



PRESS RELEASE

Media contact: Philippa Rowley, Senior Communications Officer,
Philippa.rowley@liverpoolccg.nhs.uk, 0151 295 3540

CONTENT EMBARGOED UNTIL 00:01 MONDAY, SEPTEMBER 12, 2016

BRIGHTEN UP YOUR DAY WITH FIT FOR ME

Did you know that adding just ten minutes more of activity to your daily routine can help improve your health and wellbeing? Sounds hard to believe, but it really can make all the difference, that's the message from Liverpool's **Fit for Me** campaign this month.

Small changes to how active you are can give you more energy, make you feel less tired and stressed, lift your mood, help you to sleep better and boost your confidence – as well as helping to protect you from serious illnesses such as heart disease and dementia.

Fit for Me is for everyone - it doesn't matter what shape, size or age you are, whether you've been active in the past or if you're an absolute beginner. However fit, or unfit, you may be, being active is something that can help us all feel good.

Today sees the start of **Fit for Me's** ten minute motivations message, and the beauty of it is it's not particularly time consuming and doesn't require a whole load of expensive equipment.

Dr Maurice Smith, a GP at Mather Avenue surgery in Allerton and Healthy Liverpool's 'Living Well' clinical lead said, "What is great about our ten minute motivations is just that - adding ten minutes more is something we can all do.

"If you're not doing anything at the moment you can start small, why not try walking to the local shop or walking to the next bus stop on the route. As long as it gets your heart beating a bit faster and makes you breathe a bit harder, it counts."

Dr Sandra Davies, Liverpool's Director of Public Health added, "We know it can be hard to make time to be more active, what is great about ten minute motivations is it doesn't have to take away from people's busy lives.

"It takes about ten minutes to cook some rice or pasta – why not use this time walk up and down the stairs a few times. We really want to make getting active easy, what's easier and more accessible than adding ten minutes more to your daily routine."



Fit for Me wants to hear how the people of Liverpool are getting more active ten minutes at a time, so why not send your ten minute motivation ideas to info@fitforme.info.

Join in with free local activities, special offers and motivational support at www.FitForMe.info or see how active you are by taking the *Fit for Me* quiz at fitforme.info/how-active-am-i/activity-quiz/.

Don't forget to like and follow our social pages at: www.facebook.com/FitForMeLpool and [@FitforMeLpool](https://twitter.com/FitForMeLpool) (<https://twitter.com/FitForMeLpool>).

- ENDS -

NOTES TO EDITORS

- The ***Fit for Me*** campaign is supported through a partnership between Liverpool City Council, Liverpool Clinical Commissioning Group and strategic stakeholders with the aim of encouraging people to adopt a more active lifestyle. It is part of Liverpool's Physical Activity and Sport Strategy 2014-21 which sets out the vision for Liverpool to be the most active city in England by 2021.
- NHS Liverpool Clinical Commissioning Group (CCG) is responsible for commissioning (planning and buying) hospital and community health services for the people of Liverpool. It has a budget of around £840m a year. The CCG is made up of representatives from each of the city's 93 GP practices, and is led by a Governing Body consisting of GPs from across the city.
- National recommendations from Chief Medical Officer, Dame Sally Davies, says that physical activity includes everyday activity such as walking and cycling to get from A to B, work-related activity, housework, DIY and gardening. It also includes recreational activities such as working out in a gym, dancing, or playing active games.
- The campaign recommends that if you're not very active at the moment, start small and aim to do at least ten minutes of activity when you can. Once you've got started, you should try working towards doing ten minutes or more on 3 or 4 days a week. Then, when you feel comfortable, work your way up to doing half an hour or more on 5 days each week (or 2 ½ hours across a week if you prefer).
- Local research shows that people in Liverpool think that it's become normal to be inactive. They don't know what being active means or how to start being more active. People don't realise that making small changes in their daily lives to become more active can make them feel better.
- If you require hi-resolution images of the campaign collateral or of our ambassadors please contact Philippa.rowley@liverpoolccg.nhs.uk.

