



NORTHWEST HEALTH AND PHYSICAL ACTIVITY FORUM

The North West Health and Physical Activity Forum
Annual Conference 2009

Move More for Less

Thursday 5th November 2009

10.00 am – 4.30 pm

Aintree Racecourse, Liverpool

The North West Health and Physical Activity Forum (NWHPAF) is a voluntary group of individuals with a common goal of promoting good practice in the area of health and physical activity. For further information on the Forum please go to www.nwhpaf.org.uk.

The NWHPAF is pleased to announce their annual conference for 2009 - Move More for Less. The conference focus for this year is making things happen on a budget, getting more mileage for your money and surviving the economic downturn. Another key strand is how to harness new technologies and social networking sites, and the opportunities for physical activity offered by active video gaming.

Throughout the day there will be keynote sessions and workshops exploring the following themes and issues:

- How to add value and do things for little or no cost
- How to break down barriers and work more effectively with target groups for more effective engagement
- Best use of resources and developing staff and volunteer skills
- How to utilise new and free / low cost ideas and trends such as digital and social media (for example Twitter, Facebook, blogging and viral video)
- The development of active video gaming (for example the Nintendo Wii™ and the dancemat)

There will be a technology area available for delegates try out some of the websites and games consoles currently making an impact.

Sedentary lifestyles put an enormous burden on the NHS and wider society. But how can we use this information to advocate for increased funding for physical activity, and to commission more cost-effective interventions? The keynote

presentation by **Nick Cavill**, Cavil Associates, will outline the costs of inactivity in the UK, and outline how to use economic evidence to make the case for more focused investment. This will include the existing Health Economic Appraisal Tool (HEAT) for cycling and the forthcoming HEAT for walking.

Chris Mckellen is a business strategy awareness consultant who has been involved with healthcare and will focus on saving money and business efficiency. Chris will outline briefly the principles of lean thinking – giving examples of eliminating non value added operations in a variety of organisations. He will explain how the techniques help in times of 'doing more with less' and how empowerment with responsibility can help any organisation optimise its resources

Nathan Smith is MD of Smith and Smith PR in Manchester and has delivered social media training to many well known organizations. Nathan will give a snapshot of what social media is; how it works; and how it can help organisations raise awareness about their aims and activities. Using practical real-life examples from organisations successfully using social media, Nathan will outline the do's and don'ts of the genre, with practical tips on how to engage with it successfully and use it to maximum effect. Nathan will explain how these tools can work for you and how to take the first steps to confidently embrace social media and try it out.

Mike Farrar was appointed as Chief Executive of NHS North West, the Strategic Health Authority for the North West of England in May 2006. He is also a Board member of Sport England, having served for 14 months as its interim Chair in 2007-2009. In August 2009 Mike was appointed as the National Tsar for Sport and Health. Delegates at the conference will be able to hear the National and Regional perspective on physical activity, and the contribution sport can make to the physical activity agenda. There will also be the opportunity for delegates to question Mike.

This conference is kindly supported by



North West Regional Public Health Group

For more information please go to www.nwhpaf.org.uk · To book please go to www.movemoreforless.eventbrite.com
Or please contact Events Northern Ltd on 01772 336639 or info@eventsnorthern.co.uk

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CONFERENCE PROGRAMME

8.45 onwards	Arrivals, refreshments, networking and technology area
10.00 – 10.10	Welcome - Ian Beattie, Chair of the NWHPAF
10.10 – 10.30	The Economic Impact of Inactivity - Nick Cavill, Cavill Associates
10.30 – 10.50	'LEAN but not MEAN – doing more for less' - Chris McKellen, Manufacturing Awareness Ltd
10.50 – 11.15	Refreshments, networking and technology area
11.15 – 11.45	Reaching Out Through Social Media - Nathan Smith, Managing Director, Smith and Smith PR Ltd
11.45 – 12.10	Let's Get Physical - Mike Farrar CBE, Chief Executive, NHS North West and National Tsar for Sport & Physical Activity
12.15 – 12.55	Workshop session 1
12.55 - 13.55	Lunch, networking and technology area
14.00 – 14.40	Workshop session 2
14.45 – 15.25	Workshop session 3
15.30 – 16.10	Workshop session 4
16.10 – 16.30	Close - Ian Beattie, Chair of the NWHPAF



Workshops Sessions

Delegates will be able to choose to attend 4 different workshop sessions selected from the following list.

Walking in Partnership is good value for money

Dr Anne Brenchley, Regional Health & Environment Project Manager, Natural England - NW

Using Active Video Gaming as an Intervention: Considerations and Recommendations

Dr Nicola Ridgers, Lecturer in Exercise Science, Liverpool John Moores University and Lee Graves, PhD student in Active Video Games, Liverpool John Moores University.

Bringing physical activity delivery into value and outcome led contracts using World Class Commissioning principals

Carl Bennett, Senior Health Improvement Specialist, NHS Stoke on Trent

points4life – creating a healthier Manchester through incentives

Stephen Tilley, Business Market Development Manager, points4life, NHS Manchester

The Volunteer Journey: Making it Happen IN Salford through Healthy Hips and Hearts

Jo Reilly, Volunteer & Training Development Officer and Denise Shah, Healthy Hips & Hearts Coordinator, Salford Community Leisure

Inspiring Leaders - supporting local delivery via a practical leadership programme for the community and voluntary sector

Andrew Ramwell, Head of Institute, and Bernard Clarke, Operations Director, Manchester Institute of Sport & Physical Activity, Manchester Metropolitan University

The re:refresh Initiative - increasing participation

Claire Ramwell, Head of Healthy Living and Sport and Richard Brown re:refresh Manager, Blackburn with Darwen Borough Council

Shaping Places where Everyone Can be Physically Active - Strategic Commissioning of Universal and Targeted Services

Andy Howitt, Assistant Director (Culture & Leisure), Salford City Council and David Herne, Consultant in Public Health, Salford Primary Care Trust

Calling all Health Mavericks : Social Enterprise and Health

Scott Darraugh, Project Director, Angel Healthy Living Centre

Changing policy at local level

Nick Cavill, Cavill Associates

More Active Health

Sue Gill, Head of Programme Development, MEND Adults, Lisa Taylor, Strategic Partnership Director, MEND and Matt Reents, Campaigns & Programmes Manager, FIA

Reaching Out Through Social Media

Nathan Smith, Managing Director, Smith and Smith PR Ltd

'Your Choice' using interactive Wii sessions to engage and encourage non users and hard to reach participants to consider physical activity opportunities in a fun, innovative way

Alison Griffin, Active Living Officer (Your Choice) and Kath Kennedy, Active Living Officer, Falls Prevention and Older Peoples Projects, WLCT

Delegate Rates:

Current members of the NWHPAF can attend free of charge

(current members will receive a password and special link to enable them to book their place).

Other delegates can attend at the following rates:

Voluntary/Charity/Student Rate - £80 plus VAT (£92)

Public and Private Sector Rate - £130 plus VAT (£149.50)

As well as attendance at the conference this rate also gives membership to the NWHPAF through to 31st March 2010, which includes the option to receive physical activity updates via email.

Booking Instructions and Further Information:

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