

**East Herts Health and Wellbeing Strategy
Year End workplan 2014/15**

Highlights

A selection of five public health projects have been selected to enable closer overview and scrutiny.

2014/15 C001 - Promote smoking prevention and education to organisations and public

Project Overview

East Herts has had a long history of delivering tobacco control prevention work championing smokefree eating guides as a precursor to introduction of the smokefree law in 2007.

Modes of delivery include one to one conversations, targeted prevention activities and projects.

Project Outcomes & Measures

To support, inform, prevent and protect through a variety of tobacco control approaches by:

1. reducing smoking incidence working with organisations and public utilising different campaigns and methods
2. promoting targeted tobacco control prevention projects
3. promoting tobacco control media opportunities
4. supporting referral of quitters to Herts NHS Stop Smoking Services
5. supporting the Member and Officer Tobacco Champion role.

Organisation Leading Project & Key Partners

East Herts Environmental Health Promotion co-ordinates direct activities as well as working with various agencies including NHS Stop Smoking Service, HCC Public Health Tobacco partnership work, Secondary Schools and media learning companies.

Target Audience

Supporting those sustained smokers to give up as well as promoting smokefree living amongst adults and families.

Links to the East Herts Corporate Priorities

1. People - Fair and accessible services for those that use them and opportunities for everyone to contribute

Project Outcomes, Review & Sustainability

1. Utilised various options and events to engage with public about giving up smoking including 1000 year 6 students as part of May 2014 Bishop's Stortford

Links to the East Herts Health & Wellbeing

<p>Strategy Priorities (2013 – 2018)</p> <ol style="list-style-type: none"> 1. Empowering children, young people and adults to achieve their life potential 2. Pro-active health prevention 	<p>Crucial Crew.</p> <ol style="list-style-type: none"> 2. Been involved in ASH Clear Assessment procedure and Tobacco Control Policy Declaration update with HCC colleagues to contribute to local East Herts Tobacco control role and knowledge insight.
<p>Links to Healthier Herts - A Public Health Strategy for Hertfordshire Priorities (2013/17)</p> <ol style="list-style-type: none"> 1. Longer, healthier lives 2. Make public health everyone's business 	<ol style="list-style-type: none"> 3. Taken part in Herts Tobacco Conference and Alliance Partnership meetings promoting YASF project and also recently joined Young People's Smoking prevention project group
<p>Links to Health & Wellbeing Board Hertfordshire Strategy (2013 – 2016)</p> <ol style="list-style-type: none"> 1. Healthier living – reducing the harm from tobacco 	<ol style="list-style-type: none"> 4. Taken advantage of wide range of opportunities to support smokers to quit through around 80 1-2-1 conversations as part of National No Smoking Day and health events. 5. Officer and member Champions have worked to support and enhance Tobacco control research and good practice networking opportunities.

2014/15 C017 - Parks and open spaces contribution to East Herts health and wellbeing

Project Overview

East Herts Environmental Health Promotion has worked closely with Parks and Open Spaces over the last 6 years to connect the Health and Wellbeing delivery aspects.

Management methods involve park and open space infrastructure management, conservation and optimising usage of these areas for the benefit of all users.

Project Outcomes & Measures

To deliver Parks and Open Spaces Health and Wellbeing by:

1. identifying projects to support this and Ageing well delivery
2. enabling better connections between minor sites in towns and major parks planning
3. improving the play value of existing parks through innovation for young people
4. developing partnerships and encouraging local groups utilisation of open spaces
5. reviewing signage and interpretation boards and exploring media promotion opportunities.

Organisation Leading Project & Key Partners

East Herts Environmental Services Open Spaces team lead this project fulfilling the aims of its Parks and Open Spaces Strategy 2013-2018. One of the partner agencies involved is the Countryside Management Service who run health walks in East Herts on behalf of the council, see C021.

Target Audience

All ages from very young to older people in particular encouraging families, children and young people to be more active and enjoy the outdoors.

Links to the East Herts Corporate Priorities

1. Places – Safe and Clean

Project Outcomes, Review & Sustainability

1. Over 800 attended two Get Park Active

<p>Links to the East Herts Health & Wellbeing Strategy Priorities (2013 – 2018)</p> <ul style="list-style-type: none"> 3. Empowering children, young people and adults to achieve their life potential 4. Promoting positive health and wellbeing for all 5. Healthy places and sustainable communities 	<p>events held in Love Parks Week 2014 - encouraged families to visit the parks and get active with free fun fitness trail challenges and activities including guided bug hunts, orienteering and new for 2014 'slacklining'.</p> <ul style="list-style-type: none"> 2. Created new circular signposted walking routes in Bishop's Stortford linking five parks and open spaces; developed as part of the Southern Country Park & Beyond management plan actions.
<p>Links to Healthier Herts - A Public Health Strategy for Hertfordshire Priorities (2013/17)</p> <ul style="list-style-type: none"> 3. Longer healthier lives 	<ul style="list-style-type: none"> 3. Improvements to play areas continue as part of the on-going Play Area Development Programme. New toddler play area created at The Bourne, Ware. New Multi use games area (MUGA) and additional play equipment installed at Gt Innings play area in Watton-at-Stone.
<p>Links to Health & Wellbeing Board Hertfordshire Strategy (2013 – 2016)</p> <ul style="list-style-type: none"> 2. Healthier living – promoting healthy weight and increasing physical activity 	<ul style="list-style-type: none"> 4. A new Friends of Hartham Common group established, in partnership with the council and CMS. Two very successful Friends groups continue to complete practical tasks and run events in our parks – Friends of Pishiobury Park in Sawbridgeworth and Friends of Southern Country Park in Bishop's Stortford. 5. New signage and interpretation boards have been developed and installed at Foxholes Woodland and Hartham Common in Hertford, in partnership with the local community, CMS

	and with external funding.
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2014/15 C004 – Developing Drug and Alcohol Healthy Lifestyle Cross Connections

Project Overview

CRI Project update (Crime Reduction Initiative/Spectrum)

In relation to partner support the LSP Health and Wellbeing Group has led on developing a £2600 project with (CRI) clients which will address Lifestyle Recovery.

- It is a six week programme with specifically designed resources and additional elements which will focus on a practical healthy eating component and health walks.
- The resources have been designed to include the five ways to wellbeing concepts as an evidenced based approach.
- The project is due to commence in January 2015, a full evaluation will follow at the year end report stage.

Project Outcomes & Measures

1. To equip alcohol and drug recovery clients with the resources and behavioural tools to live a healthier lifestyle
2. To increase confidence, self-efficacy, self-esteem and improve mental health and emotional wellbeing.
3. To determine ways of measuring these more subjective measures through improvement in terms of outlook and skills learning as well as attainment of behavioural lifestyle goals.
4. To seek to review and update the Healthy Lifestyle course and embed into the main programme delivery of CRI, also exploring the opportunity for volunteers in the service to deliver components of the course alongside tutored support.

Organisation Leading Project & Key Partners

East Herts Environmental Health Promotion has led this project with input and support from

Target Audience

Drug and Alcohol recovery clients who have been through the treatment phase of the CRI growth and life stages looking to build on their treatment success of living a continuing healthy lifestyle.

Links to the East Herts Corporate Priorities

1. People - Fair and accessible services for those that use them and opportunities for

Project Outcomes, Review & Sustainability

- 150 attendances over the 12 week course

<p>everyone to contribute</p>	<p>with a core group of around 12 attendees for the teaching component and around 6 regular attendees for the healthy eating components.</p> <ul style="list-style-type: none"> • A clear commitment to the different sessions, contributing and mutual sharing of experiences between clients and tutors • Application of the theory and practical sessions into lives through goal setting and being empowered to take on new opportunities • Feedback from clients and staff at CRI has been open and supportive, enabling the course to be updated and complimented as it has been delivered. • The key wellbeing aspects of give, connect, take notice, be active and keep learning being reflected throughout the sessions by clients • Potential for the integration into the Health Walks programme to be a continued catalyst to healthy living and acquiring new skills including volunteering as walk leaders • For a £2600 investment it appears that this been a positive example of partnership health and wellbeing work • Evaluation analysis, review of the course, production of version 2 and ways in which it can be further integrated are due to take place over the summer months 2015.
<p>Links to the East Herts Health & Wellbeing Strategy Priorities (2013 – 2018)</p> <ol style="list-style-type: none"> 1. Empowering children, young people and adults to achieve their life potential 2. Pro-active health prevention 	
<p>Links to Healthier Herts - A Public Health Strategy for Hertfordshire Priorities (2013/17)</p> <ol style="list-style-type: none"> 1. Start healthy and stay healthy 	
<p>Links to Health & Wellbeing Board Hertfordshire Strategy (2013 – 2016)</p> <ol style="list-style-type: none"> 1. Healthier living – promoting healthy weight and increasing physical activity 	

2014/15 C020 - Young and Smokefree Project

Project Overview

The Young and Smokefree Phase I project was a multi-agency smoking intervention, delivered in 2010 to year 9 at Herts and Essex High School for Girls. In 2012 funding was received from Herts County Council Public Health to develop the project in an interactive web format to benefit schools and young people's settings across Hertfordshire.

The interactive web format www.youngandsmokefree.org.uk was launched on January 29th 2015 alongside a promotional video at the Herts Tobacco Control Conference.

Project Outcomes & Measures

Aim: To look at why boys/girls smoke in school and encourage awareness and prevention of smoking

By:

1. Increasing access and usability by students and staff, and developing a web portal interface so that the Young and Smokefree phase I project resources can be accessed simply
2. Working with public health professionals to deliver the project and provide evidence for the Herts JSNA.

Organisation Leading Project & Key Partners

East Herts Council Public Health is the lead partner in the project co-ordination with specialist input from Create Media and Learning Ltd and other supporting partners such as HCC Tobacco Alliance and NHS Stop Smoking Services.

Key delivery partners include specific and generic schools and young people's support agencies.

Target Audience

- Targeting areas where smoking prevalence is higher and the schools/young people's settings located in those areas.
- Reducing teenage girls/boys smoking uptake and to support those who do smoke to give up smoking through interactive education and learning

Links to the East Herts Corporate Priorities

2. Place, People, Prosperity (Addressing health inequalities)

Project Outcomes, Review & Sustainability

- £7000 funded support from Herts County Council and East Herts County Council to support project development and delivery.

Links to the East Herts Public Health Strategy

<p>(2008 – 2013)</p> <p>6. Reducing Smoking incidence</p>	<ul style="list-style-type: none"> • Young and Smokefree project launched January 2015 with google analytics to track user rates. 648 users with 798 page views since launch. 60% users in 18-34 age category. • Showcases East Herts expertise in developing quality resources impacting District/Borough Council areas in Hertfordshire promoting young and Smokefree living in schools and youth settings. • Been promoted on Teacher resources website in Herts and nationally as well as Youth Connexions and promoted via Herts Schools bulletin. • Project to be promoted via Herts Smokefree Schools toolkit and looking at presenting to PHSE/Secondary Heads to encourage increased uptake and use of Smokefree resources.
<p>Links to Healthier Herts - A Public Health Strategy for Hertfordshire Priorities (2013/17)</p> <p>4. Longer, healthier lives</p> <p>5. Narrowing the gap between the most and least healthy</p>	
<p>Links to Health & wellbeing Board Hertfordshire Strategy (2013 – 2016)</p> <p>3. Reducing the harm caused by tobacco.</p>	

2014/15 N005 – Participate in local Crucial Crews events

Project Overview

Crucial Crew is a year 6 life skills project which aims to educate and inform children on a range of topics to better equip them to deal with safety, danger and lifestyle issues.

East Herts Environmental Health has taken part as key contributor in the Hertford and Ware scheme for over 5 years.

Delivery is via 10 minute engaging scenario based activities which aim to target 1000 children.

Project Outcomes & Measures

To plan and deliver an interactive 10 minute scenario which addresses public health themes and promotes the role and function of Environmental Health by:

1. participating in the Hertford and Ware/Buntingford Crucial Crew for one week
2. participating in the Bishop's Stortford Crucial Crew for the first time for one week

Organisation Leading Project & Key Partners

Various agencies such as the Police, Network Rail, Fire and Rescue Service, RNLI, Dogs Trust, Samaritans, Road Safety, UK Power Networks including East Herts Environmental Health promotion.

Target Audience

Year 6 primary school children are targeted through various scenarios which aim to engage, instruct and prepare them for many varied situations they will face as they transfer to Secondary school the following September.

Links to the East Herts Corporate Priorities

1. People - Fair and accessible services for those that use them and opportunities for everyone to contribute

Links to the East Herts Health & Wellbeing Strategy Priorities (2013 – 2018)

1. Healthy Children starting off well

Links to Healthier Herts - A Public Health Strategy for Hertfordshire Priorities (2013/17)

Project Outcomes, Review & Sustainability

1. 1800 Year 6 children from the surrounding area participated in the February 2014 Hertford and Ware Crucial Crew. This was held at Morgan's Primary School and involved a range of scenarios designed to teach and equip children to adjust with their development to the wider world and transfer to secondary school in September 2015. East Herts delivered for the second time the Enviro-City map scenario which explores the opportunity for activity and

<p>1. Protect our communities from harm</p>	
<p>Links to Health & Wellbeing Board Hertfordshire Strategy (2013 – 2016)</p> <p>1. Flourishing communities – helping all families to thrive</p>	<p>healthy living in a sustainable environment, seeking to promote greener and active travel. East Herts took part in the second week engaging with approx. 1000 year 6 children.</p> <p>2. 1000 year 6 children participated in May 2014 Bishop’s Stortford Crucial Crew, East Herts delivering a Smokefree living interactive scenario. This was well received and the children engaged well in a difficult subject particularly when members of their family smoke which brings emotional and heartfelt concerns to the forefront of the minds of 10/11 year olds. A number of other partners took part providing a wide range of life skills activities to empower and prepare year 6’s for facing new challenges at Secondary School and in life generally.</p>

List of Year end 14/15 Core and New project outcome updates.

C= Core project; N = New/updated project; P = Partnership project with one or more agencies.

Project Reference	Project Name	Project Status	Project Outcomes Update
N001	Develop a staff health and wellbeing offer with logo and intranet page to include promotion of staff running/badminton clubs, staff wellbeing days, other health opportunities etc.	N	See detailed update in interim 2014/15 Workplan report. Project launched in February 2015.
C001	Promote smoking prevention and education to Organisations and Public	N	See Highlight project report.
C002	Continue to work with RSPH and their public health expertise	c	As East Herts was reassessed as part of RSPH 2014 Award process there was no opportunity to assess other organisations. East Herts has received RSPH support in the form of District Offer assistance by Graham Rushbrook who was also our assessor.
C007	Assist with processing of Disabled Facility Grants (DFG)	c	In 2014/15 all grants were determined within target time of 7 weeks from full application. An officer completes the application form and means test information in the applicant's home where needed, and provides a point of contact for enquiries. Disabled Facilities Grants have been promoted through various outlets, seeking to address the decreasing numbers of referrals received.
C016	Organising and delivering public events at East Herts Parks and Open spaces	c	Over 800 attended two Get Park Active events held in Love Parks Week 2014 - encouraged families to visit the parks, with free fun fitness trail challenges, orienteering and 'slacklining' activities.
C017	Parks and Open Spaces contribution to East Herts health and wellbeing	N	See detailed update in interim 2014/15 Workplan report. For update on full year see Highlight project report.
C022	Promotion of and referral to Herts Stop Smoking Services	c	This priority has been combined with C001, see Highlight project report above.

N006	Supporting Families, Young people and Older People to cook healthy, wholesome food and explore potential use of mobile phone apps	N	See detailed update in interim 2014/15 Workplan report.
C003	Positioning East Herts as a key public health influencer through co-ordination of HWP, attendance at HCC Scrutiny meetings and responding to relevant health consultations	c	East Herts has continued to demonstrate its expertise attending a number of Herts and National Public Health conferences as well as be an active contributor to the Healthwatch GP access survey, delivered and organised four HWP meetings and the Chair attending the related HCC scrutiny meetings.
C004	Developing Healthy lifestyle connections through Drugs and Alcohol Awareness	c	See Highlight project report
C005	Signposting to additional health and wellbeing services	c	See detailed update in interim 2014/15 Workplan report.
C006	To promote and develop air quality and related services	c	<ul style="list-style-type: none"> • A behavioural change approach to encouraging sustainable journeys and increasing awareness about air quality has been delivered through the Cleaner Air for Schools project, teaming up with the London Sustainability Exchange and Richard Hale School. The project worked with year 12 students as influential members of their school community and families and recognised their capacity to change and promote air quality issues as they progress to the next stage of life at University.
C008	Promoting energy conservation and efficiency	c	<ul style="list-style-type: none"> • Keep Warm Stay Well scheme re-launched as Herts Healthy Homes (HHH), a joint partnership between local authorities and third sector organisations in Hertfordshire aimed at ensuring vulnerable residents remain warm, safe and well in their own homes. HHH promoted across East Herts during Christmas 2014 via a “bin hanger” promotion; though joint working with GP’s & pharmacies; and, direct contact through Citizens Advice & local charities. • Home visits provided to all residents requesting assistance and included installation of physical insulation measures and advice on grants, giving an average yearly energy saving of £214 per resident assisted. • Loft and Cavity Wall insulation schemes also promoted to all

			residents on an ongoing basis and grants offered to those residents where national free insulation measures not available.
C009	Enabling health access and support for migrant and BME communities	c	<ul style="list-style-type: none"> • 80 members of the Bishop's Stortford Community attended the Health MOT event, organized and delivered by BEHCVS. The partnership event provided support and advice on healthy lifestyles for members of the Bishop Stortford Community. • 2014 MOVE Week was a key success involving over 400 residents representing all sections of the community, including BME residents. • Whilst no specific projects took place to target migrant and BME communities a small amount of work was completed with some Polish and Muslim groups and as indicated above is part of the inclusive approach taken by CVS and supporting partner agencies.
C010	Food Safety course delivery	c	<ul style="list-style-type: none"> • 47 candidates achieved a 100% pass rate with 4 out of 7 courses being delivered. One of these was an external training course and three were cancelled due to lack of demand most likely linked to wide availability of competitive and accessible online food safety training options.
C011	Developing multi-partner obesity interventions	c	See Exceptions report section below
C012	Allocation of Public Health Partnership Funds Grants to community groups and organisations to promote physical activity access, sport and recreation opportunities	c	<ul style="list-style-type: none"> • 131 capital and revenue discretionary grants were awarded in 14/15. 15 of these were awarded to projects that improved sports or physical activity provision • 26 were awarded to talented young people achieving excellence in their chosen area; Performance to Excellence. • 16 grants were awarded to groups organising sport and recreational activities for children and young people over the summer holidays last year • East Herts Council has continued to support voluntary groups improving quality of life for residents in East Herts, especially those who are vulnerable.

C013	Active East Herts action plan implementation (Increasing Sports participation included under AEH and HSP joint work together)	c	<ul style="list-style-type: none"> • Increased participation for 14-25 year olds – Established 9 satellite “after school” clubs in conjunction with local sports clubs. The objective of satellite clubs is to encourage the transition from school to community sport club and create participation as a habit for life. • Increased participation for 20-25 year old – Achieve a grant from Sport England to deliver “Sporty Mum’s”, aimed at encouraging parents to take part in physical activity after they have dropped the children off at school. Planning has stated and the project will commence delivery in September 2015 • Increase participation for 50+ year old – Delivered “Get Active” seated exercise programme at Charlton Court. The instructor volunteered to hold a monthly refresh session to keep them motivated and 6 members of the group continue to meet regularly (at least weekly) to exercise together. Wrote the delivery plan element of EHC bid for funding from Community Sport Activation Fund • Promote activities to encourage inclusivity – Created opportunities in conjunction with EH Special Olympics for people with additional needs to participate in canoeing, golf, horse riding and cycling. • Increase participation for children – All EH primary schools are now part of the School Games initiative. 5398 children participated in festivals and competitions between Sept 2014 – March 2015 and 452 senior pupils have been trained as Sports Leaders. • MOVE week 2014 – Delivered 14 different sporting activities and attracted 450 people to participate. Planning is now underway for MOVE week 2015
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C014	Active Together promotion of physical activity for older adults	c	<ul style="list-style-type: none"> • The Active Together Project in East Herts currently offers 9 exercise and dance classes in the district that attract 232 people, achieving a wide range of health and wellbeing outcomes for older adults. • Many of these groups are fully sustainable and are now run by local volunteers with the support of Herts Sports Partnership. • Strong local partnership working with Ware and Buntingford U3As has been a critical success factor to the project. • A key challenge going forward for the project is increasing the number of men participating. HSP continue to work in partnership with the EHC and other partners locally to achieve this.
C015	Promoting greater physical activity, sustainable travel and healthy lifestyle opportunities through adaptation of the built environment	c	<ul style="list-style-type: none"> • Through a consideration of development proposals against the policies of the National Planning Policy Framework (NPPF) the requirement to ensure that development is sustainable is always factored into decision making. • The most significant impacts can be had through larger site development proposals and this is being encompassed in emerging District Plan policies and through development management decisions in relation to these sites.
C018	Promotion and development of East Herts health walks	c	<p>2014-2015:</p> <ul style="list-style-type: none"> • Health Walks offered in Sele Farm, Hartham Common, Bengoe, Ware and Bishop's Stortford. • Participations: 2310 • 110% increase on 2013-2014. Hertford was a new scheme in 2013 • Walks offered : 235, 16% increase on 2013-2014 • Walk Leaders: 27, 8% increase on 2013-2014
C019	JSNA Public health evidence contribution/usage	c	Health and Wellbeing projects continue to reference and contribute to health intelligence data as a means of more targeted provision.

C020	Young and Smokefree phase II interactive	c	See Highlight project report
C021	Tobacco Control Leadership by member and officer	c	See Highlight project report, this priority has been combined into C001.
C023	Sport and Leisure Management promotion of physical activity to residents at East Herts leisure centres	c	<ul style="list-style-type: none"> • In 2014/15 over 750,000 visits were made to the local leisure centres and football pitches managed by East Herts Council. • Everyone Active continue to promote physical activity within the gym and pool environment and also delivered outreach activities at Supermarkets and carnivals. • SLM also encourage physical activity outside the built environment and have developed apps to assist in further motivation.
N002	Developing Ageing Well Partnership project (Hornsmill Community Lunch Club)	N	See Exceptions report section below
N003	Explore the potential for a bid for the Community Sports Activation Fund (dependent on matched funding contribution from EHC)	P	See detailed update in interim 2014/15 Workplan report. Submission of CSAF made, awaiting outcome of funding decision.
N004	Supporting Public Health partners through delivery of Health and Wellbeing priorities (CCG, NHS Mental Health etc)	P	See detailed update in interim 2014/15 Workplan report.
N005	Participate in local Crucial Crews	P	See Highlight project report
P001	East Herts Children's Centres contribution to health and wellbeing	c	There has been a major contract re-negotiation and aligning of services during 14/15. Now these arrangements are nearly formalised the important contribution of East Herts Children's Centres can be received again into the workplan evaluation process.
P002	Active East Herts Promotion of MOVE week 2014 across East Herts	P	See detailed update in interim 2014/15 Workplan report.
P003	CAB Joining up the Dots - advice and information improvement for	P	See detailed update in interim 2014/15 Workplan report. Potential consideration for 2016/17 District Offer.

	16-19 and older people (+75)		
P004	East Herts GreenAiders gardening scheme	N	See detailed update in interim 2014/15 Workplan report. Awaiting approval as District Offer 15/16 project.

Exceptions

Reasons as to the non-completion or non-viability of projects for the year 2014/15 are presented below in the following table.

C011	Developing multi-partner obesity interventions	c	This has been an aspiration of East Herts for some time. With the new transfer of Public Health responsibilities to Herts County Council (HCC) Public Health then opportunities for HCC and East Herts to address these aspects through Leisure provision and other health partners may become more available. Limited development has happened in 2014/15 although the scope for further work in 15/16 is being explored.
N002	Developing Ageing Well Partnership project (Hornsmill Community Lunch Club)	N	This project concept was always dependent on a committed group of volunteers to prioritise this action amongst other considerations. The decision was taken that currently there was not sufficient interest and capacity to take this forward.