



**Department of Health's Public Health Responsibility Deal  
Stay Active for a Healthy Life**

**What we eat, how much we drink and how active we are is heavily shaped by our environment. Creating the right environment can encourage and empower people to take responsibility for their health and make healthy choices. Launched on 15 March, the Public Health Responsibility Deal has been established to tap into the potential for businesses and other organisations to improve public health and tackle health inequalities through their influence over food, alcohol, physical activity and health in the workplace.**

**BFFF signed up to the Department of Health's Public Health Responsibility Deal on 7 June specifically to support the pledge for the Communication and Promotion of the Chief Medical Officers' revised Physical Activity Guidelines.**

Physical activity includes all forms of activity from everyday walking and work related activity to planned recreational activity and competitive sport. Physical inactivity is the 4<sup>th</sup> largest risk factor in global mortality (accounting for 6% of deaths) behind high blood pressure (13%), tobacco use (9%), high blood glucose (6%) and just ahead of overweight and obesity (5%)

The guideline covers the risks with sedentary behaviour and associates it with type 2 diabetes, metabolic dysfunction and some types of cancer. Suggesting that age, gender, socio-economic conditions, occupation and the physical environment all impact independently of physical activity, stating that there is evidence that health risks are higher for people who spend large amounts of time being sedentary (such as sitting for long periods at a computer) even when they are active at the recommended levels!

There is no doubt that increasing levels of physically activity can offer significant benefits primarily to our health with research showing strongly that it can benefit our hearts and respiratory organs, our bones, joints and muscles as well as our mental health, reducing the risk of diabetes and both colon and breast cancers. Even low to moderate increases in the level of activity, particularly amongst those starting from a low base can have significant effects on health.

The easiest way to get more active is to find ways to incorporate it into the everyday routine of life such as walking to the shops, work or school rather than travelling by car. Though we are all encouraged to aspire to larger quantities and more vigorous exercise. Gentle walking and cleaning are considered as light intensity activity whilst mowing the lawn, hoovering, playing golf or painting would all be moderate. Vigorous activity includes running, swimming and cycling. Intensity is not the only thing to be encouraged, benefits can also be realised through muscle strengthening activity for bone formation and density retention as well as blood pressure and glucose metabolism.

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**British Frozen Food Federation**

## 2.

The recommendations cover all life stages with separate recommendations for each, in summary they are:

### **Early Years (under 5's) – Activity is to be encouraged from birth**

- Safe floor based play and water based activities
- Toddlers should be active for at least 3 hours daily, spread evenly throughout the day
- Minimise extended periods of sedentary time except for sleeping

### **Children and Young People (5 – 18 years)**

- Moderate to vigorous activity for at least 60 minutes every day
- Vigorous activity, including muscle building at least 3 times a week
- Minimise extended periods of time spent being sedentary

### **Adults (19 – 64 years)**

- Be active daily, totalling at least 2½ hours weekly of moderate exercise
- Alternatively vigorous activity for a at least 1 ¼ hours weekly or a combination of the two
- Muscle strengthening activity at least two days a week
- Minimise extended periods of time spent being sedentary

### **Older Adults (65 years and older)**

- The more activity the better, any is better than none.
- Be active daily, totalling at least 2½ hours weekly of moderate exercise
- Alternatively vigorous activity for a at least 1 ¼ hours weekly or a combination of the two for those who are already active.
- Muscle strengthening activity at least two days a week
- For those at risk of falls activity to improve balance and coordination on a least two days a week
- Minimise extended periods of time spent being sedentary