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Introduction

This is the first Cornwall & Isles of Scilly Health Community's Health Promotion Service Annual Report since it was re-established as a shared service in July 2003. The purpose of the report is to describe broadly the work that the Service has been engaged in over the last year. This work was designed to address National Service Frameworks and other Government directives, as well as local need as described in a variety of Health Needs Assessments undertaken by a number of organisations with which the service works in partnership. These include Primary Care Trusts, Royal Cornwall Hospital Trust, Drug and Alcohol Action Team, Sure Start, Healthy Living Forums, District and County Councils, Schools/Education, Sexual Health Advisory Board and the Sports Alliance.

The core service provision includes smoking, healthy eating, health related exercise and mental health which receive recurrent funding for dedicated health promotion specialists, with the exception of smoking which is supported by Department of Health funding. Where possible, external funding has been secured to add capacity and value to core work. This has been essential for the delivery of a consistent and co-ordinated approach countywide which could not otherwise have been achieved. Funding for programmes such as Eatsome, Eatwell and LEAP fall into this category. External funding has also enabled the service to deliver programmes relating to sexual health, substance misuse including alcohol and unintentional injury prevention including Sure Start - Safe Start and Falls Prevention. A key aim throughout all of the above is to reduce health inequalities by carefully targeting provision.

Partnership working is essential to the delivery of health improvement for the population of Cornwall and the Isles of Scilly. It enables economies of scale which result in a much broader health promotion programme than would otherwise be possible within the constraints of the finances available to any one service.

The key to successful uptake of initiatives is the involvement of beneficiaries in identifying local priorities and in the development and delivery of subsequent programmes. This has been demonstrated in our work with Sure Start programmes and other initiatives that require intervention at grassroots level. Working within settings (community, schools, workplace, health) has been beneficial particularly when trying to reach the 'hard to reach' groups. The widely inclusive community development approach promoted by the Healthy Living Initiative has provided a gateway for many programmes to be accepted, and to reach the desired target groups. Likewise the Cornwall Healthy Schools Programme has provided a mechanism for a whole-school approach to health issues, which includes involvement within the community, across a wide range of topic areas and core issues such as school ethos and academic achievement which impact on the broader determinants of health outcome.

Introduction

Access to manual workers and management in the workplace setting is critical in terms of promoting positive health messages and for the recognition and adoption of health policies. This is equally true of the NHS with the added challenge of being seen to be the exemplar model.

The table below shows some of the larger or ongoing pieces of work. (A small number of programmes/projects are PCT specific and have the appropriate PCT listed alongside):






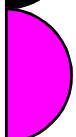


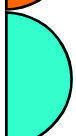
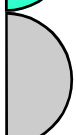

Cornwall Healthy Schools Programme	Gay Men's Health Programme
Primary Health & Substance Education	EEFO
Look Alive	Walking for Health
Sure Start Safe Start – North & East PCT	Bones in Mind
Safer Routes to Schools	Checkmate
Healthy Schools Tuck Shops	Healthy Tuck Shops
Fruit in Schools	Cookwell
Five A Day Initiatives	CHESS & DICE
Healthy Living Initiative	PHASE
Eatsome - Dedicated worker in North & East PCT	Newly Diagnosed Diabetic Packs
Eatwell - West of Cornwall PCT	Falls Stop
LEAP - West of Cornwall PCT	Keep on Your Feet
Stop Smoking Service	Harfitts House
Smoking Alliance	Safer Routes to School
Know Your Limits	Mental Health Strategy
Look Alive	Over 50s Activity weeks
Child Accident Prevention	Heartstart

In addition to the above, Health Promotion Specialists provide advice, guidance and assistance with project management for health promoters in the field. The delivery of the annual Training Programme together with support from the Library Information and Resource Centre helps to extend health promotion delivery by dissemination of good practice, encouragement of skills development and provision of resources to implement activities.

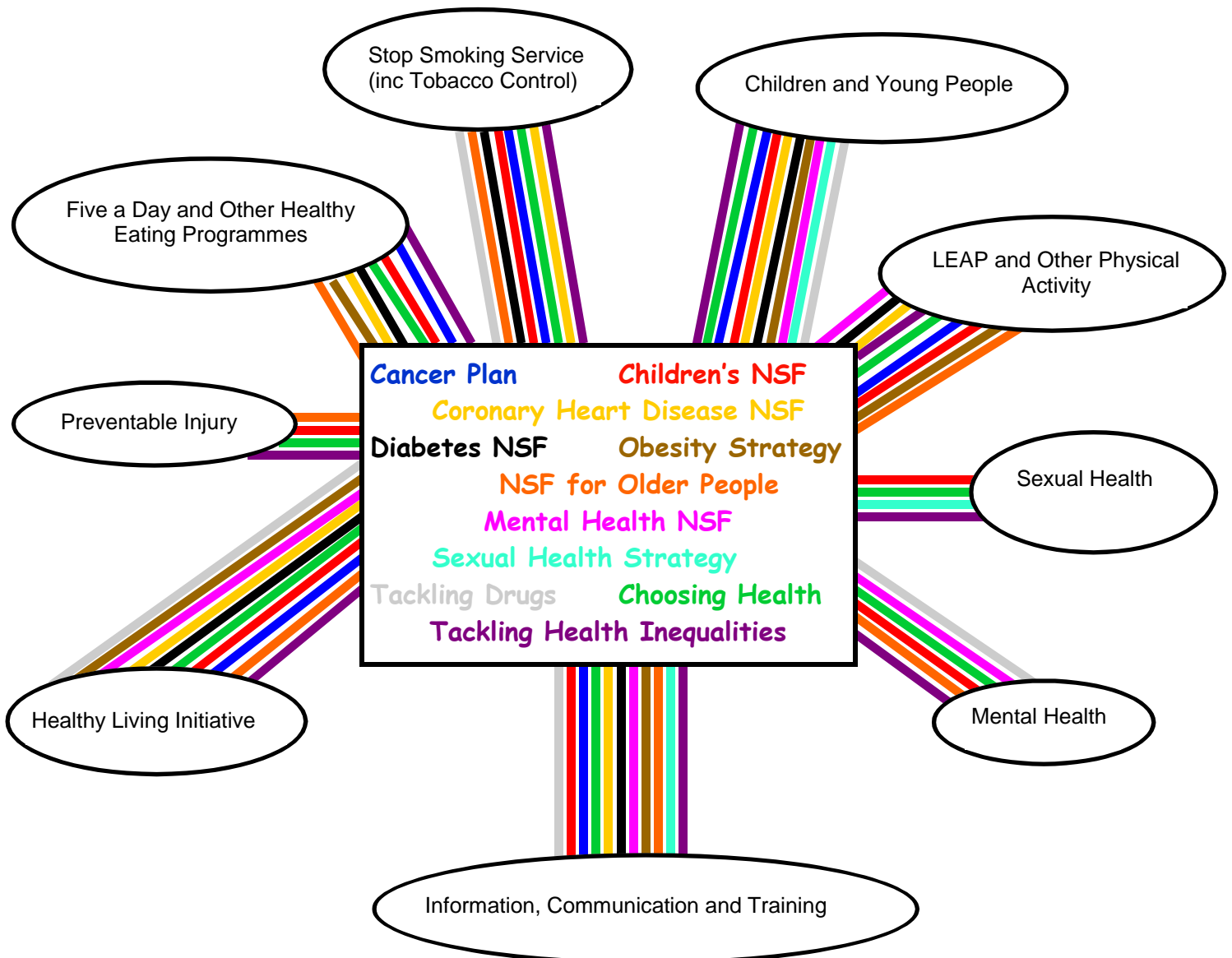
As we look forward to 2005-2006, the planning and delivery of the Public Health White Paper – Choosing Health is going to be a challenging and rewarding opportunity. The priorities addressed in Health Promotion Service Action Plans over the last few years have provided a strong set of programmes which are well established and able to continue to make an impact on the health of Cornwall.

Marilyn Philpott
Health Promotion Service Manager

Key to Government Documents

Cancer Plan	
Children's NSF	
Choosing Health	
Coronary Heart Disease NSF	
Diabetes NSF	
Mental Health NSF	
Obesity Strategy	
Older People NSF	
Sexual Health Strategy	
Tackling Drugs: Building a Better Britain	
Tackling Health Inequalities	

Key Targets for Health Promotion Service Delivery Linking Programmes to Government and Local Initiatives



Children and Young People

Cornwall Healthy Schools Programme

Background

A Healthy School is one that is successful in helping pupils to do their best and build on their achievements. It is committed to ongoing improvement and development. It promotes physical and emotional health by providing accessible and relevant information and equipping pupils and staff with the skills and attitudes to make informed decisions about their health.

A Healthy School understands the importance of investing in health to assist in the process of raising levels of pupils' achievement and improving standards. It also recognises the need to provide a physical and social environment that is conducive to work and learning.

The Cornwall Healthy Schools Programme (CHSP) was developed in partnership with Cornwall and the Isles of Scilly Health Community's Health Promotion Service and the Cornwall County Council Local Education Authority. The programme began as part of the National Healthy Schools Scheme Pilot 1998–1999. The National Healthy Schools Standard (NHSS) was launched in October 1999.

The Cornwall Programme was accredited into the National Standard in 2001. Schools entering the scheme will be expected to meet the national standard by addressing criteria relating to a variety of areas which impact on health and wellbeing. Currently 147 schools have been accredited at Level Three, which is the highest level for entry.

Target setting is an important feature of the Cornwall Healthy Schools Programme. Targets are set by a process of self-review, after appropriate training and support from the CHSP team.

Activity 1 April 2004 to 31 March 2005

During the 2004/05 period 61 schools have been accredited. A further 86 schools are currently working towards full accreditation.

Since the publication of the Children Bill and Every Child Matters, schools have been encouraged to identify the links between their current Healthy Schools agenda and the five outcomes prioritised by children and young people in these documents:

- Being Healthy;
- Staying Safe;
- Making a Positive Contribution;
- Enjoying and Achieving;
- Economic Wellbeing.



Children and Young People

Cornwall Healthy Schools Programme (continued)

Initiatives Developed Over the Last Year

The National Fruit and Vegetable Scheme

The National Fruit and Vegetable Scheme, aims to provide free fruit and vegetables in all primary schools for children up to six years of age. Most of the schools in Cornwall eligible for the free fruit and vegetables have enrolled in this scheme. The Co-ordinator of the Scheme has worked with the CHSP team to develop training around the new Food in Schools (FIS) pack, which will provide the good practice guidelines underpinning the CHSP criteria for food and eating.

Substance Use and Misuse Education

The CHSP works closely with the Drug and Alcohol Action Team (DAAT) to implement the Children and Young Persons Substance Misuse Strategy in schools in the following ways:

Teacher Observation Project (Primary Schools)

Funded by the Department for Education and Skills (DfES), this project enables teachers to observe CHSP team members demonstrating good practice in substance education in the classroom situation. Teachers then cascade information to colleagues. The Team offered staff meetings and school based In-Service Training (INSET) sessions to help schools integrate substance education into Personal Social and Health Education (PSHE) and the wider curriculum. This also supported the introduction of the CHESS pack.

Cornwall Health Education Substance Safety (CHESS) Resource Drug information for Choice Education (DICE) Resource

These packs, designed to help teachers deliver substance misuse education, were distributed to all schools with teacher training sessions held throughout the county. Individual schools were supported in the use of the packs through staff training, demonstration sessions, and mapping links to other areas of the curriculum. Continuing support will be provided through a planned development on the Cornwall Healthy Schools website. It will carry updates to the material, share good practice and add new resources.

Children and Young People

Cornwall Healthy Schools Programme (continued)

Emotional Health and Wellbeing

There is a growing recognition that social and emotional health and wellbeing (EHWB) is fundamental to a child's ability to learn and achieve. It is an important pre-requisite for helping children and young people to make positive health choices. The importance of EHWB is reflected in the Healthy Schools Programme and increasingly in major educational/health strategies such as the Primary National Strategy, Behaviour and Attendance Pilot, the Healthy Living Blueprint for schools and the Public Health White Paper Choosing Health.

The CHSP has offered a programme of training around EHWB with a particular emphasis on Circle Time, as a powerful classroom strategy to help children develop their self-esteem and learn important skills, attitudes and knowledge in PSHE and other areas of the curriculum.

Our training programme in 2004/5 included five one-day workshops, INSET, staff meetings and classroom work. This training has taken place around the county and has supported many schools.

Cornwall Circle Time Network

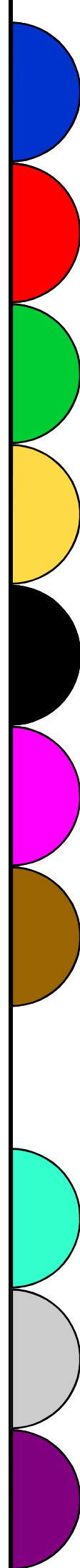
The Cornwall Circle Time Network is designed to support everyone interested in developing their practice in Circle Time. It encourages exchange of information and ideas, and provides inspiration and enthusiasm for developing children's emotional literacy and self-esteem, so that they may become better learners and get the most out of the school experience.

Promoting Active Democracy Loudly (PADL)

PADL is an award process generated by young people, designed to assist schools in setting up a school council that meets young people's need. The members of the team have been working with Youth Forum members, the Youth Service and the Children's Fund. The planning and development is complete, and the scheme will be launched in 2005/06.

Model for Consultation with Young People on Health Issues

This project is being developed with our partner agencies and funded by NCH (formerly National Children's Homes). Initial work has focused on consulting on mental health services and the information will be used to support the Child and Adolescent Mental Health Service Strategy.





Children and Young People

Cornwall Healthy Schools Programme (continued)

Anti Bullying in Cornwall

Anti Bullying in Cornwall (ABC) works very closely with the Healthy Schools Team. ABC is a partnership between the Local Education Authority and Victim Support. When schools address the emotional health and wellbeing aspect of the CHSP, they often need support to address issues around bullying. The ABC team will assist a school to develop a whole school policy to reduce bullying and its impact on the mental health of the young people who are victims of it.

Behaviour and Attendance Strategy

The DfES has developed a programme to improve the behaviour and attendance of children and young people at school. Schools need support to ensure that the emotional health and wellbeing of children, young people and staff is addressed if they are to improve the behaviour within schools, and if health and academic potential is to be achieved. Locally we are working with the Behaviour and Attendance Team to address this support.

Social, Emotion and Behavioural Skills

Social, Emotional and Behavioural Skills (SEBS) or Social Emotional Aspects of Learning (SEAL), underpin almost every aspect of school, home and community life, including effective learning and socialising. They are fundamental to the development of young people's emotional health and wellbeing. Various terms are used nationally and internationally to describe SEBS, including personal and social development, emotional literacy, emotional intelligence, and social and emotional competence.

It has been demonstrated that where children have good skills in these areas, and are educated within an environment supportive to emotional health and wellbeing, they will learn how to make and sustain friendships and to deal with and resolve conflict effectively and fairly. The ethos behind the National Primary Strategy for Behaviour and Attendance is to enable individuals to:

- solve problems with others or by themselves;
- manage strong feelings such as frustration, anger and anxiety;
- recover from setbacks and persist in the face of difficulties;
- work and play cooperatively;
- compete fairly;
- win and lose with dignity, respecting other competitors.

Children and Young People

Cornwall Healthy Schools Programme (continued)

The Strategy works within five key areas: self-awareness; managing feelings; motivation; empathy; and social skills. The CHSP works with the Local Education Authority by supporting teachers in the classroom with the delivery of the programme. We will be using part of the programme that involves parents to support the delivery of a Sex and Relationship Education (SRE).

Cornwall Healthy Schools Website

A major project has been the development of the Cornwall Healthy Schools Programme website. The site is intended to provide a one stop shop for information about the CHSP, including access to key documents and links to other sources of support and information. A message board has been introduced where anyone interested or involved in the Healthy Schools Programme can ask questions, offer examples of good practice or engage in lively debate.

A range of allied sites which support the Healthy Schools work include:

- Cornwall Circle Time Network
- Cornwall Health Education Substance Safety (CHESS)
- Primary Health and Substance Education

The site will continue to change and develop in the future.

Safety

Alongside the partnership work with the County Council, we have offered training and support for schools choosing the health and safety criteria. We have shown how safety education can be a means of teaching children important skills around risk awareness and management. This can help children understand and deal with other health risks, for example drugs.

Safer Routes to Schools - Action Guide

The CHSP worked with the County Council's Travel Awareness Team to revise and update their "Safer Routes to School Project Action Guide for Schools". This provided an opportunity to further develop the links with Healthy Schools work. The new Travel Awareness School Kit (TASK) was launched in March 2005.

Look Alive Key Stage 1 Lifeskills Resource

CHSP has worked alongside the Cornwall County Council Road Safety Unit to develop a teacher training programme based on their Key Stage 1 classroom resource, Look Alive, which uses a flexible cross-curricular approach to teach children about road safety.



Children and Young People

Cornwall Healthy Schools Programme (continued)

As part of the training we developed an interactive version of the resource for use with computers or interactive whiteboards in the classroom. The training enabled us to raise awareness of the links between safety education, emotional health and wellbeing and Healthy Schools work. CHSP has also been invited to contribute to four large scale interactive whiteboard training days for teachers from over 50 schools, organised by the County Council Advisory Team.

The Look Alive work will continue into 2005/6 with further developments to the interactive package being made and more courses offered to schools.

Training for Teaching and Non Teaching School Staff

The CHSP provides an extensive range of training as part of the Health Promotion Service Training Programme. The topic areas include sex and relationship education (SRE), safety, drug education and emotional wellbeing.

The Future

National developments over the next four years relating to children and young people all include the Healthy Schools Programme as an integral part of their development strategies. This provides a strong platform on which to launch the next phase of delivery in Cornwall.

The programme is undergoing a metamorphosis nationally in response to the Change for Children agenda arising from the Children Bill and Every Child Matters White Paper. Schools will now be required to accredit into four key themes: personal social and health education (including sex and relationships, illegal drugs, alcohol and tobacco), physical activity, food and eating, and emotional health and wellbeing. We are awaiting the final confirmation with regard to targets and content from the national team.

As well as continuing to develop many of the programmes highlighted here, we are looking to develop a 'Parents Matter' programme to assist parents in delivering relationship education to their children that supports the national curriculum in this area.

Local Public Service Agreements

The Cornwall Healthy Schools Programme was instrumental in developing the Programme for the first round of the Local Public Service Agreements (LPSA) Target 11. It has worked toward achieving the target of increasing the physical activity of young people in the 14 -16 age group. By November 2006 after the final survey we will know if we have achieved our target.

Children and Young People

Other Projects with a Link to Healthy Schools

Primary Health And Substance Education (PHASE)

Background

PHASE as a stand-alone project came to an end this year but the work was so successful it has been integrated within the Cornwall Healthy Schools Programme. The aim of PHASE was to support schools in the delivery of health education through PSHE, science or other areas of the curriculum. It is a useful tool in helping schools explore new ways of delivering the health education message. The project brings health care practitioners into school to meet and work with children, or takes children to the practitioner's place of work including GP surgeries, pharmacies and minor injuries units. This allows children to meet the practitioners, and vice versa, when children are not feeling poorly, grumpy and being given painful or puzzling treatments. This helps to reduce anxiety about the services and will assist young people in being able to access appropriately the help they may need in the future.

Activity 1 April 2004 to 31 March 2005

During 2004/2005 PHASE was integrated into the work of the Cornwall Healthy Schools Programme, ensuring that support and resource provision is able to continue.

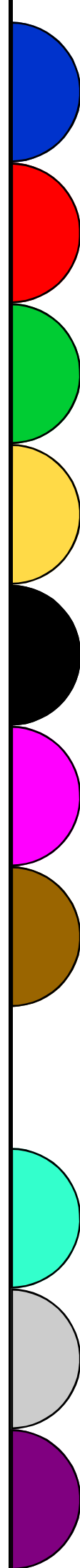
The PHASE Project was part of the Primary Schools/ Primary Health Care Links pilot projects funded by the Department of Health. The project was positively evaluated by the Department of Health and cited as an example of good practice in the final evaluation report. The funding for the PS/PHC Links projects was not renewed.

The Harfitt's House Project

A second tour of this innovative, successful health and drugs education project for children in years 5 and 6 of primary school, their parents and teachers was held in September/October 2004 in 10 schools in the west of the county.

Once again the project was able to bring many parents and family members into school to see children perform a show they had prepared alongside a professional theatre group. The evenings provided an opportunity for everyone involved to meet health care professionals in an informal setting and to watch a play performed by the theatre company about the issues parents and carers face as their children begin to grow up.

The evaluation by those involved, including children, parents, carers and teachers, was very positive.





Children and Young People

Other Projects with a Link to Healthy Schools (continued)

Future Programmes/Projects

Heartstart

The Health Promotion Service has just received a grant from the British Heart Foundation's Heartstart UK Schools' Programme to set up emergency life skills training for pupils as young as five years old. Training will be organised for school based instructors, we will support the work of Supervising Trainers and keep everyone involved informed through a dedicated Heartstart website.

Protective Behaviours

'Protective Behaviours', a practical, down-to-earth approach to personal safety and developing self-esteem, will be included in the support and training offered to schools when a health promotion specialist becomes an accredited Protective Behaviours 'Train the Trainers' trainer.

Children and Young People

EEFO

Background

The aim of EEFO is to empower young people to seek health advice appropriately when they require it. The EEFO Kitemark is a set of quality standards and a mechanism that provides quality assurance for young people when they access health services in Cornwall. Support and training is offered to services to enable them to reach the required level so they are eligible for the Kitemark. This is similar to the Chartermark process where progress and improvement is demonstrated year on year.

EEFO works with GP surgeries and a wide range of youth, community and voluntary organisations throughout Cornwall.

Activity 1 April 2004 to 31 March 2005

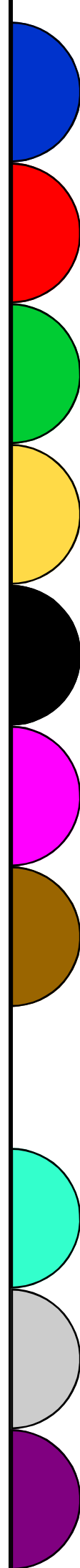
Much has been done with services to support them in achieving the Kitemark. In total, 81 services have now been awarded the Kitemark including 31 GP practices. In total, over the last 12 months, 19 new services have been awarded the Kitemark, including 10 GP surgeries. Along with validating new services, re-validating existing services has been a key piece of work over the past year.

A team of young people assessors has been trained to review Kitemarked services. This review programme has started and three GP surgeries and one SHARE outlet have been visited to date.

Other work undertaken has been the maintenance and development of the website (www.eefo.net). This has included a new interactive drug education section. All developments have involved consultation with young people. Funding has been secured to add a tobacco education section to the website and funding is being sought to complement this with an alcohol education section.

A marketing drive started last autumn with a series of advertisements about EEFO on Pirate FM. In addition, EEFO has worked with groups of secondary school pupils at various schools in Cornwall. Both these activities have led to an increase in website traffic and an increase in interest from services that provide health and wellbeing services for young people. This marketing work is planned to continue and an EEFO e-zine is under development to further reinforce the strategy.

Work has been done to link EEFO into the work of the three primary care trusts (PCTs) in Cornwall. This is being done in two ways depending on the PCT in question:





Children and Young People

EEFO (continued)

- The EEFO criteria is being incorporated into the information governance requirements for GP surgeries in the Central Cornwall PCT. This will mean that EEFO becomes more of a priority for GP surgeries, and should lead to a far greater uptake of the Kitemark amongst practices.
- The West of Cornwall PCT is a 'trail-blazer' trust for commissioning enhanced services regarding sexual health from GP practices. It is piloting this work with five surgeries and is requiring these surgeries to be EEFO Kitemarked as part of the commissioning process. Discussions have taken place about integrating the EEFO criteria into the Trust's information governance requirements.

The Future

A key aim over the next 12 months will be to continue to work with services in Cornwall and to market EEFO to teenagers. One area to develop will be introducing progression into the Kitemark structure. A level two and three have been developed and the next stage will be to get Kitemarked services to choose a criterion that they can further develop over the next 12 months. A priority will be to work with GP surgeries. Another aspect of work to be carried out over the forthcoming year will be further developments to www.eefo.net and the introduction of an e-zine.

Further to this, EEFO will continue to support and work in line with wider initiatives that impact on young people's health and wellbeing. These include the National Service Framework for Children, Young People and Maternity Services, Every Child Matters: Change for Children and Choosing Health: Making Healthier Choices Easier.

Exercise Programmes

Promoting Physical Activity

Background

There is compelling evidence that physical inactivity is strongly linked with a range of physical and mental health problems. Physical activity is important for health, and has great potential for health gain and results in “best value” services. Lack of physical activity is now considered to be one of the most important risk factors for the development of diabetes, hypertension, obesity, poor lipid profile, coronary heart disease and stroke. Additionally physical activity can improve functional capacity, psychological wellbeing, reduce the risk of osteoporosis, certain cancers, falling and loss of independence, back pain and prevent and manage stress, anxiety and depression.

Physical activity is useful in both primary and secondary prevention of a wide range of conditions and diseases. Evidence shows that giving knowledge/information alone does not necessarily lead to a change of behaviour. The facilitation and maintenance of long-term changes towards an active lifestyle are enhanced by a “behavioural” approach, supported by the opportunity to enter a social support network that can be facility or non-facility based, that are easy to access, provide a whole community approach and are ongoing. This helps to ensure sustainability by helping people to work through the process of changing their behaviour and enabling and supporting them to choose from, and take part in, a variety of physical activities. The targets set for health promotion and prevention of ill-health, set out in a variety of health related plans including the NHS Plan, NSFs and Choosing Health, can be translated into practical interventions through the promotion of physical activity that enhances well-being and independent living.

Activity 1 April 2004 to 31 March 2005

The promotion of physical activity operates at two complementary levels:

Personal interaction: Work undertaken in this field has included:

- Provision of information and support,
- Practical training
- Realistic ways of working in partnership

All the above are supported with provision of resources. This includes input into publications and preparation, planning and attendance at exhibitions/workshops and other community events, eg “Skills for Life” in West of Cornwall PCT, “Enjoy Later Life Show” in Central Cornwall PCT, “Walking for Health” in North and East PCT and the Royal Cornwall Show.



Exercise Programmes

Promoting Physical Activity (continued)

Policy formulation: Work undertaken in this area included: influencing service providers including Transport, the NHS, workplaces, private companies and communities, to make it easier to be physically active, to deliver clear messages, and plan sustainable achievable outcomes. This involves working to remove the cause of the condition/disease and to effect change within the environment by addressing attitudes and behaviours, and by bringing a health promotion agenda to forums and committees, for example:

- Cornwall Leisure Officers Group and Sport and Active Recreation and Health Forum to ensure that health is on the Cornwall and Isles of Scilly Sport Alliance agenda;
- National Service Framework for Older People Falls Prevention Groups in each PCT;
- Physical Activity Forum South West;
- Continence Advisory Group.

Healthy alliances/partnerships are essential to achieve meaningful improvements in health and wellbeing. Partnership working has been undertaken with:

- NHS staff in both primary, secondary and tertiary care, eg health visitors, practice nurses, Eldercare Project in Cornwall (EPIC) nurses, physiotherapists, dietitians, occupational therapists and mental health workers, who are uniquely placed to initiate health promotion because they have direct contact with people who are “unwell”;
- Cornwall Leisure Officers Group (CLOG) (providers of leisure services for Cornwall) – removing barriers and developing ways of utilising the exercise/physical activity provision to prevent and/or manage health risks;
- Social Services – working with personnel who have contact with older people to promote physical activity and wellbeing;
- Statutory and private care providers;
- Voluntary groups eg carers’ groups, Cornwall Federation of Women’s Institutes, U3A, British Red Cross and Age Concern;
- Local Exercise Action Pilot (LEAP) and Get Your Boots On at Carn Brea Leisure Centre – providing advice and training inputs.

Prevention of ill health and health promotion work relating to physical activity undertaken includes:

- The provision of advice to promote physical activity and resources eg Checkmate aimed at fall prevention for older people to help identify the risks of falling and signpost them to appropriate help;

Exercise Programmes

Promoting Physical Activity (continued)

- Training and support for specific volunteers who work as outreach promoters/ leaders of physical activity: Volunteer Walk Leaders (two train the trainer courses delivered); “Bones in Mind” leaders (six community classes delivered by trained volunteers); “Keep on Your Feet” (two train the trainer courses delivered and four courses delivered by trained leaders).
- Training courses and ongoing support aimed at promoting safe, effective and enjoyable physical activity, reducing the risk of falls and injuries and improving physical, mental, psychological and social health and wellbeing:
 - “Animating the Inactive” – for adults to promote physical activity for general wellbeing (six courses delivered)
 - “Walking For Health” (two courses delivered)
 - “Walking For Health Programme Organiser” (one course delivered)
 - “Action Against Falls” - to improve quality of life by reducing the fear of falling and helping older people maintain their independence (six courses delivered)
 - “Tension Tamers” – managing distress through physical activity (five courses delivered)
 - “Keep on Your Feet” – training for exercise professionals to deliver fall prevention exercise classes (two courses delivered).

The Future

The recent Public Health White Paper, Choosing Health, states that traditional methods of improving health are becoming outdated and people need to be encouraged, supported and enabled to make healthier choices that can be sustained, and sport and physical activity can offer new solutions. Future work to promote physical activity will be done by:

- ensuring that physical activity messages are consistent and perceived as stimulating, rewarding and achievable;
- consolidating and developing partnership working to promote and provide physical activity;
- ensuring that opportunities to be active are available within local communities which are easy to access and provide a whole community approach and which are ongoing;
- forging stronger links between healthcare team and activity providers to bring about health gains through supported multiple interventions and lifestyle changes where they are not branded with a disease;
- optimising the individual’s involvement in physical activity for life to stave off the threat of obesity and killer diseases.



Exercise Programmes

Local Exercise Action Pilot (LEAP)

Background

LEAP is a pilot scheme serving the West of Cornwall, funded by the Department of Health, Countryside Agency, Sport England and West of Cornwall Neighbourhood Renewal Fund.

The project employs four Activators who are a point of contact for local people, who have been recommended to be physically active by health professionals, including GPs and community workers. The Activators provide information about appropriate activity available in the locality and support the individual to tailor a programme to meet their needs. The four activators have the following responsibilities:

- Young People - working specifically with 13-16 year olds;
- Older People - working specifically with those over the age of 55;
- Partnership Development - working with recommendation agencies to ensure that they are aware of the work we do, are happy with the way we run the project and the results we achieve to ensure ongoing recommendations as well as taking the lead for the evaluation of the project;
- Community Development - working with providers to ensure that local services are developed in line with the identified needs through the other Activator and clients as well as supporting the development of activities within community groups.

The aim of this project is to bring the health and leisure sectors together in partnership to provide information and support for those at risk of developing or recovering from medical conditions, eg heart disease and stroke, cancer, type II diabetes, high blood pressure, falls, mental ill health etc, with appropriate services to enable more people to become more physically active in their own locality.

Activity 1 April 2004 to 31 March 2005

LEAP has now worked with:

- 183 beneficiaries through recommendation
- 14 Schools
- 74 community groups and agencies
- 52 sports providers
- seven network events

We have developed, in partnership with Healthy Active Lifestyle Project and the local sports officers at the district councils, the Streetgames programme in Pendeen, St Ives, Pengegon and Grenville Gardens. We are also very grateful for the continued support and involvement of Devon and Cornwall Police, who have been fundamental in the development of the Pengegon and Grenville Gardens sites.

Exercise Programmes

LEAP (continued)

Main Areas of Work:

- Community Involvement: Working with community groups, sports clubs and local schools throughout West Of Cornwall.
- Creating links with new and existing partnerships to ensure referrals are made to the LEAP Project.
- Data entry onto new spreadsheet for interim report for the Local Medical Committee (LMC).
- Support individuals—young people (13 – 16 years) and older people (over 55s) by tailoring an activity program to meet their needs and to provide information about activities in the local area.
- Support groups to identify how they can incorporate physical activity into their lifestyles or help set up and develop groups whose sole existence will be activity based.
- Work with the Cornwall Disability Forum to provide access to the beaches for the disabled. Wheelchair beach access is looking positive for the Summer 2005 thanks to Jessica Cook from DiSCuS (Disability Sport Cornwall & Isles of Scilly), who has secured funding for three beach accessible wheelchairs.
- The implementation and delivery of the Bodywise Program is a direct result of many schools taking on board that there must be some provision and support for physical education 'non doers'. LEAP have been involved in the delivery of this program at Cape Cornwall and Mount's Bay Schools and continue to deliver PE-alternative sessions to girls at Mount's Bay.
- Development of the Buddy Programme to support LEAP clients.
- Training has been set up through the Wright Foundation for representatives from our local leisure centres to ensure that staff are trained to deliver exercise on prescription. This will continue to be developed over the coming year.
- The Over 50s Week of Sport proved very successful, with two more over 50s leisure weeks planned for 2005. This involved working with local activity providers so that people over the age of 50 have dedicated time to try out new activities and recreation. We have also supported the training of coaches and staff to ensure quality provision is guaranteed.

The Future

The next twelve months will be challenging with the majority of the targets for the pilot being distributed across the Activators, but the infrastructure has now been put into place to allow the pilot to recruit individuals from across the whole of the West Cornwall region. We now have the very best opportunity to succeed and make a real difference to the communities and individuals who live within the district.

Exercise Programmes

LEAP (continued)

The table below show some examples of groups we have supported with equipment, funding and interventions.

Community Group Support	LEAP contribution	Beneficiaries	Outcome
Nancherrow Youth Centre	£148	Young People	To support young people in engaging in physical activity through skateboarding. Used to build a skateboard ramp themselves.
Grenville Gardens Residents Association	£65 + £108	Young People	To engage and support young people to become involved in football coaching which has now bloomed to become a very successful site for Streetgames We have also funded bibs and balls.
John Ellis Court Hayle	£100	Older People	Introduced a Tai Chi tutor in to the group. Now an ongoing project for the group who are sustaining the activity through funding applications themselves.
Well Being Group	£250	Older People	To try Pilates but now extended to general exercise to music class and has become completely sustainable.
Trewartha House Carbis Bay	£	Older People	Chair based exercise course delivered for people to support users.
Streetgames Coaches	£1,000	Young People	To deliver Streetgames on four sites to young people throughout the coming year.
Over 50s Leisure Week	£1,000	Older People	To provide training for coach/club development ensuring quality of leisure sessions for over 50s.
U3A Bimbo, North Kerrier	£120	Older People	Provision of venue costs for the free delivery of Bones In Mind Beats Osteoporosis.
Young Person's Sports Directory	£300	Young People	To raise awareness of activities available to young people (delivered to all young people in Kerrier) to encourage greater participation.

More in-depth information on the Healthy Living Initiative can be found in the Healthy Living Initiative Annual Report—please contact the Health Promotion Service for information.

Five A Day and Other Healthy Eating Programmes

Promoting Healthy Eating

Background

Research into good practice illustrates that if we are to change our eating patterns and improve our diet we have to have:

- Current, clear, consistent and accurate information about healthier foods to eat;
- Skills through cooking, shopping and budgeting to provide ourselves with healthier foods;
- Ability to make personal decisions and choose healthier choices working through cultural, environmental and social blocks and barriers.

Individuals' eating habits often reflect the culture that they are living in. Both habits and culture have to be addressed, if real changes are going to be made. There has to be policy direction, food retailers taking responsibility in what they are offering and targeted media attention. Obesity has led the thinking and directed the responses to the healthy eating agenda during 2004–2005.

Activity 1 April 2004 to 31 March 2005

Training Programme

Training input giving clear and consistent information using the Balance of Good Health Guide has been given to participants to cascade to the individuals with whom they work. The aim is to develop the skills of the participant to be able to effectively communicate messages. These courses included:

- Eating Well;
- Get Cooking;
- Grab Five—aimed at primary schools, providing a training pack to encourage schools to develop a healthier eating ethos;
- Healthy Eating—Healthy Schools Programme Criteria 6, using Prochaska and DiClemente model of behaviour change supported by motivational interviewing;
- Groupwork interventions.

These are offered in-house to a mixed audience. In addition, an agency can request a specific training input.



Five A Day and Other Healthy Eating Programmes

Promoting Healthy Eating (continued)

Healthier Tuckshop Project

Healthier Tuckshops was one of eight joint Department of Health/DfES initiatives forming part of the Food in Schools Programme. The aim of the Department of Health strand is to enable schools to develop and implement sustainable in-house strategies for improving children's diets. The key areas of focus are:

- encouraging and providing opportunities for healthier eating;
- ensuring that the approaches are sustainable in the long term;
- developing approaches to empower schools;
- providing guidance for developing a whole school approach.

The project team based at the South West Public Health Observatory was led by Julia Verne. Sixty schools were asked to take part, 20 of which were in Cornwall. Sixteen completed the process with a start up fund of £200. The 'How to Set up a Healthier Tuckshop' pack was produced and made available on-line. The documented outcome material was launched in March 2005 as part of a Food in Schools resource. The Health Promotion Service is offering support resource training.

Get Cooking Training

This project aims to encourage more people to cook from raw materials with the aim of improving their nutritional value. Models of good practice from across the country were accessed and from these the 'Setting up a Community Cooking Group' training pack was produced. Supported by workers and some funding from the Eatsome project, a three-day training programme was planned and delivered. Each participant was given a resource pack and support material. They had the opportunity to apply for £200 from Eatsome to set up their first group. It is hoped that all participants will be able to be part of a Get Cooking network, sharing good practice and new ideas. The outcomes will be evaluated by Eatsome.

Grab Five Training

The aim of the Grab Five initiative is to promote fruit and vegetable consumption amongst five to seven year olds, with a focus on low income families. It has been promoted countywide following positive evaluation of the pilot project, which took place in Lambeth, Leeds and Plymouth during 2001/02. The Grab Five resource pack developed by Sustain was made available to nine primary schools across the county. Supported by funding from the Cornwall Healthy Schools Scheme, Eatsome project and the Health Promotion Service, each school was provided with a cascade training day input and a £40 training pack, aimed at Key Stage 2, and £100 kick start grant, to run an activity which would involve their parents/ community.

Five A Day and Other Healthy Eating Programmes

Promoting Healthy Eating (continued)

North Cornwall District Council Health Strategy Group

The Health Promotion Service has been involved with the development of a Healthy Eating Action Plan for North Cornwall District Council Local Strategic Partnership (LSP). The aim was to identify shared targets adding value to current work. One outcome was to pilot Key Message training to leisure centre workers. This provided them with an understanding of how they can appropriately advise users on health issues which include healthy eating and health related activity. It is supported by a replaceable pack of resources which they can hand out to relevant individuals.

The Food and Health Group


The Health Promotion Service has developed its own strategic response to obesity by producing a document, identifying where and how in-house initiatives contribute to healthier eating habits and encourage the uptake of physical activity. This will change and develop in accordance with county strategic plans and in response to the identified targets developing from Choosing Health. As a result of this co-ordinated approach, a packed lunch toolkit and resources supporting information for the family have been produced.

Figure Fit

A weight control training pack 'Figure Fit' for those wishing to run support groups in the community or in a professional settings, is being rewritten in accordance with identified good practice as advised by dietitians, practice staff and leisure workers who are involved in encouraging those who wish to lose weight.

The Future

- The Health Promotion Service will contribute to a county obesity strategy, identifying appropriate responses. Clear and accurate information about healthier eating in the form of leaflets/toolkits will be designed, eg eating well for the under fives, packed lunches guidance for families.
- The Food and Health Group will address Choosing Health recommendations and respond as appropriate.
- Support and guidance will be offered for the Department of Health's Food in Schools resource pack and Five A Day short intervention pack.
- Weight Control training pack to be developed and training provided.
- Get Cooking Training will continue to be organised through the Eatsome project.



Five A Day and Other Healthy Eating Programmes

Promoting Healthy Eating (continued)

- Grab Five training will be repeated and provide resources to maximum of 15 key stage two schools with the support of a small grant from Eatsome for an activity that will involve the community.
- Behaviour change training increasing self-esteem and confidence will be offered to other agencies, eg Sure Start.
- The launch of the Food and Health Plan, the primary care Five A Day intervention and new training relating to weight control and behaviour change are being promoted by the Department of Health and will be delivered locally as soon as they become available.

Five a Day and Other Healthy Eating Programmes

Eatsome

Background

The Eatsome project is supported through New Opportunities Fund to promote healthy eating and the Five A Day message across Cornwall and the Isles of Scilly. The project, which began in November 2003, is funded until October 2005.

Activity 1 April 2004 to 31 March 2005

Education, Advice and Support:

Peer Education: Working with communities, parents and children on understanding key, consistent messages about healthy eating. Developing a healthy eating ethos within community groups.

Cooking Skills: Working with Sure Starts, Healthy Living Centres and community groups to help develop confidence in cooking, so people can create their own healthy dishes to their own tastes. Training community members in running their own cooking clubs.

Budgeting and Shopping: Eating well on a budget can be hard. Through supportive workshops we discuss how healthy eating need not be the expensive option.

CHEFS (Cornwall Healthier Eating and Food Safety) Award:


Working with Environmental Health Teams across Cornwall to develop an award scheme for businesses that promote healthy eating.

Growing and Producers:

Everybody Wins Local Produce Distribution: Support for local growers in forging links with the local community through initiatives such as vegetable box schemes and food co-operatives. This will help sustain local agriculture and ensure a fair deal for both growers and communities.

Growing Your Own: Aims to promote greater growing through partnership with allotment and residents' associations. There is a wealth of knowledge and expertise that can be tapped into and disseminated to community groups and individuals in a way that is accessible and enjoyable.

In the first year a total of 61 groups actively engaged with the project through cooking sessions, workshops, events and training with a total of 2783 individuals benefiting directly from the input.



Five a Day and Other Healthy Eating Programmes

Eatsome (continued)

Bite Size Grants & Project Support:

Bite Size Grants: These are available to community groups to look at how they can include a healthy eating dimension within their current work programme. Grants are available up to £300 to put great ideas into action to produce great projects. In the first year of the project (November 2003 to October 2004) a total of 56 grants were awarded: 16 in North and East Cornwall; 18 in Central Cornwall and 22 in West. The total awarded was £13,979.61.

Project Support: We are keen to provide general support to develop projects within the community that are reactive to local needs.

Eatsome has made a great impact on the community and targeted individuals in Cornwall, reaching an estimated total of 7,866 people, through both direct work and grants, in its first year. This is a 430 per cent increase on the target set.

The Future

- The next year will see another two opportunities for community groups to apply for a Bite Size Grant.
- A three-day training course called “Get Cooking” has been organised for community workers/members who wish to run a cookery club. Subjects covered include; healthy eating, running sessions, practical participation, Basic Food Hygiene course and first aid. We have already run one Get Cooking session this year, and will be running a further two before the project closes.
- Continuing support for the Healthy Boxes project, delivering local vegetables to community groups within the West of Cornwall. We are working with community workers in Truro to develop a vegetable bag scheme for the Malpas and Trelander estates. We will continue to support allotment groups and growers through offering grants, contacts, information and signposting.
- Design and Dine is an art project in partnership with Arts for Health, offering three community groups (Community Health Around Torpoint (CHAT) & Colour Circle workshop, Falmouth Family Centre, and Penzance Cornwall One Parent Support (COPS) the opportunity to develop a tabletop design around food and healthy eating.
- CHEFS award scheme, a collaboration between local authority Environmental Health Departments across Cornwall and the Health Promotion Service. We are incorporating healthy eating and smoke reduction into a hygiene award scheme. The aim is to make healthy choices easier and encourage premises to make that change, in line with the Government's White Paper; Choosing Health.

More in-depth information on Eatsome can be found in the Healthy Living Initiative Annual Report—please contact the Health Promotion Service for information.

Five a Day and Other Healthy Eating Programmes

Eatwell

Activity from May 2003 to March 2005

Within the 22-month duration of the Eatwell Project over 35 organisations received healthy eating support, advice and input. Four hundred and twenty seven people attended the 80 workshops and sessions run, 1,280 people attended the 13 events that the project ran or assisted in, and 28 people attended the three 'Get Cooking' training courses. Of the individuals taking part in the sessions, 67 per cent of participants reported that that they had improved their eating habits.

The project's total income for the 22-months was just over £41,000, and the project itself generated an income of over £4,500 during this time. This money was mainly generated through small grants, bitesize grants, tool pools and community banquets, in conjunction with the Eatsome Project, the Healthy Living Initiative and the Health Promotion Service.

The project has been beneficial in many ways, having an impact on not only individuals' eating habits but also on organisations' general ethos around food, highlighting the importance of eating together for a healthy client group. The numerous partnerships have meant that many other links between Kerrier Healthy Living Centre, the Healthy Living Initiative and the Health Promotion Service have been made to the benefit of many groups, in numerous ways. In general, participants have gained skills in healthier cooking, greater access to locally produced vegetable boxes, have been educated in a variety of areas of healthy eating and have received training in how to run their own healthy cooking clubs.

The only drawback has been the short-term funding, although a small amount of money made available long-term, together with partnership working and combining resources, can make a big difference.

Future Work

The Eatwell Project became unfunded at the end of March 2005, leaving the Eatsome team to fill gaps wherever possible. As Eatsome is also supported by fixed term funding, it is essential that continued funding is secured. This is critical if we are to be able to build on the excellent progress to date, and to tackle the growing problem of obesity, highlighted by the delivery of two major reports in the last year, the House of Commons Health Committee Obesity Report (May 2004) and the Government's White Paper on Public Health (November 2004).



Healthy Living Initiative

Background

The Healthy Living Initiative provides opportunities to improve health and address inequalities. Local people working together at community level, and in partnership with service providers, focusing on health in its broadest sense, can help to develop sustainable communities that improve their quality of life and health.

The Healthy Living Initiative programme provides many ways in which to engage the local community, enabling them to take an active part in the regeneration of their area through community health development. This is achieved through the different aspects of support the programme offers.

The overall aim of the Healthy Living Initiative is to stimulate and support local communities in actions, which will reduce health inequalities, improve quality of life and quality of opportunity for people experiencing disadvantage.

The programme aims to achieve the following targets:

- Increase health related behaviours and activities;
- Increase access to Healthy Living initiatives and activities for isolated and disadvantaged groups;
- Increase community and health regeneration activities.

The Health Action Zone funds the Healthy Living Initiative in partnership with the Health Promotion Service, North Cornwall District Council and Cornwall County Council (Social Services and Education).

Activity 1 April 2004 to 31 March 2005

Fact Banks

Over 100 Fact Banks, a resource developed through the Scarman Trust, containing useful information and advice for community and voluntary groups, have been distributed locally.

Community Power Toolkit

Three training courses were delivered on the Community Power Toolkit, which takes the Planning For Real exercise one step further, enabling community groups to develop projects, help make decisions and address problems. We were able to support 70 people through this training including giving each participant a free Community Power Toolkit.

Healthy Living Initiative

... continued

Conference

At the fourth Annual Healthy Living Conference, Laughter the Best Medicine, we strived to show how important laughter and happiness is to our lives and especially to our health. We will be continuing this theme in to the training we will be offering.

Healthy Living Forums

The Healthy Living Forums continue to support and link groups and agencies who are involved with, or have an interest in, health in its broadest sense. The forums provide an opportunity for community groups and other organisations to work together in relation to community health. As well as useful for networking, forums may look at mapping exercises, addressing common concerns, exchanging information, sharing good practice. Forums vary in each district, but meet on a regular basis. The Healthy Living Forums provide the basis of the Small Grants Schemes. They are consulted on the priorities for their district and the level of maximum grant.

Small Grants Scheme

The Small Grants scheme has been a great success again this year with all districts fully allocating their budget. Funding has been provided to 105 projects, totaling £23,208. We will of course continue with the Small Grants Scheme next year.

District	Number of projects applying	Amount Applied for	Number of projects approved	Amount Approved
Caradon	45	£8,418.22	24	£3,090.00
Carrick	16	£4,589.90	13	£3,600.00
Isles of Scilly	1	£1,000.00	1	£1,000.00
Kerrier	16	£4,479.83	11	£2,844.97
North Cornwall	35	£6,751.17	27	£5,746.17
Penwith	21	£8,868.47	12	£3,155.48
Restormel	22	£6,770.70	17	£3,771.70
Total	156	£40,878.29	105	£23,208.32

Some of the projects approved included trikes for a pre-school, a visual arts project for waiting room videos, dance lessons for a young parents group and activity days for a youth club.



Healthy Living Initiative

... continued

Healthy Living Network and Newsletter

It has been recognised that a key element of the Healthy Living Initiative is providing the umbrella support structure of the Healthy Living Network. The role of the Network is to provide a platform for community groups wishing to take forward and be involved in Healthy Living initiatives. The network, which has 764 members, is a useful forum for groups to learn from each other, gain support, spread information, and work together in partnership. As part of the Network a newsletter is distributed to disseminate information and good practice. The community worker is also able to provide individual support to groups, and provide a Grantfinder search facility, which signposts organisations to sources of relevant funding.

Future

We will, over the coming months, be trying to re-establish the North Cornwall Healthy Living Forum. The other Healthy Living Forums continue to provide an essential networking and support system for local groups and agencies to come together.

We are awaiting news from Truro College on the development of accredited training for community members and groups to have their skills and expertise acknowledged and recognised.

More in-depth information on the Healthy Living Initiative can be found in the Healthy Living Initiative Annual Report—please contact the Health Promotion Service for information.

Information, Communication and Training

Information and Resource Library

Background

The aim is to provide a specialist health promotion library and resource service, available and accessible to health promoters across Cornwall and the Isles of Scilly. We aim to ensure that the resources we stock reflect national priorities for health improvement, and, where possible, accommodate additional local health promotion priorities. We offer:

- Free lending service of resources comprising of: books, training packs, videos, audio cassettes, CD Roms, exhibitions, educational charts, anatomical models;
- Free provision of leaflets and posters;
- Free loan service of audio visual equipment and display panels;
- Reference materials including research, statistics, reports and periodicals;
- Database providing details of national and local support organisations and health literature;
- Print out of relevant resources;
- Video preview and study area;
- Photocopying service for reference materials at minimum cost, in accordance with the Copyright Act;
- A catalogue of resources held in the library;
- A range of ethnic, special needs and disability information in suitable formats (Braille, audio, visual and written). A number of resources are also available in different languages. We also hold an extensive database on this information and will always endeavour to signpost clients to other information sources as appropriate;
- Wheelchair friendly access and staff available to retrieve resources for clients who may have difficulty.

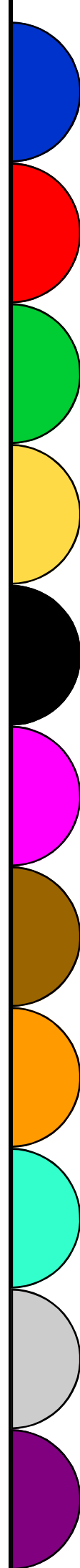
Activity 1 April 2004 to 31 March 2005

Transaction Summary

Clients added 287
Leaflets distributed 543,338
Resources loaned 3,263

Records on File

Clients 4,552
Resources 6,177
Leaflets 936





Information, Communication and Training

Information and Resource Library (continued)

The Future

We will continue to update our resources and replace any found to be out of date. Our current stock of exhibitions is being updated and extended. We will be researching and expanding our already extensive holdings and database on resources for disabilities, special needs and ethnic minorities to continue to service the growing demand for this information. Ensuring equity of provision across Cornwall and the Isles of Scilly will continue to be a priority. With the implementation of Choosing Health, we will need to be in a position to meet the increasing demands on the Service.

Work will continue to be developed with the Knowledge Spa to provide information to the Public, students and staff on health promotion topics.

Training

The annual Training Programme was published in Spring 2004. It contained 46 different courses on a broad range of topics and health promotion skills. An average of 12 people attended each course from the Training Programme. Additional training was delivered on an ad hoc basis in venues across the county, including training delivered for other organisations.

The Health Promotion Service and Teenage Pregnancy Co-ordinator continues to provide a series of training as part of the Teenage Pregnancy Strategy for Cornwall. The two-day Multi Agency Sexual Health (MASH) course was run three times, and is designed to support professionals working with young people. The course includes information on contraception, sexually transmitted infections, legal issues, pregnancy options, teenage sexual behaviour and approaches to sex and relationships education.

The Health Promotion Service continues to offer and provide Special Study Units to phase one and two Peninsula Medical School students.

Newsletter

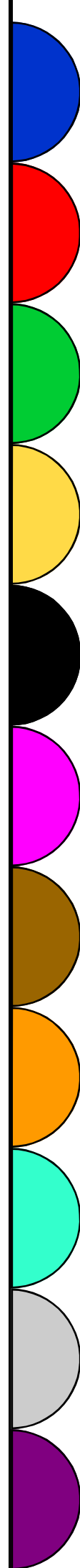
Health Promotion News is now in its ninth year. It is produced quarterly, providing an opportunity to showcase not only the work of the Health Promotion Service, but of other health promotion activities. It is used to disseminate information and good practice. Nearly 2,000 copies are distributed to a wide range of recipients including all GP surgeries, PCTs and other NHS trusts, schools, local authorities, community and voluntary groups.

Information, Communication and Training

Information and Resource Library (continued)

Website

The Health Promotion Service website continues to develop. The site continues to be used on a regular basis, in particular for those wishing to order leaflets and posters from the Information Service, or to view resources. The website receives over 200 hits per week.





Mental Health

Background

Mental health promotion is an important element of all aspects of health promotion work. The aim of the Health Promotion Service is to co-ordinate the delivery of the Cornwall and Isles of Scilly Mental Health Promotion Strategy.

This involves:

- Helping to identify and address opportunities for mental health promotion intervention;
- Promoting continuous improvement and excellence for the promotion of mental health – countywide;
- Identifying the training needs of our communities and providing specialist training programs to meet these needs.

Aims:

- To promote positive mental health for all, working with individuals and communities;
- To combat discrimination against individuals and groups with mental health problems and promote their social inclusion.

It has been identified that for effective health promotion, we need to assist local health and social care services and employers to develop mental health promotion strategies based on the following three goals:

Emotional Resilience:

- Life Skills Training
- Parenting Classes

Citizenship:

- Mentally healthy workplace

Programs, which focus on community improvements:

- Environmental awareness and improvement
- Anti-stigma campaigns

Mental Health

... continued

Activity July 2004 to 31 March 2005

A key task for this year has been to review and revise the countywide Mental Health Promotion Strategy for April 2005 to March 2006, and to co-ordinate the delivery plans. This has included:

Mental Health Training Programme

Fourteen training courses covering a wide range of mental health subjects have been delivered as part of the Health Promotion Service Training Programme through the year. These have received positive evaluation, resulting in a further programme being developed for 2005/06. In addition to this, lectures for students at the Knowledge Spa on mental health promotion and stress at work have been delivered as required.

Young People

Assistance has been given to the development of an approach to mental health awareness by delivery of presentations to Carrick Youth Forum.

Weight Off Your Mind

Weight Off Your Mind clinics have been set up in Redruth and Liskeard. These clinics are specifically for patients in the community with severe mental illness who need help in maintaining a healthy weight when their medication causes weight gain. The aim is to improve compliance with medication, improve self-esteem and prevent health complications relating to overweight and obesity. It is hoped that, following successful evaluation, at least one clinic will be provided in each district of Cornwall and Isles of Scilly.

Post-Natal Depression

Working together with Sure Start and a general practitioner, a video is being produced to assist with the prevention and management of post-natal depression. Funding has been secured through the Mental Health Self Help Resource to pay for professional production. This video is aimed at both healthcare professionals and patients, and will be offered for wide distribution.

Mental Health and Physical Activity

Acknowledging the strong links between improvement in mental health and increased physical activity, support and assistance has been provided to set up a gym within the mental health wards at Bodmin Hospital.



Mental Health

... continued

Strategic Development and Sharing Good Practice

Input has been provided at various countywide Health Strategy meetings to assist with the development of local strategic planning, and to share good practice through formal and informal information networks.

Future

- Ensuring the delivery of the new countywide Mental Health Promotion Strategy, linking activity to the Public Health White Paper - Choosing Health.
- To develop and ensure delivery of the mental health promotion strand of the Health Promotion Service's Training Programme.

Preventable Injury

Child Accident Prevention Voucher Scheme

Background

This scheme aims to reduce the number of accidents in the home amongst young children, through provision of free or highly-subsidised stairgates and fireguards. Vouchers are provided, following set criteria, to parents through their health visitor. There are six co-ordinators, one in each district, who act as a link between the Health Promotion Service and the health visitors.

Activity 1 April 2004 to 31 March 2005

During this year the project has provided vouchers for 127 fireguards and 342 stairgates. Access to a participating retailer continues to be a problem in some areas, although every endeavour is made to overcome these issues.

The Future

This project continues to be funded from the Health Promotion Service core budget. There is a need to increase the number of retailers involved to improve access for clients. Reviewing and re-establishing criteria for provision will also be addressed.

Sure Start Unintentional Injury Prevention Project

The Health Promotion Service has been working in partnership with Sure Start North Cornwall to develop an unintentional injury prevention project called 'Sure Start – Safe Start', intended to help Sure Start deliver on the target set nationally of a 10 per cent reduction in serious injuries. 'Sure Start – Safe Start' has organised events and activities for parents, carers and Sure Start workers. A training CD Rom has been developed for Sure Start staff to use with parents and carers and organised an in-car safety practitioner training day. We are evaluating the project using a baseline data survey questionnaire, which will be repeated at the end of year one. A 'Sure Start—Safe Start' website will be launched in June.

The Future

The work on unintentional injury prevention with Sure Start is continuing in several different directions, one of the most exciting being the introduction of a 10 week NVQ level one course for parents and carers in home safety. This will include work on raising awareness of the scale of the problem of accidents involving children, home safety checking and paediatric first aid. Once qualified we hope that trainees will go on to become community child safety volunteers, helping other parents to carry out home safety checks and offer peer support at events and drop-in groups. It is hoped the course will be a way into further education/training for some parents and carers.



Preventable Injury

Future Work with Sure Start China Clay

We are using the good practice we have developed to support the work of the Clay Area Child Health Forum to develop a child safety strategy and to inform work around the implementation of the health promotion aspects of the Children's National Service Framework.

Safe Routes to School and Look Alive Road Safety—see under Children and Young People.

Falls Prevention—see under Exercise Programmes.

Sexual Health

Gay Men's Health Programme (GMHP)

Background

The Gay Men's Health Programme was developed to address the sexual health needs of gay and bisexual men in Cornwall. Having achieved success with a number of community based projects, the programme was revised in 2003 to develop a more strategic approach, which engages organisations to tackle stigma and discrimination and to promote affirming messages about gay men's health

Activity 1 April 2004 to 31 March 2005

Training/Awareness Raising Events

The GMHP has provided training re gay men's health (including discrimination) to the following groups:

- Social Services staff (jointly with GU and Kernow Positive Support);
- SHARE (information and advice to young people) staff and volunteers across Cornwall;
- Citizen's Advice Bureau staff and volunteers across Cornwall;
- School Nurses (via Cornwall Healthy Schools Programme);
- Patient Advice and Liaison Service (PALS) Cornwall network meeting;
- Cornwall Partnership Trust diversity group.

And raised awareness at the following events:

- Royal Cornwall Show
- Diversity in Employment (Eden Project)

Safer Sex Resources and Information

Condom packs and safer sex information are supplied regularly as follows:
Monthly mailshot to gay/bisexual men living in Cornwall;
To gay venues and sauna;
To SHARE information centres;
Via GMHP supported projects;
Via GP surgeries on request;

Diversity

The GMHP takes an active role in the following multi-agency diversity groups:

- East Cornwall Diversity Group
- Mid Cornwall Diversity Group
- West Cornwall Together Diversity Group
- Cornwall Diversity Forum
- Cornwall Partnership Trust Diversity Steering Group
- Royal Cornwall Hospitals Trust Diversity Steering Group



Sexual Health

Gay Men's Health Programme (continued)

Project Development and Support

The GMHP supports the development and financing of the following help lines and projects:

- **Kernow Positive Support:** HIV information and helpline offering support to individuals and other agencies;
- **Intercom Trust:** helpline fighting homophobic prejudice and discrimination;
- **SHOUT:** Lesbian, gay, bisexual and transgender youth group for 16 to 24 year olds managed by Cornwall Youth Service/Young People Cornwall;
- **Gay Walking Group:** Organises monthly walks in Cornwall offering an alternative social and emotional support network and encouraging physical activity.

The Future

The GMHP will be identifying ways of working more closely with primary care staff, encouraging greater uptake of resources, information and training, to support them in developing their sexual health services.

Sexual Health and Young People

EEFO

The EEFO Programme provides information for young people about sexual health and relationships. It also signposts them to young person friendly or Kitemarked agencies, ensuring a standard of care which is understood by both provider and user. Please see Children and Young People for further information.

Cornwall Healthy Schools Programme

Teenage pregnancy funding has enabled a programme of work to be undertaken as part of the Cornwall Healthy Schools Programme. Part-time work with both teachers and parents to encourage a confident approach to sex and relationships education which is both consistent and co-ordinated has been delivered over the last year.

Stop Smoking Service (Including Tobacco Control)

Background

The Stop Smoking Service aims to reduce smoking prevalence and, therefore, smoking related illness. The Service provides specialist advice to those wishing to stop smoking, with comprehensive, quality support to enable individuals who smoke to maximise their health by quitting. The role of the service is to provide:

- Trained specialists in smoking cessation;
- Training for health professionals and others on evidence based advice and motivational support;
- Specialist service of midwives to work with pregnant women and their families (currently eight specialist pregnancy advisors);
- Information and publicise the work of the Service.

The Service has nationally-set targets for the number of people who have stopped smoking at four weeks. These targets have doubled over three years. This requires the Service to review and develop current working, to target more individuals, in particular those who have little or no contact with the Health Service.

Activity 1 April 2004 to 31 March 2005:

The Stop Smoking Service has continued to achieve the targets. The table below shows the targets for 2004/05, the number of clients seen, and how many of these had stopped smoking at four weeks.

PCT	Target	Clients Setting Quit Dates	Quitters at Four Weeks	% <i>Quit Rate</i>
West of Cornwall	850	2073	994	47.9
Central Cornwall	1050	1989	1211	60.9
North & East Cornwall	798	1671	925	55.4
	2698	5733	3130	54.5



Stop Smoking Service

... continued

The targets have been achieved by providing:

- Over 120 trained advisors including practice staff, pharmacy staff, PCT staff, workplaces, bank (freelance) staff;
- Eight specialist pregnancy advisors;
- Developing the Administrator's post into a Team Link Worker, trained to be able to staff clinics and groups;
- Some trained Sure Start staff;
- Services in 71 surgeries—staffed by practice, PCT or bank staff;
- Services to military and civilian staff at RNAS Culdrose, RAF St Mawgan and HMS Raleigh;
- Pilot project running a stop smoking group in a supermarket café for customers.

The Service has provided the following training:

- Two two-day intermediate training for advisors
- Cannabis and Tobacco
- Working with Young People
- Groupwork Skills
- Locality updates for advisors, including NRT updates
- Brief intervention
- Numerous one to one sessions.

Other Initiatives:

- A 52 week follow up has been commissioned from Cornwall Health Research Unit (CHRU) (results available early summer 2005);
- Implementing recommendations of the survey undertaken with advisors to improve the delivery of the Stop Smoking Service, including developing the training programme;
- Presentation at the Personal Dental Service annual meeting with subsequent increased brief intervention by dental staff;
- Review of pregnancy service;
- Review of employment terms for 'freelance' staff.

Media

- BBC Radio Cornwall phone in, plus other interviews.
- Radio and press coverage of No Smoking Day events.
- Advertising campaign on Pirate FM and presence at Royal Cornwall Show.

Stop Smoking Service

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Workplace Project

This project provides a service to workplaces and their employees. The aim is to:

- Target smokers wishing to give up, but have difficulty accessing smoking cessation advice;
- Provide information for employees on how to access smoking cessation advice outside of the workplace;
- Contribute to reducing smoking rates among manual groups from 32 to 26 per cent by 2010;
- Provide advice and information on developing, implementing or reviewing workplace tobacco policies;
- Promote smoke-free as the norm.

The project began in January 2004, and was piloted in the North and East Cornwall area, then rolled out across the county. The work includes:

- Contacting workplaces, providing information about the Stop Smoking Service;
- Emphasising the benefits of a smoke-free workplace to both employers and workforce - staff morale, reduced absenteeism, and increased productivity;
- Engaging employers, health and safety officers and occupational health services to gain support for the programme and build a working relationship;
- Setting up awareness events within workplaces wishing to participate to recruit potential quitters;
- Developing a tailored on-site cessation service to provide weekly support.

During the last year 16 workplaces have embraced this initiative including: a supermarket (Safeway in Liskeard which now hosts an evening drop-in group in the coffee shop for customers), a Business Enterprise Centre, a hospital laundry, two local authority offices, and two large national food operatives - the largest with 1,400 employees over three sites. The uptake for this service continues to grow.

Factors which influence the success of a programme include:

- Management commitment to a smoking cessation programme
- Numbers of employees
- Shift patterns
- Site layout
- Stress in the workplace, and smoking as a perceived means of dealing with it; the importance of cigarette breaks and the 'camaraderie' of the smoking areas (unattractive as they usually are).



Stop Smoking Service

... continued

- The manual and semi-skilled workers who move freely between workplaces and often work for agencies.
- Maintaining motivation and contact with this group can be very challenging!
- The increasing number of foreign workers in Cornwall who speak very little or no English, and for whom smoking is the cultural norm.

Specialist Pregnancy Service

Specialist Midwives continue to provide support for pregnant women (and members of their household) who wish to stop smoking. The role involves visiting the women, in their own homes where possible, and discussing their smoking habit and motivation to quit. Discussion includes how stopping smoking will benefit them, their baby and other children, and how to work towards a quit date.

Contact with the women continues throughout their pregnancy, to offer support advice and encouragement. If they are unable to quit and non-pharmacological methods have failed, then it is possible to arrange the prescription of nicotine replacement therapy for them. To ensure that women wishing to stop smoking during pregnancy are referred to the Service by their midwife, a Development Worker was appointed in 2004. This role includes:

- Meeting with health care professionals - community midwives, health visitors and health care assistants - to educate them about the stop smoking service and their role in encouraging smoking cessation. Meetings have been held with most community midwives, and a flowchart has been designed to help them with their brief interventions regarding smoking.
- Ante-natal clinics in Bodmin, Truro, St Austell, Newquay, Redruth, Falmouth and Penzance are visited, using the promotional display board and direct approaches to pregnant women who attended the clinics, to offer smoking cessation advice.
- Liaison with Sure Start projects in Cornwall, including input to the Sure Start China Clay Smoking Strategy.
- Attending mandatory training days in Princess Alexandra Maternity Wing (PAMW), to update midwives, health care assistants and student midwives on smoking cessation in pregnancy and brief intervention.
- Design and production of a leaflet aimed at pregnant women.
- Monitoring the collection of data at PAMW concerning smoking status. The number of “unknowns” recorded have dropped dramatically over the last year.

Stop Smoking Service

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Smoke Free Alliance

A Project Officer was appointed to this new post in mid January to lead on the delivery of a multi-agency programme to reduce smoking across Cornwall and the Isles of Scilly.

Specifically the Smoke Free Alliance provides support, information and guidance for local organisations engaging in tobacco control activities and will co-ordinate and develop an alliance of exemplar local organisations to share good practice.

Activities from January to March can be divided into three main areas:

Information gathering and dissemination

Attendance at smoking cessation training, tobacco control advocacy workshops and regional meetings has combined with background research and local networking to provide a solid evidence base on which to formulate a work plan for 2005/6.

Making contacts and building networks

All Cornwall and Isles of Scilly NHS Trusts have been contacted as regards their smoking policies and meetings have been held with Directors of Public Health and other staff to discuss and progress policies. The Project Officer has represented "Smoke Free Cornwall" at the South West Tobacco Action Network, Government Office South West and the West of Cornwall Local Strategic Partnership (LSP). Dialogue has also begun with councils at County and District level. Public Health Forums and Environmental Health have provided very useful points of contact.

Promotion and publicity

No Smoking Day was a great success with steady interest shown at Truro Farmers Market and the Eden Project.

Preparations have been put in place to celebrate the 10th edition of the Smoke Free Guide with appropriate publicity in the local press.

A leaflet for workplaces, flagging up new smoke free legislation and the support available locally, is being planned and work is ongoing as regards updating and expanding the Smoke Free Guide.



Stop Smoking Service

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The Future

The smoking cessation targets for 2005/06 are challenging—being twice those in 2002/03. We will continue to use our current resources (human and financial) to maximise opportunities to achieve the targets.

We anticipate that demand for the workplace programme will grow. Choosing Health, the Public Health White Paper, proposes to end smoking in work and public places. All Government departments and the NHS will need to be smoke-free by the end of 2006, and we will be working with these organisations to help implement the new legislation and provide support for their staff.

There is a need to address the issue of women who return to smoking following the birth of their babies. In 2005/06 a project will be developed and piloted addressing this issue. Midwives will continue to be encouraged to refer pregnant smokers to the Stop Smoking Service.

Choosing Health provides a template for future provision of smoking cessation and tobacco control services. It requires these historically separate functions to work together to decrease smoking prevalence. In 2005/06 we will look at how these functions can be delivered in the future.

Funding

Core Budget

The core budget is made up of contributions from each of the three Primary Care Trusts in Cornwall. It is made up as follows:

Central Cornwall PCT	£126,205
West of Cornwall PCT	£103,486
North&East Cornwall PCT	£98,626

Core Budget Total £328,317

The number of core funded staff is 10.9 wte

Salary Costs	£280,431
Non Pay Costs	£47,886

Other funding direct from PCTs

Stop Smoking Service Budget	£459,000
HIV Budget	£45,000

Other PCT Funding Total £504,000

External Funding

External funding comes from a variety of sources including but not limited to the Department of Health. Below are listed the funding streams for the 2004/2005 period.

Department of Health Department for Education & Skills Cornwall County Council Government Office South West Drug And Alcohol Action Team District Councils Children's Fund Health Action Zone Learning & Skills Council West of Cornwall Neighbourhood Renewal Fund	Sport England Peninsula Medical School Sure Start Programmes Local Education Authority New Opportunities Fund European Agricultural Guidance and Guarantee Fund The Countryside Agency Teenage Pregnancy Strategy British Heart Foundation Cornwall College
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External Funding Total £931,697

The number of non recurrent and external funded staff is 20.5 wte

Salary costs	£512,000
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Grand Total Health Promotion Service Funding £ 1,764,014



Staffing

Staff from 1 April 2004 to 31 March 2005

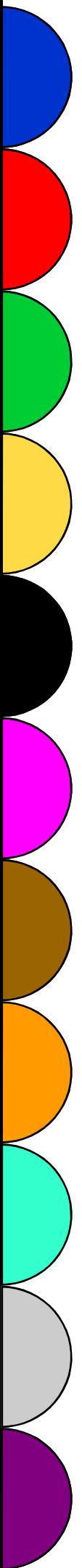
Marilyn Philpott, Manager
Sophia Aston, Eatsome
Gemma Baker, Eatwell Project Worker (until March 2005)
Tracey Barter, LEAP Activator (Partnership Development) (from November 2004)
Chris Cleator, LEAP Activator for Older People
Steve Collins, Clerical Officer
Lisa Congdon, General Administrator
Martin Courts, Gay Men's Health Project Co-ordinator
Janet Cox, Cornwall Healthy School Programme Project Worker
Maddie Davis, Stop Smoking Service Development Worker (Pregnancy)
Mary Dawe, Eatsome Project Community Worker
Carl Duffin, General Administrator (until November 2004), Stop Smoking Team Link Worker (from November 2004)
Nigel Ellis, Resources Officer
Hayley Gilbert, Stop Smoking Service Administrator (until May 2004)
Suzy Hall, Healthy Living Initiative
Sally Hayes, Senior Health Promotion Officer
Neil Hosken, EEFO
Maggie Laity, Resources Officer
Wendy Lloyd, Seconded Teacher—Healthy Schools
Tracey Lockhart, Office Manager
Wendy MacDonald, School Drug Advisor
Gill Mace, Stop Smoking Service Development Worker (Workplace)
Janet Midlane, Tobacco Alliance Project Worker (from January 2005)
Debby Morris, Seconded Teacher—Healthy Schools
Donna Nimmo, Healthy Schools Team Link Worker
Karen Oldham, Mental Health Promotion Co-ordinator (from July 2004)
Alex Ollivier, Healthy Living Co-ordinator
Caroline Perkins, Healthy Schools Co-ordinator
Kate Pordage, PHASE Co-ordinator
Lynda Quee, Stop Smoking Service Co-ordinator
Wendy Randle, LEAP Activator (Community Development)
Joy Richardson, Central Administrator (from January 2005)
Angela Royle, Senior Health Promotion Officer
Emma Spriddle, Central Administrator
Russell Stevens, LEAP Activator (until July 2004)
Rachel Vaughan, LEAP Activator (until March 2005)
Mary Williamson, Cornwall Healthy Schools Inequalities Worker (from October 2004)

Hosted Projects

Sue Adams, Sexual Health in Schools
Lynette Fitzell, ABC, Anti-Bullying
Mary Williamson, Fruit in Schools Co-ordinator

Glossary

ABC	Anti Bullying in Cornwall
CHAT	Community Health Around Torpoint
CHEFS	Cornwall Healthier Eating and Food Safety
CHESS	Cornwall Health Education Substance Safety
CHSP	Cornwall Healthy Schools Programme
CLOG	Cornwall Leisure Officers Group
COPS	Cornwall One Parent Support
DAAT	Drug and Alcohol Action Team
DfES	Department for Education and Skills
DICE	Drug Information for Choice Education
EHWB	Emotional Health and Wellbeing
EPIC	Eldercare Project in Cornwall
FIS	Food in Schools
GMHP	Gay Men's Health Programme
INSET	In Service Training
LEAP	Local Exercise Action Pilot
LMC	Local Medical Committee
LPSA	Local Public Service Agreement
LSP	Local Strategic Partnership
MASH	Multi Agency Sexual Health
NHSS	National Healthy Schools Standard
PADL	Promoting Active Democracy Loudly
PALS	Patient Advice and Liaison Service
PCT	Primary Care Trust
PHASE	Primary Health and Substance Education
PSHE	Personal, Social and Health Education
SEAL	Social Emotional Aspects of Learning
SEBS	Social, Emotional and Behavioural Skills
SRE	Sex and Relationship Education
TASK	Travel Awareness School Kit



Contact Us

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TR15 3QE

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Fax: 01209 314491
Email: marilyn.philpott@centralpct.cornwall.nhs.uk

Website: www.healthpromcornwall.org

Direct Lines:

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Healthy Living	01209 216967
PHASE	01209 217085
Stop Smoking Service	01209 215666