

“Move More” Macmillan Cancer Support / Partnership	9th October 2018
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Resilient, healthy & engaged communities
Outcome	Council will work to support healthy lifestyle choices for all citizens. Citizens will have access to Council recreational facilities and protected natural environments which help them to develop their physical, emotional and cognitive health
Lead Officer	Head of Sport & Wellbeing
Cost: (If applicable)	N/A

The purpose of this report is to request Members permission to submit a Partnership application to Macmillan Cancer Support for a Macmillan Move More Coordinator.

Background

Physical Activity & Wellbeing

Since 2015 Causeway Coast & Glens Borough Council has continued a number of key partnerships first initiated in the legacy councils of Ballymoney, Coleraine, Limavady and Moyle. These partnerships with the Northern & Western Health & Social Care Trusts, Public Health Agency and Sport NI are designed to encourage and support residents to participate in physical activity as a recognised means of improving the health and wellbeing of the individual in both physical and mental wellness.

Partnership agreements focus primarily on funding from Council’s partners towards staff costs, training programmes and project delivery costs. In turn Council provides employee and facility resources to facilitate the delivery of a range of projects designed to meet the specific needs of the individuals and also monitor and provide statistical data for the partner organisation to help validate the benefits of the programmes.

Cancer Facts

Every 2 minutes, someone in the UK is diagnosed with cancer. There are currently 2.5 million people living with cancer and it is estimated that this figure will continue to rise by 3% on an annual basis. Accordingly, almost 1 in every 2 people in the UK will develop cancer in their lifetime by 2020, and by 2030, 4 million people in the UK will be living with cancer. 161,000 people die of cancer each year in the UK and in 2012, cancer cost the NHS over £5.8 billion. Over 40% of all cancers in the UK are linked to lifestyle factors including tobacco, alcohol, diet, being overweight and inactivity.

In spite of the wide range of benefits associated with physical activity, 77% of people living with and beyond cancer are not active enough to realise these benefits. This is equivalent to 48,510 of the 63,000 people currently living with and beyond cancer in Northern Ireland.

At the end of 2014, around 4,501 people in Causeway Coast & Glens were living with cancer and it is estimated that this could rise to 7,500 by 2030. During the period 2010-2014, there

were an average of 560 new cancer diagnosis in the council area for every 100,000 people per year.

Partnership Project

As a cancer charity, Macmillan Cancer Support are committed to helping everyone with cancer live life as fully as they can. To that end the charity has established **Move More Northern Ireland** as a physical activity service for people living with cancer. Details can be found at **Annex A**.

This service has been established on the back of a recent and growing body of evidence which shows that an active lifestyle can:

- Reduce the consequences of cancer treatment;
- Prevent the occurrence of co-morbidities;
- Decrease the likelihood of cancer progressing or returning; and,
- Reduce cancer-related mortality.

While developing proposals for Move More Northern Ireland, Macmillan consulted with district councils, health & social care trusts, and a range of other key stakeholders – the process led to the decision to establish 11 Move More projects, i.e. one in each council area of NI. In each of those projects, the relevant district council is involved as a key partner and Macmillan have provided funding for the council to recruit & deploy a Move More Coordinator to lead on the development and delivery of the project (circa £120k over 3 years).

To date:

- 8 of the 11 Move More projects have been established in NI;
- Over 1,000 people living with cancer have been referred on to Move More NI; and,
- Participant data shows significant improvements in quality of life, mobility, mood & state of health, and reductions in many of the adverse consequences associated with cancer & its treatments.

Move More / Causeway Coast & Glens

The introduction of a Move More Causeway Coast & Glens project aims to ensure that “everyone living with and beyond cancer in Causeway Coast & Glens is aware of the benefits of physical activity and enabled to choose to become, and to stay active at a level that’s right for them”.

The appointment of a Move More Coordinator provides support for each person living with cancer (PLWC) to become and remain active in an activity that’s right for them. For some, this might mean being active in the gym or swimming pool, joining or re-joining a local sports club, or participating in an activity class (e.g. yoga, Pilates, spin cycling etc.). But for others, it might mean being active in the garden, using the Move More DVD to be active at home, or going walking with family and friends.

The Move More Coordinator will support each individual to become and remain active in an activity that is suitable for them and that fits in with their lifestyle by providing:

- An Extended Brief Intervention.
- A Minimum of 12 Months Follow Up Support.

Service Users are also provided with a range of incentives, including:

- Move More Guide.
- Pedometers.
- Free Sessions.

- Discounted Membership Rates.
- Move More Events.

Participation Targets

It is anticipated that the project will commence in January 2019. Thereafter, it is anticipated that the following numbers of PLWC will be involved in the project:

Year	Number of PLWC
1	100
2	175
3	225
Total	500

The projections, set in agreement with Macmillan Cancer Support, take account of the fact that there is currently no service of this nature within Causeway Coast and Glens, that the project will take some time to become fully established, and that levels of participation will be progressive. The projections will be reviewed at the end of Year 1 and any adjustments will be made accordingly.

Sustainability

During the first 3 years of the proposed project, the associated outputs will be effectively monitored and evaluated to provide an in-depth insight into the impact achieved.

Additionally, an evaluation will be commissioned to provide a comprehensive analysis of project impact, to identify recommendations for continuous improvement, and to provide an evidence base that will support the long terms development and sustainability of the project.

As the project lead, Council's Officers will seek to;

- a) Support the financial sustainability of the project after the initial 3 year period, and
- b) Ensure that the project is effectively monitored and evaluated over the first 3 years, and that regular reports are submitted to relevant key stakeholders with a view of securing their support to sustain the service, including:
 - Causeway Coast and Glens Borough Council;
 - Sport Northern Ireland;
 - Western Health & Social Care Trust;
 - Northern Health & Social Care Trust;
 - Public Health Agency; and,
 - Local Commissioning Groups.

Recommendation

Council is asked to approve the submission of a Macmillan Partnership Application to enable Council to appoint a Move More Coordinator to support the implementation of the Macmillan Physical Activity Behaviour Change Care Pathway across the Borough of Causeway Coast & Glens.

In each project, Macmillan has provided funding to support the employment and deployment of a Macmillan Move More Coordinator whose responsibilities include to:

- Support the development of diverse and accessible physical activity opportunities for people living with and beyond cancer;
- Assist people living with cancer to identify and access physical activity opportunities that reflect their personal needs, interests and abilities;
- Provide personalised and tailored support, encouragement and motivation for people living with cancer to both initiate and to sustain an active lifestyle;
- Promote the benefits of physical activity, and the opportunities that exist within local communities;
- Provide healthcare professionals and other key stakeholders with the knowledge, skills and information required to promote the benefits of physical activity, and the opportunities that exist within Move More NI, among people living with cancer;
- Develop and manage partnerships with a range of key stakeholders, including healthcare professionals, to ensure that Move More NI supports the implementation of the Macmillan Physical Activity Behaviour Change Care Pathway;
- Facilitate the ongoing monitoring and evaluation of Move More NI, demonstrating the quantitative and qualitative impacts achieved and identifying opportunities for programme development and improvement;
- Identify opportunities and maximise partnerships to support the long-term development and sustainability of Move More NI.

WHAT SUPPORT & ACTIVITIES ARE PROVIDED FOR PEOPLE LIVING WITH CANCER?

Move More Northern Ireland provides diverse physical activity opportunities tailored to the needs of the individual, and these opportunities are not time-limited. The Move More Coordinator supports each individual to become and remain active in an activity that's right for them. For some, this might mean being active in the local gym or swimming pool, joining or re-joining a local sports club, or participating in an activity class (e.g. yoga, Pilates, spin cycling etc.). But for others, it might mean being active in the garden, using the Move More DVD to be active at home, or going walking with family and friends.



Each project also facilitates a range of cancer specific activities to support the many service users who are keen to be active with other people living with cancer. These opportunities include cancer specific circuit classes, yoga, Pilates and walking groups, and tend to be a great source of social and emotional support – participants often stay on after for tea and coffee, and in some cases, participants have formed a formalised cancer support group.

The Move More Coordinator supports each individual to become and remain active in an activity that is suitable for them and that fits in with their lifestyle by providing:

- **An Extended Brief Intervention** – a one-to-one, face-to-face consultation, usually lasting between 30 and 60 minutes. The intervention is used to explore the service user's goals and motivations, barriers that may adversely impact their ambition to become more active, opportunities that exist locally, and the support they feel that they require to become more active. The intervention is provided at a time and place that suits the individual and may take place in a leisure facility, coffee shop or the individual's home.
- **A Minimum of 12 Months Follow Up Support** – ongoing support is provided at the level, intensity and frequency required by the service user. This support is available for at least 12 months, but can be extended if required. This support may be pre arranged (e.g. monthly meeting, regular phone call) or ad hoc (e.g. a service user can get in contact with a Move More Coordinator at any point in time, and often do so where an activity does not meet their needs, when they have had a recurrence of their cancer, or when they have encountered a setback).

Service Users are also provided with a range of incentives, including:

- **Move More Guide** – includes the Move More DVD to support home based activity, an activity record, activity factsheets, and information in relation to physical activity and cancer
- **Pedometers** – where an individual is keen to walk independently or as part of a walking group, the move More Coordinator
- **Free Sessions** – where a service user is keen to be active in a leisure facility within the council area, the Move More Coordinator can provide free sessions for up to 12 weeks to encourage the participant to try out different activities free of charge
- **Discounted Membership Rates** – beyond the initial free sessions, and where a participant is keen to take out a membership at a local leisure facility, discounted membership rates (up to 50%) are offered by the Move More Coordinator
- **Move More Events** – in addition to the activities that are undertaken by a service user either as individual or as part of a small group, the Move More Coordinators work together to organise and facilitate regional events each quarter which bring together participants from across NI (e.g. walking event, leisure centre 'take over' day)

HOW DO PEOPLE LIVING WITH CANCER GET INVOLVED?

People living with cancer can be referred onto Move More NI by a healthcare professional, or can also self refer onto the project. The project is widely promoted (e.g. in leisure facilities, hospitals, health centres, community centres, local media, at Health & Wellbeing

Events after treatment etc.) using a range of marketing materials (e.g. Move More video, Move More Postcards, Move More posters, Move More banners, press releases etc.). Referrals are usually made by completing the Move More Postcard and returning it to the relevant Move More Coordinator (this process is straightforward, requiring minimal effort and time):

WE ARE MACMILLAN CANCER SUPPORT

LIVING WITH CANCER? WE'LL HELP YOU GET

Working with Macmillan
Northern Community Leisure Trust
HSC South Eastern Health and Social Care Trust

Taking part in physical activity during and after cancer treatment can make a big difference to a person's clinical outcomes and quality of life. That's why Macmillan has a scheme in Ards & North Down called Move More to help people get and stay active at a level that suits them.

WANT TO GET INVOLVED?

Name _____
Telephone _____
Email _____

Call Eimear Hagan on **07718194434** or email **eimear.hagan@serco.com**

Move More.
Be a more active you.

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland.

The Move More Coordinators have a close relationship with many healthcare professionals who will also forward referrals via email and telephone. During the Extended Brief Intervention, further details in relation to the individual's medical condition are discussed, recorded and considered.

HOW MUCH DOES MOVE MORE NORTHERN IRELAND COST?

Macmillan has initially invested circa £120,000 in each Move More project for a 3-year period which covers the salary of the Macmillan Move More Coordinator and associated costs (e.g. set up, travel, marketing etc.). Accordingly, each Move More project costs circa £40,000 per annum, and Move More NI in it's totally will be developed and delivered at a cost of £440,000 per annum.

In addition to the financial contribution provided by Macmillan, project partners (mainly the district council or leisure provider commissioned by the district council) make a significant

contribution to the project by providing in-kind access to facilities (including swimming pools, gyms, halls), and a range of incentives including free taster sessions and reduced membership costs.

WHERE ARE WE NOW?

The first Move More project started in July 2016 and at present, 6 of the 11 Move More projects are currently operational including:

- Move More Ards & North Down
- Move More Antrim & Newtownabbey
- Move More Belfast
- Move More Armagh, Banbridge & Craigavon
- Move More Lisburn & Castlereagh
- Move More Newry, Mourne & Down

Move More Derry & Strabane will commence in April 2018, and Move More Mid & East Antrim will become operational in June 2018. Macmillan is currently in consultation with key stakeholders in the remaining 3 council areas, with a view of having all 11 Move More projects operational by the end of 2018.

MOVE MORE NORTHERN IRELAND IN ACTION

To find out more about Move More Northern Ireland, [click here](#) to watch the Move More video. You can also hear how the project has benefitted Arlene & Elaine by [clicking here](#). You can also see what we are up to on social media as follows:

- One Facebook account – www.facebook.com/movemoreni
- One Twitter account – www.twitter.com/movemoreni