

Where to find money?

***The craft (and art) of securing funds for a
SWITCH campaign”***

Veronica Reynolds



SWITCH WEBINAR 14 MARCH 2016
14.00-15.00 CET

Who might give you money?

1. Local, regional or national Government
2. Employers
3. Businesses/Corporates
4. Charities/grants/foundations



POLL

1. I HAVE BEEN SUCCESSFUL IN OBTAINING FUNDING FROM HEALTH. Yes/No
2. I HAVE BEEN SUCCESSFUL IN OBTAINING FUNDING FROM BUSINESSES. Yes/No



Before you start....

Are you talking to the right people?

Decision makers?

Influencers?

Do they have access to money?

-what is the limit of their funding?

Multiple funders?

Do you need to go higher up the decision making tree?

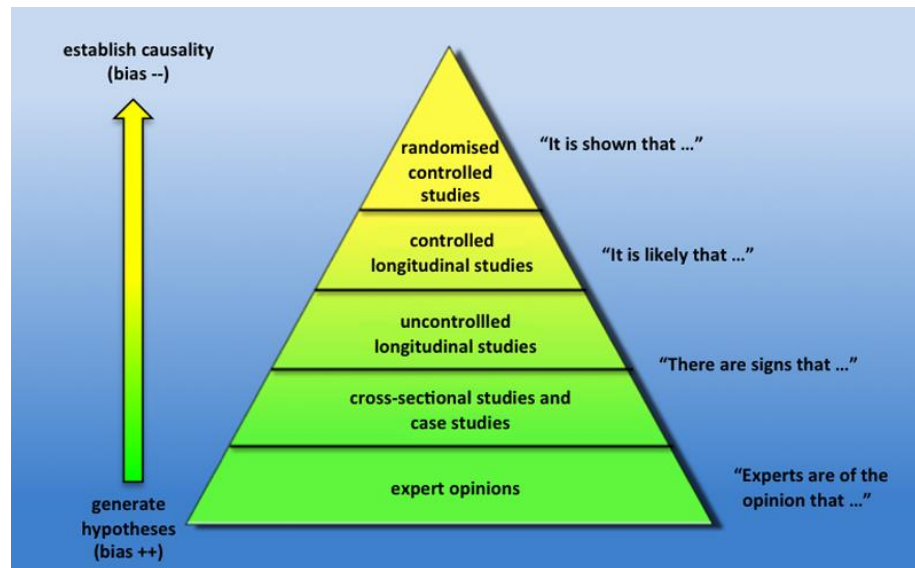
Unite them with a shared VISION (even though their objectives may differ).

As well as economic case, need to make strategic case,
longer-term funding?



Arguing the case for funding

- Must be relevant to their agenda(s)
- Must use EVIDENCE to back up reasons to invest
- Must show some kind of **return** on their investment (monetised?)



1. Local, Regional or national Government

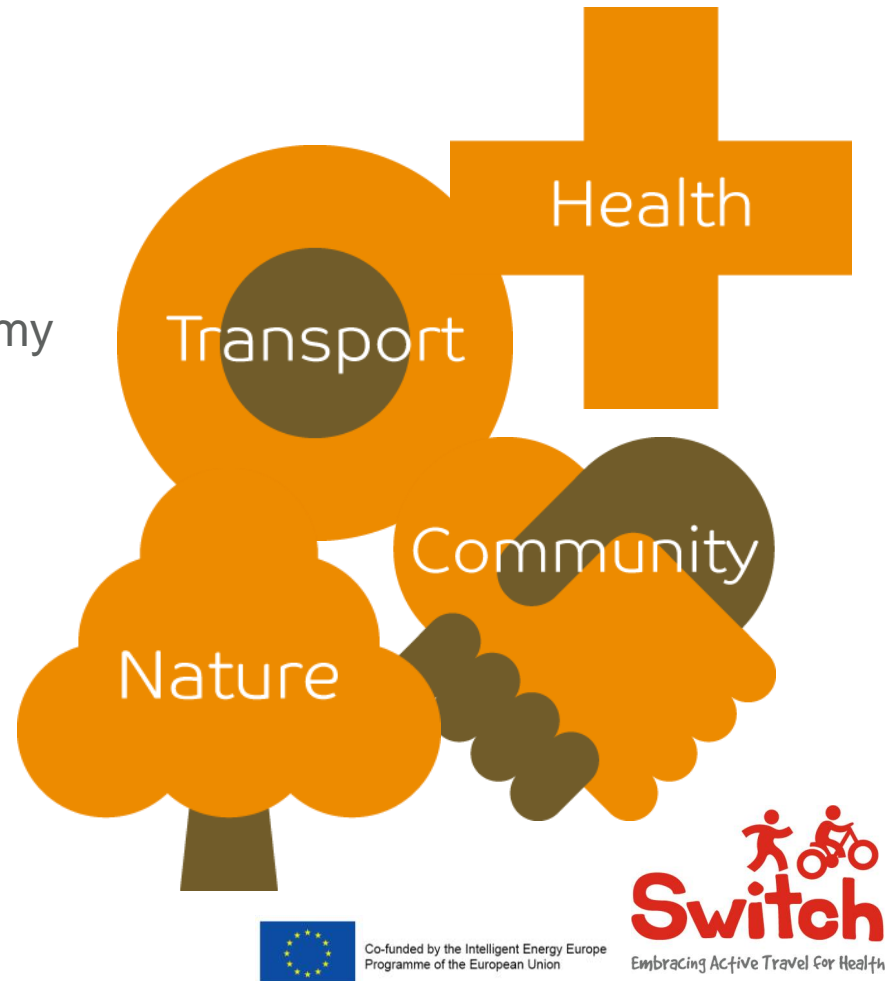


What is their agenda and what are their motives?

What is their agenda and what are their motives?

1. Local, regional or national Government

- Transport
- Health
- Communities
- Environment
- Business development – economy



What is their agenda and what are their motives? Transport

- Main drivers are typically
 - Reducing congestion
 - Improving air quality
 - Reducing short car trips
 - Increasingly (but not always) Active Travel
- Evidence is about BCR – a monetised cost-benefit that doesn't necessarily take into account value for money, i.e. the wider well-being agenda.



What is their agenda and what are their motives? Health

- Main drivers are typically
 - Reducing mortality and morbidity
 - Reducing burden of disease on society
 - Saving money on treatment



How can your campaign achieve this?

- Increasing physical activity levels
- Reducing stress
- Bringing communities together



What is their agenda and what are their motives? Communities

- Main drivers are typically
 - A healthier, happier community
 - A more productive community
 - Reduced crime and anti-social behaviour
 - More pro-social behaviours



How can your campaign achieve this?

- Increasing physical activity levels
- Reducing stress
- Bringing communities together

POLL

1. I HAVE USED HEALTH ARGUMENTS AND/OR METRICS TO SECURE FUNDING FOR MY PROJECTS

Yes/No



Constructing a robust health argument



Making the case for health funding

Physical inactivity is 4th leading cause of death worldwide

Physical activity can prevent and ameliorate many chronic conditions such as heart disease, diabetes anxiety, depression.

Active Travel can make a significant contribution to overall physical activity

- Up to 1/3rd of daily requirement for children and 4/5 of adults' requirement
- Sustainable, achievable, free (?) for end user



Making the case for health funding

Measures used by **transport** to make health argument.

Arguments need to be made in terms of saving money associated with disease caused by physical inactivity or reducing burden of disease

WHO HEAT (Health Economic Assessment Tool) for walking and cycling.



Pros –

fairly simple to use, once input variables are known

Increasingly used by transport

Cons –

only looks at MORTALITY, health more interested in **MORBIDITY**

Making the case for health funding

Measures used by **health**

Main diseases impacted by becoming more physically active:

- Stroke,
- Coronary Heart Disease and
- Type II diabetes



Calculating the cost-benefit for health:
morbidity is more important than **mortality**.
Adding life to years and years to life.

Estimating the value of health cost savings

Diabetes example (1):

- 1) Estimate number of patients with pre-diabetes benefiting from the initiative (population estimates)
- 2) Estimate the number of participants becoming active
- 3) Estimate the benefit of physical activity on preventing diabetes
- 4) Estimating the cost of treating diabetes
- 5) Estimate the cost of alternative treatment
- 6) Finally estimating the number of cases of diabetes prevented and the subsequent cost savings



Estimating the value of health cost savings: Diabetes example (2)

1. Initiative leads to an 18% increase in people meeting the guidelines of 150 minutes/week.
2. 30,500 participants who are representative of target population
3. 35% will have pre-diabetes (adults) (from known local population health data)
4. 5,524 of these (18%) will be lifted out of inactivity and 1,933 (35%) will have pre-diabetes
5. Of these 402 (10.4 per 100 patient years) would go on to develop diabetes
6. Activity will reduce the risk of that by 52% so **233** will no longer develop diabetes.



Diabetes example (3)

The cost of diabetes is £2588 per patient per year over a 30 year period...



Cross-sector impact of active travel

Department	Main Benefits	Other Benefits
Education	Strong evidence that in young people as physical activity increases academic performance improves	Impact on cognitive skills and attitudes and academic behaviour
Work and Pensions	Helping people get back to work Reducing	Reducing absenteeism and cost to economy
Energy and climate Change	Reduction in transport-related greenhouse-gas emissions through less motor vehicle use and increases in distances walked and cycled	Better energy security
Environment, food rural affairs	Reduced carbon emissions from less motor vehicle use - improves air quality, reduced noise	Supporting rural economic agenda - tourism enabling better access to nature
Communities and Local Gov	Support for high street vitality and social cohesion	Low carbon approach to access for growth areas
Business and skills	Physical activity, wellbeing and performance at work	Happiness advantage of positive psychology
Treasury	'Very High' Benefit to Costs	Speed of implementation (eg with 24 months)

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf



Useful references 1

- https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/371096/claiming_the_health_dividend.pdf
- https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/416826/cycling-and-walking-business-case-summary.pdf
- <https://www.nice.org.uk/Media/Default/About/what-we-do/Into-practice/Return-on-Investment/NICE-return-on-investment-physical-activity-technical-report.pdf>



2. Employers



What is their agenda and what are their motives?

What is their agenda and what are their motives? Employers

Increased productivity

Reduced Absenteeism

Employee well-being

Skill retention



**“We have an excellent employee health plan:
we built our parking garage 2 miles
away from the office!”**

What is their agenda and what are their motives? Employers

Reduced Absenteeism

- 7.2 days per year
- Cycling and walking can reduce this by 6%
- Reduction in sick days of 0.43 days : $\text{£}300 \times 0.43 = \text{£}129$ per individual



3. Businesses/Corporate



What is their agenda and what are their motives?

What is their agenda and what are their motives? Businesses

Financial growth and stability

Regenerated local economy (the walking \$)

Market share

Corporate image/Public Relations

Corporate Social Responsibility

doing the 'right' thing



What is their agenda and what are their motives? Businesses

They like:

High profile uncontroversial campaigns

Far-reaching

Branding(?)

Feel-good and high level of community engagement

Good 'fit', either geographical or commercial (same values)



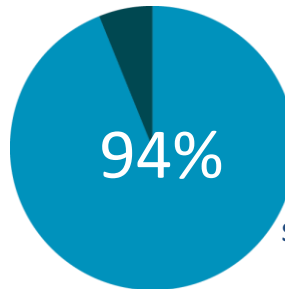
What is their agenda and what are their motives? Businesses

They want :

Exclusivity and publicity

Branding (not always)

Statistics on reach and sometimes impact



said they would
recommend
Beat the Street
to their friends
and family!



Facebook
likes across
summer projects.

What is their agenda and what are their motives? Businesses

Think about :

Ethics, conflicts of interest

True cost in servicing their requirements – reporting, events, publicity



Useful references 2

Living Streets: Making the case for investment in the walking environment - available at:

<http://www.livingstreets.org.uk/professionals/making-the-case-for-investment-in-the-walking-environment>



Q & A

