

## HEALTH PROMOTION SERVICE – QUARTERLY REPORT (Q1)

<b>PROJECT TITLE: EEFO</b>				
	<b>Outcomes and behavioural goals planned</b>	<b>Outcomes and behavioural goals achieved</b>	<b>Variance</b>	<b>Action Plan to address any variance</b>
<b>April – June 11 (Q1)</b>	Level 1 Approvals (5 services) and Engaged (5 services)	Level 1 EEFO Approvals = 8 Level 1 EEFO Engaged = 13	+11	
	Level 2 Approvals (4 services) and Engaged (4 services)	Level 2 EEFO Approvals = 0 Level 2 EEFO Engaged = 0	-8	EEFO L2 / 3 guidance & application forms being revised
	YW embedded Level 3 Approvals (3 services) and Engaged (3 services)	Level 3 EEFO Approvals = 2 Level 3 EEFO Engaged = 2	-2	EEFO L2 / 3 guidance & application forms being revised
	12 Approval visits completed	10 Approval visits completed	-2	EEFO L2 / 3 guidance & application forms being revised
	12 EEFO Approved services encouraged to distribute EEFO feedback cards to young people	10 EEFO Approved services	-2	EEFO L2 / 3 guidance & application forms being

			revised
100% of all EEFO Approved Services have their Approval renewed on an annual basis.	100% of EEFO Approved Services Approval renewed	0	
Provide ongoing support for services who want to get EEFO Approved	Provided ongoing support for services who want to get EEFO Approved	0	
100% of enquiries from <a href="mailto:info@eefo.net">info@eefo.net</a> responded to in a timely manner	100% of enquiries from <a href="mailto:info@eefo.net">info@eefo.net</a> responded to in a timely manner	0	
100% of service feedback forms from EEFO website passed to services in a timely manner	100% of service feedback forms from EEFO website passed to services in a timely manner	0	
100% of EEFO Approved Services have their details updated on EEFO website and database in a timely manner	100% of EEFO Approved Services have their details updated on EEFO website and database in a timely manner	0	
3 EEFO Level 3 Approval Pre meetings / training workshops held	0 EEFO Level 3 Approval Pre meetings / training workshops held	-3	EEFO L2 / 3 guidance & application forms being revised
2 Training sessions delivered to services	0 training sessions delivered	-2	EEFO Programme Manager was on sickness leave
3000 hits on EEFO website per month	3454 hits in April 4190 hits in May 4067 hits in June	+ 2711	
34 radio adverts per week	34 radio adverts per week	0	
200 services have maps uploaded to their service details page on EEFO website	200 services have maps uploaded to their service details page on EEFO website	0	

1 Mystery Shopper training plan finalised	0 Mystery Shopper training plan finalised	-1	EEFO Programme Manager was on sickness leave, moved to Q2
6 young people identified to take part in Mystery Shopper Evaluation 2011	0 young people identified to take part in MSE 2011	-6	EEFO Programme Manager was on sickness leave, moved to Q2
1 EEFO newsletter produced and distributed	0 EEFO newsletter produced and distributed	-1	EEFO Programme Manager was on sickness leave, moved to Q2
88 Pharmacies receive EEFO pack for Public Health campaign to promote EEFO for 3 month period	88 Pharmacies received EEFO packs	0	
3 Public Health Training events facilitated by Programme Manager	3 training sessions delivered (4/4, 5/4, 7/4)	0	
6 young people short listed to compete to be EEFO.fm presenter	6 young people shortlisted to compete to be EEFO.fm presenter	0	
1 young person records presenter content for EEFO.fm	0 young person records presenter content for EEFO.fm	-1	This has been booked for August
1 briefing meeting with Falmouth University students to discuss EEFO animation brief	0 briefing meetings with Falmouth University	-1	EEFO Programme Manager was on sickness leave, moved to Q2
1 pitching meeting at Falmouth University for students to present options	0 pitching meeting at Falmouth University	-1	EEFO Programme Manager was on sickness leave,

				moved to Q2
	1 meeting with Falmouth University students to agree way forward for EEFO animation DVD	0 meeting with Falmouth University Students	-1	EEFO Programme Manager was on sickness leave, moved to Q2
	2 training workshop courses finalised (You're Welcome and engaging with young people)	0 training workshops finalised	-2	EEFO Programme Manager was on sickness leave, moved to Q2
	1 refresh of content on EEFO.fm	2 refresh of content on EEFO.fm	+1	
	2 Press Releases (highlighting EEFO.fm and Mystery Shopper Evaluation Report)	2 press releases (Apr and May)	0	
	1 EEFO Proposal to support other areas finalised and circulated to key leads across England	1 EEFO Proposal circulated by Dr Gabriel Scally within South West Region	0	National Communications Plan will be developed in August
	1 Health Awareness Event Attended	1 Health Awareness Event Attended	0	
<b>Partners worked with this Q, incl HPS</b>	<ul style="list-style-type: none"> <li>• Sexual Health South West</li> <li>• Crisp eBusiness</li> <li>• EEFO Steering Group (NHS CIOS Public Health, NHS CIOS Commissioning, Brook, Hear our Voice, Cornwall Council)</li> <li>• SHLIG</li> <li>• EEFO Approved/Engaged Services</li> <li>• Pharmacists</li> </ul>			
	<b>Outcomes and behavioural goals planned</b>			
	Level 1 Approvals (5 services) and Engaged (5 services)			

<b>July – Sept 11 (Q2)</b>	Level 2 Approvals (4 services) and Engaged (4 services)
	YW embedded Level 3 Approval (3 services) and Engaged (3 services)
	12 Approval visits completed
	12 EEFO Approved services encouraged to distribute EEFO feedback cards to young people
	100% of all EEFO Approved Services have their Approval renewed on an annual basis.
	Provide ongoing support for services who want to get EEFO Approved
	100% of enquiries from <a href="mailto:info@eefo.net">info@eefo.net</a> responded to in a timely manner
	100% of service feedback forms from EEFO website passed to services in a timely manner
	100% of EEFO Approved Services have their details updated on EEFO website and database in a timely manner
	100% of EEFO Approved Services contacted re: audit and Level 2 and 3 quality standards
	1 quarterly performance report prepared
	3 EEFO Approval Pre meetings / training workshops held
	2 Training sessions delivered to services
	1 Network meeting attended
	1 EEFO Steering Group meeting
	3200 hits on EEFO website per month
	34 radio adverts per week
	2 training days for young assessors facilitated by EEFO Programme Manager
	6 young assessors trained to carry out mystery shopper evaluations
	1 evaluation report template finalised
	20 information packs re: Service evaluation requirements prepared and circulated to young assessors
	20 EEFO Approved Services evaluated by young assessors
	1 focus group held with young people to develop EEFO DVD
	1 script produced for EEFO animation promotional DVD
	4 illustrations finalised for EEFO DVD
	8 young people shortlisted to compete to be the voices of the two characters for the EEFO animation
	2 young people record script for EEFO characters for EEFO animation
	1 EEFO Promotional DVD produced
	1 EEFO DVD uploaded to EEFO website

	1 EEFO DVD uploaded to You Tube
	1 Press Release written (highlighting EEFO Animation Promotional DVD)
	1 Award submission for EEFO
	500 EEFO goody bags distributed to school nurses
	1 EEFO website smart phone friendly
	1 EEFO page on Facebook
	1 EEFO page on Twitter
	1 refresh of content on EEFO.fm