



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Active NoW

Active Norfolk, Broadland and South Norfolk District Council, NHS Norfolk and Suffolk ICB

Active NoW is a scalable, system-wide programme that enables healthcare professionals to refer patients—particularly those who are inactive, living with long-term conditions, or experiencing health inequalities—into tailored physical activity opportunities. It supports a shift from treatment to prevention by embedding physical activity as a core pathway within health and care. The programme operates through three key elements: strategic system development, a single point of access referral hub, and place-based delivery. Referrals from primary care, hospitals, and social prescribing routes are coordinated through a central hub, where specialist practitioners provide personalised assessments and connect individuals to appropriate local activities. Alongside this, Active NoW builds community capacity through partnerships with VCSE organisations and workforce training, ensuring inclusive and accessible provision.

The programme is notable for its whole-system approach, aligning with the NHS Long Term Plan by integrating prevention into routine care. It strengthens referral pathways, reduces fragmentation, and improves access, while prioritising populations most at risk, including Core20PLUS groups. Strong collaboration across the NHS, local authorities, and community partners supports sustainable service delivery and targeted investment where it is most needed.

Since January 2023, Active NoW has generated over 13,000 referrals, with 69% of individuals engaging in activity and 66% remaining active after six months. Outcomes show significant improvements in health, wellbeing, fitness, and confidence. With strong reach into older adults, disabled people, and deprived communities, the programme is reducing health inequalities. A Social Return on Investment of £22.45 in wellbeing and £1.55 in system value per £1 invested demonstrates its significant and sustained impact.