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The Daily Mile™ Scotland: National Strategy

The Daily Mile Foundation and Scottish Government



Strategic Context

The message or the case for physical activity has been made. It is accepted that physical activity is good for physical, mental and social health, helps children concentrate, can be good for organisational productivity and has many more individual, organisational and society benefits.

While this is understood, unfortunately some of the statistics and trends suggest that we are still failing to turn this understanding into delivery and action. Most worryingly, the health inequality gap continues to grow with the most vulnerable in society least likely to be physically active and in turn not able to enjoy the benefits.



Joint Ministerial Statement

“With all the uncertainty in the world just now which COVID-19 has created, one thing that is clear is that physical activity has a huge part to play in people’s lives in the weeks and months to come. There is a real opportunity to build on the positive habits that people have been demonstrating and the Scottish Government and The Daily Mile Foundation are keen to support these to be sustained for the long term.

There is now an opportunity to engage with the most vulnerable people in our communities who have experienced particularly difficult times. The impact of COVID-19 has been felt by everyone in Scotland across all walks of life and provided further challenges around physical and mental health. The Daily Mile can be part of the solution to improved health and wellbeing through physical activity.”

JOE FITZPATRICK

Minister for Public Health, Sport and Wellbeing

MAREE TODD

Minister for Children and Young People



The Facts

- 39% of children in Scotland don't meet the minimum daily guidelines.
- 26% of children aged 2-5 are at risk of being overweight, including 13% at risk of obesity.
- 35% of the adult population are inactive, whilst 2500 deaths are related to inactivity.
- Adults in the most deprived areas of Scotland are less likely to meet physical activity recommendations (56%), compared with the least deprived areas (72%).
- 65% of adults aged 16 and over are overweight, including 29% who are obese.



The Evidence

We know from evidence that in order to increase physical activity action is required on multiple fronts in key settings including schools, transport, environment, health care, the workplace and communities. Taking a systems wide approach is essential for any intervention to be sustainable and to have a long-term impact.

This strategy supports a range of policy areas including the National Performance Framework, Active Scotland Outcomes Framework and Public Health Scotland's priorities. There has been a lot of research done on the different barriers to participation among different population groups. To overcome and address those barriers, especially for the inactive, collaboration and partnership between key organisations is required to work towards a preventative health agenda and The Daily Mile has the capability to make a significant contribution. Since The Daily Mile began, many universities and institutions have been independently compiling research on the effects of The Daily Mile: www.thedailymile.co.uk/research

The Daily Mile Foundation has developed this strategy in partnership with Scottish Government and in consultation with delivery partners. The Strategy is based on a model of partnerships and integration with current and existing programmes. If Scotland is to become a Daily Mile Nation it is essential that these partnerships and integrations are established to ensure it is scalable, sustainable and ultimately has an impact of increasing physical activity.

The Message

“There is undisputed evidence around the benefits of physical activity. Equally there is undisputed evidence around the poor impact on our health of inactivity.

All of us who have the ability and agency to do so should take the action to improve our individual and national level of activity. The Daily Mile is a simple solution that provides opportunities for all, easy to deliver, proven to deliver and we want to support you to put this in place.”

Dr Gregor Smith, Interim Chief Medical Officer



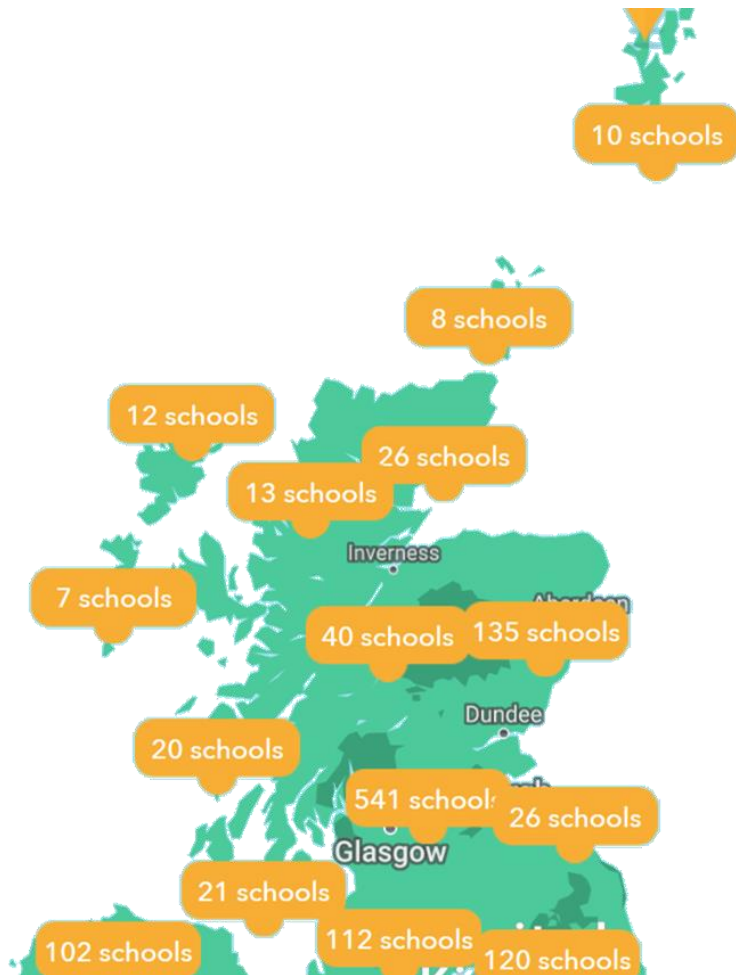
The Daily Mile *Children Fit For Life*

The Daily Mile, which was created in Scotland, is now a global success and can improve people's physical, mental and social health irrespective of age, ability or background, contributing towards **'a Scotland where more people are more active, more often'**. The Daily Mile is not the single answer to increasing physical, mental and social wellbeing, it is well documented that multiple approaches are required to tackle the issue. However The Daily Mile can be part of the solution to establishing positive sustained behaviours that improve physical, mental and social health.

The Daily Mile is a simple but effective concept that any primary school or nursery can implement. Its impact can be transformational, improving not only the children's fitness but also their concentration levels, mood, behaviour and general wellbeing. The Daily Mile is not a replacement for PE. PE is an important and valuable subject area which concentrates on teaching the skills, techniques and introducing different sports. The Daily Mile is a physical activity that promotes Health and Wellbeing for every child.



The Daily Mile *Children Fit For Life*



The Daily Mile is active in every Local Authority in Scotland which is fantastic, however through the delivery of this plan we aim to increase the number of schools actively delivering the initiative regularly.

Currently, 973 Primary schools and Early Learning Centres across Scotland have signed up to The Daily Mile.

Globally 11,841 Primary schools and Early Learning Centres across 79 countries are participating and promoting The Daily Mile.

The Daily Mile *Fit For Life*

Broadening the delivery of The Daily Mile from a primary school setting to a range of settings creates the ability to impact across generations and across Scotland. It provides the opportunity for The Daily Mile to become part of positive behaviours in relation to physical activity and how these can be embedded in every day life - active travel is a fantastic example of how this could be part of daily routines. There has also been real success in The Daily Mile at Home programme which has connected families and encouraged them to be active together. Research shows that there is a higher chance of behaviour change happening if it starts in the home.

The plan also supports the National Walking Strategy which advocates a more active nation through various strands and provides evidence to support this. The National Walk at Work Award is an excellent example and has lots of benefits for employees and the workplace.

“Walking is good for business. Evidence suggests that active employees take 27% fewer days sick leave than inactive employees. Physical activity programmes in the workplace can also reduce staff turnover by between 8% and 13% and reduce industrial injuries by 25%.” The National Walking Strategy

The Daily Mile Nation

A nation where people across Scotland walk, run, jog, wheel The Daily Mile as part of everyday life.

Measured by:

- Embedded across policy areas
- Activity across 32 Local Authority areas
 - Public, Private and Third sector organisations
 - Education settings, Communities, Workplaces



Strategic Objectives


- To increase the number of primary and nursery aged children participating in The Daily Mile *Children Fit For Life* programme.
- To increase the number of young people (11 years +) and adults participating in The Daily Mile *Fit For Life* programme.

Underpinning the objectives there will be a focus on developing strong, sustainable partnerships that can provide increased opportunities for participation. This is vital to achieve the ambition of Scotland becoming the first Daily Mile Nation and to ensure sustainability.



Approach

To deliver on the objectives, there will be a focus on:

- The Daily Mile within nursery and primary schools, with a particular focus on those that are most vulnerable and hardest to reach including children with Additional Support Needs. For many children if physical activity doesn't happen during the school day then it may not happen at all. The school environment provides a fully inclusive approach and equality of opportunity for all children.
 - Supporting and developing strong, sustainable partnerships that will provide increased opportunities for participation. Partnerships and integration within existing programmes will be key to achieve The Daily Mile Nation status.
 - A system-wide approach by working across connected policy areas and emending The Daily Mile Nation into National Performance Framework phase 4.
 - Working with existing forums, partners and structures with good political messaging, combined with a clear understanding of local priorities, issues and opportunities.
 - Systematic approach with engagement at all levels, strategic buy-in, management commitment and understanding, perhaps most importantly, enthusiastic and committed local delivery.
 - Developing of a marketing and communications plan as well as resources to support The Daily Mile implementation.
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