

East Herts Health and Wellbeing Strategy

Workplan 2017/18

New Projects

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

Project name: 2017/18 P001

Hertford Walking Week (27th March to 1st April) The idea is that we produce a travel passport for all pupils which they can fill in for every day of the week. Each day will have a suggested theme, for example wear something green, wear a silly hat etc. The Saturday is for all the family and there will be a walking trail on their passport to follow this will have clues for them to solve. All correct answers will be put in a draw and there will be an overall prize.

<p>1. Evidence: Brief project description and need</p> <p><i>Summary of main components and how the need has been identified/communicated to you?</i></p>	<p>Pollution and congestion is a problem that blights Hertford, school children and their families are in an interesting group as they are part of the problem and are also deeply affected by the excessive use of cars on short journeys. There are numerous stats around air pollution and car journeys to school; we are always looking at innovative ways of tackling the problem.</p>
<p>2. Audience: Place and people</p> <p><i>Where will it be run? E.g. Town, Ward, Rural area</i></p> <p><i>What particular group will it seek to benefit?</i></p> <p><i>Male 50+, Teenagers, Families etc</i></p>	<p>Hertford primary school children, 10 schools invited to participate. Potentially that is 2717 children</p>
<p>3. Feedback: User experience</p> <p><i>This could be feedback from clients involved in a similar project or research evidence.</i></p>	<p>Our team ran a similar event in Sawbridgeworth in September last year. Four primary schools (850 children) took part. It was very well received and had quite a bit of press coverage. There is a comprehensive summary document if you need further feedback. The town is now keen to do this every year.</p>
<p>4. Outcomes: Achievement</p> <p><i>What do you hope the project will achieve?</i></p> <p><i>How will you assess whether it has done this?</i></p>	<p>The project aims to encourage greener travel options, to highlight and hopefully alleviate our on-going congestion and pollution problems. If people start to walk to school they will hopefully see how easy it can be and how pleasant the town can be without school traffic. We would aim to do a hands up survey before and after plus a feedback session with parents on the Saturday at the family trail event.</p>
<p>5. Info: Web links and resources</p> <p><i>Please list links to partner organisations who may provide supporting role or examples of resources from similar projects.</i></p>	<p>Hertford Town council are joint partners on this and they are helping with design and promotion. Hertford museum and library are keen to get involved and will be providing activities on the Saturday.</p>
<p>6. Cost: Estimated funding required</p> <p><i>An indication of initial costs can be useful in determining staff and equipment and</i></p>	<p>We would appreciate £1,000 to help with printing costs and the prize fund.</p>

future sustainability. Project contribution from East Herts not likely to be more than £1500; however this could be used for a single project or as part of combined funding from partner organisation.

Project name: 2017/18 P002 East Herts Safe and Well

<p>1. Evidence: Brief project description and need</p> <p><i>Summary of main components and how the need has been identified/communicated to you?</i></p>	<p>Background</p> <p>Recognition at a national level has identified the need for prevention activities to be delivered in a more effective, joined up approach when targeting our most at risk and vulnerable citizens. It is also recognised that the determinants for poor health are often the same factors Hertfordshire fire crews encounter at dwelling fires. Such factors can include age, long term health conditions, cognitive impairment, smoking, drug or substance misuse, physical inactivity, poor diet, social isolation, cold homes and frailty.</p> <p>As a result a national strategic partnership has developed between the Chief Fire Officers Association (CFOA), NHS England, Public Health England, Age UK and the Local Government Association (LGA). This partnership is focused on promoting a 'wider public health workforce' that aims to deliver health, wellbeing and safety messages through joined-up, effective service delivery. An outcome of this partnership is the formation of safe and well visits which are now being delivered across the UK.</p> <p>In Hertfordshire Safe and Well visits will be delivered by Herts Fire and Rescue Service in partnership with HCC's Public Health Directorate.</p>
<p>2. Audience: Place and people</p> <p><i>Where will it be run? E.g. Town, Ward, Rural area What particular group will it seek to benefit? Male 50+, Teenagers, Families etc</i></p>	<p>Safe and well visits are going to be delivered across East Hertfordshire during 2017. Fire crews will receive their training in Jan and Feb 2017. The target group is the over 60's but the service will remain available for all persons.</p>
<p>3. Feedback: User experience</p> <p><i>This could be feedback from clients involved in a similar project or research evidence.</i></p>	<p>Herts Fire and Rescue Service Prevention Department and Public Health will be analysing feedback and providing data/other details as appropriate.</p>
<p>4. Outcomes: Achievement</p> <p><i>What do you hope the project will achieve? How will you assess whether it has done this?</i></p>	<p>Safe and well visits aim to promote healthier lifestyles and signposting or referrals for specific interventions which include:</p> <ul style="list-style-type: none">• Making sure homes are safe• Making sure homes are warm• Preventing feeling alone• Ensuring good nutrition and preventing dehydration• Promoting physical activity• Preventing falls

	<ul style="list-style-type: none"> • Other areas, as appropriate: Smoking cessation, advice on alcohol, drugs, help at home, debt advice, bereavement support <p>Home fire safety remains a priority for safe and well visits and all areas previously included in home fire safety visits remain an integral part of this new service.</p>
<p>5. Info: Web links and resources</p> <p><i>Please list links to partner organisations who may provide supporting role or examples of resources from similar projects.</i></p>	<p>http://www.hertfordshire.gov.uk/your-council/hcc/publichealth/ http://www.hertfordshire.gov.uk/services/commsafe/commprotect/hfrs/</p>
<p>6. Cost: Estimated funding required</p> <p><i>An indication of initial costs can be useful in determining staff and equipment and future sustainability. Project contribution from East Herts not likely to be more than £1500; however this could be used for a single project or as part of combined funding from partner organisation.</i></p>	<p>Costs are currently absorbed through existing HCC and Public Health budgets</p>

Project name: 2017/18 P003 Ware Trinity Resilience Building Project

<p>7. Evidence: Brief project description and need</p> <p><i>Summary of main components and how the need has been identified/communicated to you?</i></p>	<p>To work with families and young people in the Ware Trinity Ward to help build confidence and resilience, especially in young people. Research has shown that children starting school in this area have a 0% age related literacy expectation. This leads to confidence / self-esteem problems.</p> <p>We are planning 2 projects to address these issues :</p> <ul style="list-style-type: none"> • Forest School Activity Programme for young people • Parent & Child Cooking sessions for a whole family approach to healthy cooking and eating together.
<p>8. Audience: Place and people</p> <p><i>Where will it be run? E.g. Town, Ward, Rural area</i></p> <p><i>What particular group will it seek to benefit?</i></p> <p><i>Male 50+, Teenagers, Families etc.</i></p>	<p>Ware Trinity Ward.</p> <p>The Forest School Activities will take place at the HMWT Forest School at Panshanger Park.</p> <p>The Parent & Child Cooking sessions will take place at Tower School, initially targeting families identified by the Family Support Workers, who would benefit from this programme.</p>
<p>9. Feedback: User experience</p> <p><i>This could be feedback from clients involved in a similar project or research evidence.</i></p>	<p>We have trialled a small group of children at the Panshanger Park Forest School. The results were astounding – the children grew in confidence and skills, and were able to interact with their peers and adults as a result of their experiences. We would like to build on this success and give more young people these opportunities.</p> <p>I have run family cooking sessions in a different area of East Herts, which were extremely beneficial to the participants in terms of :</p> <ul style="list-style-type: none"> • Healthy eating education • Cooking skills • Bringing families together • Better nutrition for families • Changed attitudes to cooking and eating •
<p>10. Outcomes: Achievement</p> <p><i>What do you hope the project will achieve?</i></p> <p><i>How will you assess whether it has done this?</i></p>	<p>It is hoped that the children who attend Forest School will have similar experiences and benefits to those who trialled this project. In turn, academic achievement and results will be improved as a result of the skills learned.</p> <p>By taking part in the family cooking sessions, it is hoped that the families participating will change their attitudes towards food and nutrition. Again, this will help children and young people with their performance at school. We will base this programme on 'Using Leftovers' and stocking a store cupboard – enabling families to maximise the use of their resources.</p>

<p>11. Info: Web links and resources</p> <p><i>Please list links to partner organisations who may provide supporting role or examples of resources from similar projects.</i></p>	<p>Partner Organisations :</p> <ul style="list-style-type: none"> • Network Homes • CVSBEH • Tower Primary School • Ash Valley Children’s Centre • Tower Road Residents Association
<p>12. Cost: Estimated funding required</p> <p><i>An indication of initial costs can be useful in determining staff and equipment and future sustainability. Project contribution from East Herts not likely to be more than £1500; however this could be used for a single project or as part of combined funding from partner organisation.</i></p>	<p>Cost for 30 children to attend Forest School £1,300</p> <p>8 x Parent and Child Cooking Sessions @ £135 £1,080</p> <p>Grant from Network Homes £500 Application to HCC Locality Budget £380</p> <p>Balance requested : £1,500</p>

Project name: 2017/18 N001 Hey! It's ok to...

Delivered by "Screaming Goat Media"

<p>1. Evidence: Brief project description and need</p> <p><i>Summary of main components and how the need has been identified/communicated to you?</i></p>	<p>Viral video on highlighting male mental health. The film will look at how many men young and old feel they must conform to stereotypes and not show emotions. It will be a talking heads film where men let the audience know its ok to talk, to cry, laugh etc.</p> <p>Men often feel they shouldn't cry or talk about problems because they might not been seen as "man enough". This then leads to issues not being dealt with or being talked about.</p> <p>Having risen to 73% since 2006, Male suicide is on the rise and raising awareness early on can be really beneficial.</p>
<p>2. Audience: Place and people</p> <p><i>Where will it be run? E.g. Town, Ward, Rural area</i></p> <p><i>What particular group will it seek to benefit?</i></p> <p><i>Male 50+, Teenagers, Families etc.</i></p>	<p>Male Teenagers to men 50+.</p>
<p>3. Feedback: User experience</p> <p><i>This could be feedback from clients involved in a similar project or research evidence.</i></p>	<p>Feedback can be obtained via how many shares, likes and comments it has when shared on social media.</p> <p>If shown in schools, feedback can be obtained from a Q&A after or feedback sheets.</p>
<p>4. Outcomes: Achievement</p> <p><i>What do you hope the project will achieve?</i></p> <p><i>How will you assess whether it has done this?</i></p>	<p>To get more people to talk. Seek help. Prevent suicide. To hopefully make people feel empowered and feel they are not alone.</p> <p>Using a target audience we can survey how effective they felt the film was. If shown in schools this can be instantly obtained.</p>
<p>5. Info: Web links and resources</p> <p><i>Please list links to partner organisations who may provide supporting role or examples of resources from similar projects.</i></p>	<p>#boysdocry was a video created by the Huffington post about when men last cried. An example can be seen here. http://www.huffingtonpost.co.uk/entry/boysdocry-we-asked-men-when-they-last-cried_uk_58176433e4b0672ea689915f</p> <p>NHS and MIND could also partner on this project.</p>
<p>6. Cost: Estimated funding required</p> <p><i>An indication of initial costs can be useful in determining staff and equipment and</i></p>	<p>£800-£1,000</p>

future sustainability. Project contribution from East Herts not likely to be more than £1500; however this could be used for a single project or as part of combined funding from partner organisation.

Core Projects / Areas of Work

Please find below a list of core projects/areas of work focus for 17/18 which will continue to be delivered.

C001	Promote smoking prevention and education to Organisations and Public
C003	Positioning East Herts as a key public health influencer working with internal processes and external expertise
C004	Developing Healthy lifestyle connections through Drugs and Alcohol Awareness
C007	Assist with processing of Disabled Facility Grants (DFG)
C008	Promoting energy conservation and efficiency
C010	Food Safety course delivery
C011	Developing multi-partner obesity and wider health interventions
C012	Allocation of Grants to community groups and organisations to promote physical activity access, sport and recreation opportunities
C013	Active East Herts action plan implementation (Increasing Sports participation included under AEH and HSP joint work together)
C014	Active Together promotion of physical activity for older adults
C015	Promoting greater physical activity, sustainable travel and healthy lifestyle opportunities through adaptation of the built environment
C016	Organising and delivering public events at East Herts Parks and Open spaces
C017	Parks and Open Spaces contribution to East Herts health and wellbeing
C018	Promotion and development of East Herts health walks
C019	JSNA Public health evidence contribution/usage
C021	Tobacco Control Leadership by member and officer
C023	Sport and Leisure Management promotion of physical activity to residents at East Herts leisure centres
C027	Participate in local Crucial Crews
C029	Active East Herts Promotion of MOVE week 2017 across East Herts