

**Sheffield Health Action Zone
Year-end report 2003-04**

In the context of 'what works, for whom, in what circumstances and why', please answer the questions below.

Project title: Community Healthwise

Start Date: September 2000

Purpose of project

- Looking at your original plan, how much progress has been made towards achieving the stated purpose?

The stated progress of the project has been achieved.

Challenging inactivity as a root cause of ill health. This has been achieved by offering a wide range of activities within the local communities and ensuring the message of - 30 minutes of moderate activity, five times a week can significantly reduce the risk of major illnesses – reaches local people.

- What were your key successes for 2003-04?

In most cases the initiative has once again managed to meet or exceed targets set and will continue to raise the profile between physical activity and an improvement in health and well being, being linked.

Continuing working in "Closing the gap", targeting communities showing the greatest health inequalities within the city. Focusing on pockets of deprivation within the 23 areas identified, not just the 10 poorest wards.

- Development of the Exercise Referral Scheme to meet NQAF Standards with the introduction of Gayton qualified staff delivering the scheme. A considerable increase on attendance (Over 500 attended)
- Physical Activity Courses being delivered within the local community at times convenient to local people has led to 27 gaining accredited qualifications (i.e.: Community Sports Leadership Award, F.A. Level One)
- Facilitating the participation of large numbers of local people into "fun" activities for all ages and abilities (Over 13,000 user sessions)
- Supported more than 12 community events with physical activity, Sport and Health information. (Fun/Health days, Tournaments, International Women's week, Festivals, PCT Events)
- Identified 21 new groups engaging in various physical activities (Groups include: Domestic Abuse, Girls, CHD, Diabetes)
- Highly successful in engaging people from all identified target groups (BEM, people with Disabilities, young people, Girls/women, 50+)

- Supported community groups with funding bids (£1400 from community Foundation for `Stepping Out! Tai Chi group
 - Continued partnership work with Healthwalks and over 11 other key partnerships (i.e.; Parks, Woodlands and Countryside, Healthy Living Centres, Schools, PCT`s, Asian and Voluntary)
 - A knowledgeable, skilled and experienced Community Healthwise Team x 5
 - Personal Development of project staff – Progression to other employment (i.e.; Marie Croker now P/T project Co-ordinator and P/T Area Manager NW
 - Commissioning physical Activity through key agencies city wide, in some of the key disadvantaged areas (i.e.; Race For Life, International Women’s Day)
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- What was not achieved and why?
 - Retention of high calibre staff has been difficult through short term contracts/project funding. Skills and experience gained within the project have provided opportunities for career progression, so staff seeks more long-term employment.
 - Monitoring and evaluation within the Exercise Referral Scheme still has some weaknesses in relation to follow up on clients, but are being addressed as it is a vital to gaining acknowledgement of the initiatives achievements
 - Identifying skilled individuals with Gayton qualification to enable the standards to be met.
 - Training and continued support to groups/individuals still not enough to them taking responsibility for their own sessions. This process takes time so continues to limit new sessions being developed and groups being supported.
 - Time is an important issue within the project, as individuals/groups, which need to be targeted due to inactivity, are slower to progress. These people are the ones the initiative should be targeting as they are apathetic towards physical activity
 - Media coverage continues to be a task, most stories being submitted but do not have the edge to be published in city wide and National newspapers. Local people unwilling to have their names added to the article, this would be more successful in providing a more” human interest” to the newspapers.

5. What difference has your initiative made to

(a) People’s health?

The initiative enables people within their local community to take part in physical Activity at a level suited to them. People are able to try new activities, which may not have been available to them before.

- Partnership work to provide a holistic approach to health management
- Participants reporting on the health benefits and well being by participating
- Increased range and variety of physical activity opportunities to prevent inactivity to ensure all are catered for
- Increase in self esteem/employability through accredited training
- Local people spreading the word on physical activity and health
- Showing it is possible to change emphasis to prevention from cure

(b) Changing mainstream services?

- Area based working – Now implemented throughout city
- Community Coaches introduced – Delivering fundamental skills to enable lifetime of activity
- Significantly raising the profile on physical activity, particularly within SCC & PCT
- Providing model intervention – There is something for everyone within their local area
- Using newly trained local people to deliver sessions in their area where ever possible

Please include here any evidence you use to demonstrate this impact to other people.

- Surveys/ Questionnaires
- Verbal feedback
- Photographs
- Partnership Observations (i.e.: PCT)
- Monitoring and Evaluation

6. What have you learned from your initiative, in relation to what worked as well as what did not work?

- Developing and delivering a wide range of enjoyable activities at differing levels within the local community can encourage inactive people to participate on a regular basis
- Consulting within the local communities on what they really need/want works far better than developing sessions which they feel has no real significance
- Supporting local people and listening to their needs has helped to raise self esteem and a more community spirit
- Commissioning physical activity provision through key community groups/organisations in disadvantaged areas of the city has been a very effective use of resources
- Working in partnership with key organisations to work successfully to benefit local communities

- Requests for physical activity provisions still far out strips resources available
- Training and continued support to individuals and groups helps raise self esteem and confidence to progress.
- Progression to enable groups to take responsibility to become sustainable or individuals to seek employment can be time consuming

Signed: Marie Croker

Organisation: SCC Sport and Community Recreation

Date: 27th May 2004