

Health Promotion Service – Project Overview 2009 - 2010

TITLE	Weight Matters
NATIONAL TARGETS (e.g. 'To reduce the under 18 conception rate by 50% by 2010')	<p>'Choosing Health – Tacking Obesity 'halt the year on year rise in obesity among children aged under 11 by 2010 in the context of a broader strategy to tackle obesity in the population as a whole'</p> <p>Cornwall & IoS Obesity Strategy "improving health through helping people achieve and maintain a healthy weight"</p> <p>Foresight Tackling Obesity Future Choices "ensure that all individuals are able to maintain a healthy weight"</p> <p>Health Weight ,Healthy Lives A Cross Government Strategy for England "to be the first nation to reverse the rising tide of obesity and overweight in the population by ensuring that everyone is able to achieve and maintain a healthy weight...initial focus will be on children by 2020 we aim to reduce the proportion of overweight and obese children to 2000 levels"</p>
EVIDENCE OF EFFECTIVENESS (e.g. Research, NICE guidelines)	<p>NICE Obesity Guidelines NICE Behaviour Change Guidelines Lightening the Load – Tackling Overweight and Obesity The Healthy Living Social Marketing Initiative National Obesity Guidance for Healthy Schools Shape Up A weight management support programme produced by Weight Concern</p>
AIM(S)	<p>To contribute to the delivery of Cornwall's Obesity Strategy by creating / identifying ,developing and delivering 'good practice,' which will provide knowledge, skills and confidence resulting in the engagement of individuals in a behaviour change process, that will enable them to achieve and maintain a healthy weight.</p>
OBJECTIVES	<p>Contribute and respond to shared goals with partners, as identified by the CHWG strategic group and the HCOP3 Obesity LAA, guided by DoH and GOSW 'Food and Activity Network'</p> <p>Develop 'Weight Matters' as an identified initiative that can: Provide weight management information, guidance, support and resources to individuals, plus toolkits and</p>

	<p>training to professionals working with adults/families.</p> <p>Develop Weight Management on Referral Provide a service/hub that can be used by funded GP's across Cornwall</p> <p>Develop Weight Management training (adults)</p> <ul style="list-style-type: none"> • Create Weight Management support groups for adults through Weight Matters, 'Shape Up' training and run exemplar groups in a variety of settings; Community, GP practices, Workplace <p>Support Health Professionals through training and resources, to respond to individuals who need support to manage their weight</p> <ul style="list-style-type: none"> • Deliver 'brief intervention' training to agencies who raise the issue of health and well being with their clients <p>Raise the profile and understanding of Weight Management through group work</p> <ul style="list-style-type: none"> • Pilot Change 4life support groups for schools plus initiatives that are targeting obesity/healthy Weight • Run Weight Management groups across the county involving local leaders where possible, in partnership with Eatsome and Leap • Run Weight Management groups in GP settings • Run weight Management groups in Workplace settings <p>Raise the profile and understanding of Weight Management with individuals</p> <ul style="list-style-type: none"> • Promote Weight Management messages to more men to encourage their awareness of the benefits of being a healthy weight • Use the How to Choose Health Leaflet at events to raise the issue of 'Change4life to maintain a healthy weight' • Promote the use of Change4life as a family tool • Respond to individual requests through long arm support by using booklets, emails and texts
<p>PROJECT TARGETS</p>	<p>Contribute and respond to shared goals with partners, as identified by the CHWG strategic group and the HCOP3 Obesity LAA, guided by DoH and GOSW Food and Activity Network</p> <ol style="list-style-type: none"> 1. Attend and contribute to regular quarterly meetings <p>Develop 'Weight Matters' as an identified initiative</p> <ol style="list-style-type: none"> 1. Maintain and update web pages 2. Develop Weight Matters leaflet (budget permitting) 3. Offer long arm support to individuals requesting advice from Weight Matters web pages 4. Explore the possibility of a signposting tool for General Practices which acts as a link between them and Health Promotions web pages.

	<p>Develop Weight Management on Referral in the West 240new participants</p> <ol style="list-style-type: none"> 1. Evaluate the 12 monthly questionnaires 2. Continue to support the 14 GPs in the West –3. Work with commissioning to continue and cascade WOR. In the West (Phase 3) 4. Bring Phase 2 to an end by April 2010 <p>Develop Weight Management training (adults) 150 professionals</p> <ol style="list-style-type: none"> 1. Provide ‘good practice’ relating to Weight Management support through training and tool kits, to 30 professionals to enable them to support individuals, families and groups to attain a healthy weight. 2. Deliver Brief Intervention Training x12 -120 individuals <p>Raise the profile of Weight Management through group work 24 groups x min 6 participants = 144</p> <ol style="list-style-type: none"> 1. Plan and deliver with Eatsome and Leap 8, 8 week programmes across the county 2. Pilot Parents and Carers Change 4life groups at Mithian and develop in partnership with Healthy Schools Plus initiatives that are targeting obesity/healthy Weight x4 3. Plan and deliver 4 Weight Management Groups in the Workplace setting 4. Plan and deliver 6 Weight management groups in GP Practices 5. Respond to new areas of work e.g. Supporting the adult care pathway x 4 <p>Raise the profile of weight management with individuals: 120 individuals</p> <ol style="list-style-type: none"> 1.Promote Weight Management messages to 30+ men to encourage their awareness of the benefits of being a healthy weight 2. Promote Weight Management messages to 30+ individuals through events 3. Promote the use of C4L to 4 agencies and 50+ individuals 4. Support 10+ individuals through long arm support.
<p>ACTIVITIES</p>	<p>Contribute and respond to shared goals with partners, as identified by the CHWG strategic group and the HCOP3 Obesity LAA, guided by DoH and GOSW Food and Activity Network</p> <ol style="list-style-type: none"> 1. Attend 3 regional meeting, 2 CHWG strategic meetings and 1 HCOP3 meeting each quarter.

Develop 'Weight Matters' as an identified initiative

1. Maintain and update web pages
2. Develop and print Weight Matters leaflet if budget permits
- 3.. Offer long arm support to individuals requesting advice from Weight Matters Web pages through DoH leaflet and signposting
4. Explore the possibility of a signposting tool for General Practices which acts as a link between them and Health Promotions web site and relevant initiatives.

Develop Weight Management on Referral

1. Write report in response to the 12 monthly questionnaires
2. Continue to support the 14 GPs in the West with issuing vouchers, sending out monthly stats and monitoring)
3. Work with commissioning to continue and cascade WOR. to the West (Phase 3)
4. Bring Phase 2 to an end by April 2010

Develop Weight Management training (adults)

1. Offer 2 Shape Up training Courses through the HPS training programme and support participants to develop Shape up groups in their settings
2. Deliver 2 'Making Changes to A Healthier Weight' training courses to health professionals supporting individuals through Sally Wilson, Cornwall partnership Trust – Skills Development
3. Deliver training as part of Smoking Cessation advisors training package on R plan – Weight Management brief intervention
4. Advertise, organise, plan and deliver Brief Intervention training to interested agencies.

Raise the profile of Weight Management through group work

1. Plan and deliver with Eatsome and Leap 8, 8 week programmes across the county working with Leisure centres
2. Pilot Parents and Carers Change 4life groups at Mithian and develop in partnership with Healthy Schools Plus initiatives that are targeting obesity/healthy Weight
3. Plan and deliver 4 Weight Management Groups in the Workplace setting
4. Plan and deliver 6 Weight management groups in GP Practices
5. Respond to new areas of work e.g. Supporting the adult care pathway x 4

	<p>Raise the profile of weight management with individuals:</p> <ol style="list-style-type: none"> 1. Promote Weight Matters messages to men by taking the resources to events and GP Practices as part of a C4L approach 2. Promote Weight Management messages to individuals through events using How to Choose Health Leaflet and the C4L challenge 3. Take C4L to Royal Cornwall 4. 4.. Promote the use of C4L to School nurse, Health Visitors, family learning and schools 5. Review the offer long arm support to individuals through email, text and self-help booklet
<p>EVIDENCE (how you will collect the evidence that demonstrates your objectives have been achieved)</p>	<p>Evaluation report of Weight Management on Referral Evaluation feedback from Shape Up Groups Evaluation feedback from training sessions Numbers of groups and participants in Shape Up Numbers and details of all those that Weight Matters has worked with on Weight Matters data base Printed evidence of publicity</p>
<p>DELIVERY PARTNERS and Stakeholders</p>	<p>GOSW Food and Physical Activity Network LEAP CHWG strategic group LAA HCOP3 Obesity group Eatsome Leap Mobilise Healthy Schools Workplace lead Brief Intervention lead Smoking cessation team Events and promotions lead Volunteer Bureau Family Services Family Learning Agencies supporting Men's Health – General Practices School Nurses and Health Visitors Commercial weight management groups – weight watchers</p>