

## Health Promotion Service (HPS) – Project Overview 2009- 10

<b>TITLE</b>	Health Promotion Service Events and Campaigns Co-ordination
<b>NATIONAL TARGETS</b> (e.g. Choosing Health, NSFs, National Strategies)	Choosing Health Tackling health inequalities Tackling obesity Mental health and well-being Promoting healthy and active life amongst older people Helping communities to lead healthier lives Supporting informed choice Helping to personalise support to make healthy choices Partnership working World Class Commissioning
<b>EVIDENCE OF EFFECTIVENESS</b> (e.g. NICE guidelines)	DOH Guidelines NICE: <ul style="list-style-type: none"> <li>• Anxiety CG22 &amp; Depression CG23</li> <li>• Cancer Plan</li> <li>• CHD &amp; Stroke CG5 1.2.1</li> <li>• COPD CG12</li> <li>• Diabetes G &amp; H</li> <li>• Falls CG21</li> <li>• Musculoskeletal CG21</li> <li>• Obesity CG43</li> <li>• Social Marketing</li> </ul>
<b>AIM(S)</b>	<ul style="list-style-type: none"> <li>• To provide a consistent, co-ordinated approach to promoting and marketing key messages of health and wellbeing to the public</li> <li>• To promote holistic health for obesity prevention and management &amp; general health and mental well-being across Cornwall &amp; Isles of Scilly</li> <li>• To promote health in “marginalised communities”</li> </ul>
<b>OBJECTIVES</b> (the <b>outcomes</b> you hope to achieve) Are they SMART?	<ol style="list-style-type: none"> <li>1 To research and develop resources for use by Health Professionals and others to assist in dissemination of Health Promotion information throughout Cornwall and Isles of Scilly.</li> <li>2 To Develop and Lead campaigns to support HPS Projects, Choosing Health and other PCT and Public Health agendas in line with LAA targets and World Class Commissioning.</li> <li>3 To co-ordinate Health Promotion Service response to requests for information, displays, workshops, presentations at local events, or through the media,</li> </ol>

	<p>linking with project leads and press releases.</p> <p>4 To identify and work in partnership with a range of agencies</p> <p>5 To provide information, guidance, training, support and/or resources to promote health and well being and enable individuals and organisations to integrate the promotion of and opportunities for health and well being in their own localities.</p> <p>6 To develop and deliver training relating to Physical Activity4Life, Fall prevention and mental well being.</p>
<p><b>PROJECT TARGETS</b></p>	<p>To work towards National and Local Area Agreement targets for Health and Wellbeing:</p> <p>1 Respond positively to all requests for advice, information either in the form of 1-1 conversations, displays, presentations or media interviews.</p> <p>2 Prepare 8 articles for quarterly HPS newsletters and other publications</p> <p>3 Deliver 2 key messages or awareness raising sessions/workshops in throughout Cornwall and Isles of Scilly to a variety of agencies, communities and discreet population groups and utilise these events to signpost/promote the HPS projects or community support, by either responding positively to all requests or proactively seeking them out. (12 in total)</p> <p>4 Deliver 2 Health Promotion Exhibitions with appropriate resources in each District Council area by either responding positively to all requests to work in partnership or by proactively seeking them out.(12 in total)</p> <p>5 Have a presence in at least 7 major Cornish &amp; Isles of Scilly Community Events.</p> <p>6 Promote Health Campaigns including, Adults and Older People, Bone Health, Cancer, CHD, Children and Young People under “Change4Life”, Environment, COPD, Healthy Eating, Men’s / Women’s Health in the community, Mental Health, Obesity, Physical Activity, PCT/public Health, Sexual Health, Stop Smoking.</p> <p>7 Attend quarterly meetings concerning communication and community involvement.</p> <p>8 Deliver exhibition training/briefing sessions for all community events as listed above.</p> <p>9 Deliver basic, practical courses as advertised in the Health Promotion Training Prospectus.</p> <p>10 To provide consultation in response to all requests relating to facilitating safe and effective activities to</p>

	improve and/or maintain health and well being.
<b>ACTIVITIES</b>	<p>All activity will be offered countywide</p> <ol style="list-style-type: none"> <li>1 Providing information, guidance proactively &amp; reactively via interviews/presentations, newsletters, exhibitions and the media.</li> <li>2 Research and write newsletter articles to promote campaigns and key messages.</li> <li>3a Research and obtain or prepare awareness raising materials &amp; appropriate resources for use with a variety of agencies, communities and discreet population groups.</li> <li>3b Prepare and Deliver awareness raising materials &amp; appropriate resources to a variety of agencies, communities and discreet population groups.</li> <li>4 Co-ordinate and/or attend Exhibitions or deliver Demonstration/Taster sessions with appropriate resources within the District Council Areas.</li> <li>5 Prepare for and attend major C&amp;IOS events, e.g. Royal Cornwall Show &amp; Other similar locality events Partnership working at Road Shows, NHS or community events</li> <li>6 Co-ordinate responses for Health Campaigns and events.</li> <li>7 Represent the health promotion service at PCT communication and community forums/meetings concerning promoting health to the public.</li> <li>8 Prepare and deliver briefing sessions for all community events listed above.</li> <li>9 Deliver basic, practical courses and provided resources to assist “others” in promoting health and well being and facilitation of behaviour change for better health.</li> <li>10 Provide consultation to enable community workers or volunteers to facilitate safe and effective activities to improve and/or maintain health and well being.</li> </ol>
<b>EVIDENCE</b> (how you will collect the <b>evidence</b> that demonstrates your objectives have been achieved)	<ol style="list-style-type: none"> <li>1 Media log, e.g. Press cuttings and record of radio and TV appearances</li> <li>1b Document evidence of advice and consultation work and meetings attended and report outcomes</li> <li>2 Copies of articles published.</li> <li>3 Document attendance and outcomes of awareness raising sessions/workshops monitor numbers, geographic spread, process, responses and evaluate outcomes</li> <li>4 Document attendance and outcomes of HP exhibitions monitor numbers, geographic spread, process, responses and evaluate outcomes</li> <li>5 Document attendance and outcomes of major Cornish &amp; Isles of Scilly Community Events and monitor numbers, geographic spread, process, responses and</li> </ol>

	<p>evaluate outcomes</p> <p>6 Document attendance and outcomes of Health Campaigns and monitor numbers, geographic spread, process, responses and evaluate outcomes</p> <p>7 Document attendance and outcomes of quarterly communication and community involvement meetings.</p> <p>8 Document training, monitor numbers, geographic spread, process, responses and evaluate outcome</p> <p>9 Have resources, toolkits, training materials/packs to support work.</p>
<p><b>DELIVERY PARTNERS and Stakeholders</b></p>	<p>Age Concern  British Red Cross  Care Homes  Carer's Support  Community Groups/ Healthy Living Networks  Community Workers  Cornwall Federation of Women's Institutes  Cornwall Leisure Officers  Cornwall Sports Partnership  County Council  District Councils  Extended Schools  Health Promotion Service Project Leads &amp; Resource Centre  Health Trainers/Champions  Media  Mobilise - Stroll Back &amp; Pedal Back the Years  Primary Care Trust  Primary Health &amp; Social Care Workers  Royal Cornwall Hospitals Trust  Rehab Support Workers  Sure Start  U3A  Volunteer Bureau</p>