

# 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

