

Cornwall & Isles of Scilly Health Promotion Service

Performance Management Report

Achievements April 2009 – March 2010

Community Health Development / Health Trainers / Step-by –Step

- Community Health Development Team (CHDT) Small Grants Scheme: 77 approved (£20,559.82); 100% SGS assisted in developing health initiatives in local communities
- Health Living Network newsletter distributed to over 800 members x 4 times
- Healthy Living E-mail network: funding and community information distributed regularly to almost 400 members
- CHDT and HTs awareness raising / exhibition / activity days delivered x 27
- CHDT and HTs delivered 22 training sessions to community groups (including RIPH understanding health improvement, laughter workshop, business planning)
- Step by Step project supported 864 individuals through groups/voluntary work and 1-2-1 support (re healthy eating, mental health issues, physical activity) plus a number of community groups and events supported
- Step by Step supported 19 individuals on a 1-2-1 basis via the Step by Step HT
- Health Trainers (HTs) won Health and Social Care Regional Award for 'Improving Health and Reducing Inequalities.'
- HTs have engaged with 197 clients during this period (420 total since beginning of service), supporting them in a number of issues including: healthy weight, increasing physical activity, returning to work, taking up volunteering and housing crisis issues
- During this period the service has received the support of 6 NHS Health Champions (Including 2 x Cornwall College work placement students), who actively support the delivery of the Health Trainer Service from supporting the running of groups to the smooth running of the office.
- 9 individuals trained to Health Trainer City & Guilds Level 3 including 5 Health Trainers, 3 Health Champions and 1 other member of the Health Trainer Team
- HTs have facilitated over 47 groups including , Shape Up, Walking, Get Cooking, Armchair Exercise and Swimming Groups
- HTs have delivered 104 community events including Salsa Groups, Easter Events, Litter Picks, Healthy Heart and Health Awareness Days and Fun Days.

Eatsome

- Eatsome cooking sessions have been delivered to a total of 231 beneficiaries
- Eatsome Healthy Eating sessions have been delivered to 363 beneficiaries
- Eatsome have delivered 2 accredited nutrition training courses and 5 nutrition in Early Years courses, as well as 5 Get Cooking courses for cookery club tutors. A total of 176 people benefited from these training courses.
- Eatsome developed projects around weaning and parent led cooking groups, in partnership with Early Years services.
- Eatsome worked in partnership with LEAPActive and Weight Matters to develop weight management courses for adults (127 beneficiaries) and for families; the first Health Promotion Keep it in the Family has been successfully run with good outcomes around behaviour and BMI changes.
- Nearly 3000 people have benefited from Eatsome grants for projects around cooking, growing and learning about nutrition.

EEFO

- Agreed as local implementation lead for national DH 'You're Welcome - Making Health Services Young Person Friendly'
- Joint second place winner of Cornwall Equality and Diversity Awards 2009
- Engaged 10 services in You're Welcome process
- 25 services met Level 1 (Bronze) Quality Standards, 32 services engaged (Total services EEFO Approved at Level 1 = 176)
- 18 services met Level 2 (Silver) Quality Standards, 50 services engaged (Total services EEFO Approved at Level 2 = 23)
- 9 services met Level 3 (Gold) Quality Standards, 16 services engaged (Total services EEFO Approved at Level 3 = 13)
- Two new EEFO Posters designed by Young People

Health Champions

- The Health Champion Scheme has help 10 volunteers back into employment throughout 2009/10.
- 2 Health Champions won 3 awards at the first ever Cornwall Celebrates Volunteering Awards Ceremony:
 - Vulnerable Adult Volunteer of the Year
 - Community Volunteer of the Year
 - Volunteer of the Year
- Health Champions have assisted with 52 Health Promotion project interactions throughout the year.
- Health Champions were asked to support 2 very successful events for other agencies (Mineral Tramways and Age Concern)

Healthy Gay Cornwall

- Sponsorship and attendance at Cornwall Gay Pride event - raising awareness of specific health issues for lesbian, gay, bisexual people. Interviewed for BBC Radio Cornwall
- Launch of "LGBT Friendly" project - Training course and guide booklet for NHS & Social Care staff. Featured on BBC Spotlight South West.
- Launch of "Yay! LGBTQ Youth Group" in partnership with Devon & Cornwall Police, Cornwall County Council & The Intercom Trust
- Launch of "Safer Cruising Cornwall" - working to reduce to sexual and personal safety issues with men that have sex with men
- "Make A Noise About HIV" World AIDS Day event, Cornwall College - interviewed BBC Radio Cornwall
- CHAPS C13 Conference - Europe's largest Gay Men's health promotion conference - presented a workshop around the needs of Isolated/Rural Gay/Bisexual Men, recognising best practise in partnership working in Cornwall.

Healthy Schools Team

- Meeting and exceeding all the national Healthy Schools programme targets.
- Launching the new national HS enhancement model in Cornwall and recruiting over 100 schools that hold existing NHSS to the Annual Review (way ahead of rest of country).
- Recruiting more than 90 schools to date to HS Plus.
- Having three of our schools featured in national case studies for innovative and effective work in EHWP, healthier weight and reducing teenage pregnancy.
- Being involved in the development of the national programme and introduction of the HS enhancement model (based on our HS Plus programme).
- Celebrating ten years of the Healthy Schools Programme at the Big Birthday Bash with 500 guests.

LEAP*Active* and Mobilise!

- 363 Physical Activity Reviews conducted resulting in 85% increasing the amount of activity they participate in, 71% increasing the intensity that they work at, 75% increasing the duration of time that they are active for in each bout of activity and 55% increasing the type of activity that they participate in.
- Delivered 3 Swimfit courses with 108 participants and agreed a deal with the Amateur Swimming Association for funding to continue the excellent work into 2010/11
- In partnership with Eatsome, Cornwall Council and Exhale (cic) we delivered a Keep it in the Family, weight management course to overweight children and their families. The results of which are extremely positive.

- StreetGames delivered in 14 areas of the greatest health inequalities with 651 participants with a retention rate approaching 65%.
- 17 weekly walks and 7 weekly cycle rides delivered at various locations across Cornwall attracting nearly 500 participants.
- Delivered the Cornwall festival of Cycling in partnership with Cornwall Council located in Truro, Falmouth and Penzance with added school based work across West Cornwall. Total beneficiaries in excess of 1700 people.
- Nearly 100 Volunteer Walk Leaders trained, to be deployed across various agencies in Cornwall.

Mental Health Promotion

- 9 mental health promotion courses delivered to a total of 105 delegates; topics included drug & alcohol misuse, dual diagnosis, mindfulness, mental health awareness and managing depression.
- Set up South West Mental Health Promotion Group in order to have greater impact and strength in the area and avoid duplication.
- 6000 Post Natal Depression leaflets distributed to demand; a further 10,000 leaflets ordered from printer.
- Attended T4T (Training for Trainers) course and qualified in ASIST (Applied Suicide Intervention Skills Training) in order to deliver in C&IOS.
- Trained 24 people in February & March 2010 in ASIST
- Co-developed Welcome Pack for Health Promotion Service
- Co-developed Mentor Scheme for Health Promotion Service

Speakeasy

- Trained 45 Speakeasy Facilitators
- Speakeasy delivered in 27 settings, predominantly TP Hot Spot areas
- Devised, delivered and evaluated pilot 'Speak it, Teach it' at Penryn ARB for children with a learning disability, with SRE Advisor
- Developed, delivered and evaluated 'Speak it, Teach it' in 12 schools, with SRE Advisor (primary, secondary and short stay schools)
- Recruited 1 Bank Facilitator and 1 Administrative Support
- Developed leaflet and branding for Speakeasy in Cornwall in consultation with parents/carers and professionals

Sex and Relationships Education (SRE) Adviser

- 76 Primary and 5 Secondary schools explored and improved Sex and Relationships Education
- 24 schools (approx 70 teachers) received In Class SRE Training using the Christopher Winter Project (CWP) model
- Pupil Referral Unit SRE training day attended by key teachers plus Teaching Assistants
- Development project with Area Resource Base (ARB) at Penryn
- Speak It! Teach It! INSET delivered in 12 schools

Stop Smoking Service

- Stop Smoking Service (SSS) rolled out the STOPS programme (Peer Education in Schools) to eight secondary schools across Cornwall
- The SSS Smokefree Homes scheme achieved its targets for 2009/10.
- The Stop Smoking Service increased the number of evening and weekend clinics and groups, and the number of services provided in non-NHS premises.
- Plans put in place for secondary care project looking at helping in-patients and pre-operative patients to stop smoking.
- No Smoking day events were organised across Cornwall and the Isles of Scilly.
- Achievement of national 4 week quitter and local LAA targets

Sunsafe

- The Sunsafesafe message was successfully delivered and received by all the RNLI lifeguards in the county
- Sunsafesafe primary resource packs were delivered to 254 primary schools in Cornwall
- The excellent practice of Sunsafesafe in Cornwall has led to the resources, name and message being used by three other PCT's in the South West (Plymouth, Torbay, Devon) to create a generic "SunSafe"
- Six drop in mole clinics were successfully delivered throughout the county

Weight Matters

- Supported 303 adults in the West through the Weight Management on Referral scheme to manage their weight
- Supported 817 adults throughout Cornwall through the provision of Weight Matters Groups in the community, GP Practices, Workplaces and Schools
- Supported 1700 individuals with resources and brief interventions to help them manage their weight better
- Supported 85 parents to help them achieve a healthier lifestyle for themselves and their families.
- Providing 203 professionals with brief intervention training to help them raise the issue of adopting a healthier lifestyle
- Trained 16 professional to run weight management groups in their communities and three of these groups have now become sustainable within there local communities.

Workplace Health

- A successful Workplace Health Conference was organised and delivered on Wednesday 24th February 2010 with 100 delegates attending. The event included key note speaker, Dame Carol Black,

National Director for Work & Health, 4 local case studies presenting as examples of good practice and a wide range of practical sessions ranging from Tai Chi and Massage.

- Launched the new Cornwall & Isles of Scilly Healthy Workplace Award on 24th February 2010 with 5 local businesses achieving the first awards (4 Silver & 1 Bronze). Following the event over 30 businesses are now engaged with the Healthy Workplace Award.
- The Workplace Health project has supported a number of workplaces in becoming healthier workplaces.
- Supported the Chamber of Commerce in being successful in achieving the Challenge Fund to run a Chamber Pedometer Challenge across Cornwall and 6 health checks days for Small and Medium sized businesses.
- Through partnership working a 'Physical Activity & Sport Offer' has been produced for all businesses signed up to the Healthy Workplace Award. The partnership has been developed with Cornwall Sports Partnership, Cornwall Council Leisure Services and National Governing Bodies of Sport.
- A joint Staff Health & Well-being Strategy has been produced in partnership with Cornwall & Isles of Scilly PCT, Cornwall Partnership Trust (CPT), Royal Cornwall Hospital Trust (RCHT) and Cornwall Council. The PCT has accepted the strategy and it now forms of the Organisational Development Plan for 2010/2011.

Young People's Alcohol Health Promotion Worker

- Blitz Project (including workshops addressing Alcohol and Sexual Health issues) delivered to 23 Secondary Schools in Cornwall to over 3000 Yr 9 students.
- Hosted 5 day 'Alcohol Awareness Week' stalls, giving out information and advice to approximately 345 members of the public
- Developed and delivered alcohol brief intervention training to budget accommodation providers in Newquay (part of 'Newquay Safe')
- Developed Year 10 / 9 peer education project at Newquay Tretherras School, training ten Year 10 students as peer educators
- Alcohol awareness input provided to FXU (Falmouth & Exeter Student Union) and to 112 students during Fresher's Week
- Specific sessions – delivered alcohol awareness and personal safety sessions at Helston Community College and Saltash 6th form

Young People's Sexual Health Promotion

- The C Card Scheme has registered over 8521 young people meeting the LAA Milestone of 8000
- 150 participants from various children and young people organisations across Cornwall have received C card training
- The C Card Scheme has recruited a further 17 Organisations.

- Foundation in Sexual Health Training delivered to over 100 participants from multi-agencies, all working with children, young people and families.
- National Sexual Health Week during Freshers Fayres at Cornwall Colleges; over 2350 students engaged and over 1500 condoms and 2000 Condom key-rings distributed.
- National Contraceptive Awareness Week was supported by the Cornwall College Campuses, engaging over 1000 students
- Blitz Project (including workshops addressing Alcohol and Sexual Health issues) delivered to 23 Secondary Schools in Cornwall to over 3000 Yr 9 students.
- Pacesetters Testicular Cancer Rugby Exhibition Match. Working in a successful partnership with Wadebridge (Camels) Rugby Club. Held an Exhibition Match Oct 09, which focused on Testicular Cancer and saw over 800 local people attend and raised £4500 for Orchid Male Cancer Charity.

Martin Courts
Health Promotion Service
Performance Manager

June 2010