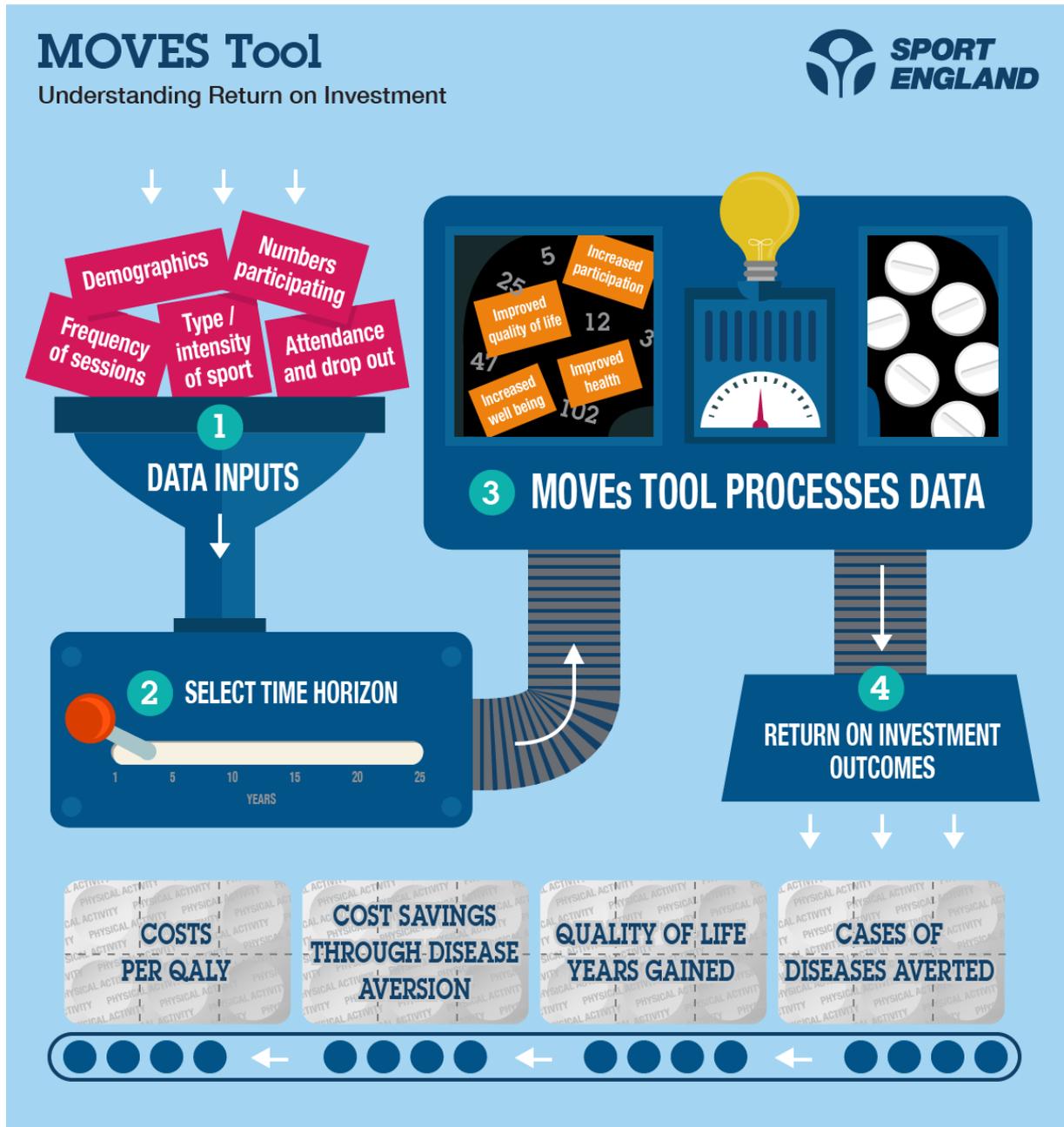


“SAVING LIVES AND SAVING MONEY”

MOVES – A HOW TO GUIDE



The Context

A wealth of evidence shows that an active life is essential for physical and mental health and wellbeing. A number of diseases are currently on the increase and affecting people at an earlier age. They include cancer and diabetes and conditions like obesity, hypertension and depression. Regular physical activity can guard against these.

The MOVES tool will help you to demonstrate the economic benefits of improved health from physical activity programmes.



“If sport and physical activity was a drug, it would be regarded as a miracle”

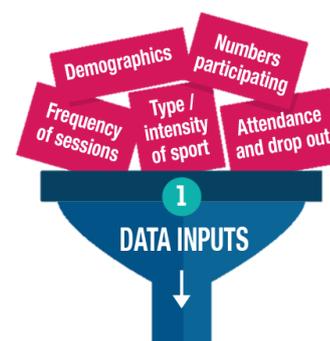
Professor Sally Davies, Chief Medical Officer- Department of Health

- Dementia
- Depression
- Colon Cancer
- Type 2 Diabetes
- Breast Cancer
- IHD
- Stroke

What is it?

The tool estimates risk reduction and economic value across seven different diseases due to an increase in physical activity.

MOVES can estimate the value of an existing or planned programme of physical activity and sport, and will produce outcomes relevant to the seven diseases here.



How does it work?

The model is simple and easy to use. All you need to do is input the relevant programme details and the model does all the work for you.

What will it tell me?

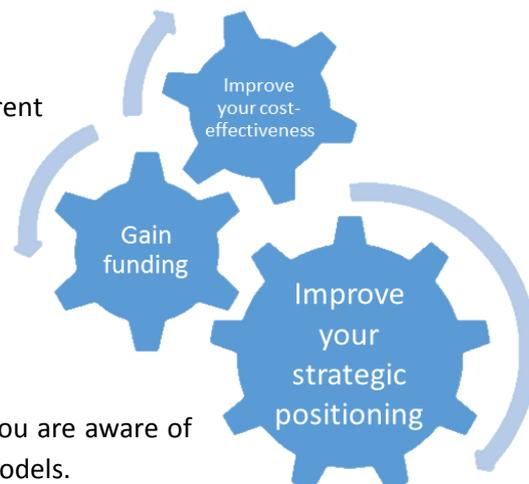
MOVES will generate both numerical data, key statements and graphs on the cost-effectiveness of your programme.



In particular the tool will generate a QALY and cost per QALY measure. QALYs are a numerical measurement that allow for comparison across different public health interventions. One QALY is equal to one year of good health. The number of QALYs gained will relate to improvements of health seen in the seven named diseases. The tool will also run a cost utility analysis and to calculate potential return on investment.

The data can be used to:

- improve the cost-effectiveness of your programme by running different scenarios in the model which explore areas for programme alteration;
- help secure funding by showing the possible return on investment and the efficacy of your programme;
- improve strategic positioning by demonstrating the value of existing or retrospective programmes.



How are the figures calculated?

It is important when you are using and presenting these figures that you are aware of the limitations and assumptions. These are similar to other economic models.

- The tool assumes people remain active at higher levels after the intervention
- The tool does not include the cost of sport injuries due to insufficient data
- The tool does not currently estimate savings made by social care, as a result the figures are an underestimations of the cost-effectiveness
- The tool discounts at the standard 3.5% for future savings, meaning future savings are worth less than current ones
- Public health teams and commissioners;
- County Sport Partnerships;
- National Governing Bodies;
- Local government looking to provide cost-effective health promotion strategies;
- Project management with a specific remit for sport and health in the private sector;
- Local sporting clubs bidding for funding.