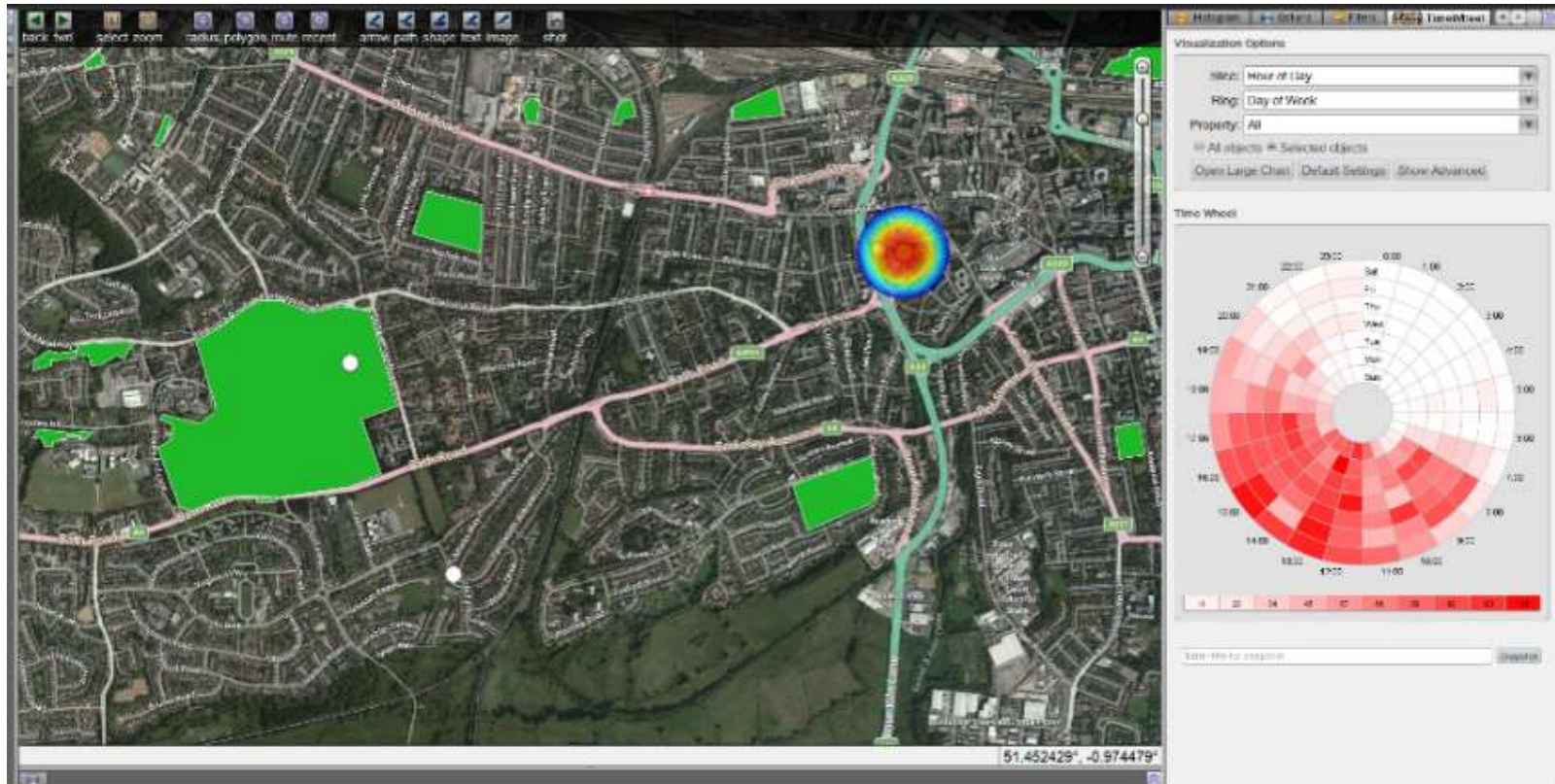
- Total Miles 244,537
- Total number of raw swipes: 514,198
- Total number of Cards and Fobs used: 15,074
- Total number of children 8,416
- Total number of adults : 6,658



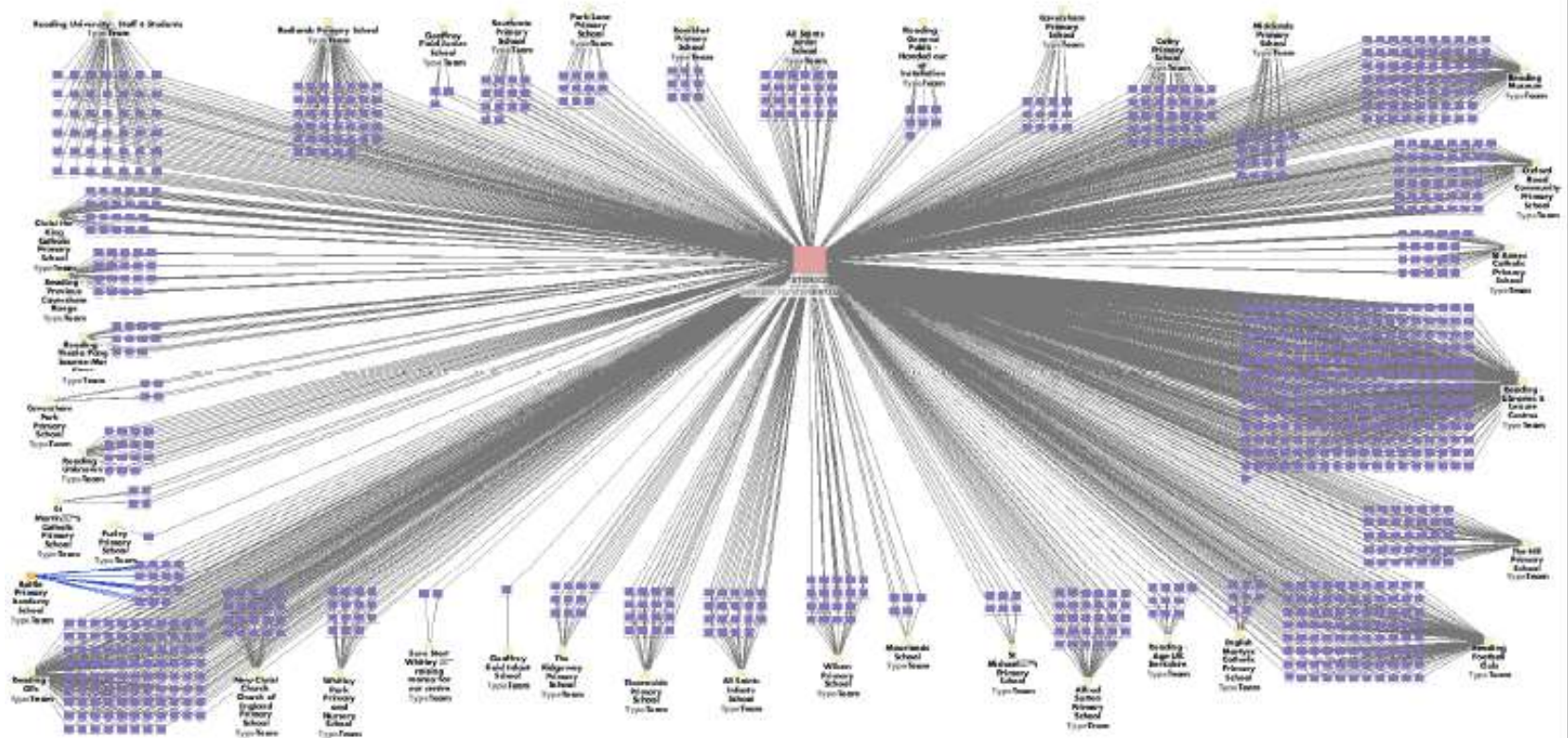
Heat Map of Usage of Beat Boxes



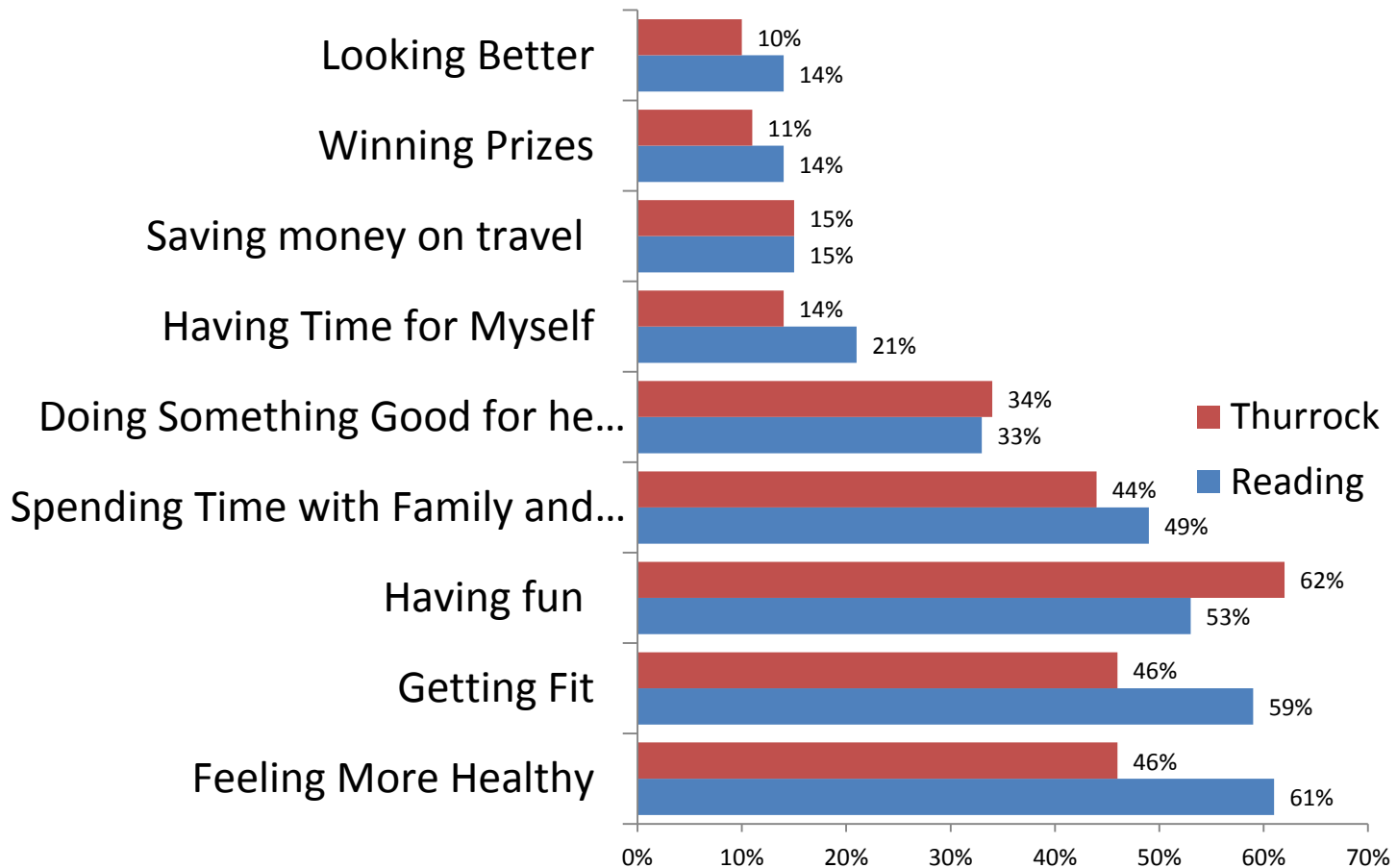
City Centre Beat Box



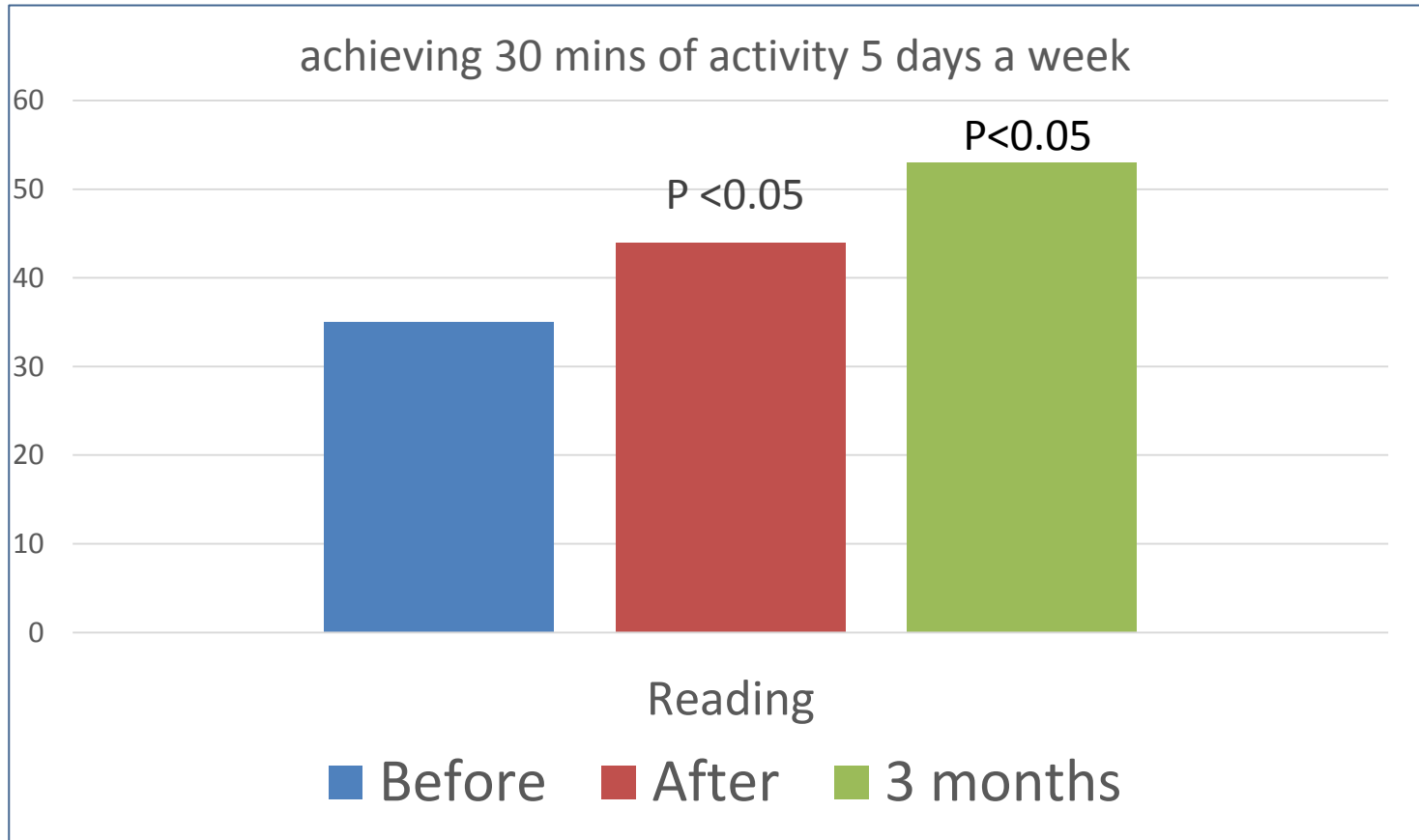
Teams and individuals who use Beat Box 22



Reasons to take part in Beat the Street



Changes in Physical Activity



Summary

- We are hunter gatherers!
- Reducing chronic stress is essential
- Physical Activity must be seen as the gateway to a better life i.e. a means to an end
- Structures owned by the community and overseen by local government can work
-think of Bob

The Start
On Caversham Road





Coming back

Uplands Road

TIME !!

BEAT BOX

HAPPY BOY

CARD

Still going

Library

TIME !!

HAPPY BOY

CARD



Still going

Reading
Bridge

MOON !!

HAPPY BOY

CARD



Still going

Park

With the
teeth !!

HAPPY BOY

CARD



Thank You

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