

Health Promotion Service – Project Overview

TITLE	LEAPActive
<p>NATIONAL TARGETS (e.g. ‘To reduce the under 18 conception rate by 50% by 2010’)</p>	<ul style="list-style-type: none"> • Be Active, Be Healthy (2009) • NICE: Public Health Intervention Guidance - Promoting physical activity for children and young people (2009) • Behaviour change at population, community and individual levels (2007) • Choosing Health (2004) - Reducing Obesity, increasing opportunities to take part in physical activity, making healthy choices easier. • Halt the Rise in Obesity- Contribute to the local target to halt and reverse the rise in obesity. LEAP follows the guidance set out in Healthy Weight, Healthy lives: A Cross-Government strategy for England • NSF Older People- Promoting healthy and active life amongst older people- Keeping older people active in later life through physical activity, preventing disease through physical activity. • NSF Children, young people and families- Encouraging young people to take part in physical activity to benefit their health • Every Child Matters- Giving children the opportunity to lead a healthy lifestyle through physical activity. • Contribution to Sport England 1% target- Sport England has a target of increasing participation in sport to a level of 3x 30 minutes of sport per week. However LEAP works towards the CMO recommendation of 5x 30 minutes of moderate activity per week, therefore having a positive knock on benefit to the 1% target. LEAP predominately works with sedentary individuals whom the long term target is 5x 30 but shorter term goals will be less than this. • National physical activity care pathway (2007) - Recently launched following the evaluation of the national LEAP projects. Targets inactive individuals to help increase their physical activity levels. • Foresight (2007) - Tackling Obesities - Future Choices Project. LEAP follows the guidance set out in order to reduce the prevalence of obesity. • Obesity Care Pathway and your weight, your health (2006) - LEAP contributes to this target of raising the issue of obesity amongst the general population.

EVIDENCE OF EFFECTIVENESS (e.g. Research, NICE guidelines)

As a project *LEAPActive* follows the guidance set out by NICE guidelines regarding physical activity.

Be active, be healthy (2009) - Programme is delivered using the evidence based in this document.

NICE: Public Health Intervention Guidance - Promoting physical activity for children and young people (2009).

The project also works closely with the Choosing Health (2004) delivery plan delivering its key goals 1. To ensure that all individuals understand the links between activity and better health. 2. Promote the following: 'Where the opportunities exist in daily life to be active' to all LEAP participants. *LEAPActive* works in accordance with the guidance given by the Chief Medical Officer for recommended levels of physical activity which should be aimed for by all adults and children

Evidence of effectiveness for individual programmes are as follows:

Physical Activity Reviews follow the aims of NSF for Older People Programme 4 (Falls and Bone Health), aim 1- To extend council, PCT and voluntary sector initiatives to improve exercise, balance, medicines management, environment and footwear for older people to reduce risk of falls. Also, Brief Intervention guidelines set out in- Behaviour change at population, community and individual levels (2007)

Over 50's Leisure Weeks are based on guidelines set by British Heart Foundation- For the promotion of physical activity with older people.

LEAPActive 12 Older and Physical Activity Reviews follow the aims of NSF for Older People Programme 9 (Healthy Ageing). This is the NSF's vehicle for delivering the older persons component of Choosing Health. LEAP fits the aim of: Improving physical fitness encouraging and communicating the benefits of regular exercise for older people.

Streetgames. The Streetgames programme is effective in delivering against the recommendations produced for Every Child Matters and is effective against 4 of the 5 outcomes (Stay Safe, Be Healthy, Enjoy and achieve and Make a positive contribution).

Exercise referral. To maximise effectiveness we follow the NHS Exercise referral systems, a quality assurance framework. Locally we follow the Fresh Start programme.

	<p>Cardiac Rehab. To ensure effective delivery of Cardiac Rehab programmes we will follow the British Association for Cardiac Rehabilitation- Exercise protocol for management of CHD patients.</p>
AIM(S)	<p>To get more people more active more often in their own community.</p>
OBJECTIVES	<ol style="list-style-type: none"> 1. To raise awareness of the benefits of physical activity and to encourage more people to be more physically active in their own community. Targeting the whole population. 2. To raise awareness of the benefits of physical activity and to encourage more people to be more physically active in their own community. Targeting over 50s. (1500 beneficiaries). 3. Create and maintain a wide range of opportunities for physical activity through the promotion of a diverse range of physical activities. Delivered by LEAP or network of external partners. 4. Support development of activity providers/ clubs and leisure facilities to meet needs within their local communities (44 clubs/ activity providers supported) 5. Maintain a database of physical activity providers to ensure members of the public can make informed choices regarding their own physical activity choices. 6. Promote physical activity using best practice guidelines outlined in Evidence of effectiveness section above. Continue to build upon this good practice to ensure consistent high quality delivery. 7. Ensure that all participants are advised of the links between activity and better health (at every possible opportunity). 8. Increase awareness of Physical Activity key messages at a community level. 9. Work with Leisure Facilities to implement Exercise Referral programmes using 'Fresh Start' as a model of good practice across the county (128 beneficiaries). 10. Provide physical activity input into the Cornwall and Isles of Scilly Primary Care Trust, Childhood Obesity Care Pathway (ongoing). 11. Deliver a wide range of Weight Management programmes with partners from within Health Promotion. 12. To raise awareness of the benefits of physical activity and to encourage more people to be more physically active in their own community (at every opportunity).

	<p>13. Forge links with Cardiac Rehab teams (Treliske and St Austell) and develop the delivery of ‘Community based’ Phase IV provision. This will be based upon successful application for funding through Awards for All.</p> <p>14. Work in partnership with Cornwall Council to expand the ‘Keep it in the Family’ programme from North Cornwall into other areas.</p> <p>15. Ensure clear referral pathways into LEAP and ensure this is widely distributed.</p>
<p>PROJECT TARGETS</p>	<p>Physical Activity Reviews (GP and community based). 150 Adults. 30 children.</p> <p>Over 50’s Leisure Weeks: Deliver one programme covering the whole of Cornwall with 1500 beneficiaries.</p> <p>Streetgames: Deliver 14 sites with 650 beneficiaries.</p> <p>Health Champions: Recruit 20 new volunteers to be placed through the various programmes.</p> <p>Exercise referral: support new programmes in west Cornwall with 128 beneficiaries. Schemes will be run by Leisure Centres LEAP will provide advice and support.</p> <p>Swim Fit: Deliver 4 courses with 60 beneficiaries.</p> <p>Cardiac Rehab: Support delivery at 4 locations with 480 participants.</p> <p>Obesity Support Clinic: Deliver physical activity support and advice in partnership with Endocrinology specialist and RCHT dieticians. 250 beneficiaries.</p> <p>Keep it in the Family: 4 courses with 15 families per course.</p> <p>Weight Matters: 8 courses with 160 beneficiaries.</p>
<p>ACTIVITIES</p>	<p><i>Physical Activity Review:</i> This is a one to one session between a LEAP<i>Active</i> member of staff and a referred client. The aim of this support session is to provide information to help individuals become more physically active in an environment tailored to the needs of the individual. The session will work through a number of steps designed to build physical activity into everyday routines. The session contains a six step process to becoming more physically active, focussing on:</p> <ul style="list-style-type: none"> • Likes

- Dislikes
- Current Activity Levels
- Key messages for successful physical activity changes.
- Forward planning
- Goal setting

Over 50s Leisure Week. Over 50's Leisure Weeks are a professionally delivered programme where high levels of quality assurance are guaranteed through promoting best practice amongst the activity providers. The partnership has drawn together both health and sport statutory agencies in a pioneering initiative that has been well received by the general public and clubs/ activity providers alike. The aim of the leisure weeks is to enable individuals over the age of 50 to try a new activity (or an activity, which they have not participated in for a period of time) in a safe and friendly atmosphere where they will be made welcome and encouraged to join the club as a member.

Streetgames. The LEAPActive team deliver informal physical activity within communities in order that these activities can become sustainable and delivered by the community for the benefit of those in the community, with the support of the *LEAPActive team*. The main reasons for this are:

- To engage young people in physical activity
- To increase community cohesion
- To reduce crime and anti social behaviour
- To place a large emphasis on fair play and sportsmanship
- This informal activity gives young people in communities the opportunity to access one hour of quality physical activity

Streetgames demonstrates an informal approach to mass participation in physical activity, with the rules and regulations of competitive sports being changed by the participants to suit their own needs.

Each Streetgames site will be run over a 1 year period through this time the LEAPActive team will be trying to identify volunteers to continue the sites in order to make the activity sustainable. The LEAPActive team will offer community groups training, through the 'How to Deliver Streetgames in your Area' training to enable them to continue Streetgames.

Health Champions Programme. This programme allows individuals to volunteer with the LEAPActive project, and could encompass a number of activities depending on availability and the volunteer's preferences. However it could include any of the following:

- Working with individuals or groups
- Motivating and encouraging the LEAPActive Clients to meet their activity programmes which have been created for them by the LEAPActive Activators.
- Taking LEAPActive clients to their activity sessions
- Doing the activities with the LEAPActive Client
- The most important thing is that the LEAPActive Clients are encouraged to have fun doing their activities!
- Promote the health and social benefits of physical activity, it is essential that you portray a healthy lifestyle when you are a LEAPActive Buddy
- Meet regularly with the Supervisor of the Buddy Programme
- Build a professional relationship with the LEAPActive Client

Exercise Referral. Individuals will be referred into the Exercise Referral Programme via Medical Professionals. Individuals will be assessed to evaluate their current level of fitness at the initial stage of the programme by qualified Level 3 Exercise Professionals, and re-assessed at 6-weeks and 12-weeks. These simple assessments will include recording patient's blood pressure and resting heart rate, cardiovascular fitness and stamina, weight, height, body mass index, lung function and suppleness.

Swim Fit: Swim fit is an opportunity for individuals who are overweight or have a medical condition to access swimming in a comfortable environment. The sessions are exclusive to people who are overweight and feel self-conscious. Sessions are suitable for anyone with instruction available.

Shape Up Weight Matters: *Shape-Up* is a lifestyle programme that can help you manage your weight, improve your health and improve your quality of life.

Obesity Support Clinic: This will see LEAPActive team up with endocrinologists and dieticians from across the county to provide Obesity Support Clinics.

	<p>Nutritional advice will be given by the dieticians and following this the client will receive specialist advice from a member of the LEAP<i>Active</i> team so that clients can maximize their weight loss and start to live a more healthy and active lifestyle.</p> <p><i>Cardiac Rehab Phase IV:</i> The Cardiac Rehab Phase 4 programme will be delivered at four local leisure facilities, training fitness instructors to the British Association of Cardiac Rehabilitation (BACR) Phase 4 Instructor. This will enable qualified instructors to prescribe and deliver exercise programmes as part of the overall long-term management of individuals with heart disease. The training is recognised by the Register of Exercise Professionals and SkillsActive as a Level 4 unit on the exercise qualifications framework.</p> <p>The Cardiac Rehab Phase 4 programme will be based on a rolling 8-week programme with links to British Heart Foundation (BHF) affiliated Heart Support Groups which are patient led.</p> <p><i>Keep it in the Family:</i> A Weight Management programme designed to help combat Childhood Obesity. The programme works intensively with the whole family over a 6 month period. Led by Cornwall Council and supported by LEAP.</p> <p>www.leapactive.org The LEAP<i>Active</i> team will be offering online tips and advice. If individuals have any queries regarding physical activity they will be able to access the online service or ask questions via email at: leap.active@cpt.cornwall.nhs.uk</p>
<p>EVIDENCE (how you will collect the evidence that demonstrates your objectives have been achieved)</p>	<p>The Objectives will be met through the delivery of the Activities set out above and the evidence will be collected using the following methods:</p> <ul style="list-style-type: none"> • We will collect demographic data on all individuals who participate in the LEAP<i>Active</i> project. This information will be held on a database specifically created for this data. • Weekly registers of participants involved in our longer-term interventions will help us to assess the effectiveness of these programmes. • We will also ask individuals to take part in our evaluation process to see how effective each

	<p>intervention is in trying to encourage more people to be more physically active. Evaluation information will be collected at baseline level and 3 month intervals following this.</p> <ul style="list-style-type: none"> • We will also collect information when attending Community Events in order to assess the relevance attending future events. Again this data will be held on a spreadsheet so that we are able to make more informed choices in future years. • The number of individuals on training courses and course evaluation forms will enable us to demonstrate whether training objectives have been met. <p>Ultimately the impact of the LEAP<i>Active</i> project can be measured if we are successful in the following areas:</p> <ol style="list-style-type: none"> 1. Recruitment of individuals to LEAP<i>Active</i> programmes. 2. Supporting these individuals to enable them to become more physically active in their daily lives to have a positive impact on their health. 3. Imparting the necessary knowledge regarding physical activity so that individuals can make informed choices when considering their levels of physical activity.
<p>DELIVERY PARTNERS and Stakeholders</p>	<ul style="list-style-type: none"> • Cornwall Council Leisure Department • Cornwall Sports partnership • Devon & Cornwall Constabulary • Primary and Secondary schools and Extended Services • Activity providers (including public sector facilities and local sports clubs) • Community & voluntary groups • Health Professionals including GP's, Physios, Dieticians and Specialist nurses • Community Sports Networks • StreetGames charity • Health Promotion