

NORTHUMBERLAND PHYSICAL ACTIVITY LOGIC MODEL: THE INACTIVITY CHALLENGE

Inactivity levels across Northumberland are too high with 23% of adult females and 18% of adult males being inactive and 31% of Northumberland children spending less than 30 mins a day being physically active.

Inactivity amongst adults rises to 32% in the most deprived areas of the county and 41% for people with long term conditions or disabilities.

Inactivity in the county is linked to over 600 deaths per year.

There is strong evidence that increasing physical activity can:

- Improve physical and mental wellbeing Improve educational behaviour and attainment Build social and community development Increase employment and employability Build confidence and self-esteem Support individual development
 Reduce social isolation Reduce crime and anti-social behaviour Create economic value Build resilience

