

Communities for Health: Learning from the Pilots

February 2007



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Contact details	Martin Gibbs Health Inequalities Unit Department of Health Skipton House 80 London Road London SE1 6LH 020 7972 5109
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Foreword



The good news is that people living in England are getting healthier and living longer regardless of where they live and the work they do, and we have seen a fall in deaths from coronary heart disease and cancer. However, there remain marked differences in life expectancy and an unacceptably high level of infant mortality in many of our communities. Every day, people die earlier than they should, or exist in chronically reduced living circumstances because of premature disabling illnesses.

Communities must be at the heart of improving health if we are to tackle the health challenges we face. The Choosing Health White Paper launched the Communities for Health programme to pilot new approaches to unlocking the energy that lies within communities and to promote action on health across local organisations.

This report shows how the local authority-led Community for Health pilots have made great gains from communities working together with local authorities, the NHS and other local partners to address many of today's pressing health issues.

These pilots have sought new ways to address obesity, healthy eating, sexual health and mental health, with a wide range of communities including black and ethnic minorities, teenagers, older people, disabled people and lesbian, gay and bisexual people in both rural and urban areas. It tells the stories of local people and professionals who have worked so hard to make a difference

I am sure you will enjoy as much as I have, reading of the experiences of the pilots and learn from the enthusiasm, hard work and innovation that is so clearly shown in these projects. I am extremely pleased to see that a further 56 local authorities have signed up to join the pilots for the second phase of Communities for Health. This means even more communities from the most deprived areas in England working together to put people first to improve their health and reduce inequalities.

A handwritten signature in black ink, appearing to read 'Caroline Flint'.

Caroline Flint
Minister of State for Public Health

Local Authority	Target Group									Issues										Method															
	Adults	All population	Children	Disabled People	Black and minority ethnic groups	Homeless/ Vulnerable groups	Lesbian, gay & bisexual People	Men	Older people	Teenagers	Women	Blood pressure/ Stress/Depression	Cardiac/ Diabetes/ Lungs/Kidneys/ Cancer	Cervical Screening/ Tests	Dental health	Environment/ Pollution/ Road safety	Healthy eating/ Obesity	Homeless/ Vulnerable groups	Mental health	Parenting/ Breastfeeding	Physical activity	Sexual health/ HIV	Smoking/ Alcohol/drugs	Teenage pregnancy	Advertising/ Promotional material/ Videos	Awards	Community workshops	Database/ Survey	Healthy posters/ Brochures/ Booklets/ Magazines	Newsletter	Staff/ Peer support	Training	Website		
Barnsley Metropolitan Borough Council	✓		✓																	✓					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
City of Bradford Metropolitan District Council					✓							✓									✓				✓		✓								
Brighton and Hove Council		✓														✓					✓	✓	✓	✓	✓									✓	
London Borough of Camden		✓			✓					✓		✓				✓					✓						✓				✓	✓			
Coventry City Council		✓																			✓						✓								
London Borough of Croydon				✓	✓			✓			✓							✓			✓				✓		✓					✓	✓		
Derby City Council															✓	✓									✓		✓								
Dorset County Council		✓									✓	✓				✓					✓	✓	✓	✓	✓		✓					✓			
Gateshead Council			✓		✓			✓	✓							✓				✓					✓		✓	✓							
London Borough of Greenwich		✓			✓											✓										✓									
London Borough of Hammersmith and Fulham	✓				✓	✓	✓	✓								✓	✓					✓					✓								
London Borough of Islington					✓																		✓		✓			✓							
Kent County Council	✓							✓								✓					✓				✓			✓							
Kirklees Metropolitan Borough Council	✓	✓	✓		✓			✓	✓			✓				✓		✓	✓	✓	✓		✓	✓	✓		✓			✓	✓	✓	✓		
Knowsley Metropolitan Borough Council	✓															✓						✓			✓									✓	
Manchester City Council	✓					✓		✓	✓							✓						✓	✓	✓	✓		✓								
Nottingham City Council		✓	✓									✓									✓				✓		✓		✓						
Portsmouth City Council	✓	✓		✓				✓								✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	
Sheffield City Council		✓	✓																		✓	✓	✓	✓	✓									✓	
Stockton-on-Tees Borough Council	✓	✓		✓			✓				✓					✓						✓	✓	✓	✓		✓					✓			
Wigan Borough Council			✓				✓									✓		✓			✓	✓	✓	✓	✓		✓							✓	
Wolverhampton City Council	✓	✓							✓							✓					✓	✓	✓	✓	✓		✓						✓		

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Introduction

This report tells the story of the Communities for Health pilots: how organisations in 22 areas worked with local communities to harness people's inspiration, commitment and energy to improve health and reduce health inequalities. Local authorities, primary care trusts (PCTs), community and voluntary organisations worked together to make real improvements to the health of some of the country's most deprived communities and showed that disadvantage can be overcome.

The Choosing Health White Paper made a commitment to improve the health of people living in deprived communities. These pilots have shown that putting local people first in planning and delivery enables disadvantage to be overcome and health improved. They have ensured the success of Communities for Health, and now all of the Spearhead areas can benefit not only from new funding, but also from the support of colleagues from the pilot areas.

The range of projects undertaken by the pilots and summarised here is truly breathtaking. They have covered many of the most challenging health issues facing our communities today. Some of the pilots have tried new ways of addressing obesity, encouraging people of all ages and backgrounds to be more active and eat healthier foods. Others have sought to encourage people to give up smoking and to drink less alcohol, and to reduce the harm caused by drugs. There are examples of nearly every community, many often considered hard to reach, who have benefited from the collaborative approach, including homeless people, black and minority ethnic communities, lesbian and gay communities. Many of the pilots have taken whole population approaches while listening carefully to the specific needs of different groups, so that all can enjoy health gains.

We would like to thank everyone who has worked on the Communities for Health pilots and we look forward to hearing of the success as the next phase is rolled out.

Martin Gibbs
Health Inequalities Unit
Department of Health

Barnsley Metropolitan Borough Council

Westfield Sharks, Hoops for Health

Activities included health workshops, basketball coaching sessions, basketball tournaments and Westfield Sharks game night visits. The project targeted primary school children to tackle the following issues:

- increasing obesity at an early age
- increasing levels of diabetes at an early age
- the number of young people smoking at an early age
- lack of physical activity at primary school age.

The participants learned the benefits of healthy eating, the dangers of regularly eating too many foods high in salt, fat and sugar, and the effects that this might have upon the body. They learned of the effects that smoking has upon the body, particularly the heart and lungs, and the risk of developing associated illness and disease because of this. The children were shown how the heart works, in a basic, easy to understand way. They were also shown the effects upon the heart of exercise and of a poor diet, smoking and inactivity. Finally, the children took part in a physical activity session and were encouraged to monitor the behaviour of the heart during this time. Feedback was taken from the participants on how they rated the workshops. Teachers were also asked to complete a questionnaire.

Development of the Food Network

The Barnsley Food Network is part of Fit for the Future, Barnsley's strategy to improve health and reduce health inequalities. The network aims to raise the profile of food issues and how they impact on the health and regeneration of the borough, strengthening links between local food producers and businesses and local food projects.

The Barnsley Food Network website (www.barnsleyfoodnetwork.org.uk) was launched in July 2006. It features the Barnsley Food Directory, which enables people working in all areas of the food chain as well as the general public to identify:

- local food producers and businesses
- retailers selling locally grown and produced food
- restaurants, cafés and hotels serving locally grown and produced food
- local food projects and initiatives

- useful contacts.

The Food Network's database currently holds details on several hundred people working in many different areas relating to food across Barnsley. They receive regular information about the network. After the network's launch in July 2006, a number of articles about it appeared in the press.

On average, between 20 and 30 people attend network meetings. Participants have said that the meetings enable them to learn from each other and to share the work in which they are involved. One allotment project has started to provide excess produce to one of the local community cafés, and the 5 A DAY team has linked up with a number of projects run by community partnerships across the borough.

The network has received positive comments about its newsletter, and since publication of the first issue many people from projects, businesses and initiatives have written articles and letters for it.

Peer support for breastfeeding

Studies show that exclusive breastfeeding is advisable for the first six months of an infant's life, as it provides all the nutrients a baby needs. This project aimed to make everyone in the community aware of the importance of breastfeeding, and to make Barnsley a 'breastfeeding-friendly' town by 2010. It sought to protect, support and promote breastfeeding through a peer support programme targeted mainly at areas of high deprivation, where women predominantly choose to bottle feed.

Nine peer administrators received training on a La Leche League Peer Counsellor Programme. Since completing the course they have started to deliver three local breastfeeding projects that have had a significant impact.

A new peer support co-ordinator has been established with funding from the local regeneration budget. The support groups across Barnsley are run by local mothers for mothers. Participants are pregnant women, mothers who are breastfeeding, women who have breastfed and would like to help others, and anyone who would like more information. The ethos of the project is that everyone needs to work together to achieve the vision of a breastfeeding-friendly town, while respecting the methods that individual organisations and communities choose to achieve it.

Local people were asked to share their stories and opinions. These were used to help create a showcase of interviews, information and research to inform the people of Barnsley about breastfeeding. The material gathered was used in a local campaign to support Breastfeeding

Awareness Week in May 2006. It helped parents thinking of breastfeeding, and dispelled some of the myths that surround it.

The local community is already feeling the impact of this work. A recent Maternity Strategy event found that local women had received a lot more support for breastfeeding from local projects than during the previous year. Recently released figures showed that in the period from April to December 2005, breastfeeding rates in Barnsley increased to 51%, compared with 49.9% for the period from April 2004 to March 2005. With the support of Community for Health funds and a growing number of interventions, this figure is expected to rise still further.

A research consultancy firm is currently evaluating the project, and will publish its results in June 2007. To enable proper evaluation to be carried out, a robust local system to collect important data is being established with the projects.

Community Parents

A local needs assessment identified that parents of young families were experiencing high levels of social isolation, depression and anxiety in relation to bringing up a family.

Their awareness of local support systems was low. As part of the needs assessment process, a multi-disciplinary team with an equal number of local parents planned an approach to respond to this need. The plan included the setting up of a local support system for parents. The Community Parents programme is a multi-agency approach that enables local parents to support each other.



All the volunteers received accredited training and support systems to enable the delivery of this new service. The programme has been well marketed and advertised and has been developed with and by local people. It has received positive feedback. As a result of this work, 13 local parents are being trained as Community Parents.

Smoke Free Barnsley

Smoke Free Barnsley is an initiative aimed at reducing the prevalence of smoking throughout Barnsley. By increasing the number of smoke-free workplaces and public places it will protect a higher proportion of the population from the health risks of exposure to second-hand smoke, reduce smoking prevalence and reduce the number of cigarettes smoked by those who continue to smoke.

Communities for Health funds contributed to the marketing budget for the Smoke Free Barnsley initiative by supporting the development of a local website. Promotional materials were produced, including a brochure telling employers how to protect their workforce from second-hand smoke, and posters and media advertising aimed at raising the public's awareness of the health risks of second-hand smoke.

In addition, a series of award ceremonies recognised organisations and groups going smoke-free, and a marketing campaign used bus advertising and posters in public locations. Workshops have been held, aimed at key target groups such as health professionals and environmental health. The key outcomes have been increased local media coverage and promotion of a smoke-free environment as the norm in Barnsley.



Alcohol harm reduction work

Four new participative alcohol education programmes (a peer alcohol education toolkit, Happy Hour, Be Aware, and Carrying the Can) were piloted in six local secondary schools. The participants received a full set of the alcohol education programmes plus information to help them use the materials effectively to the benefit of young people, with the aim of modifying their behaviour in relation to their use of alcohol.

Extracts from all the materials were demonstrated and two DVD programmes were viewed in full. Participants were able to question those who had been involved in developing the programmes and to gain an insight into how young people had been involved in the process. There are plans for two further training sessions relating to the national guidance and theory of effective alcohol education: one for people working with primary school aged children and one for those working with secondary school aged children.

City of Bradford Metropolitan District Council

Physical activity and sports strategy: B Active

The B Active Communities for Health programme included a broad range of activities.

- Over the two-week Easter 2005 period, £60,000 was invested in free swimming sessions at eight council pools across the district.
- Across the district, 12,000 free pedometers and information packs were distributed to cardiac rehabilitation and diabetes patients, community groups, older people and young mothers.
- A small workplace pilot scheme was run within the PCTs.
- A 5 km Fun Run event for all the family took place at Lister Park, Manningham.
- Health professionals led weight management sessions in a community setting.
- Three projects – belly dancing, line dancing exercise and t'ai chi – targeted female residents.
- Airedale residents were offered a mixture of practical teaching on food issues and physical activity.
- Bradford City ran karate and boxing activities for young men.
- In the Bradford inner city, a range of physical and sporting activities targeted the South Asian community.
- The Ilkley Health Initiative comprised education and exercise for weight control.
- For mums and toddlers, there was a programme of physical activity and food education work.
- The Bradford North Healthy Living Centre ran Health on the Streets (HOTS) weight control education sessions.
- A range of fitness and relaxation classes were geared towards older people. These included B Active fitness evenings, the Glanair line dancing group and Healthwise classes.



Results included the following:

- Swimming uptake rose by 74% compared with the same period of the previous year.
- Approximately 1% of the district population received a pedometer and information pack.
- The key physical activity messages and recommendations were disseminated effectively through the B Active brochure.
- A wide range of people had the opportunity to try a variety of activities.
- The process has helped to improve the overall effectiveness of communications between the different partners in Bradford.

Brighton and Hove City Council

SWiSH

The main reason for this project was to promote the existing sexual health website SWiSH (*So what is sexual health?*), co-ordinated by the Health Promotion Team at the PCT.

The purpose of the website is to:

- increase awareness of sexual health and knowledge of local services among young people under 25
- enable parents to feel more confident in addressing sexual health issues
- act as a key information point for local professionals working with young people.

The website is funded by local implementation funding, but more resources were needed for a high-profile launch to sustain its use and to make sure it is seen as a credible reference point locally.

Communities for Health funding supported a high-profile bus advertising campaign in the summer of 2005. Eight large bus posters in four designs were displayed at various sites across the city, specifically placed in areas with high rates of teenage pregnancy and where young people socialise. This initiative targeted young people as part of wider national and local strategies for reducing rates of sexually transmitted infections (STIs) and teenage pregnancy. Nearly one million bus tickets promoting the website were issued during the campaign launch week in August. A launch event took place at the local Young People's Centre (YPC) and there was a SWiSH stand at the local Party in the Park event.

At the time of the official launch, use of the website increased by 80% compared with a month earlier, when it first went live. Since the launch, several hundred people have been using SWiSH every week. Monthly monitoring has clearly shown that a high-profile promotion significantly increases the number of people accessing the SWiSH site. Higher usage of the website leads to an increase in knowledge and awareness of sexual health issues, and of the importance of seeking advice, and use of local screening services, contraception services, treatment and support.

Young people took part in a peer education outreach approach at Party in the Park, which proved successful. Participants discussed sexual health issues and local services with other young people and handed out SWiSH promotional materials. They found the experience positive, and it enabled them to become more confident about sexual health issues.

Feedback from young people using the website and from local professionals working with young people has been very positive. In a recent survey of professionals, 98% of respondents had used SWiSH as an information source, 90% had referred young people to the site, and 100% felt it was a very useful tool for promoting sexual health locally. Some 65% of respondents had seen the bus poster and bus ticket promotional material during the launch.

Media involvement was all positive. Three local radio stations broadcast coverage, including one live interview, three stories ran in local newspapers, and five articles were placed in local NHS bulletins and local newsletters.

Access to the SWiSH website is still increasing and promotion is continuing in the form of posters. A safer sex and alcohol campaign was conducted over the Christmas period. This was a message-based campaign about the risk of unprotected sex under the influence, and also included promotion of SWiSH. A relaunch of the revamped website has been planned and will include new posters and merchandise – dog tags, bags, pens, stickers and mugs – for distribution to young people and more events will take place over the summer.

Active for Life

The Active for Life campaign is a partnership between the PCT, Brighton and Hove City Council and a wide variety of voluntary and community sector organisations. It aims to reduce inequalities in active living, by:

- raising awareness of how and why to become active
- giving practical support to sports and activity clubs to encourage new starters, particularly from under-represented groups
- helping new groups to get started and be self-sustaining
- making it easier for people to find out about clubs and activities they might like to join.

The Communities for Health funds enabled the partners to generate regular, comprehensive monitoring reports on sports and activity clubs and groups across the city. They can now see how many groups there are, and what type of activities they offer and to whom. They then use this information to start new groups where they are needed.

During the funding period, the number of groups registered in the Active for Life directory rose from 140 to 286 and the number of visitors to the website rose from an average of 50 a day to 130 a day. The funding also permitted the purchase of promotional materials – T-shirts, postcards and banners – to promote the Active for Life website.

Work between partners has been positive and supportive: the connection with Everyday Sport, the development of a pilot exercise referral scheme, the adoption of an Active Workplace Plan for the PCT and the designation of Brighton and Hove as a Cycle Demonstration Town (with £3.5 million to be invested in cycling infrastructure) are all attributable to the groundswell of influence seeking to get more people more active, more often.

The website continues to attract more visitors and the partners have commissioned some web-based promotional work that will increase its Google rating. A new Active for Life leaflet is on display in all GP surgeries, libraries and other public buildings. Further promotion is planned for the Festival of Youth Support, Carers' Week, Race for Life, Sport Relief and Healthy Ageing.

We Choose Health

Backed by the full force of Brighton & Hove Albion Football Club, Albion in the Community attempted to illuminate the dangers of smoking, excess alcohol, obesity and risk-taking sexual behaviour, while encouraging more physical activity and sensible eating habits by organising various initiatives, activities and events throughout the city of Brighton and Hove. Utilising its current home stadium and the high profile of the 'Power of Football', the club endeavoured to influence all sections of the community.



Work included:

- organising a high-profile launch of the project, supported by the club's first team players
- holding promotions at the club's Soccer Schools
- building links with the Food n Fun Whitehawk Open Day
- the Big Screen chlamydia screening programme and the FRANK drug awareness campaign
- setting the Seagulls Schools Challenge
- arranging for first team players to visit schools in the city
- holding an open evening at the stadium

- initiating the Health for Life course
- running the club's web-based Seagulls Lifestyle Challenge.

We Choose Health's impact reached all sections of the community. The high profile of the Brighton & Hove Albion Football Club and the Power of Football were great motivational tools. First Team players generate considerable interest when they participate in initiatives, and Jack the Lad from Southern FM, an Albion fan, also motivated and engaged people while on air.

Staff, supporters and the wider public (both young and old) were involved in initiatives and awareness campaigns that ran throughout the year. They were able to influence young people in the club's Soccer Schools, elderly people at the club's open evening, and via the Seagulls Six (six Albion fans were selected to receive a health MOT from the Albion doctors Tim Stevenson and Alistair Raiman).

Educationally, the club was able to reach hundreds of young people through its school visits and the Seagulls Schools Challenge. Feedback from the Seagulls Specials and from supporters accessing the web-based Seagulls Lifestyle Challenge was positive.



London Borough of Camden

Bengali women's exercise and relaxation programme

There is a high rate of diabetes, heart disease and obesity among the Bangladeshi population in Camden. Bengali women are especially restricted by economic and cultural barriers from accessing mainstream physical activities. Designed to improve the overall health of Bangladeshi women in Fitzrovia, this initiative provided culturally appropriate exercise sessions and advice on leading healthy lifestyles.

The project introduced the women to the idea of BMI (body mass index), so that each woman was able to calculate her own. It offered information on the importance of regular exercise and sensible weight levels, and the opportunity to take part in eight weeks of physical exercise and relaxation sessions.

The key results of the project included:

- regular attendance by ten women at the exercise sessions
- a greater understanding by Bengali women of physical activities
- an improvement in their physical and mental health
- greater demand from Bengali women for culturally appropriate exercise sessions in a community setting.

All the feedback has been positive and individuals have been grateful for the taster exercise session, advice, information and support offered through the project.

Camden Physical Activity summer programme

One of the key themes that came out of the Game Plan for Camden Conference held in December 2004 was the need to get more people exercising outdoors, using Camden's parks and open spaces. In order to encourage this, the Camden Physical Activity Forum decided to promote a series of events throughout the summer months under the umbrella of Activate Camden.

Events over the summer period included:

- Community Sports Weekend, Regent's Park – events included cricket, football, tennis and rugby coaching and games, as well as celebrity demonstration matches

- May Fete with a Twist – traditional and contemporary dance and music displays, including maypole dancing
- A Grand Day Out – a celebration of the restoration of Waterlow Park, with wildlife walks among the many activities
- Camden Green Fair and Bike Fest – an environmentally friendly fair with a sports area offering football, cricket, t'ai chi and yoga
- Summer walks on Hampstead Heath and in Regent's Park – taking place every second Sunday from June to August, and timed to link in with free concerts held in the parks
- Cross Roads sponsored walk – a sponsored walk to raise funds for Camden Carers and celebrate their 20th anniversary
- Camden Neighbourhood Sports Team Summer Programme – sports activities for young people based in five main areas around Camden (Kilburn, Gospel Oak, Caversham, Camden Town and Euston/Kings Cross)
- Regent's Park Hub Sports Day, 11 August – team competitions in cricket, football, dodgeball and athletics
- Archery Have-a-Go Day – an opportunity to try archery in St Pancras Gardens.

The partnership between Activate Camden and Groundwork Camden and Islington achieved some very successful walking programmes in the Kilburn and Euston areas and two very popular archery have-a-go days in St Pancras Gardens.

Archery has proved to be a real success; with some financial assistance from Activate Camden, Hampstead Bowmen will be purchasing equipment to hold outdoor events. They are also now working closely with Regent's Park to develop an archery centre in the park.

High numbers of young people attended the Regent's Park sports days and there has been very positive feedback from people attending the events. Networks developed between groups from the public, private and voluntary sectors. Advertisements run in the *Camden New Journal* prompted a good response from the public.

The Pitstop Health Check programme

Pitstop Health Checks were delivered in six locations in north-east Camden during May and June 2005. The venues chosen for the project were places frequented by adults who might not ordinarily have the chance to access these types of health checks. The use of community venues was key, as participants often spoke of problems in attending more formal settings. The chosen venues were a primary school, community centre, community café, parent and toddlers group, community gym, alcohol support group and smoking cessation group.

Participants received several health check tests to determine risk factors for a range of conditions:

- blood pressure
- resting heart rate
- blood cholesterol
- blood glucose
- body composition (measured via bioelectrical impedance)
- basal metabolic rate (BMR, measured via bioelectrical impedance)
- body mass index (BMI, measured via bioelectrical impedance)
- lung function (measured via micro-spirometer).

The results from these tests were discussed with the participants and used to design an individual health improvement programme. The tests did not involve any physical activity, and could be performed on any adult aged 16 or over, regardless of physical condition.

During the project period, 106 people were tested. This was more than double the original minimum target figure. Usually a full assessment lasts an hour or more, but during Pitstop the time allocated was approximately 15 to 20 minutes, in order to accommodate all those interested and to include those who did not have an hour to spare. Each participant received a full test report covering all areas tested. It explained what a good or normal result range should be, and made recommendations about any less than good results.

The particular combination of health checks chosen provided an accurate basal fitness analysis for each individual participant. It enabled the fitness professional conducting the tests to prescribe any health-improving exercise or, if necessary, to refer the participant to their GP for medical attention. During the Pitstop campaign, tests identified several individuals as needing referral to their GP.

Analysis of the results showed that there were many more cases of people at risk of ill health than was initially acknowledged. These could, of course, have serious consequences not only for the client, but also for local health and social care services. Some examples are described below:

- The average body fat ratio for participants was 35%, compared with a national average of 17–25%. However, their average weight was normal at 71.2 kg. This meant that, while not looking especially overweight, many participants needed an urgent exercise prescription to prevent significant deterioration in health leading to symptomatic health problems.

- Although 15 individuals were aware that they had high cholesterol, the actual results showed that 18 had high cholesterol. This meant that three individuals were unaware that they had hypercholesterolemia. They were subsequently referred to their GP.
- There were 54 individuals with poor lung condition, compared with 13 acknowledged cases.
- The tests recorded hyper/hypoglycaemia in 19 individuals, though only 7 were known to have diabetes.
- High blood pressure was found in 22 individuals, compared with 17 known cases.
- Fifty people, or almost half of those tested, had a high resting heart rate (RHR). This result underlines the need to undertake regular cardiovascular exercise.

Overall, the project can be considered a great success. Not only has it raised participants' awareness of potential health threats, it has also empowered them to act on the advice offered by Pitstop staff. So far, 14 of those who have been health checked have taken up regimes recommended by the Pitstop Health Check programme advisers, including the Fresh 25 Plus Health Gym for unemployed adults in north-east Camden. Four people have been referred to GPs through the programme and a further 71 people needed immediate exercise prescription. Feedback from the Pitstop Health Check participants has been very positive, with 94% commending the work.

Time to Get Fit in Camden Central

This project entailed one-to-one consultations with any individual who wanted help, advice or guidance on adopting a healthier and more active lifestyle. It also offered local people the opportunity to train for a Level 1 NCFE Certificate in Exercise Studies, in conjunction with the Working Men's College. The project was designed to improve the overall health of the adult population of Camden Central, by encouraging greater use of existing local fitness opportunities and providing training opportunities for local people to become fitness and exercise instructors.

The adult population living in Camden Central and black and minority ethnic (BME) communities were targeted because of their low levels of physical activity and greater health inequalities. The key results were as follows:

- A total of 18 students registered for the course; 14 of these still remained after 18 weeks of course delivery.
- All feedback has been positive and individuals have been grateful for the advice, information and support offered through the project.

- All 14 students have also qualified as voluntary walk leaders.
- Owing to its success, there are plans to repeat the course.
- Health and fitness advice presentations and consultations have taken place in ten local community organisations.
- Fifteen individuals are receiving one-to-one support in accessing a healthier lifestyle.

Sidings healthy eating week

This was a week-long programme of fun and lively activities involving all ages and services in the Sidings Community Centre. The programme aimed to promote healthy eating by informing people about the various ways in which diet affects health. It delivered two healthy eating lunches with displays. Centre users received lots of information and handouts, as well as items such as key rings, to take away.

The participants learned simple and effective ways to prepare and present healthy cooking, and change the way they thought about the kinds of food they and their children ate. They also learned some key basic facts about certain foods – good and bad. The feedback from participants has been positive: they all liked the lunch, and have requested more healthy eating events.

The organisers learned how important and in demand healthy eating issues are, and how keen parents are to change bad eating habits and learn simple ways of cooking good healthy food. Healthy eating classes are now a regular feature of the centre's After School Club, owing to continuing demand from parents and 5 A DAY posters are constantly on display around the centre.

Improving access to cervical screening for Somali Women in Camden

A recent study found that women born overseas were less likely to attend screening than those born in the UK. It also found that in some communities, women born overseas *never* respond to screening invitations. Work on screening had already been done with the Bangladeshi community. It was therefore agreed to focus on Somali women, as there had been little work undertaken with this community despite the increase in the number of Somali people in recent years. The main activities included Outreach to Somali women, seven focus group discussions and three interviews.

The project showed that there was limited knowledge about cervical screening in the Somali community. It helped to identify barriers to uptake, as well as solutions to overcoming these barriers and preferred sources of information. Other solutions included providing information about tests in advance, and the use of disposable screening equipment, verbal communication and audio recordings. A priority pinpointed by the work was the clarification of misconceptions about screening.

Participants learned about the importance of having a test and that it is only way to prevent cervical cancer. They also gained a lot of information on the screening process, why it is done, risk factors, and so on. The organiser found that there were specific factors at play in Somali women's reluctance to use the service – for example, language difficulties and embarrassment associated with the issue of female genital mutilation.

Feedback from participants has so far suggested that they are pleased with and thankful for the interest in them, and some of them have said they will take up the service.

Coventry City Council

Let's Walk Coventry programme of activities



This six-month pilot project aimed to develop a co-ordinated programme of activities involving walking in six Health Action Areas in Coventry. These areas were made up of the 31 priority neighbourhoods identified as the most disadvantaged in Coventry. The programme focused on developing community-led walks, increasing levels of independent walking and improving local walking environments and

access to them in these key communities. The pilot has served as a template for developing a more comprehensive programme of co-ordinated walking activity in priority neighbourhoods.

During the project:

- Twenty-one walk leaders were trained.
- Let's Walk Coventry was established, badged and profiled in local newspapers and related resources such as the Coventry Half Marathon manual.
- Ten new weekly walks were established in the key areas, and ran until the end of 2005, and support for existing was walks enhanced.
- Pedometer workshops were established to introduce community groups to walking and to advertise walks, half marathons, and so on.
- Links were made to Exercise Referral and Cardiac Rehabilitation in the community programmes.
- A 10 km charity walking event in November 2005 targeted 500 people from the Asian community.
- A website was established at: www.coventry.gov.uk/sports
- Feedback from users was positive: the consultative process was very successful in creating community interest and enthusiasm for the walks.



London Borough of Croydon

Promoting healthy lifestyles: Cook it Right



This project promoted healthy eating among African and Caribbean elders. People taking part chose their favourite dishes. They then learned how to adapt them using less salt, sugar and fat. People said that they really valued getting together to share recipes and stories, and the chance to cook and eat together.

Promoting healthy lifestyles: Wheels for all open day

This project was run by Cycling for Health to promote cycling and physical activity among the less active and for people with disabilities. People coming along to the open day could find out about groups and classes to help them build their confidence and cycling skills. The project has now received further funding from Transport for London to enable it to offer cycling courses on an ongoing basis.

“This is a great idea. More people should be able to do this.” – Claire

Promoting healthy lifestyles: Active Lifestyles

The team ran a number of exercise classes in community groups, lunch clubs and day centres to promote physical activity to people who do not normally take much exercise. People were encouraged to continue exercising by finding out about the wide range of exercise classes for all abilities in the borough.

“The seated exercises were really popular with our lunch club members. It made a real change for them.” – Eileen

The main results from these sessions were:

- more people exercising
- better awareness of the benefits of being physically active
- greater awareness of the activities available in Croydon
- positive feedback from people who took part, and a desire to continue exercising and even to try other activities.

The team has received further funding from Croydon PCT and Croydon Council.

Promoting healthy lifestyles: Croydon Asian Resource Centre

The Croydon Asian Resource Centre ran a residential course for Asian young people. The participants took part in a range of outdoor activities, including abseiling, canoeing and caving. They also learned about teamwork and respect for the environment. The young people made a video film about the course.

Improving mental health: It's Time for Dads

It's Time for Dads was run by the Fieldway Young Fathers Project. The six-week programme offered a range of activities for fathers on the Fieldway Estate. It aimed to promote social contact and reduce stress in an area of high unemployment. It also encouraged the use of the childcare services on offer at the Family Centre. Activities included trips out and relaxation sessions. The project is currently seeking funding to repeat this popular programme of activities.

"I felt so relaxed after the session. I had so much more patience with the kids; I would pay to come to this. I feel I really benefited. Thank you, Family Centre." – John

Improving mental health: Volunteer Centre Croydon

Together with Capital Volunteering, the Volunteer Centre Croydon developed a publicity campaign promoting volunteering opportunities for people with mental health problems. A full-colour magazine was designed and distributed in libraries, mental health services and job centres. The Volunteer Centre is running a broader programme of support for people who want to get work experience, meet others, or just get out of the house.



Improving mental health: Help Yourself to Wellbeing

Parchmore Community Centre held a series of Help Yourself to Wellbeing days. The target audience was local people, especially those from BME communities. One of the most popular days focused on stress management and relaxation. Many of those attending said that they had problems of stress, depression and anxiety. The tutor helped people to learn techniques for managing stress and how to seek more help. The Help Yourself to Wellbeing days were also an opportunity to promote the wider range of social and cultural activities run by the centre, including yoga classes, a choir, cookery clubs and a nursery.

Improving mental health: African Ethnic Health Promotion Group

The African Ethnic Health Promotion Group organised a one-day workshop for African refugees. The workshop used physical activities and other techniques to help people manage stress and other mental health issues.

Improving access to services: Age Concern Croydon

This project was funded to update the *Directory of Services for Older People*. The new Directory has both a paper and a web version. It contains information about health services, voluntary organisations, community groups, education and opportunities for social activities.



Derby City Council

Healthy lunchbox project

This project was run in local primary schools, targeting children, staff and parents. The work included developing a resource pack called *Tasting the Rainbow*, designing stickers to reward healthy lunchboxes (5 A DAY target schools only), hosting parents' workshops on healthy lunchboxes, and giving leaflets on healthy lunchboxes to parents.

The project leaders have teamed up with the School Fruit and Vegetable Scheme (SFVS) to expand the resource pack by providing schools with more activities for running Healthy Living weeks.

Healthy Living weeks have become very popular in Derby's schools. The SFVS has agreed to add another £1,000 to the funding pot, which will help to pay for a bigger resource pack, more parent workshops in schools and a new leaflet on healthy lunchboxes.

MOMO Theatre – *Car-less Talk*

Car-less Talk is a comedy show about travelling to school, looking at the benefits of walking and cycling, the effects of car pollution, and road safety. A one-week tour of the show was funded by Communities for Health, targeting children at Key Stage 1 and Key Stage 2.

The theatre tour was held in seven parks around the city and School Travel Plan schools were invited to walk along to see a show. The school travel co-ordinator welcomed everyone and thanked them for walking to the park. Then all they had to do was sit back and enjoy the show.

By the end of the week, 12 schools and 1,343 pupils had enjoyed the *Car-less Talk* experience. Key results included the following:

- Children from 11 schools walked to their local park to see a performance about sustainable travel (those from one school saw the show in their school hall owing to bad weather).
- Pupils sent in 557 footprints in response to the competition the 12 schools were set.
- The two winning footprints were used to design a certificate for International Walk to School week (2–6 October). A total of 29 certificates were sent out to schools that took part in the week across the city.

- Evaluation forms were returned by 11 schools, indicating that all 11 would be interested in future projects organised in a similar way.

Here are a few quotes from schools involved with the project:

“The children absolutely loved the performance, as did the staff. Also, a couple of parent helpers who accompanied the visit have made a point of telling me how wonderful the play was, how brilliantly the children responded, etc. So – thanks, thanks, thanks and include us next time please.”

“Very good. We all thought the play in the park was much more effective than having people visit our school.”

“Very suitable. It was lovely to walk to the park and see a show outside – the children only usually see indoor shows.”

“A lovely location, easy to reach by foot, and a nice change to be outside.”

The project could be improved by:

- allocating seating for adults
- telling schools the exact type and quantity of adult seating available and encouraging them to bring any additional seating with them
- giving out ‘I walked to see Car-less Talk’ stickers to all the pupils who have walked
- running the project over two blocks of three days to reduce the demands on the theatre group
- supplying schools with maps that they can use with pupils to plan their route to the park.

Dorset County Council

Dorset's Swim for Health

Free swimming sessions were held for members of the public on 25 and 28 March and 2 May 2005 at leisure centres around the county. To promote the free sessions, advertisements were inserted in all seven local newspapers in Dorset, posters were displayed at each leisure centre and interviews were given to local radio stations.

The project raised awareness of healthy lifestyle opportunities by promoting swimming as a safe, fun and health-beneficial activity for all ages and abilities. Families were encouraged to participate as a unit in physical activity. Leisure centres in the county were encouraged to offer incentives to new users. Of those attending, 82.5% stated that the initiative would help them to adopt a healthier lifestyle, and 61.5% attended because of the Swim for Health offer. In addition, there was relatively high take-up in areas of deprivation such as Weymouth and Gillingham. Of the Weymouth participants, 91% felt that free swimming sessions would help them to adopt a healthier lifestyle.

Smoke-free workplace events

Communities for Health funds paid for Smoke-Free Workplace events in different parts of Dorset. It also provided the necessary funding for the Smoke-Free Homes initiative, aiming to increase awareness of the dangers to children of second-hand smoke in the home.

Fruit and vegetable cigarette packets

Communities for Health funds helped to pay for the design and production of A5-sized boxes that resemble cigarette packets but instead contain fruit and vegetables. The aim of the initiative was to encourage people to stop smoking and to eat more healthily.

Sex *Actually* teaching pack

The purpose of this project was to build on and complement a video, *Sex Actually*, by producing a teaching pack that would reflect the needs of young people of secondary school age. Young people were involved in determining the content of much of the pack; this promoted the desirable ethos of peer involvement.

The launch of the pack took place at Shaftesbury School and was attended by teachers and other local providers of sex and relationship education. The participants learned how teaching could be a fun, interactive experience. The organisers learned how important it was to engage and involve all levels of input into a project such as this. Feedback from the

participants, at the time and later, indicated that the evening was informative and fun and that there was a very definite interest in using the teaching pack across a variety of settings. The event was later covered in the local press and radio stations. An evaluation of the use of the pack is currently being carried out.

Parents Campaign and Sexual Health of Young People

Two sexual health projects were funded by Communities for Health. They were run together to meet the needs of a strategy to improve sexual health services for young people in Dorset. The projects comprised advertising aimed at parents, to support them in talking to their children about sex and relationships, and initiatives to increase the sexual health advice and support available to young people in youth-focused settings.

Advertisements were placed in a GP and community health guide aimed at surgeries and health centres, and in the Dorset Education school information booklet sent to parents of children in Dorset schools.

The first advertisement, aimed at parents, was linked to an editorial piece and gave the contact details of the teenage pregnancy strategy co-ordinator. Calls received were logged for evaluation purposes and to help in planning future services.

The second advertisement combined information about the Parentline Plus free helpline and website for parents who find it hard to talk to their children about sensitive issues, with a separate colour advertisement for young people, *Respect Yourself – Protect Yourself*, giving details of local services, text contact numbers and websites.

Contacts made with sexual health services are monitored, so it was possible to see whether there was a large increase in attendance following publication of the advertisements. The campaign also included talks at parents' evenings in schools and training sessions for foster parents to increase their awareness of young people's need for information from parents.

Three training days were held, with over 60 staff participating. Evaluation was largely positive, although the organisers learned that follow-up support to youth centres is often required before workers feel sufficiently confident to begin offering the extended role. The funding made it possible to offer a fuller service, including initial training for youth and social workers. This was followed by centre visits to help staff to set up documentation and record-keeping systems, an audit visit, and refresher sessions to update workers on issues affecting this role.

Spin-offs from the project included greater awareness of local sexual health services, improving signposting by all staff, even for those who do not volunteer for the extended role. Training course participants indicated on their evaluation forms that they learned a

great deal about issues such as sexual health and the law from the course, and enjoyed the opportunity to explore their own values and determine the extent to which they impinge on practice.

Training was also open to the voluntary sector. Two independent youth centres participated in the scheme, with trained workers. Training and support have been mainstreamed, and the organisers have applied for condoms and educational equipment to be mainstreamed. Training has also been carried out in a GP health centre that asked for help with writing a young people's protocol for the practice.

This area of work has now been mainstreamed. A further round of training and refresher sessions has been planned and will be advertised in future issues of the *Teenage Pregnancy Newsletter*. Results from the parents' campaign will be incorporated into future plans.

Sloppy Slipper campaign

The main purpose of this project was to raise awareness of the risk of falls for older people and to develop falls prevention initiatives in line with the Falls Strategy. A week of falls prevention events was planned, including slipper exchange in five town areas in East Dorset. The campaign was mainly targeted at people over the age of 60. Evidence shows that falls in older age cost the NHS £1.5 billion a year.

Target localities that had good public access to venues were identified. A key link worker was appointed to each of the five project days to work with colleagues on setting up the arrangements. Around 100 people a day attended the events.

- The events demonstrated that the key motivator of free slipper exchange encouraged people to attend and benefit from the additional information and advice available.
- People were keen to know how the events had been funded and organised.
- The events demonstrated that even in rural isolated areas, people were keen to attend local events relevant to their area.
- In the more rural areas the provision of free transport to enable people to attend was invaluable.

The issues that most interested participants were as follows:

- Slipper exchange – almost all the people who attended exchanged slippers and received free checks from the Dorset Ambulance NHS Trust for conditions such as blood pressure and blood sugar levels.

- Care line information (information regarding local intermediate care services); medicines management information and advice; council information and advice such as recycling initiatives and free low-watt light bulbs; and social interaction during tea and coffee.

Invaluable lessons were learned at each of the events, resulting in the following changes:

- Staff and volunteers were deployed to a variety of tasks to ensure a smooth process of assessment, slipper fitting, and access to advice and information. It was found that the greatest need was for staff to guide people through the 'falls assessment' and fitting of slippers.
- The room plan of the venues had to be different on each day to suit the different locations, but it was found that the most space was needed in the slipper fitting area, including access to and egress from that area. The presence of people, slippers, boxes and so on made the maintenance of safety for all a constant challenge.

Comments were received by attendees and were immediately dealt with by the staff. They included a wish for clear and thorough information as to the aims of the events on arrival.

Gateshead Council

Healthy Schools

Communities for Health funds were used to purchase mouse mats and promotional CDs to increase awareness among young people of the National Healthy Schools Programme.

Healthy Kids festivals and T-shirts

Funding paid for promotional T-shirts for young people involved in skipping, cross-country events and dance festivals as part of the physical activity and obesity strategy.

Healthy Community event

This event was organised in order to engage with the community and gather views on health issues and service delivery at a local level.

Breastfeeding campaign

High-profile TV and radio advertising was used to promote breastfeeding. A booklet was produced for pregnant women.

Fruity Friday

Communities for Health money funded this day in 82 primary schools. The aim was to provide visually stimulating displays of fruit for children to eat, a healthy eating slogan competition, and appearances by the school meals mascot.

Physical activity training for playground assistants

The objective of this training was to get children's hearts pumping.

Gateshead vegetable garden

A local voluntary community group brought a disused Victorian garden back to life. It involved local people – especially older people – and local primary schools in the work and the garden is now used as a local resource. A vegetable garden was created within the site where children grow fresh fruit and vegetables to eat, and they are able to use a wildlife zone as a recreational area. The project aimed to deliver general improvements in wellbeing by increasing community cohesion and involvement, as well as specific outcomes in raising urban children's awareness of fresh fruit and vegetables and increasing their levels of physical activity.

The project received support and advice from the council, the PCT, Northumbria Police and two local primary schools, as it gives the children access to a garden that is not available on their restricted sites. The project is also linked with the Youth Offending Team to offer opportunities for young people in prevention programmes to work in the garden.

The project has become part of the Gateshead Opportunities for Active Lifestyles (GOAL) exercise referral programme and takes referrals from GPs and other health and care professionals. It has also received some small-scale environmental grants, an Awards for All grant and Health Action Zone (HAZ) funding to equip a toilet for people with disabilities.

The garden has featured in the media several times. It has been covered on the local ITV magazine news programme, in the local press and in the council's news magazine. The garden was formally opened in September 2006 by the Duchess of Northumberland, a well-known gardener who has recently opened a Lottery-funded community garden of her own in Northumberland.

Accident prevention/older people

A working group is developing a series of posters and displays, which can be used at a variety of local venues, to feature fuel poverty, fire safety, home safety, etc.

Healthy Living Guide for Jewish People

This magazine is intended to be a resource for Jewish communities and individuals nationally. No such booklet or information specifically for Jewish communities is currently available. Jewish people and communities suffer from the same health problems as everyone else, but these are sometimes complicated by social isolation and discrimination. The particular religious and cultural observances of the Jewish faith mean that some of the healthy lifestyle advice needs to be made appropriate or relevant to these. The proposal was supported by the Gateshead Health and Social Care Partnership and will help to achieve the broad aims of the local strategic partnership.

A health needs assessment of Gateshead's Jewish community, published by the University of Sunderland in 2001, identified a lack of information and access to services that were tailored for or within the community as a barrier to good health.

The council oversaw the project and provided technical support and advice (editing, design, graphics, photography and marketing). Colleagues in the NHS – for example, dieticians and health promotion specialists – provided further support by checking the text for technical accuracy. A strong steer that the publication should reflect the Government's key messages on nutrition and physical activity was given. The project was the product of many years of successful joint working with Gateshead's Orthodox Jewish community.

Tackling childhood obesity

This is a programme designed to work with 150 children who have been admitted to the local children's ward who are either obese or severely overweight. The programme includes discussions on physical activity.

Smoke Free Gateshead alliance

The aim of the alliance is to improve the health of residents by reducing exposure to tobacco smoke and reducing smoking in Gateshead.

Whoops! child safety project

The project ran a three-week child safety course over a 12-month period within the local Hassidic Jewish community.

Breastfeeding project

This project aimed to raise the profile of breastfeeding and increase breastfeeding rates by running two media campaigns and distributing a supporting information booklet to pregnant women. Local research indicates that attitude change is important in increasing breastfeeding rates.

The main activities were as follows:

- A booklet promoting and supporting the decision to breastfeed was produced and given to all pregnant women. The booklet was originally developed by the Health Education Board for Scotland, refined by the Health Promotion Agency in Northern Ireland, and updated with information relevant to Gateshead.
- A radio advertising campaign promoting breastfeeding targeted young parents.
- A high-profile TV advertising campaign promoted breastfeeding to young parents in the Tyne and Wear area.
- Coloured wristbands bearing the message 'Breastfed – Fit for Life' were produced and distributed to young teens.
- A web-based questionnaire on attitudes towards breastfeeding was aimed at teens and young parents. It was accessed via the Galaxy Radio website and linked to the radio advertising campaign.
- A group of six local women, supported by a health visitor and a community worker, surveyed 50 local shops and leisure facilities to gauge attitudes and support for women who want to breastfeed. An accreditation award for breastfeeding-friendly premises was then developed.

The key results were:

- excellent media coverage, with a full-page feature in the regional press, local radio coverage, and a feature in the council news magazine
- very useful results from the web-based questionnaire linked to the radio advertising campaign.

London Borough of Greenwich

Greenwich community food co-operatives



The Greenwich Community Food Initiative, under the auspices of the Healthy Greenwich Network, now employs community food workers and a group of volunteers who work with communities to establish local food co-ops where a community needs assessment has identified access to food as a problem. As well as the direct benefits of access to affordable fresh produce, food co-ops have provided a safe space to meet, share recipes and form relationships.

The first food co-op began in February 2002 as a community greengrocer pilot. The Ferrier Estate community in Kidbrooke (the area that became the subject of *Jamie's School Dinners*) was consulted on options to provide access to fresh produce. The overwhelming consensus was for a market stall, and this was set up in Telemann Square. The stall has traded successfully and grown in popularity since its establishment.

The initiative has continued to develop and expand. It now employs four staff and more than 20 volunteers, and operates fruit and vegetable stalls at locations around the borough every week. The venues used in the programme include housing estates, schools, community centres and Sure Start facilities.

In addition, a stall now operates from Age Concern House each Friday. This gives elderly day-care attendees the opportunity to do their own shopping – an aspect of independence often lost. The Healthy Greenwich Network hopes to duplicate this project in other day centres throughout the borough.

The following are some of the comments from residents on the Ferrier Estate:

"I don't feel so isolated when I come down here as I see other people."

"The co-op is the most colourful place on the square."

"It is a good place to meet other people on the estate."

"It has given me more opportunity to buy fresh, healthy food."

The delivery of the food co-ops is reflected in Greenwich's local area agreement and has been commended nationally by both the *Health Service Journal/Local Government Chronicle* sustainability awards and the *Municipal Journal* health inequalities awards.

The co-op, with its many sites, has one legal structure and an overall five-year business plan with challenging growth targets.

Currently two years into its five-year plan, the co-op is exceeding its targets and, if it continues on its present trajectory, will not need public funding in three years' time. If the business plan predictions are successful, the Greenwich community food co-operatives will be financially sustainable and independent of external funding by 2009, with an annual turnover of over £500,000.



London Borough of Hammersmith and Fulham

Healthy messages information and juice bar launch event

A special open day on healthy eating and drinking habits for homeless and vulnerable adults launched a regular juice bar in the Healthy Living Centre at the Broadway Day Centre for homeless people.

Participating in the launch were 200 people who were homeless or at risk of being homeless, the majority of whom had substance misuse problems.

Since then, the juicer has become a regular feature of the centre, helping it to offer alternative beverages, healthy choices and nutritional drinks. Just as importantly, the juicer has continued to be a focal point for ongoing healthy choices messages.

Walking Well

This is an extension of the walking programme, Walking the Way to Health.

Food and nutrition/community gardening

This project aimed to raise awareness of the health benefits of gardening and how local people can access community gardens. A series of stalls promoting gardening were run in public venues such as shopping centres and community centres in wards of high deprivation in north Hammersmith. The project also provided accessible information on healthy eating and health initiatives in the area, and engaged local people in fruit tasting and other healthy eating activities and promotions in an informal and fun environment.

The participants learned about healthy eating messages, the nutritional content of different foods, cooking skills and food labelling. The gardening participants learned about herb growing and local community gardens, as well as becoming involved in a variety of horticultural activities provided by the Shepherds Bush Healthy Living Centre. Feedback received from participants included:

“They really helped me build my confidence in preparing and cooking food. Thanks.”

“I would be very interested in a window box project to brighten up our estate.”

Health and wellbeing information guide

Communities for Health funded a popular information guide for older people.

Posters in unusual places

This project placed posters in the toilets of two football clubs in the borough. This allowed key messages on safer drinking and safe sex to reach a key target audience. The posters delivered the health messages through football-related themes to increase their impact and effectiveness.

The project targeted a specific audience of young men and women who attend football matches and are likely to be drinking at harmful levels, thereby increasing the risks to their health and personal safety, and the likelihood of unsafe sex. Key results have been a greater awareness of safer drinking levels and the risks of unsafe sex.

Lifestyle magazines

The aim was to promote healthy lifestyle messages to two key audiences among Hammersmith and Fulham residents: women aged 18 to 35 in lower socio-economic groups, and men aged 18 to 35. These two groups were targeted because national research has shown that young women are the most likely to act upon health messages by changing their behaviour and that of their families. Young men were also an important audience as they are traditionally under-users of health services and are likely to ignore health messages presented in other ways.

The feedback so far has shown that people found the information helpful and interesting, and that a number of people have acted on the information to adopt healthier lives – for example, giving up smoking, taking more exercise, or changing their diet.

There has been some media coverage of the magazine publications, but on the whole the residents have received the messages directly by picking up the magazines from sites around the borough. The final feedback from all issues of the magazine is still to be collated. There are some issues concerning repetition of messages that need to be considered before a decision to fund future issues of the magazine is taken.

Love Safely Project run by the West London African HIV Prevention Partnership

This project targeted black African communities living, working and accessing services in Ealing, Hammersmith and Fulham and Hounslow health districts, because studies have shown that Africans present themselves late to mainstream services such as sexual health clinics. In addition, STIs disproportionately affect BME communities.

The principal aim of the project was to promote and publicise the West London African HIV Prevention Partnership Project (WLAHPPP) through an open day and launch of campaign resources. The project was developed by engaging the participation and

involvement of the existing structures within the partnership – the WLAHPPP project management group, the steering group, the African Communities Project, service users and the outreach workers – by having planning and consultation meetings with each group.

The resources were developed and the open day was held to market and publicise the project further. The objective was to give access to numbers of individuals across a range of African communities who may not be using mainstream services or attending community health workshops owing to exclusion.

All participants attending the open day were given the chance to provide feedback. The evaluation of responses demonstrated the need for WLAHPPP resources, in particular for marketing the project to hard-to-reach groups in African communities. There was a request from participants to extend the work across London. An application for funding from the 2007/08 Pan London Commissioning tendering process has since been made.

West 6 men's clinic

This project aimed to increase the number of gay and bisexual men attending a dedicated gay and bisexual men's clinic. This would help to work towards targets set out in the national strategy for HIV and sexual health to:

- increase the number of men vaccinated against hepatitis B
- decrease the proportion of gay and bisexual men with undiagnosed HIV.

A survey carried out by the Ealing, Hammersmith and Hounslow (EHH) Gay Men's Project identified a clear need for an evening clinic for men who have sex with men (78% of men preferred an evening clinic). In addition, the West London Centre for Sexual Health (WLCSH) was seeking to increase attendance by men most at risk of STIs and HIV, and in particular to attempt to reduce the numbers of gay and bisexual men with undiagnosed HIV in the area.

The outreach team of the EHH Gay Men's Project promoted awareness of the clinic before its launch in June 2005. There was a sustained advertising campaign in *Boyz* and *Gaydar* magazines, and West 6 leaflets were produced, distributed and mailed. Chelsea and Westminster's own PR department also gained publicity via the local health service journal.

The main impact of the clinic has been an increase in the number of gay and bisexual men seen at the WLCSH, at a time convenient to patients. It has also facilitated greater condom distribution to those most in need.

Building partnerships with the local voluntary and community sector to improve healthcare

This project aimed to share understanding of the public health agenda in Hammersmith and Fulham within the context of the local area agreement. It focused on what contribution the voluntary and community sector (VCS) could make to improving health inequalities in Hammersmith and Fulham, and developed an infrastructure to support the future commissioning arrangements with the VCS.

A joint strategy on building partnerships with the VCS was produced. New commissioning arrangements and service level agreements that measure VCS impact and contribution to health improvement within the borough were inaugurated in April 2006.

London Borough of Islington

No Smoking Day

Communities for Health funds paid for a comprehensive programme of activities leading up to and including No Smoking Day on 9 March 2005. The work included producing a two-page A4 advertisement and other publicity material aimed at the Somali, Turkish and Muslim communities, a large event where 270 balloons (representing the number of people who die each year in Islington from smoking-related illnesses) were released by local schoolchildren. Other similar events involving cigarette costumes were run in different parts of the borough on the day.

As a result of the No Smoking Day, the number of calls to the freephone number increased by 30% on the previous month. The number of quitters for that quarter rose by 44% on the previous year. Although it is unlikely that this figure was solely due to the No Smoking Day, the event would certainly have contributed to the higher number of people accessing and using the service. Feedback from pupils, teachers and parents was extremely positive. The event generated a lot of media involvement and publicity.

Kent County Council

Investigation of Health in Kent

Kent received a grant from Communities for Health towards the detailed Kent Lifestyle Survey which was sent to 23,000 of the Kent adult population. The aim of the survey was to develop a baseline measure to target appropriate public health services and initiatives to the people in Kent who would most benefit from them. The initiatives identified as a result of this survey will be developed and delivered with the assistance of the remaining Communities for Health grant monies.

Kent County Council (KCC) is leading the survey and owns its intellectual rights. KCC, PCTs and the University of Kent have produced the survey and agreed survey questions in partnership. The UK Centre for Health Service Studies interprets and analyses the incoming data.

The University of Kent publicised the survey widely in Kent with posters and media coverage. The survey (with accompanying letter) was sent to the sample population's home addresses to invite them to participate. The results of this survey identified the ideas that are most suited to the local population and their needs. This, along with the application of further social marketing concepts and principles, will ensure that there is the motivation and engagement required to deliver the targeted projects and initiatives identified.

The survey's findings have enabled Kent local authority and PCT partners to deliver the most appropriate and effective Choosing Health projects with the maximum impact. Learning and evaluation are an essential part of this process. KCC will undertake an impact assessment to measure the effectiveness and impact of applying social marketing principles to the planning and delivery of new schemes.

The survey consisted of 100 self-reporting questions focusing on lifestyle issues such as physical activity, obesity, nutrition and mental wellbeing. The outcomes of the survey have served to strengthen the vision and collaborative working between KCC, PCT public health teams and other agencies involved in the Kent and Medway Public Health Network Group.

Distribution and response

Of the people who received the survey, 25% responded. Although this is a slightly disappointing response rate, there is a useful sample of 5,801 responses to analyse. This has provided a useful and fruitful understanding of people's lifestyle behaviours and activities. Further detailed analysis identifies reasons for no response.

The majority of respondents were typically females up to the age of 64, and there was also a large proportion of male and female respondents over the age of 65. This data has been standardised to the Kent age and gender profile.

Analysis

To date, the analysis provides information about the age and gender prevalence of obesity and levels of physical activity. The detailed analysis assists in targeting services, campaigns and interventions to specific and relevant groups to maximise efficacy as endorsed by social marketing principles.

Initial analysis reveals that obesity programmes need to be targeted predominantly at women, whose obesity levels are on average greater than men's. However, more men than women are overweight in Kent. This means that different weight management programmes need to be targeted at different age and gender audiences.

Further detailed analysis is currently being undertaken at district level. This will produce information about locality groups, and will be applied to social deprivation indices to determine health inequalities.

The survey has also revealed very interesting data on physical activity levels. Although this data is also currently being analysed at a locality level, early indications are that the trend in physical activity across localities has not altered over the last four years, with Dartford/Gravesham having relatively low take-up of physical activity and Shepway, for example, demonstrating higher take-up of physical activity. Interestingly, initial analysis reveals that this disparity across localities has greater association with communities than with socio-economic groups as previously thought. Further analysis will help inform the range and location of services and how these should be focused and implemented.

Despite an overall increase in physical activity, there is strong evidence that the disparity between people who undertake regular exercise and those who do not is growing. This widening of inequalities will also need to be addressed. It is expected that further analysis will show the reasons for it.

Developments

As agreed with Communities for Health, and also to ensure that the survey facilitates appropriate action for the people of Kent, a number of initiatives are being developed in response to the findings of the Lifestyle Survey. Some of these are still at an early stage and, for some, funding sources still need to be clarified. Further schemes and initiatives will be planned in line with needs identified from further analysis of the survey. To date, the programmes being developed in response to the survey are:

- **Exercise for older people:** This project will be delivered by the Grand Centre in Dartford/Gravesham (part of the Health Action Gravesham regeneration partnership) as part of a previously successful programme. It involves the delivery of regular exercise programmes to older people in nursing and residential care homes and to residents of sheltered housing. More than just an exercise programme, it provides a health assessment and a personal goal plan for each individual. The exercise programme runs for approximately eight weeks and is a much needed service provision in rural locations as well as in centres within the towns, and is an excellent means of maintaining mobility and supporting independent living.
- **Physical activity using social marketing:** The survey data now provides the relevant information to identify a pilot physical activity programme using social marketing techniques and principles. The analysis makes it possible to identify groups who currently engage in low levels of physical activity and use a sample of this ‘audience segmentation’ as a focus group to determine need, interests and barriers to physical activity. Only by understanding the behaviours is it possible to plan and provide activity programmes that meet the demands of those groups.

Identifying motivation factors and incentives will be crucial for determining behaviour change. If these techniques are successful, the intention is to mainstream the core philosophy and concept of social marketing into Kent’s policy and planning systems.

The development of this physical activity programme will be monitored closely to evaluate the success and additional benefits of applying social marketing principles to a programme, as opposed to applying no direct social marketing techniques. The National Social Marketing Centre for Excellence is working with Kent on this project and will develop a relevant focus group to take this forward.

- **Activmobs Kent:** This is a new initiative created through a partnership between KCC and the Design Council. It has been developed via a system called ‘co-creation’, which works with the community to identify need and interest in a set of physical activity groups (‘mobs’), and to assist the members of that group to run and organise their activities themselves through a pool of trainers and motivators who can support their chosen activity. The concept has been tried and tested with communities on the Parkwood Estate in Maidstone, and proved very successful.

The aim of Activmobs is to encourage people to engage in less formal types of physical activity that would have obvious health benefits but which have not necessarily been regarded as formal exercise before. One example is a ‘dog mob’ – a group of people meeting regularly to exercise their dogs, while aiming to

maximise their own health benefits through more strenuous walk and exercise programmes facilitated by a trainer. Activmobs was piloted in six areas of deprivation in Kent.

Kirklees Metropolitan Borough Council

Healthy workplace project



The aim of this project was to improve the health and wellbeing of employees of the council, all three PCTs, and small and medium-sized businesses in Kirklees linked to the Better Health at Work scheme, and to reduce the number of days lost to ill-health.

The project gave staff information, advice and support to achieve a healthier lifestyle through direct marketing activities. These encouraged and motivated individuals to make a pledge to work towards achieving or exceeding the recommendations for diet and physical activity, or to stop smoking.

Employees could get support to achieve their pledge in the form of information booklets, web-based information or signposting to existing schemes and services within Kirklees Council's Better Health at Work team or local PCTs. Also available were:

- pedometers for loan to employees to enable them to establish and increase their current levels of activity over a 12-week programme
- a series of three workplace challenges to encourage employees to become more active
- a resource pack of posters to increase awareness of the recommended levels of physical activity and amount of fruit and vegetables needed for a healthy lifestyle
- an initiative to encourage employees to become more physically active through walking.

A 2001 survey of people living in Calderdale and Kirklees showed that seven out of ten adults were not active enough to achieve a health benefit. One in four employees are smokers (a figure extrapolated from national prevalence figures for smoking) and, on average, adults eat fewer than three portions of fruit and vegetables each day.

In all, 565 people signed up for pledges across the public and private sector in Kirklees.

Council employees who signed pledges were extensively surveyed as part of the project. A total of 123 pledges were received from council employees, but many people pledged to change more than one behaviour. More people pledged to become more active (108) than to eat more fruit and vegetables (95), while only a small number of people pledged to give up smoking (15).

Those who pledged to become more active were sent an *Active at Work* booklet, details of the 20% discount offered by Kirklees Active Leisure (KAL) on a Lifestyle Plus gym membership and a free pass for KAL centres. People who pledged to eat more fruit and vegetables were sent a booklet explaining about the 5 A DAY promotion. Those who wanted to give up smoking received a booklet called *Giving up life* produced by the NHS. A total of 67 people requested support from employee healthcare, and a further 105 who pledged to become more active requested a free pass for KAL.

In September 2005, all 123 people who had made a pledge were sent a short evaluation questionnaire. Forty people responded and the resulting information was analysed to help evaluate the project. The overall findings from this questionnaire look positive: six people were managing to stick to their pledge completely, and 27 mostly. However, seven people out of the 40 (or 17.5%) who responded had not honoured their pledge.

Most people (94%) found the information from employee healthcare to be useful. The free pass to the sports centre facility and the 20% discount on the gym membership were also real inducements to lead more active and healthy lifestyles. Respondents said they used a variety of ways to help them maintain their pledge and improve their health. These varied from cycling to work to taking fruit to work, although the most popular by far were taking more exercise, eating more fruit and eating more healthily.

Thirty-one people (or three out of four) felt that the pledge had made a positive impact on their health. Although some people have not managed to stick to the pledge as much as they would have liked, it is encouraging to see that they have identified ways in which they could be more successful next time. Suggested changes included greater incentives and recognition, more exercise and greater time and willpower.

In North Kirklees PCT, 120 staff signed up to the health pledges scheme. Communities for Health funding helped to pay for:

- pedometers for loan to staff
- running healthy eating group sessions with the help of dieticians
- free aromatherapy and t'ai chi sessions

- prizes and vouchers for staff who demonstrate that they are doing better than the average with their pledges
- posters and other printed material to advertise the scheme and events
- other workplace-related challenges.

A personally tailored information pack was sent to all who made pledges, and regular emails with healthy messages were issued. The scheme increased people's opportunities to act healthily by offering regular lunchtime walks, discounted vouchers and leisure passes, and lunchtime group sessions for healthy eating and physical activity. It also raised awareness of existing services and facilities via an open day for the PCT's own gym, a launch of the scheme with a physical activity demonstration from the council's leisure services, and promotion of the services available at occupational health centres. The pledges scheme has been continuously publicised through the PCT's newsletter *Beat*.

Feedback from PCT staff was positive. Here are some examples of comments from staff on how they are doing with their pledges:

"I think I am doing really well. I am eating more fruit and vegetables, usually getting in five a day. However, the biggest improvement is how much exercise I am now taking. The pedometer you kindly gave me is really helping. I find that this motivates me a great deal as I like to increase the number of steps I am taking. I am now taking my daughter out in the pram more regularly and taking different routes for these walks to see which walk gives me more steps on my pedometer! I also think the lunchtime walking group is a great idea. However, as I only work part time it is difficult for me to take full advantage of these."

"I'm doing three pledges:

- *stopping smoking: started on Friday 19 August, and apart from a slight blip early last week, have been smoke free for nearly three weeks (hurrah!!!!)*
- *increasing physical activity: have been on the PCT Beckside walk and will also be attending future walks. Am taking my dog on longer walks and plan to go swimming once a week and play badminton once a month. I am considering a corporate membership for the leisure centre*
- *healthy eating: am having five portions of fruit and veg per day. Have cut down on cakes/biscuits through fear of putting on too much weight while stopping smoking – buying and eating more fruit."*

There is good uptake of all the activities provided, and a sense of raised awareness of the importance of being physically active, eating a healthy, balanced diet, and stopping smoking. The original targets have been achieved but the final success cannot be determined until a full evaluation is carried out at the end of the project.

The challenge ahead is how PCT staff influence their patients, peers and family to become healthier.

Walking initiative

The aim of the walking initiative was to encourage employees to become more physically active through walking. This 12-week project took place at Civic 3, Huddersfield, and 26 people volunteered to take part. All the volunteers were given the use of a pedometer for the duration of the project. They were also given a personal pedometer programme in which they logged their daily steps and set themselves weekly targets.

Of the 26 volunteers, 21 completed the 12 weeks. Five people either did not start the project or did not submit any results. Evaluation of the results suggested the following:

- Of the 21 participants who completed the project, 19 (90%) managed to increase their daily walking levels.
- One person (5%) appeared to decrease their walking levels. In fact, this was due to the individual forgetting to wear the pedometer for a few days, which affected the weekly average dramatically.
- One person (5%) did not manage to increase their walking levels but tended to maintain the daily level throughout the project.

As a team, the participants managed to complete the UK coastal challenge quite easily. The target was 7,912,250 steps, and the team managed to walk 11,941,184 steps – the equivalent of walking the UK coastline about one and a half times! In terms of mileage, the team collectively managed to walk about 4,776 miles (assuming 2,500 steps per mile).

Smoking cessation

Communities for Health funding paid for 15 workplace smoking cessation groups and promotional materials to coincide with the healthy living pledges. The target audience was primarily PCT staff. The rationale for this was to encourage a healthier workforce and support people in making informed choices about their health, as documented in the White Paper on public health.

Advertisements reached a wide audience, raising awareness of the local NHS Stop Smoking Service in Huddersfield. Unfortunately, only three staff members attended the workplace group. However, two of those succeeded in quitting smoking for at least four weeks. Evidence shows that all smokers learn from each attempt they make to quit and that, although many are not successful the first time they try, many do go on to stop smoking eventually.

In addition, five staff pledged to stop smoking and were offered one-to-one appointments. Of these, three succeeded in stopping smoking.

In hindsight, July was probably not the best time to run a staff Stop Smoking group, as a lot of people are on annual leave. In addition, if someone has a holiday planned, they tend to put off stopping smoking until after their holiday.

Active for Health

Communities for Health paid for promotional materials to raise the profile within Asian communities of the benefits of being physically active. The funding helped to purchase promotional goods such as water bottles, pedometers, holdall bags, rucksacks and T-shirts, to give to service users who attended swimming, hydro pool and various exercise sessions such as aerobics, Bollywood dancing, chair exercises and walking groups. This encouraged them to drink more water, monitor their walking and also to be more active and to exercise.

The programme was publicised via the local press. There were pictures of service users and trainee instructors in the *Huddersfield Examiner*, the *Awaaz* and the *Asian Express*. The service users wear their T-shirts every time they attend an exercise session and the exercise instructors also promote the Active for Health programme that the South Asian Healthy Living Partnership (SAHLP) is promoting. Photographs were also featured in the SAHLP newsletter that is distributed in Huddersfield to a mailing list of 1,000.

As a result of the programme, Asian women are more aware of the need to exercise and drink water. The groups who have received the promotional materials are more keen to walk, are more aware of the benefits, and put their pedometers to use.

Moving More Often

Communities for Health funds have allowed Kirklees to develop some promotional materials to support the Moving More Often programme. This is a training programme for health and social care workers and volunteers who work with frail older people and who wish to promote physical activity in a range of settings. Participants identified the need for booklets and posters to support the modules 'On My Own' and 'Out and About' and these will assist workers when they are encouraging or helping older people to be more active.

Kirklees has recently produced 10,000 booklets for distribution at training sessions. Success will be measured in terms of:

- feedback from health and social care workers attending the Moving More Often training
- feedback from other health professionals
- feedback from the evaluation form in the booklet
- the number of booklets distributed or requested
- the number of requests for further support.

Community food and health initiatives

These initiatives aimed to help communities to adopt healthy eating behaviours. Funding paid for cooking equipment to lend to local communities for cooking sessions, promotional material for schools to support healthy eating, and two pilot sessions.

The funding has enabled North Kirklees PCT to obtain a range of kitchen equipment, utensils and healthy eating cookery books for use by local community food volunteers and PCT community health staff with local community groups. Publicity materials (logobugs and business cards) to promote the community food programme have been designed, agreed, produced and widely disseminated. The programme has also been featured in the local press.

Funding in Huddersfield Central and South PCTs has been allocated to Fresh Horizons to support a programme of healthy eating activities at Chestnut Centre Community Café in Ashbrow. It has also enabled the delivery of two healthy eating sessions for teenage parents and their children courtesy of Sure Start in Thornhill, and the provision of fresh fruit and vegetables, healthy eating stickers and reward cards to primary schools across Kirklees, alongside the usual fruit talk by Munch the Dragon (the Kirklees Schools Meals Service mascot). Twenty schools have so far benefited from this additional provision.

The project helped to raise awareness of the need for and benefits of good nutrition by providing informative, interesting and fun health education talks to children and families living in low-income areas. Targeted publicity and marketing increased the profile of existing activities and projects, helping to that ensure those most in need benefited from the initiative.

The project also increased the number of opportunities for providing information about affordable healthy eating options and for developing the skills, confidence and motivation for cooking nutritious meals for the family. Access to loanable equipment, utensils and

books, as well as taster sessions and free samples of food and other resources, helped to enhance learning.

The initiative has been a success. All of the desired outcomes have been achieved. The results of the Kirklees Communities for Health funding in phase 1 have been:

- the acquisition of loanable resources for community use
- publicity about sources of support for healthy eating
- feedback from children benefiting from improved healthy eating talks
- an increase in the number of opportunities to take part in healthy eating activities
- an assessment of whether the healthy eating sessions with teenagers adequately address their food-related concerns.

As a direct result of the healthy eating sessions in Sure Start Thornhill, teenage parents are practising at home the recipes learned on the day, as well as trying out other recipes provided in the session. The response has been so good that local parents have indicated an interest in another series of sessions – to include the production of home-made soups and puddings, to form a three-course meal.

In relation to the wider food programme:

- the changes in the uptake of fruit and vegetables among young people will be measured via the Young People's Survey
- individual behaviour change and increases in accessibility will be monitored through the Neighbourhood Renewal Fund programmes and the uptake of the Healthy Choice Award.

Taking into account loanable equipment and publicity materials, healthy eating activities in Ashbrow, Huddersfield and Thornhill, Dewsbury, and enhanced healthy eating talks in junior and infant schools across Kirklees, over 200 children and families have benefited directly from the initiative. Many more will have been indirectly affected by the impact of these sessions on their health and wellbeing. There is also a greater awareness of local projects and activities taking place across Kirklees to support healthy eating.

Tackling obesity in South Kirklees

This project aimed to develop and support a community-based initiative to tackle obesity. Funding paid for equipment to use in the community exercise facility in Royds Hall High School.

Communities for Health funding allowed the purchase of specialised weight management equipment and facilitated an increase in the use of existing facilities, targeting overweight and obese young people within one of the most deprived localities in the Huddersfield area. This funding has also enabled Royds Hall High School, where the project is based, to develop an extended school approach and support the local community in utilising the school facility out of hours.

The new equipment has enabled the target group of children and young people and local community groups to adopt healthier lifestyle options: they are now able to undertake appropriate recommended physical activity in a supervised and safe setting. The school conducted an internal consultation with the pupils' council to establish criteria for referral and access to the weight management facilities.

Over 500 young people from within Royds Hall High School used the facility in the school year 2005/06. Years 9, 10 and 11 students are inducted and use the equipment on a regular basis via PE and science lessons.

A fitness club is run once a week after school. Pupils are approached and offered guidance on how these sessions can improve their health and support weight maintenance. They voluntarily attend an induction session that identifies key health and other personal goals they may have. A programme is then developed to meet the needs of each pupil, with a regular review. In the school year 2005/06, 20 students attended this session, of whom eight were girls and five had quite severe weight problems. Thirteen young South Asian students attended this session, reflecting the high proportion of South Asian students at the school.

A low-level mental health user group, comprising ten persons at a time, attends the facility once a week as part of a partnership project with the South West Yorkshire Mental Health Trust. A cardiac rehabilitation group of seven people uses the facility once a week.

Individuals are referred from Paddock Pathways to Health Healthy Living Centre. Referral mechanisms are also being developed in line with the chronic disease management programme in the Greenhead and Lindley locality. The detailed process of referral of overweight children is done in partnership with a number of agencies, as children are also referred to the commissioned Young Patient Advocacy and Liaisons Service.

There are new requirements for monitoring of childhood obesity. The school nurse service implemented weight monitoring from the Summer term of 2006 for all pupils in Years 1 and 6. This feeds into referral of children and young people for weight management.

Expert Patient Programme

The Expert Patient Programme was conceived to expand and develop the existing programme with training and course materials for ten volunteer tutors. It concentrates on improving the health and daily living of people with long-term medical conditions. The security of the funding has allowed expansion of the programme through advertising and promotion.

The first evening course recruited and trained up to six additional tutors. There was a total of six courses in 2005. The role of the volunteer tutor is vital to the success and sustainability of the programme.

During 2005, 80 people benefited from the project. One man said that as a result of taking part in the programme he had reduced his medication by 14 tablets per week – he now only takes 70 instead of 84! Another woman said that it had so revitalised and re-energised her life that she was able to cope much better and no longer felt depressed.

At the beginning and the end of every course, all participants completed a questionnaire. These were submitted to the national Expert Patient Programme evaluation team. Three months after the end of every course, participants were invited to a reunion to find out what it had been like for them since taking part in the course. All comments and responses were recorded and fed into the Self Care Project for analysis and collation. These sessions were where the real evaluation took place – listening to how people had made improvements and how the programme had substantially changed their lives.

Self-care resources

Communities for Health funding was used to purchase CD-ROMs and books on cognitive behaviour therapy for a self-care programme for the public in North Kirklees. As part of the project, self-help books were placed in the three main local libraries, mobile libraries and the Dewsbury and District General Hospital.

The project is ongoing. It aims to provide people with good quality, evidence-based resources about health and lifestyle issues, plus tools (CDs) to aid behaviour change. These are available in public places, libraries, community centres, GP surgeries, the public health resource centre, the walk-in centres and pharmacies. The organisers assess which resources are used and also ask for opinions so that they can review the stock regularly. They would like to increase access to supermarkets and leisure centres and other public venues in the future, if this project is successful.

'Baby Teeth Do Matter'

There is a high prevalence of poor dental health in the population of five-year-olds in North Kirklees. In fact, the district has the worst dental health nationally for this age group. In light of this, it was acknowledged that there was a need for a new approach to delivering oral health messages.

This project offered the opportunity to identify and use alternative venues for delivery, away from the traditional healthcare settings. It entailed publicising oral health information to parents, in partnership with local supermarkets, by placing leaflets in local stores in North Kirklees.

Participants said the leaflet was more likely to be useful to first-time parents and carers. The more experienced parents would be aware of most of the messages and information given, and deem it to be common sense. However, this opinion is not borne out by the high prevalence of very poor oral health in the local children.

The leaflet was particularly valued for the NHS Direct information about how to access a dentist. The evaluation report also revealed that parents:

- were confused by conflicting messages given by various health professionals, which would suggest a greater need for training of public health staff
- would like some recognition that other influences such as the media and retail outlets, along with other members of the extended family such as grandparents, have an impact on their children's oral health
- felt that there were wider social influences that needed to be addressed, particularly social attitudes and practices
- felt that other forms of media – for example, TV, radio and particularly the internet – would be useful ways of communicating health messages.

Communities for play

Communities for Health funded the first fully inclusive outdoor play area in Kirklees. The play area at Oakwell Hall Country Park opened in June 2006. Children of all abilities and ages can play together on some of the most inclusive equipment in the country. The play area was designed following consultation with park users, the local area committee, and the parents of children with disabilities.

There are two play units – one for toddlers, complete with Wendy house, and one for older children – both with low-level ramped access. There is also a swing unit incorporating a cradle, a boat swing and a back-to-back roundabout, as well as ‘springie’ units that allow children to sit inside in safety. Interactive equipment includes giant megaphones for youngsters to shout through – one in the play area and one in the adjacent woodland – musical pipes and a puzzle panel.

The area is fully accessible for parents, carers and children using wheelchairs or mobility scooters. A further part of the project will be resurfacing the path to connect with access to Oakwell Country Hall and other facilities in the park.

It is estimated that at least 300 people a day have used the play area since it opened in June 2006. On some days in the summer it was double that figure. There are many anecdotes, including the story of the very ill little girl who on a good day can climb all over the structures, but on a bad day still has the option of being helped into the cradle swing by her parents, who think the area is a wonderful addition to their lives. One disabled child was seen using the cradle swing with the help of his parents while his brother used the ordinary swing alongside him.

Knowsley Metropolitan Borough Council

Merseyside and Cheshire Rubber Lover

This was a sexual health promotion campaign, consisting of washroom posters in bars and clubs, condom packs and a campaign website.

Heart of Mersey – Heart to Heart 2005

Events were organised to promote and spread the message of healthy eating and heart health across Greater Merseyside. The Heart of Mersey (HoM) programme aims to add value to local initiatives and programmes by working at area, regional and national levels to



tackle coronary heart disease through integrated, evidence-based interventions. It has been established that changes in diet – and a reduction in serum cholesterol in particular – will lead to a decrease in coronary heart disease (CHD) mortality in Greater Merseyside. HoM therefore uses high-profile events and marketing techniques to support its CHD prevention programme and heart health messages.

For Heart to Heart 2005, shoppers across Greater Merseyside were on heart alert in supermarkets and shopping centres in the run-up to St Valentine's Day. They were invited to send a heart 'food card', on which they could write or draw a message to a loved one, encouraging them to look after their heart and to put the heart into Valentine celebrations across Merseyside.

This innovative approach to healthy eating saw around 2,400 postcards mailed out during the Heart to Heart tour of shopping centres and supermarkets across the region. In return for encouraging someone they loved to think about heart health, participants were given their own 'heart bag' full of healthy nibbles such as pumpkin seeds, kiwi fruit and raisins, healthy recipes, and information about Heart of Mersey and local 5 A DAY initiatives.

Promoting the sending of a stylish Valentine card generated significant interest from the target audience. Tasty and healthy foods were available for people to try. Squash Nutrition, an arts and health project, specialises in 'interesting facts' about food and they tailor these to the people they speak to, so that the messages they give to teenage girls are different from those they give to retired men. Recipe cards were given out in a goody-bag with a piece of fruit and 5 A DAY information.

Manchester City Council

National No Smoking Day

Communities for Health provided funding for the dissemination of materials that linked the Challenge Manchester 2005 Campaign (which included initiatives such as 100 Days to Clean the City) to tobacco control measures.

Sexual health campaign for young people

Funding was used to buy 15 panel sites to inform young people about services available to them in the city.

Manchester Valuing Older People Positive Images of Ageing Campaign

This involved a high-profile media campaign that promoted active and healthy images of ageing and older people. It also challenged older people to adopt more healthy, active lifestyles.

To challenge negative stereotypes of older people, a city-wide poster campaign on street furniture, coupled with other media coverage, was used to promote the production of the 2006 calendar *Growing Older with Attitude in Manchester*. More than 7,500 calendars were circulated throughout the city.

In addition, the Full of Life Festival was held in September 2005 to celebrate the creativity of Manchester's older residents. It included a photographic montage – *What Older People Value* – in the City Art Gallery, and other satellite exhibitions and drama productions across the city, all produced by older Mancunians. Over 500 older people were involved in and accessed the activities, exhibitions and events on offer.

The calendar campaign generated a lot of local media attention and the older people appearing in the images were interviewed on radio stations, for newspapers and for a cable channel. ALL FM, a community radio station, recorded a series of taped interviews during the *Big Event*.

A more formal evaluation of the festival was undertaken by a questionnaire, sent to a cross-section of older people and partners. Of the 60 questionnaires dispatched, 46 were returned, representing a 76.6% return rate. The response was extremely positive and anecdotal evidence suggests that there has been an increase in the number of older people accessing local groups and activities.

There has also been significant interest from other local authorities, the Department for Work and Pensions, the Social Exclusion Unit and Better Government for Older People. The imaging work and library of images now owned by the initiative have attracted national attention. Other local authorities have asked to purchase the images in order to share the good practice. The project has also encouraged new approaches to working with and engaging older people in the city of Manchester.

Manchester Harvest: promotion of allotments

This project employed an event organiser for the model allotment in Albert Square. This allowed the event to be better marketed and organised.

Young people's sexual health and teenage pregnancy campaign

The rate of under-18 conceptions in Manchester is significantly higher than for the rest of England. The Government has set targets to reduce this. Communities for Health monies have been used to fund a specific publicity campaign to raise young people's awareness of the dedicated young people's sexual health services available to them in Manchester. Posters to publicise local services were developed with input from young people and displayed in a number of wards across the city where teenage conception rates are highest.

The activity is steered by the local teenage pregnancy strategy, of which a key component is communications and awareness-raising with young people. Implementation of the strategy is monitored by the local Teenage Pregnancy Partnership Board and is also performance managed by the regional government office.

The client group were involved in the design and development of the publicity through a series of focus groups and consultations. Those involved represented a range of backgrounds that make up the population of young people in Manchester.

The posters themselves were intended to motivate and engage the target audience. To accompany and support them, a credit card sized directory of services for young people has been developed and disseminated, along with a web-based service directory for professionals (though the latter initiatives were not funded through Communities for Health).

Feedback from young people has been very positive. However, in the short term it is more difficult to assess the impact on service use, such as increase in access, that has resulted directly from the posters. Service publicity will continue as an important part of the local teenage pregnancy strategy, though not necessarily through this medium.

Magazine adverts were used to publicise young people's sexual health issues.

Manchester Pride

This project aimed to provide broad health promotion messages about drinking, smoking and healthy eating to the gay and lesbian attendees at Manchester Pride. This is an audience for whom health messages have in the past generally focused on safe sex and drug use. It was delivered via a number of stalls and services provided during the ten-day festival. These included consultations with the Stop Smoking service, distribution of free fruit and smoothies, displays of banners and leaflets, and use of artists to promote the messages throughout the festival.

The drive for the work came from the organisers of Pride, who recognised both a need to get such messages across to a gay and lesbian audience, and the fact that Pride is a festival that for many people includes a lot of heavy drinking and eating of fast food. The Joint Health Unit facilitated accessing the funding and identified some appropriate contacts for providing the activity; Pride actually organised the events. Contributions came from the local Stop Smoking service, 5 A DAY campaign and alcohol health promotion workers.

There was a great deal of interest from those who attended Pride. The nature of the event and the fact that this contribution to it was organised very quickly made it difficult to collect much in the way of monitoring information. The major things the organisers learned were:

- to start planning much earlier in future years
- that there is considerable interest in these topics among the gay and lesbian community, which could be tapped in future work.

Food for mood

There was a perception that many people – including clinicians, people with mental health problems and the wider general public – would benefit from greater knowledge about the impact of food on mental wellbeing. This project was therefore established to publicise the evidence-based findings related to food and mental health. Publications were developed and launched during Mental Health Week at a stall within the Manchester Food and Drink Festival. Copies were distributed directly to mental health practitioners and GPs, to members of the public on the day, and subsequently much more widely. Resources were also made available for other groups to run awareness-raising events.

The impact of the guidance for practitioners is the subject of a formal research project being carried out within one of the community mental health teams. It has proved extremely popular. Several areas outside Manchester have expressed an interest in it and have been sent copies of the literature.

Young people and alcohol

Given the potentially damaging impact of alcohol misuse, young people need support and education to make them aware of its pleasures and risks and to help them to make choices about using alcohol. Currently there is little reliable evidence of effective alcohol prevention programmes with young people. This project aims to explore new approaches to working with young people and improve understanding of what works.

The findings from the evaluation of this project will also inform future commissioning of alcohol education and prevention services for young people. The project will consult with young people to explore gaps in youth provision and will therefore contribute to the wider children and young people's agenda.

This initiative targets young people aged 10 to 17 who might be at risk of problems related to alcohol and/or drug use over a six-month period. It aims to encourage and support marginalised and socially excluded young people, and give them the opportunity to participate in sport and other recreational and educational activities away from street drinking and the harm this may cause them.

The programme employs a project co-ordinator, a number of coaches, and neighbourhood wardens to work at evenings and weekends with young people in identified hotspot areas. The coaches and neighbourhood wardens will undertake a training programme that will enable them to provide one-to-one advice and information to young people about alcohol, as well as to facilitate group work with young people.

It will target young drinkers aged 10 to 17 in hotspot areas where underage drinking in public places is prevalent and where concerns have been expressed about the health and welfare of these young people. The hotspot areas are being identified through the collection of evidence from a range of sources, including ward co-ordinators, Greater Manchester Police, Manchester Housing, park wardens, leisure attendants, tenants' associations, the Eclipse Drug and Alcohol Service, Community Safety Officers, the Arrest Referral Scheme and the Manchester Youth Offending Team.

The project will use the Positive Futures approach to engaging young people, which involves the use of sport and other recreational and educational activities. It will provide an opportunity for young people to participate in sports, leisure and informal education activities with the emphasis clearly on health and wellbeing and the effects of alcohol on the human body.

Nottingham City Council

Get Moving Nottingham

This was a high-profile project promoting physical activities for all ages. The emphasis was on targeting the most deprived areas and BME groups. The following are some of the key strands of the project.

- A dynamic social marketing campaign was developed to encourage a lifestyle change by introducing more physical activity into people's daily lives.
- Parklife events were held in 11 parks across the city.
- Schoolchildren were encouraged to participate in an intergenerational approach to increasing activity.
- Small grants were awarded to local projects that directly targeted disadvantaged groups.
- A walking initiative was developed.
- Pedometers were placed in libraries for free loan.
- The local community identified their health priorities and Choosing Health Days were designed around them.
- Partnerships were forged with other physical activity initiatives such as the Local Exercise Activity Project, the BBC Get Active Club and the Nottingham Healthy Living Centres.
- Exercise recommendation schemes were set up to encourage people living in two areas of high health inequalities to adopt a lifestyle change over 12 weeks by helping them to increase their daily levels of physical activity.



As coronary heart disease (CHD) had been identified as a major health problem for many areas of Nottingham (with consequent targets being set for its reduction), and as there appeared to be evidence of much good work being undertaken but not linked up, it was decided that Nottingham's Communities for Health initiative for 2005/06 should be aimed at increasing physical activity.

Although the whole of the population of Nottingham was aware of the wide media attention devoted to the campaign because of the high-profile launch, great care was taken not to widen health inequalities. This was achieved by targeting groups and areas with the highest need.

Get Moving Nottingham was launched in the Market Square, with the support of the local radio stations, a David Beckham look-alike and the Mayor.



An on-line walk resource has also been developed. This provides specific information on walking in Nottingham but links to many other projects too.

Feedback was sought throughout the initiative at every opportunity.

- Over 3,800 questionnaires were completed at Parklife.
- All projects that received small grants were asked to complete an evaluation form.
- People were surveyed on the launch day.
- Detailed information is being collected through the physical activity recommendation scheme.
- Participants in the pedometer loan scheme completed questionnaires when they returned the devices to the library.

Social marketing techniques were used to motivate and engage local people in adopting behaviour change. The organisers produced clear posters and handouts that conveyed a positive image of increasing physical activity while being easy to understand. Local buses were contracted to display the Get Moving Nottingham message. When the Old Market Square was closed off for development, a large Get Moving Nottingham billboard was prepared.



Radio interviews proved useful in raising the profile of the campaign and signposting people to more information. When the initiative was linked with the BBC Radio Nottingham Get Active Club, more than 1,000 people joined the club in the first week – the best-ever response to a local radio campaign. Staff magazines were

approached to run physical activity articles and profile individuals who led physically active lifestyles.



One of the major learning points to date, as proved by the pedometer loan scheme, is that to sustain behaviour change, most people need support in the form of mentoring or buddying.

The organisers will continue to brand Get Moving Nottingham whenever possible by asking other projects to adopt it when they are marketing physical activity projects. The loan of pedometers through the libraries will continue and different libraries will try individual ways of promoting their use and links with health. Follow-up events were planned in all localities.

The free loan of pedometers through the 20 Nottingham City Libraries was introduced in July 2005 as part of the Communities for Health, Get Moving Nottingham campaign. The initiative aimed to encourage people to increase their daily levels of physical activity by logging the number of steps they took over a three-week period.

Research has shown that individuals would need approximately 12 weeks to bring about a behavioural change, but it was decided that for the purposes of the loan scheme, a three-week period would be simpler to administer and there would be no problem with users renewing their loan.

In order to promote the campaign, A3 posters and bookmarks were printed and a display was placed in the Central Library window. Health Development Officers informed local groups of the availability of the counters, which was also announced on Radio Nottingham and advertised in local newsletters.

In order to evaluate the success of the scheme, a questionnaire was produced for completion by users. In addition, quantitative data was obtained through the library loaning system.

Pedometers were loaned through the library bar code system. This method appears to have been successful, and has enabled the number of users to be identified. Unfortunately, few users completed the evaluation forms when returning the counter. There is therefore little evidence of whether it encouraged people to be more active, and informed recommendations for improvement cannot be made. The bookmarks appear to have been popular but no evaluation has taken place to identify whether people actually read the information on them.

Take-up of the pedometers has been lower than expected. Discussions with library staff pinpointed a few possible reasons:

- Some of the smaller libraries have very limited display space. Although a poster was produced, some librarians thought it had too much text and lacked impact. Promotion of the initiative had therefore been difficult.
- Some libraries reported that local people just did not seem interested as they had already used a 'free' counter from elsewhere or could not understand its purpose. In some areas it was difficult to ascertain why take-up was so poor, and staff thought it could be a result of people being suspicious of something so unfamiliar.
- The initial guidance to librarians suggested that a £5 fine might be levied to deter the loss of a counter. However, it stressed that this was purely optional and that fines should be used only as a deterrent, and implemented only in drastic cases. Unfortunately this information does not appear to have been shared with all librarians and some have been advising people that the fine will be levied in all cases.
- Some librarians have not felt comfortable about proactively encouraging people to try the pedometers, as they did not consider them reliable. In addition, several of the libraries had been short-staffed and therefore did not have time to spend on promotion.



Several of the local librarians were extremely enthusiastic about the scheme and, although early take-up has been disappointing, it may be possible to increase local involvement by extending the pilot. Any display promotion needs to be reinforced by word of mouth if it is to reach those most in need. It may be possible to achieve this reinforcement by encouraging individuals and groups from the local community to take part.



Schoolchildren across Nottingham were given the chance to show off their artistic talents at the Council House. As part of the Get Moving Nottingham initiative, schoolchildren were asked to devise a poster or poem aimed at getting an older friend or relative to be more

active. The approach was chosen to steer children away from thinking that physical activity was purely sport, and in the hope that they would actually go home and encourage older members of their family to be more active. Any child who produced a poster or poem received a red Get Moving Nottingham wristband and schools were asked to select an overall winner at Key Stages 1–3.



The posters and poems were displayed at the launch of the Older People’s Forum in October 2005 and at the meeting of the Health Scrutiny Committee, resulting in the selection of the final winners. The winning posters were displayed at the Council House in December. Details of the full Communities for Health initiative can be found at: www.nottinghamcity.gov.uk/sitemap/health_and_social_care/health_inequalities/get_moving_nottingham

‘Reducing the Gap’ newsletter

This bimonthly newsletter was created by the Communities for Health Get Moving Nottingham initiative. It was designed to improve communication between all partners involved in work to reduce health inequalities in Nottingham.

The newsletter regularly shares strategic information at local, regional and national levels, together with news of local initiatives and learning. It was hoped that the sharing of good practice would motivate others to become actively involved in reducing health inequalities.

Circulation of the newsletter was a challenge. In order to keep costs low, an online version was created and stored on the Nottingham City Council website. Individuals and organisations were emailed a link to the document. However, many people in the community could not access the site, so hard copies were also produced and circulated.

The difficulty of reaching a broad audience with such a varying level of understanding of the health inequalities issues has been overcome by making the newsletter easy to read and avoiding jargon. The inclusion of the Code Breaker section, which gives the meaning of any acronyms used, has proved particularly popular with readers.

Capacity to work on newsletter content has been an issue. It is taking far longer than expected to collect the articles, check them and make them newsworthy. A member of the Nottingham City Council Communications Team is now helping to write the content, to try to overcome these problems. However, this has led to the further challenge of ensuring

that the newsletter does not appear too orientated towards the work of Nottingham City Council.

As the newsletter includes a 'News in Brief' section, the council is being contacted by organisations of which it previously had very little knowledge. The shared knowledge of local organisations and projects is growing and links are therefore being improved. Strategic information is being disseminated in an easy to read format throughout the community.

Linking the newsletter with the development of the website makes it possible to add and update information regularly, so long as there is the capacity to support it.

Development of a Healthy Workforce

The aim of this project was to develop a holistic healthy workforce strategy for Nottingham City Council, encompassing the work currently being undertaken on increasing physical activity.

Project evaluation

In 2004 the Health Inequalities Shared Priority (HISP) Steering Group identified the need for Nottingham City Council to carry out a departmental health inequalities audit.

One of the key findings of this audit, carried out in 2005, was that 'tackling health inequalities through the workforce is an area of significant weakness'. It highlighted the 'need for more consistency across departments in terms of a staff health and wellbeing scheme' and that 'providing opportunities for staff to make healthier choices would be an effective contribution'.

In response, the city council's action plan prioritised the development of a healthy workforce strategy and action plan. This work involved auditing current HR policies and services in relation to their impact on the health of the workforce, and developing a strategy for enhancing current practice.

The development of a healthy workforce strategy was chosen for support by the Communities for Health programme because, of the 13,195 employees at Nottingham City Council, 7,072 are actual residents within the city boundary and many are from areas or groups with high levels of health inequalities. Therefore, any improvement in the health of employees, particularly in terms of helping them to adopt healthier lifestyles, would also have an impact on their families and friends.

Through the links developed with the Travel and Transport Section, a joint survey was undertaken. The results have provided an excellent baseline of information on healthy

eating, physical activity and stress levels. In particular, this will allow more efficient targeting of health promotion to staff. For example, the survey found that although females tended to eat a healthier diet, they appeared to take less physical exercise. The strategy was completed in the spring and feedback has been sought.

Exercise referral

Nottingham introduced two community-based schemes that encouraged people living in two areas of high health inequalities to adopt a lifestyle change over 12 weeks by helping them to increase their daily levels of physical activity.

Portsmouth City Council

Portsmouth Healthy Walks

This project aims to increase exercise in the most at-risk groups of the population and make walks more accessible to those living in the city centre. Communities for Health funds helped to train walk leaders and support publicity.

Exercise video project

The exercise video project involved a video and DVD made by older people for older people, to highlight the benefits and gains of regular exercise and physical activity. Funding covered production costs and translation into Cantonese, Bengali and Punjabi.

The video has been completed and, due to popular demand, additional copies are being made. Although only the English-language version of the video is currently available, versions for the other language groups involved with the project will be produced. The video will also be used more widely within the city and its availability will be publicised nationally.

The involvement of elders from BME groups raised awareness within these communities of the importance of regular physical activity even before filming began. The custom of respect for elders is traditional in these communities, and this has given the video much legitimacy. The elders themselves enjoyed participating both in the video and in the exercise sessions. As a result there are now regular exercise sessions for Chinese, Vietnamese and Indian elders, while interest in t'ai chi is increasing more generally in the city. Further information can be found at: www.hids.org.uk/newsite/older_people/multicultural_exercise_video.htm

Fit2Eat

This healthy eating and lifestyle website for older people living in Portsmouth is now up and running. Statistics show a month-by-month increase in hits on this website. The organisers are planning to promote the new website by taking a laptop to groups of older people who would not usually access the internet. The site can be found at: www.fit2eat.org.uk

Vegetable and fruit growing project

This project helps residents of older persons' residential homes to grow fruit, vegetables and flowers. The older people in these homes have called this project 'Patchwork'. During the winter the organisers installed a summer house, and together with the residents they planned a growing programme for the next season.

Healthy eating with Portsmouth

This was a programme of events to promote the concept of healthy eating, especially with children. It included the Harvey Roadshow (Harvey being a healthy eating mascot).

Part of a cross-city initiative, the Healthy Harvey character encouraged healthy eating and lifestyles among children. Money for this, now completely spent, was used to create some wonderful promotional materials.

The Portsmouth Latin and Salsa Band

The aim of this project is to promote the long-term mental wellbeing, social participation and involvement in physical activity of people aged over 55. It has also strengthened social inclusion and self-confidence, helping people learn new skills and share other cultures.

The Latin dance and Salsa courses started at the same time, both of them as short ten-week courses. Although the Salsa Band event was well attended, the participants did not wish to continue. The Latin dance group has continued and moved to a new, more accessible venue, and is now seeking independence from the city council owing to its ability to sustain itself financially.

Healthy lifestyle seminars for the Chinese community in Portsmouth

Ten seminars were set up for the Chinese community throughout 2006. The seminar subjects included food poisoning, the menopause, stroke care, hepatitis B, cancer and parenting skills. Each session has been evaluated and a report will be produced.

Outreach assistant health worker

A full-time maternity worker was recruited in February 2006 and commenced employment on 20 March 2006. Their role is to provide parenting skills training, advice and support to pregnant and parenting teenagers city-wide as part of a wider team in partnership with Sure Start and the Opportunities Project workers as required.

The Maternity Outreach Team 'Just a Mo' project was nominated for the Partners in Excellence awards.

Swimming project with the Chinese community

The aim of this project is to promote a healthy lifestyle among the Chinese community by hiring the local pool for swimming sessions. This gives the Chinese community an opportunity to take up regular exercise, and to recognise the importance of being active and healthy. In addition, the project provides a tutor to coach two swimming courses to enable children and adults to learn a new skill.

This project has been going since November 2005. Half of the pool is hired on a weekly basis. This allows free access to exercise and there are approximately 40 attendees each week. A 'learn to swim' course has successfully taught eight children and ten adults to swim.

Community newspaper project

This project entails dissemination of information on a range of a healthy living options and activities through four-page supplements appearing six times a year in a community newspaper.

A health supplement development worker has been recruited. A questionnaire has been printed in the community newspapers to establish the perceived health needs of local communities, which are likely to differ throughout the distribution areas. The supplement will combine community-led articles and targeted health messages depending on known need.

Allotment for young carers

This project aimed to employ a gardener/project worker to help young carers to grow fruit and vegetables. Young carers have been linking in with the community allotment, have visited a market garden and have chosen fruit and vegetables. Sessions on healthy eating and lifestyles have been completed. The allotment and gardening sessions restarted after the 2006 Easter holidays. Young carers were also asked to complete a healthy lifestyles questionnaire.

During the Easter and summer holidays the young carers attended learning and participation sessions at the community allotment. They learned about sowing seeds, potting on and the planting of a wide variety of vegetables. The young carers took part in the watering and upkeep of the plants, as well as harvesting.

Vegetables that were grown were later used at the young carers' centre. The young people helped to prepare and cook the vegetables, producing delicious and nutritious food.

During the year the organisers ran a number of consultation sessions with the young carers. These sessions revealed that what they most wanted was a garden at the carers' centre where they could grow vegetables and herbs for their kitchen.

Some of the young carers had found it difficult to attend the allotment because of their busy lives, filled with responsibility. Nearly all of the young carers could attend the carers' centre on a weekly basis. They asked if they could develop the walled courtyard at the carers

centre, and with their input this is what the organisers have been doing. They planted a few plants in summer 2006, then built planters for the kitchen garden and put up hanging baskets. There are also plans for growing in containers.

The young people will be working hard over the winter so that the garden can be planted in late winter/early spring. The organisers are optimistic that this well received project will continue to grow and develop, and are looking forward to a good harvest in autumn 2007.

Midlife intervention 50–65

Targeted work with people aged 50 to 65, looking at changing lifestyles and preparation for later life, has moved up the national agenda. It has become a priority in Portsmouth, which has introduced a programme to encourage older people, particularly in the 50–65 age group, to understand the benefits and health gain of participating in regular exercise and physical activities.

A 50+ Lifestyles project worker has been in post since February 2006 and has made excellent progress in researching where the gaps in provision are and filling those gaps. Two geographical communities were identified and consultation has been carried out with the 50–65 age group in those areas to see what activities they would like and where they would like them. Six weeks of taster sessions were offered in one of those communities and the take-up was very encouraging. In the other community, an open day provided an opportunity to try out some activities and get further feedback from the 50–65-year-olds in that area.

5 A DAY fruit and vegetable game

This project aimed to provide an exciting and stimulating learning experience for adults and children, in the form of an interactive computer-based game. It can be used in a variety of different ways to suit the demands of the occasion, including exhibition stands, school visits and other promotional events, and can be adjusted to target the identified audience.

Fruit and Vegetable Frenzy is a project to develop a learning game (in the form of an educational computer game) aimed at junior schoolchildren. It is intended to encourage children to gain computer skills while learning about different types of fruit and vegetables and recommended consumption, and to reinforce the 5 A DAY message.

Delivery took the form of three focus groups that allowed the company Limeknight to determine how to make improvements that were both technically satisfying and beneficial to the user group. An informal discussion was held with all the pupils taking part in the pilot. They were then given the chance to try the game.

Plans have been made to promote the Fruit and Vegetable Frenzy game at a healthy schools conference where teachers will have the opportunity to make comments and discuss the suitability of its usage. The game is then planned to be launched with a series of local events with media interest. It will also be added to the Health Improvement and Development website. A CD-ROM has been developed and is to go into production shortly.

Young people peer-led alcohol project

This project set up a partnership group to empower young people in preventing alcohol misuse and promoting better lifestyle choices. The majority of the activity will be centred in the heart of Portsmouth and in Paulsgrove and Wymering (the areas of greatest deprivation), working with groups of young people, families and local groups. The peer educators were supported by a multi-agency team and equipped with training and workshop aids and display materials.

The young people's worker is now in post. Current work focuses on talking with Paulsgrove young people and ensuring that the 'turning the curve' exercise is being delivered. The new worker is also linking with schools and youth services to support the development of alcohol misuse education.

Health through Stealth

Although many older people are reluctant to become involved with formal exercise programmes, Portsmouth has found that presenting physical activities as fun can be a successful way of engaging them. This represents a kind of Health through Stealth approach. Portsmouth developed a number of social activity groups targeting the 50+ population. As well as providing the opportunity for social interaction, the groups offered a range of physical activities plus advice and information about healthy eating and lifestyle change.

This project has gone from strength to strength. The demand for gentle exercise and t'ai chi sessions has increased, and Portsmouth has provided training for more exercise leaders. Up to 450 people have accessed exercise sessions, including armchair exercise and t'ai chi, provided by freelance trainers.

Promoting exercise for older people

A project worker has been in post since May 2006 and the construction of a database is almost complete. Work is now being undertaken to map the provision of physical activity opportunities for over-50s in Portsmouth and this information will then be entered into the database. After this phase of the project, the database will be made available online and the project worker will visit groups and individuals to identify activities to suit their needs.

Sheffield City Council

People's Movement: physical activity guidance/ promotional campaign

This project aimed to promote an active lifestyle in the city, encourage more people to be more active more often, and support 'supply side' interventions such as facility and programme provision in the city.

The campaign was driven by a series of key motivational messages and images, which in turn were supported by key informational packages and press/media work. The campaign was aimed at three target audiences: the general public, key decision makers such as town planners and head teachers, and key community leaders and parents. It led to a greater awareness of key campaign messages – for example, 'moderate activity counts', 'aim for 5 x 30 minutes a week', 'there are significant health benefits from being active', and 'Sheffield is a great place to be active'.

Participation events

Participation events were a key part of the city's physical activity promotional campaign. The aim of these events was to encourage participation and at the same time provide a promotional platform for wider messages about physical activity via the press and other media.

During the campaign, 500 walkers attended a walking festival, 200 runners did the Santa Dash, and both events attracted lots of free media coverage, including regional TV.

Pedometer project

The aim of this project was to pilot and support interventions that use pedometers to promote walking.

Evidence so far suggests that pedometers can be effective in encouraging people to walk more and to sustain their activity. The aim is to encourage people to achieve 4,000 steps on at least five days a week.

People's Movement website

This website supports a wider campaign by offering the public a key information source in terms of information on physical activity, databases on activity opportunities, news items, events information, personal calendars, a BMI calculator and so on.

The website was launched in July 2006 and has generated significant interest – at the last count there were in excess of 500 visits per month. The short-term target is 500 visits per week.

Walkable Neighbourhoods

This project commissioned a piece of work to define the component parts of a ‘walkable neighbourhood’. The aim was to influence the city’s planning and urban design policies to create more walkable neighbourhoods. Sheffield engaged an external partner, Living Streets, to conduct studies in two typical residential neighbourhoods and develop key principles of approach to inform wider city council policy.

Work is already influencing wider policy development within the city council, and in particular the housing market renewal strategies. They intend to promote implementation of key recommendations as they happen.

Smoke Free

Sheffield business event

An event was organised to celebrate smoke-free workplaces in Sheffield. At this event, 27 workplaces (representing 11,143 workers) were presented with a Smoke Free Sheffield certificate by Sir Robert Kerslake, Chief Executive of Sheffield City Council.

Two Regional Awards for Excellence in Tobacco Control were presented by Patricia Hodgson, and Regional Tobacco Control Leads were also presented.

The event generated publicity valued at an equivalent advertising cost of £1,461.80 with seven hits:

- *Sheffield Star* – 2 hits
- *Yorkshire Post* – 3 hits
- *Sheffield Telegraph* – 1 hit
- *City Business Magazine* – 1 hit.

Healthy Schools Football Tournament

Smoke Free Sheffield organised an event to raise awareness of the issue of children and passive smoking, to reward premises where children spend time with a Smoke Free Sheffield Award, and to encourage other venues to follow suit. It was agreed that a football competition would be held at the Sheffield United Football Club Academy. Ten schools from deprived areas took part in a football warm-up session and knock-out competition

facilitated by Sheffield United coaches. Smoke Free Sheffield medals were presented by the Sheffield United First Team players.

A double-page feature was printed in the local newspaper (the *Sheffield Star*, circulation 78,000). First Team players from Sheffield United attended the event and agreed to be Champions for Smoke Free Sheffield. All the schools were very positive about the event.

Stockton-on-Tees Borough Council

No Smoking Day Events

The aim of this project was to promote smoke-free areas. The main activities were advertising on the sides of buses to promote Smoke Free Stockton, the purchase of promotional materials and resources, and attendance at a seminar. The target audience was the general population of Stockton. The timing of the campaign was important: it was scheduled to support the proposed legislation on smoke-free environments.

The initiative was delivered through mass media advertising. Resources were used in promotional activities such as a No Smoking Day to engage with members of the public, and events in colleges and so on. The advertising was used to stimulate the interest of members of the public. The images it used linked with other messages about smoke-free environments used by Smoke Free North East (the Regional Tobacco Control Organisation).

Although staff from the Public Health Directorate were involved in the activities, the steer for the events came from the Campaign for a Smoke Free Stockton, which was part of the Smoke Free Stockton Action Plan. Partners from Stockton Borough Council supported the activity. The only feedback was informal reports from people who had seen the bus advertising. There was extensive media interest in the whole smoke-free agenda around the time that Parliament was debating the issues.

Clean Air Awards

These awards were an extension of the scheme and promotion linked to the tobacco control initiative. The aim was to encourage employers to introduce smoke-free workplaces by producing local resources that would help and support them. This action would have an impact on the numbers of smokers in the area.

Several departments in the borough council were involved in the promotion of the initiative, including Trading Standards and Environmental Health, together with the PCT's Public Health Team. Leadership for the delivery of this initiative came from the borough council. Smoke Free Stockton was initiated and supported by the Health Improvement Partnership, part of Stockton Renaissance.

The pack was designed to offer information to local employers about going 'smoke free', about the support that is available locally, and about how to achieve a National Clean Air Award. The impact will be measured by the numbers of premises gaining a National Clean Air Award at Silver or Gold level. The impact of the pack was enhanced by media interest

in the issue of smoke-free public spaces caused by the passage of legislation through Parliament.

Teenage pregnancy campaign

This was an additional campaign linked to young men's sexual health and responsibilities.

Community Health Champions open days

The aim of the open days was to share with local communities and interested stakeholders the health promotion work of Health Champions. The activities in September and November targeted stakeholders in local communities as a way of mainstreaming this pilot initiative and getting further feedback.

Personal health success stories from local residents were the most encouraging and motivating factors. Each local champion spoke of their experiences and demonstrated some of their approaches, one example being a taster relaxation course.

Key outcomes for the days were as follows:

- Local residents and stakeholders learned about the activities and events held by their Health Champions.
- The Health Champions learned how to present to and engage with interested stakeholders.
- Organisers learned how to run a community event that can effectively bring together local residents and service providers.
- Feedback from participants indicated that the day was informative and very positive for local communities.
- There was limited media involvement on the day, but stories were included in Stockton Borough Council's newsletters and PCT newsletters.

Round the World Recipe Book for the BME community

The idea of a recipe book came from the Community Health Campaign. Many people relied on ready-made food from the supermarket rather than making their own dishes. A lot of people no longer knew how to cook traditional food. The work entailed collecting healthy, delicious recipes from the local community to form part of the book, copies of which were free.

Of the 500 recipe books printed:

- 60 were given out to people attending the launch
- 120 were given to local health visitors to deliver to their clients
- 100 were given to neighbourhood management to deliver to their local resident groups
- 60 were given to the Community Health Campaign
- 50 were given to Sure Start (Parkfield and Mill Lane) for their clients.

There are about 110 recipe books in stock in the Stockton International Family Centre.

Stepping out in Stockton Health Walks

The aim was to promote a programme of Health Walks in local communities by producing Health Walk leaflets and promotional posters. The idea was to attract participation from all community members across the Borough of Stockton, with a focus on people who do not generally participate in any form of exercise.



The delivery of the project drew upon a bank of qualified volunteer walk leaders, who committed their time to delivering one-hour weekly or fortnightly walks. Some walks are also now being delivered by statutory agencies targeting specific groups. It is expected that the ongoing promotion of the walk leaders training course will increase the number of both volunteers and statutory agency walk leaders.



A monthly walks timetable, display leaflets and posters were displayed in community areas across the borough. Part of a walk leader's role is to encourage and motivate participants. Walking groups were promoted as friendly and welcoming. Friendships have blossomed as the result of people walking in groups. Pedometers are given out free to encourage participants to aim towards 10,000 steps per day.

Leaflets and posters have increased the number of enquiries from community members and raised awareness of the project across the borough. People who have made enquiries about health walks since the production of the health questionnaire and supporting information have commented that the introductory information packs sent out were very helpful.

Affordable Warmth

This project aimed to provide extra promotion and referral to increase the take-up of grants.

Launch of Food for Health Awards

The promotion of healthy eating is important in reducing the risk of coronary heart disease, diabetes, some cancers and obesity. The prevalence of obesity in the UK has increased threefold over the last 20 years: indicators suggest that a fifth of the population is now obese. Food for Health Awards aimed to encourage an improvement in the nutrition, quality and variety of food items offered in commercial and private sector premises, and to reward this effort with the presentation of the award in recognition of the commitment to the provision of a healthy diet.

Particular emphasis was placed on community cafés, which tend to be located in areas of disadvantage. These catering businesses have the potential to influence local people's eating behaviour, but are challenged by the need to survive financially. Financial support would be required to compensate for product waste and menu adaptation to increase the purchase of fruit and vegetables, together with low fat, low sugar and low salt options.

The Food for Health Award replaces the existing Heartbeat Award, which originally included criteria based on hygienic practice and the provision of smoke-free areas. The replacement award will therefore need to be revisited and updated to establish healthy eating criteria only. The development of appropriate training for catering staff will also be required in order to ensure a commitment to food preparation guidelines and menu adaptation.

Crucial Crew – accident prevention aimed at young people

This project provided improved teaching materials to complement the annual Stockton Crucial Crew event promoting personal safety and good citizenship to all Year 6 pupils. The interactive safety and citizenship messages were received and learned by all primary Year 6 pupils.

Children received interactive child safety messages, including:

- stranger danger
- fire safety

- road safety
- electrical safety
- coastal safety
- lethal litter.

Update of Stockton food policy website

The food policy website has been updated following a review of the evidence base and the aims and objectives have been cross-referenced to current measures.

Smoking cessation in BME communities in Stockton-on-Tees

This campaign was specifically designed for the BME community in Stockton. The reason for this was simply that uptake of smoking cessation services in BME communities was very low.

Four different approaches were adopted in the campaign:

- Advertising on Radio Ramadan for a month in English, Urdu and Punjabi. Radio Ramadan broadcasts from Middlesbrough and is listened to within the Muslim community across the whole of Teesside. The aim was to educate people about the effects of smoking and to tell them where they could get help if they wanted to stop smoking.
- Running information stalls in mosques at Hartington Road, Northcourt Street and Westbury Street in Thornaby, as well as at three sites of the Stockton International Family Centre.
- Recruiting four people who could speak French, Urdu, Arabic and Kurdish to help deliver sessions on smoking cessation.
- Promoting smoking cessation services to people who work in taxis and private hire vehicles.

Stockton Comfort Zone

The aim of the project was to identify potential difficult-to-reach fuel-poor households through schools and doctors' surgeries. The schools initiative involved a senior school and two primary schools in the less affluent part of the borough. A simple referral mechanism was designed to enable the children to refer their family or relatives to the Comfort Zone team for assistance in the form of heating repairs, insulation measures or benefits advice. In both areas there were a variety of promotional items designed to be retained by the householder in a prominent position, bearing the contact telephone numbers. These included fridge magnets used on the heating boilers, and room thermometers.

The schools were motivated by the opportunity to win a prize and each child received a free promotional item such as a ruler or pen. Householders were given thermometers to indicate when the property was too cold, and these incorporated the contact telephone number for the Comfort Zone team.

Schoolchildren gained a better understanding of fuel poverty and the need to keep vulnerable people warm. The schools were able to link this activity to the curriculum in several ways.

Participants felt that it was a valuable exercise in which to be involved. The schoolchildren made more than 20 referrals.

Boys' and Young Men's Campaign

The four teenage pregnancy co-ordinators in Tees commissioned a Boys' and Young Men's Campaign that used radio, adverts in bus shelters, posters, information cards and leaflets, and ran for a number of weeks across the Tees area. The grant was used to follow up the campaign in Stockton, for example by the purchase of additional resources to continue the campaign at a local level and to support the Boys' and Young Men's Worker to engage with the target groups.

The funds were used to purchase equipment such as play stations to create a young-people-friendly environment. The funding was also used to promote Boys' and Young Men's work. Posters and information cards were designed, produced and distributed to boys and young men in the borough of Stockton-on-Tees.

The teenage pregnancy strategy worked in partnership with two voluntary sector agencies to engage local young people and provide sexual health information, advice and guidance. Approximately 60 young people attended the drop-in sessions held in the local community centre and received age-appropriate sexual health advice. Where appropriate, young people were signed up to C Card Services offering free contraception and relevant service information.

Wigan Borough Council

National No Smoking Day

Communities for Health funds paid for publicity in the local press and on local radio.

Food and health by Ince Food Team

Ince is one of the areas of deprivation in the borough. The Ince Food Team was established in response to a consultation around healthy eating opportunities in Ince, carried out by the Food and Health Team from Ashton, Leigh and Wigan PCT. The team's role was to help to explore food-related issues, to work within the community to reduce barriers to healthy eating, and to support communities in finding solutions. Communities for Health funding was used to raise awareness of this work within the local community.

The Ince Food Team was launched at Rosebridge Sports and Rugby Club in March 2005. After the launch, each team member focused on one of the specific areas identified during the consultation:

- cook and taste groups
- slimming groups
- working with schools
- playgroups and toddler groups
- food mapping.

The participants learned about improvements to their diets and to their family's diet, cooking skills, and nutritional knowledge such as reading food labels. All the feedback from the participants has been positive.

Physical activity

Wigan Warriors held health walks open to all ages and abilities. Communities for Health funds paid for adverts to promote these walks in the *Leigh Reporter* newspaper.

Deal for Health

Young men have been targeted as a group in need of information regarding sexual health and related issues. Playing cards carrying sexual health and related messages have been developed to reach these young men. Communities for Health funds were used to pay for professional artwork and printing.

Evidence suggests that young men are a difficult group to engage on health issues. Work within environments such as the local Young Offenders Institution and Pupil Reintegration Unit (PRU) indicated a need to engage young men in interesting ways. The Health Development Service developed a set of playing cards on key themes: sexual health, mental health, drugs and alcohol, and nutrition. Groups of young males use six 'mock' sets of cards in a range of settings: two in prison, one in the Young Offenders Institution, one in the PRU and two in the voluntary sector.

An evaluation of the cards was carried out and changes are being made to the original concept. So far, the evaluation has shown that participants remembered some key health messages and enjoyed getting information through the cards. The final version was launched at the Public Health Forum on Men's Health Day and then distributed to partner organisations.

Arts and health for people with mental health problems

This project aimed to raise awareness of individuals within the community who experience mental health problems. Funds were used to pay for a permanent facility within a new LIFT building.

More than 30 participants with severe mental health problems took part in the project over a six-month period. Participants learned new skills and developed confidence with digital photography and computers. They enjoyed the health walk dimensions such as exercise and the social aspects of going out in a group with the artist.

An exhibition was mounted on World Mental Health Day in the Leigh Turnpike Gallery. Participants felt proud of their achievements and the interest shown in their work. All the work has now been framed and is on permanent exhibition in two LIFT buildings where there are facilities for mental health service users. The project has enabled other service users to see what can be achieved despite a diagnosis of mental ill-health. The photography project has now become a permanent activity at Creative Support and sustainability is now ensured.

Wolverhampton City Council

Educational theatre on exercise

The aim was to educate young people who live in an area of high deprivation about the benefits of exercise, while at the same time enabling them to have fun.

The two-day sports event was delivered by a local theatre company that is experienced in providing this type of education. The event was well publicised in the area via leaflets given to children in three local schools. Posters were also displayed on notice boards throughout the area. The Zip Theatre Company used dance, drama and music to engage their audience. The young people made masks and costumes, which they wore during the activity.

The young people learned that physical activity is fun as well as keeping them healthy. Oxley Neighbourhood Management worked in partnership with several statutory and voluntary agencies to provide a summer 2005 activity programme of events, including this one. This event was complemented by four Healthy Eating workshops during the summer holidays, which were funded by Neighbourhood Renewal Fund monies.

The sports event was covered in the summer activity programme report in the Neighbourhood Management newsletter, Oxley Outlook, which is circulated to all local households and to organisations across the city.

Schools art competition

The competition was to design a poster or other art demonstrating how healthy eating and exercise can be fun and beneficial.

Healthy city awards

These awards were established for local retailers and other organisations that make efforts to encourage a healthy city.

Fit and Funky family fun day

Three family fun day events were held to promote healthy eating and physical activity messages.

Family fun cycle rides

Communities for Health funds paid for 24 monthly bike rides on off-road routes along the Smestow Valley.

Health activists for healthy eating and physical exercise

This project provided weight management training packages for use with community and patient groups and trained community-based health activists.

Quitathon

The Quitathon publicised the council becoming smoke free.

Fruity Friday

All pupils received a free apple on 13 May 2006. Schools were invited to take part in a competition, providing evidence of taking part in Fruity Friday, submitting posters demonstrating that fit and healthy can be fun, and stating how they would choose to spend the prize money to further their whole-school approach to food.

- Sixty schools took up the free apple offer.
- Nearly 14,000 pupils participated.
- Six schools entered the competition.
- Feedback from those entering the competition was very positive.

Healthy family learning

Neighbourhood Management commissioned the Family Learning Team and the City of Wolverhampton College to organise and facilitate the six sessions. They involved ten parents developing healthy recipes and discussions regarding health and nutrition for an hour, with their children joining them for the second hour to prepare and cook foods. The children's ages ranged from six to ten years. All the parents lived in the vicinity of the schools involved: Bilston C of E, Ettingshall Primary School and Stowlawn Primary School.

Participants learned how to cook healthy meals on a budget. They also learned how valuable their children's input is in relation to the meals they cook; involving children makes them more likely to eat healthy food.



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