

Health Promotion Service-Step by Step Project Overview 2009/10

TITLE	Step by Step
CHOOSING HEALTH PRIORITY AREA(S)	<ul style="list-style-type: none"> • Tackling Health Inequalities • Improving mental and well being • Helping adults lead healthy lives • Promoting a healthy and active lifestyle amongst older people • Promoting personal health
EVIDENCE OF EFFECTIVENESS	<ul style="list-style-type: none"> • Reduce health inequalities by 10% by 2010 as measured by infant mortality and life expectancy at birth • NICE – Community Engagement in development published Feb 2008 • Healthy Living Alliance Strategy 2006 – 2012 (“improving health and well being requires a preventative, personalised, evidence based and innovative approach for health promotion to be effective”)
NATIONAL TARGETS	<p>“Together We Can” – Health & Well Being DCLG UK National Report Social Inclusion – 4.2.4 Promoting Healthy Lifestyles</p>
AIM(S)	<p>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.</p>
OBJECTIVES (THE OUTCOMES YOU HOPE TO ACHIEVE) ARE THEY SMART?	<ul style="list-style-type: none"> • Increased self esteem and confidence resulting in increased personal responsibility • Increase ability of communities to organise and run projects providing opportunities for people to become more active • Increased levels of physical activity amongst lower socio economic groups, the older population and families • Increased number of volunteers
PROJECT TARGETS	<ul style="list-style-type: none"> • 20 new community groups (average 8 members) • 100 direct beneficiaries • 60 volunteer health champions • 200 individual baseline and quarterly questionnaires
ACTIVITIES	<ul style="list-style-type: none"> • Work in partnership to promote, advocate and develop community health projects. • Work in partnership with South West Well Being and HPS Evaluators to ensure that the programme is correctly monitored and evaluated.

<p>ACTIVITIES (continued)</p>	<ul style="list-style-type: none"> • Provide baseline and quarterly questionnaires for 200 direct beneficiaries. • Attend quarterly SWWB operational meetings (out of county) • Provide shadowing opportunities for Health Champions throughout the areas. • Assist and support local and countywide resident forums. • Take part in activity/exhibition days to promote the Step by Step project, healthy living and health promotion to a wide audience. • Work in partnership with the Health Trainers Project and other HPS officers.
<p>EVIDENCE (HOW YOU WILL COLLECT THE EVIDENCE THAT DEMONSTRATES YOUR OBJECTIVES HAVE BEEN ACHIEVED)</p>	<ul style="list-style-type: none"> • South West Well Being Evaluation • Group and individual monitoring forms • Webpage hits • Health trainer database and paperwork • Activity/exhibition days feedback forms • Minutes
<p>DELIVERY PARTNERS AND STAKEHOLDERS</p>	<ul style="list-style-type: none"> • Community groups • SWWB partners • UWE • Statutory agencies • Health & Well Being Board • Cornwall Strategic Partnership (Sustainable Strategy for Cornwall) • NHS Health Trainers in Cornwall and Peninsular wide • BTCV • CN4C • Health Promotion officers