

## Health Promotion Service – Project Overview

TITLE	<i>Workplace Health</i>
<p><b>NATIONAL TARGETS / LOCAL PRIORITIES</b></p>	<p><b><u>National</u></b>  <b>Health Inequalities Strategy, Marmot Review, 2010. Outcomes C &amp; F.</b></p> <p>POLICY OBJECTIVE C - <a href="#">Create fair employment and good work for all</a></p> <p>POLICY OBJECTIVE F - <a href="#">Strengthen the role and impact of ill-health prevention</a></p> <p><b>Boorman Review, November 2009.</b></p> <p><b>The Governments Response to Dame Carol Black's Review of the Health of Britain's Working Age Population.</b>            Improving Health and work: Changing Lives - November 2008.</p> <p><b>Dame Carol Black's Review – Working for a Healthier Tomorrow (March 2008).</b></p> <p><b>Wellbeing &amp; Work</b>            Future Challenges: Mental Capital &amp; Wellbeing Project. Foresight. Government Office for Science. September 2008.</p> <p><b>Choosing Health (2004):</b>            (specifically chapter 7 – Work &amp; Health)            The action Employers, Employees, government &amp; others can take to extend healthy choices by:</p> <ul style="list-style-type: none"> <li>- Reducing barriers to work to improve health and reduce inequalities through employment</li> <li>- Improving working conditions to reduce the causes of ill health related to work</li> <li>- Promoting the work environment as a source of better health</li> </ul> <p><b>Improving Mental Health &amp; Wellbeing Health, Work &amp; Wellbeing – Caring for our Future – ‘A Strategy for the Health &amp; Wellbeing of Working Age Population’.</b></p> <p><b><u>Local</u></b>  <b>Health &amp; Wellbeing Strategy – Card 1 = Healthier</b></p>

	<p>Workplaces.</p> <p><b>QIPP</b> – Improved health at work using smoking cessation and exercise programmes to reduce staff absenteeism and improve productivity.</p> <p><b>Healthier Futures For All</b>, The strategic plan for improving health in Cornwall &amp; Isles of Scilly, 2008/9 – 2012/13. Contribute to outcome:</p> <p><b>3</b> Help people who smoke to give up and stay smoke free</p> <p><b>5</b> Reduce the number and impact of strokes through better prevention, diagnosis, treatment and long-term care</p> <p><b>6</b> Improve mental health and well being and help people with mental health problems to have the same life opportunities as everyone else; reduce the number of deaths by suicide</p> <p><b>9</b> Reduce the gap between people with the best health and those with the poorest health by targeting support where it is needed most</p> <p><b>10</b> Help people to live longer and raise life expectancy in Cornwall to match the best levels in Europe</p> <p><b>NHS Trust Wide &amp; Cornwall Council Joint Staff Health &amp; Wellbeing Strategy, 2010.</b></p>
<p><b>SCOPING</b></p>	<p>Boorman Review, November 2009</p> <p>Dame Carol Black’s Review – Working for a Healthier Tomorrow. <b>(March 2008).</b></p> <p><b>NICE Guidance</b></p> <p>Promoting Mental Wellbeing at Work, Nov 2009. Guidance for employers on promoting mental wellbeing through productive and healthy working conditions. (PH22)</p> <p>Workplace Interventions to promote smoking cessation. April 2007. (PH5)</p> <p>Promoting Physical Activity within the Workplace, May 2008. Intervention guidance on workplace health promotion with reference to physical activity. PH13)</p> <p>Management of Long Term Sickness and Incapacity for Work, March 2009. Guidance for primary care and employers on the management of long term sickness</p>

	<p>and incapacity. (PH19).</p> <p><b>Local Health Needs Assessments</b> Each workplace or businesses working towards the Healthy Workplace Award are encouraged to carry out a Health Needs Assessment of their staff at the start of the process.</p> <p><b>British Chambers of Commerce</b> - Quarterly Economic Survey.</p>
<b>AIM(S)</b>	<p>To promote and provide the Cornwall &amp; Isles of Scilly Healthy Workplace Award to businesses and workplaces across Cornwall &amp; Isles of Scilly to improve the health and wellbeing of employees.</p>
<b>OBJECTIVES</b>	<p>To continue to develop and deliver a countywide Health Promotion Programme for Employers and Employees.</p> <p>To continue to support a wide range of businesses and workplaces investing in Staff Health and Wellbeing.</p> <p>To continue to develop Workplace Health Resources</p> <p>To facilitate partnerships between a wide range of partners and try to build links between Health &amp; Business.</p> <p>To investigate the interest and need in a separate and independent workplace health web site</p> <p>To investigate training needs and identify gaps</p> <p>To develop, coordinate and participate in the delivery of training events to meet the needs of workplaces and partner agencies</p> <p>To raise awareness and knowledge of the benefits of a healthier workforce</p>
<b>PROJECT TARGETS and BEHAVIOURAL GOALS</b>	<p>20 local business and workplaces working towards the Cornwall &amp; Isles of Scilly Healthy Workplace Award.</p> <p>6 local businesses and workplaces to achieve the Cornwall &amp; Isles of Scilly Healthy Workplace Award</p> <p>Organise 2 training events per year for local businesses</p>

	<p>and workplaces</p> <p>Develop and add to the menu of options for the Physical Activity &amp; Sport Offer.</p> <p>Work towards strengthening the partnerships between the NHS Trusts and Cornwall Council and ensure all NHS Trusts and Cornwall Council are working towards the Healthy Workplace Award.</p> <p>Work in partnership and attend meetings to influence strategically.</p>
<p><b>THE PROPOSITION</b></p>	<p>Offer a wide range of support to aid businesses and workplaces work towards the Cornwall &amp; Isles of Scilly Healthy Workplace Award. This may include:</p> <ul style="list-style-type: none"> <li>• Offering presentations to senior management teams to get commitment</li> <li>• Raising awareness and offering support in accessing funding e.g. Challenge Fund</li> <li>• Raising awareness of utilising national, regional and local support i.e. New Business Health Check Toolkit, Occupational Help Line for Small Businesses.</li> <li>• Offer examples of local successful case studies and connecting people together to share ideas and success.</li> <li>• Offer incentives e.g. each organisation who signs up the Healthy Workplace Award qualify for the Physical Activity &amp; Sport Offer.</li> <li>• Organising local training to meet the needs and gaps identified.</li> <li>• Easy, helpful support in achieving the ten criteria for the Healthy Workplace Award.</li> </ul> <p>Offer support in the workplace setting for example:</p> <ul style="list-style-type: none"> <li>• Promote the services of the Stop Smoking Team</li> <li>• Offer Shape Up Weight Management Groups on site</li> <li>• Fun activity based sessions such as Tension Tamers, Stress busting sessions.</li> <li>• Offer guidance and help in organising pedometer challenges.</li> </ul> <p>With the overall goal of achieving the popular new Cornwall &amp; Isles of Scilly Healthy Workplace Award.</p>

<p><b>EVALUATION</b></p>	<p>Healthy Workplace Award Assessment Process (Achievement of Bronze, Silver &amp; Gold Award Levels) Baseline business sickness absence figures and follow up yearly figures. Case Studies</p>
<p><b>DELIVERY PARTNERS and Stakeholders</b></p>	<p>NHS Trusts (PCT, CPT &amp; RCHT) Cornwall Sports Partnership Cornwall Chamber of Commerce &amp; Industry Cornwall Council Local Businesses Business Networks i.e. Hub Club, Business League, Truro Business Network HSE South West Occupational Health Nurse Group South West Healthy Workplace Alliance Voluntary Sector Regional &amp; National Partners e.g. BHF, Health at Work Wales, Plymouth Business Health Network.</p>