

Healthy Living Initiatives provide real 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 in health related behaviours and activities**
- **Increased access to Healthy Living Initiatives and activities for isolated and disadvantaged groups**
- **Increase in community and health regeneration activities**

'Health' is often only perceived as a negative issue as many people only think of their health when they are ill. The Healthy Living Initiative aims to encourage people to see their health as a positive aspect of their life, an integral part of what makes life good, happy and enjoyable. We aim to make health and wellbeing something to be enjoyed and celebrated. By recognising that issues that impact on someone's life will have a positive or negative impact on their health we aim to address the wider determinate of health to encourage inclusion, involvement, raising levels of self-esteem, confidence and achievement and promoting equality of opportunity through reducing and removing barriers.

The Health Action Zone funds the Healthy Living Initiative in partnership with the Health Promotion Service. The Healthy Living Initiative is hosted through the West Of Cornwall Primary Care Trust (WoCPCT) and is based in Pool, Redruth, however retains a county-wide remit including the Isles of Scilly.

The Healthy Living Initiative is supported through the following team of people:

Alex Ollivier, Healthy Living Initiative Co-ordinator

Overall responsibilities for the programme as a whole including supporting the Healthy Living Forums, co-ordinating the Healthy Living Project Scheme, Small Grants Scheme, supporting associated projects including Arts For Health Cornwall, monitoring and assisting with the development of Community Health Development projects, development of healthy living community projects, promoting healthy living throughout the county and ensuring healthy living is on the agenda of agencies and linking with other programmes and initiatives.

Healthy Living Initiative Community Worker

Responsible for communicating with members of the community and voluntary sector groups to identify items of good practice. To support community groups in project development. To assist in the provision of training and promoting good practice through delivery of the proposed road shows.

Yvette Le Jeune, Healthy Living Initiatives Project Administrator

Responsible for all administrative support and the smooth running of the programme.

Together with this team of staff is a development group who support and promote the work of the Healthy Living Initiative as well as advising on the development of the programme. A full list is available below of all members.

This work programme is a working document that will be reviewed and re-defined as the Healthy Living Initiative Programme develops. This document is not 'written in tablets of stone' and will be updated as required.

Should you wish to comment on the contents of this document or you require further information then please contact Alex Ollivier at the: Health Promotion Service, The Kernow Building, Wilson Way, Pool, Redruth TR15 3QE.

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Health Promotion Service website: www.healthpromcornwall.org

Cornwall & IoS Health Action Zone website:

www.cornwallhealth.org.uk/haz/index.htm

The Healthy Living Initiatives Development Group

Terms of Reference

The group will act as an advisory body and give guidance and support to the following key objectives:

- To develop and maintain mechanisms and structures to support existing and new healthy living initiatives eg forums; Healthy Living Network; small grants scheme; training.
- To promote the benefits of healthy living initiatives and promote good practice, especially in regard to access and equality of opportunity.
- To support the development of new healthy living initiatives especially in the HAZ focus areas i.e. Penwith, Camborne/Redruth and the Clay area.
- To make recommendations to the Steering Group on the use of HAZ funding for Healthy Living Initiatives.
- To identify opportunities for linking with other initiatives, both within and outside the HAZ, to enhance the community health dimension to those initiatives.
- To develop long term funding strategy.
- To monitor and evaluate the success of the Healthy Living Initiative.
- To agree an action plan for this HAZ work programme

The group's work will recognise and incorporate the following:

- The need to address the social determinants and root causes of ill-health using a social rather than a medical model of health.
- Community involvement and local community action.
- The importance of different initiatives working/knitting together eg SAZ, Objective 1.
- Social, financial and environmental sustainability.

The Healthy Living Initiative Development Group currently includes the following members:

Steve Angove - Social Economic Unit
Scott Bennett - West of Cornwall PCT
Andy Brelsford - Cornwall Action Team
Lynn Carter - Carrick District Council
Rosie Clifton - Council of the Isles of Scilly/Health Living Forum
Rachael Crawley - Cornwall Community Health Council
Dennis Cronin - East Cornwall PCG
Andrea Gilbert - Penwith District Council
Sue Guard - Penwith Community Development Trust
Joyce Halliday - University of Plymouth
Michael Hinks - Caradon Area LEADER II Ltd
Jayne Howard - Carrick PCT
Stella Jenkin - Restormel Networking - Healthy Living
Lynne Kendall - North Cornwall PCG
Alex Lochhead - Caradon District Council
Paul Masters - North Cornwall District Council
Michael Matcham - North & East PCT
Nick May - HAZ Evaluation Team
Elizabeth Menmuir - Bodmin Moor Partnership
Helen Nicholson - Community Strategy Co-ordinator
Jacqui Pearce - Economic Development Office
Barbara Pendleton - Cornwall CHC
Marilyn Philpott - Health Promotion Service
Jessica Pytel - North Cornwall District Council
Kerrie Redington - Kerrier Healthy Living Centre
Jackie Robinson - Cornwall Enterprise
Helen Rodda - Pendeen Community Project
Tracey Sweet - Cornwall & IoS Health Action Zone
Cynthia Watmore - Voluntary Sector
Liz Webb - East Cornwall Public Participation Group
Jonathan Wood - Sports Action Zone C&IoS
Olive Baines - CRCC
Stephen Rodber - Voluntary Sector Forum

Healthy Living Forums

Throughout Cornwall and the Isles of Scilly localised Healthy Living Forums have been set up through local groups. There has never been a 'blueprint' for the format of Healthy Living Forums because it is

imperative that the forums are able to work towards the specific needs of individual areas. The main aim of the forums is to provide a mechanism to support and link groups and agencies who are involved with, or have an interest in, health in its broadest sense, generally described as well being and healthy living.

In Caradon smaller, more localised forums have been established, whereas in Carrick, Penwith, Isles of Scilly and North Cornwall each district has formed one Forum. Caradon are now in the process of also having a district wide forum whereby all small local forums will come together. Kerrier has now established two forums (one in the north and one in the south of the district) to assist with access/transport throughout the district, however both forums feed in to each and are the two halves of one whole.

Some of the forums are looking at joint working and partnership; some are used for networking while others have come together directly to access New Opportunities Fund money through the Healthy Living Centre strand (now closed).

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. If you are interested in finding out more or would like to get involved contact your local forum:

CARADON

Alex Lochhead
Caradon District Council, Luxstowe House, Liskeard PL14 3DZ
Telephone: 01579 340718
Fax: 01579 341002

Liz Webb
East Cornwall Public Participation Group, c/o East Cornwall PCG, Lamellion Hospital, Station Road, Liskeard
Telephone: 01579 348844

CARRICK

Ms Lynn Carter
Environmental Health Promotion, Carrick District Council, Carrick House, Pydar Street, Truro TR1 1EB
Telephone: 01872 224372 Fax: 01872 242104

ISLES OF SCILLY

Rosie Clifton
Isles of Scilly Council, Town Hall, St Marys, Isles of Scilly TR21 OJY
Telephone: 01720 423680 Fax: 01720 422202

KERRIER

Healthy Towns Project, c/o Health Promotion Service, The Kernow Building, Pool, Redruth TR15 3QE
Telephone: 01209 219607 Fax: 01209 314491

NORTH CORNWALL

Mr Paul Masters
North Cornwall District Council, Higher Trenant Road, Wadebridge PL27 6TW
Telephone: 01208 893265 Fax: 01208 893232

PENWITH

Ms Sue Guard
Penwith Community Development Trust, Parade Street, Penzance TR18 4BX
Telephone: 01736 330045 Fax: 01736 331088

RESTORMEL

Mrs Stella Jenkin
League of Friends Cornwall & IoS, Penrithan, Newquay Hospital, 42 St Thomas Road, Newquay TR7
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Healthy Living Small Grants & Healthy Living Project Scheme

In order to further promote the work within the community the Healthy Living Initiative offers the Small Grant Scheme (grants of up to £200) and the Healthy Living Project Scheme (grants up to £1,000). These grants are available to community and voluntary groups who need funding to support an activity, which will assist in promoting health in its broadest sense within the community.

Throughout Cornwall & Isles of Scilly a huge amount of valuable and innovative work is being carried

out within the Voluntary/Community Sector that is playing a large role in promoting the broader aspects of health and improving wellbeing throughout local communities. Many local groups are under great pressure to deliver important services with very limited resources. The Small Grants Scheme and the Healthy Living Project Scheme support this valued work and enable groups to achieve a specific piece of work that would otherwise be hard to secure funding for. This provides the opportunity to put great 'ideas' into action to achieve real results for local people.

In particular we wish for this money to be used for a discreet project, which can wholly be achieved through this grant. It may be used to match fund small projects however any matching funds must be approved prior to submitting applications.

Through agreement with the local Forums and the Healthy Living Initiative Development Group we will devolve the decision-making process of the Healthy Living Project Scheme and the Small Grants Scheme to the Forums. We anticipate that the local Forums will decide on their own priorities for their localities, will appraise projects and will make decisions on approvals and refusals. This will ensure that the priorities reflect the needs of local areas and will also ensure that there is a higher level of community involvement and ownership.

For the first six months of 2002-2003 we will be providing support to the Forums through providing the following training to each of the district Forums:

- Identification of needs
- Setting priorities and criteria
- Project appraisal
- Project monitoring
- Administration

We will also provide support to the Forums to look at the possibility of matching funds locally to maximise the effect of the grants schemes through possibly:

- Duchy Health Charity
- Sports Action Zone
- Community Fund
- Community Chest
- Empowerment Fund
- Mental Health Self Help Resource
- Cornwall Action Team
- Objective One

Therefore, for the first six months we will use the following three priorities in the first round of grants while the forums are being supported prior to taking over the responsibility for the grants:

- Promote Arts For Health within the community
- Enabling research projects to further the role of the community and voluntary sectors. (This could cover replacement staff costs, reports, surveys, questionnaires, other resources e.g. Planning For Real®)
- Supporting community health development through community involvement and participation

Criteria

We will continue to use the following criteria and would encourage the Forums to do the same:

- Promote health and wellbeing throughout the community
- Encourage wide access and community involvement
- Address health inequalities, isolation, disadvantage and broaden equality of opportunity
- Identify a real need for the project
- Consult with users and the community
- Be well planned and realistic
- Include planning for sustainability
- Be on a not-for-profit basis

- Not be a statutory provision
- Be additional to current provision
- Be monitored and evaluated

We are now using a much reduced application form to ensure that all groups who wish to apply are able to do so without too much time investment in application writing. We are also keen that not only those groups who have had experience of writing applications are seen favourably; those without experience could be refused because the application form does not fully highlight the project. Therefore we now carry out a telephone appraisal with applicants. This ensures that us as appraisers have a much clearer understanding of the project as a whole and the heart and passion of the project shines through. We also offer support to community groups in writing applications so that skills can be honed and a fuller understanding of the needs of funders in general can be appreciated. As officers of the Healthy Living Initiative we then take this information to a Selection Panel who then make the final decisions on all grants. The Panel is made up from representatives from the voluntary sector, Health Promotion Service, Cornwall Community Health Council, Healthy Living Forums, PCOs and community workers.

Healthy Living Network

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 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. Training seminars are also provided as part of the network as a whole. This has proved to be very successful and now needs to be broadened. The newsletter requires more resources in order for the community to be engaged fully. Currently the pressures under the community sector are often great and contributing to the Newsletter is not always seen as a priority when the pressures on service delivery are hard enough. The Community Development Worker is able to 'interview' groups and projects to ensure that learning from each other is made as available as possible.

Therefore we have agreed to employ a community worker who is able to work more fully with community groups in not only identifying and spreading good practice, but also a higher level of support with project development. Support offered through the Health Promotion Service means that we would have the on-going support of the graphic and design skills within the department that has been made available to us to date. The Health Promotion Service will also be able to continue to provide us with support in the development and updating of the web site.

Throughout the last three years we have provided a number of training sessions, which have proved very successful. Therefore we will be providing a greater level of training to community but will be delivered in each district to support greater participation and reduce barriers of transport and pressures of time. The training could include the following topics:

- Accessing Funding and Business Planning
- Committee Skills
- Project Development and Evaluation & Monitoring
- Basic DTP, Access, Word, Excel and exhibitions and displays
- How to get people involved and stay involved
- Time Management

We are able to provide more information to community groups through the web site available through the Health Promotion Service www.healthpromcornwall.org and the Health Action Zone web site available at www.cornwallhealth.org.uk/haz/index.htm. This includes Network Newsletters, programme progress reports, useful information (i.e. NOF update), networking forum on-line and the opportunity to gain information on work that is progressing throughout the county.

Road Shows/Showcases

This is an opportunity to showcase items of good practice and promote the use of other topic areas within current work programmes of local groups. Examples could include promoting healthy eating in part of the work of a senior citizens luncheon club, or a parent support group. These will be held in local areas in local venues within each district. In the same way that we will be delivering training within in each district we will be delivering these road shows locally. In the past training has been provided at two locations within the county, however transport still remains a barrier to participation. Therefore in response to feedback from people we will be delivering sessions within each locality enabling more people to access information and training. We will be highlighting project examples from throughout the country to promote and encourage projects at looking at other issues they may be able to include within their core function to add value and enhance current projects.

Areas could include:

- Healthy Eating
- Arts & Health
- Social Economy
- Tackling Rural Isolation
- How to Engage Young People
- Promoting active recreation

We would also include information on governing bodies, who can help, possible funding available, local similar projects, and sign posting. We would also hope to become involved in other local events where possible to maximise participation and resources

Award Ceremony

We will hold an award ceremony to celebrate the fantastic contribution the community and voluntary sectors make to life in Cornwall and the Isles of Scilly as well as raising the profile of healthy living and the recognising the value of the sectors. Awards would include individuals and groups. Categories could include:

- New Project of the Year
- Best Innovation
- Best Arts & Health Project
- Best public involvement

We would hope to include media coverage and to get sponsorship (Shell Better Britain, Kellogg's, Pirate FM) this could be linked with having a celebrity to host the ceremony.

Venue: Hotels, Hall For Cornwall, Eden possibly held in March 2003