

Getting the Inactive..... Active



An NHS Choices campaign bus, run by Derbyshire County Primary Care Trust (PCT), has just finished touring Derbyshire, encouraging young people to manage their own health more effectively. The most heavily used pieces of equipment was the dance mat system known as the Cyber Coach.

James Cracknell was really put through his paces on the day and even challenged the Department of Health's Bob Gann to a dance-off on the Cyber Coach, a virtual aerobic coach and dance mat system.

James said: "Getting young people involved in doing and enjoying physical activity is essential if they're to get the most from their health. In sporting terms, if we can give young people the opportunities and encouragement to take up exercise and sports, it will boost our country's push for success in future sporting events."

Andrew Beddow, Derby City Council's head of sport and leisure, believes that the launch is the perfect opportunity to raise awareness of its b-active campaign, which is shifting its focus to include adults, as well as children. "We now want to use the same successful principles to get adults to do more exercise, with an emphasis on the enjoyment people can gain from taking part. With dynamic new partners on board we can really grow the good work of b-active, and the '30 a day' challenge is a great way for adults of all ages to build more exercise into their daily lives."

Gerald Beales, Director of Health Promotion at Derbyshire County PCT, said: "Inspiring young people to get more physically active is one of the key health challenges of our times. The activities on this bus are designed to show young people that there are lots of interactive, interesting, fun and cutting-edge resources that they can use to stay fit and healthy."

