

HSC&WB Strategy 2008 - 2011

THEME : COMMUNITY COLLABORATION & PREVENTION

Action Plan 2010 - 2011

Priority goal 1

To empower and enable the population of Rhondda Cynon Taf to be more physically active.

Outcome Measure:

*-An increase in the activity rates for children and adults (16+) achieving the recommended guidelines of moderate activity 5 days a week (5x60 minutes for children/5x30 minutes for adults)
-A decrease in the number of adults who report no physical activity (sedentary)*

Actions	Timescales	Lead Partner	Funding Implications	Links to other Themes/Strategies/Partnerships	Performance Indicators
To support the Active Living Partnership to identify and maximise opportunities to promote physical activity.	Ongoing	Members of the Active Living Partnership (LA, Local Public Health Team (PHW), Cwm Taf LHB, Sports Council, Sustrans, Groundwork	Limited funding identified from Well-being Activity Grant (WAG) Existing resources from partner organisations	Health Challenge Wales/RCT Climbing Higher Strategy Rhondda Cynon Taf County Borough Council Leisure Strategy Transport & Access Theme Children & Young People's Single Plan	Outcome measures as above

<p>To support the development of a commissioning approach to the delivery of community based activities for sedentary adults and families</p>	<p>March 2011</p>	<p>Members of the Active Adults Subgroup of the Active Living Partnership</p>	<p>Funding provided by Sports Council for Wales</p>	<p>Health Challenge Wales/RCT Climbing Higher Strategy Rhondda Cynon Taf County Borough Council Leisure Strategy Children & Young People's Single Plan Transport & Access Theme</p>	<p>No of new physical activity opportunities developed</p>
<p>To support and develop the Mentro Allan Big Lottery programme in RCT to maximise the outdoor physical activity opportunities for people on low income, older people and people with mental health problems</p>	<p>March 2011</p>	<p>Members of the Mentro Allan Steering Group</p>	<p>Funding provided by Big Lottery</p>	<p>Health Challenge Wales/RCT Climbing Higher Strategy</p>	<p>No of Mentro Allan activities delivered No of Mentro Allan participants per activity</p>

Priority goal 2: To improve the nutritional health and well being of the population of Rhondda Cynon Taff with a particular focus on targeted population groups

Outcome measure: -Increase in the percentage of the population eating 5 portions of fruit or vegetables a day
 -Slow the rising trend of the percentage of the adult population classed as overweight or obese (Body Mass Index 25+)

Actions	Timescales	Lead Partner	Funding Implications	Links to other Themes/Strategies/Partnerships	Performance Indicators
<p>To support the Nutrition, Food & Health Steering Group and associated sub-groups to implement and monitor the Nutrition, Food & Health Action Plan for Rhondda Cynon Taff.</p> <p>Detailed action plans will be implemented for each of the sub groups (Children & Young People, Public Sector Catering and Community/Voluntary) to address the following cross</p>	<p>March 2011</p>	<p>Members of the Nutrition, Food & Health Steering Group (Cwm Taf LHB, LA, PHW, Interlink, FSA)</p> <p>WAG Dietetic Capacity Grant Scheme – Community Food & Nutrition Skills Project</p>	<p>Many within existing resources, others to be determined</p> <p>Well-being Activity Grant (WAG)</p> <p>Short term funding until March 2011</p>	<p>Health Challenge Wales/RCT</p> <p>Food and Well Being Nutrition Strategy for Wales</p> <p>Well – Being in Wales</p> <p>Promoting Health and Well Being: A consultation document</p> <p>National Service Framework for Coronary Heart Disease</p> <p>National Service Framework for Diabetes</p> <p>Children & Young People’s Single Plan</p> <p>Early Years Nutrition & Food Guidelines</p>	<p>Outcome measures as above</p>

cutting objectives: <ul style="list-style-type: none"> o Information and training o Provision of nutrition resources o Improved access and availability to healthy food 					
To provide information and training to key partners to tackle poor nutrition in Rhondda Cynon Taff.	April 2010 – March 2011	Members of the Nutrition, Food & Health Steering Group	WAG Dietetic Capacity Grant Scheme Community Food Nutrition Skills Project – Short term funding until March 2011	Food and Well Being Nutrition Strategy for Wales	No. of courses delivered*: 2 x Get Cooking 8 x Agored Cymru CFNS Course Level 1 7 x Agored Cymru CFNS Course Level 2 *minimum of 12 participants per course
To promote the use of appropriate nutrition resources for targeted groups Children & young people – Lunchtime	April 2010 – March 2011	Members of the Nutrition, Food & Health Steering Group	WAG Dietetic Capacity Grant Scheme Community Food Nutrition Skills Project – Short term funding until	Food and Well Being Nutrition Strategy for Wales Children & Young People’s Single Plan	No. of resources disseminated to targeted groups Target: 2,000 An awareness raising pack

supervisors training pack, small tastes training pack) Older people, vulnerable people and people on low income – KWTW campaign).			March 2011 Dependant upon WAG KWTW campaign funding Well-being Activity Grant (WAG)		developed for professionals Re: malnutrition Healthy eating low income family cookbook disseminated to target groups
To improve the access and availability of healthy food in RCT, especially among the targeted groups. To include school meals, fruit tuck shops, breakfast clubs, food co-operatives, private sector caterer's, community cafes, farmers markets, allotments and food growing projects	April 2010 – March 2011	Cwm Taf LHB , LA, Local Public Health Team (PHW), Voluntary Sector, Community First	Existing Funding Well-being Activity Grant (WAG) Dietetic Capacity Grant Scheme (WAG) Healthy Schools Funding (WAG) Appetite for Life Funding (WAG)	Food and Well Being Nutrition Strategy for Wales Appetite for Life Action Plan Children & Young People's Single Plan	Local Appetite for Life Action Plan developed and implemented Healthy Snack Award briefing paper and business case developed and presented to Nutrition Steering Group Increase in the number of catering premises achieving the Healthy Options Award Healthy vending project piloted in one leisure centre in RCT successfully
To implement the MEND child obesity project across RCT	April 2010 – March 2011	Local Public Health Team (PHW)	MEND Funding (WAG)	Food and Well Being Nutrition Strategy for Wales	

				Children & Young People's Single Plan	completing the programme
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Priority goal 3: To reduce smoking prevalence and associated disease, disability and death in Rhondda Cynon Taff, by preventing uptake of smoking, encouraging smoking cessation and eliminating exposure to second-hand smoke.

Outcome measures: -A decrease in the overall smoking rate for adults in Rhondda Cynon Taff
 -A decrease in the number of children and young people taking up smoking in Rhondda Cynon Taff

Actions	Timescales	Lead Partner	Funding Implications	Links to other Themes/Strategies/ Partnerships	Performance Indicators
To work in partnership with key stakeholders to develop & implement the Tobacco Control Action Plan	March 2011	Members of Tobacco Control Partnership LA, Cwm Taf LHB, Local Public Health Team (PHW)& Stop Smoking Wales, ASH Wales	Existing partner resources Well-being Activity Grant (WAG)	Health Challenge Wales/RCT Smoking Kills National Service Framework for Children and Young People Designed for Life Children and Young People's Plan 2008 - 2011	Outcome measures as above
To Prevent Young People from starting to smoke: • To develop a more co-ordinated approach to raising awareness of the effects of	March 2011	Members of Tobacco Control Partnership	Existing partner resources Well-being Activity Grant (WAG)	Health Challenge Wales/RCT Smoking Kills National Service Framework for Children and Young People	Number of multi-agency activities undertaken

tobacco smoke through public information and enforcement				Designed for Life Children and Young People's Plan 2008 - 2011	
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<p>To help smokers to quit smoking:</p> <ul style="list-style-type: none"> To support the development and implementation of a local pharmacy based adolescent referral pathway Raise awareness of Stop Smoking Wales (SSW) Service through local and national media particularly for target groups: <p>Pregnant women Smokers undergoing pre-elective surgery Smokers with mental health issues Adolescent smokers Smokers from socially disadvantaged groups</p>	<p>March 2011</p>	<p>Cwm Taf LHB</p> <p>Members of Tobacco Control Partnership</p>	<p>Cwm Taf LHB Existing partner resources</p> <p>Well-being Activity Grant</p> <p>Existing partner resources</p>	<p>Health Challenge Wales/RCT</p> <p>Smoking Kills</p> <p>National Service Framework for Children and Young People</p> <p>Designed for Life</p> <p>Children and Young People's Plan 2008 - 2011</p>	<p>Pharmacy based adolescent referral pathway implemented</p> <p>Increased referrals to SSW Service</p>
<p>To protect non-smokers from the effects of Environmental</p>	<p>March 2011</p>	<p>Local Public Health Team (PHW)</p>	<p>Existing partner resources</p>	<p>Health Challenge Wales/RCT</p> <p>Smoking Kills</p>	<p>Pilot programme developed, implemented and evaluated</p>

<p>Tobacco Smoke (ETS) particularly children and vulnerable adults:</p> <ul style="list-style-type: none"> ○ To develop and pilot a smoke free homes project in a community 1st area of RCT. <p>To assist SSW promote and deliver Brief Intervention Training (BIT) to all stakeholders in RCT</p>	<p>March 2011</p>	<p>LPHT/SSW</p>	<p>Well-being Activity Grant</p> <p>WAG (Through SSW)</p>	<p>Wales tobacco legislation</p> <p>National Service Framework for Children and Young People</p> <p>Children and Young People's Plan 2008 - 2011</p>	<p>Minimum of two training courses delivered in RCT</p>
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Priority Goal 4: To reduce the number of injuries and deaths caused by accidents in Rhondda Cynon Taff

- Outcome measure:**
- A reduction in the direct standardised mortality rate (per 100,000 population) for unintentional injuries
 - To reduce the number of older people (75 and over) attending hospital as a result of a fall related injury
 - To reduce the number of hip fractures in the over 75s

Actions	Timescales	Lead Partner	Funding Implications	Links to other Themes/Strategies/Partnerships	Performance Indicators
<p>To prevent fall related injuries to older people:</p> <ul style="list-style-type: none"> • Implement priority actions of the RCT/MT Falls Strategy including the development of: - a Falls Risk Assessment Service to be piloted initially in Dewi Sant Hospital - a falls prevention exercise programme linked to the GP exercise referral scheme 	<p>March 2011</p> <p>March 2011</p> <p>March 2011</p>	<p>Falls & Fracture Prevention Steering Group and its associated sub groups</p> <p>Local Authority</p>	<p>New monies not available – service redesign necessary</p> <p>Dependant on continued funding and authorisation from WAG</p>	<p>Health Challenge Wales/RCT</p> <p>National Service Framework for Older People</p> <p>Links with Maintaining Independence theme of the Health Social Care and Well being Strategy</p>	<p>Reduction in number of hospital admissions due to falls</p> <p>Reduction in number of fractures due to a fall</p> <p>Increase in number of people referred for bone density scanning and osteoporosis management</p> <p>No of clients successfully completing the falls prevention programme</p>

<ul style="list-style-type: none"> Establish a falls information task and finish group to explore the feasibility of developing peer led information for older people and carers 	September 2010	Local Public Health Teams	Within existing resources	Older People's Strategy Maintaining Independence theme Healthy Environments theme(Housing links) RCT Sensory Impairment Strategy	Number of attendees and feedback
<ul style="list-style-type: none"> Arrange engagement events for older people to raise awareness of falls prevention measures to reduce the risk of falls Participate in the SAFER 2 research project with Swansea University and Welsh Ambulance Service 	March 2011	All partners			
Implement the recommendations of the Falls, Sight and Light report. Consider		Officer Sub group of Steering group	Initial study funded by Cynon Taf Housing Assoc.		

the scope for a further research project, as outlined in the report.		Cynon Taf Housing Association, RCT CBC, tLHB	Funding to be sought for further project.		
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Priority goal: 5

To embed community development within the approach to improving health and well being in Rhondda Cynon Taff

Outcome measure:

Increased partnership focus within Rhondda Cynon Taff on a community development approach to improving health and well being

Actions	Timescales	Lead Partner	Funding Implications	Links to other Themes/Strategies/ Partnerships	Performance Indicators
Further develop the Community Health Development Network to facilitate partnership working between Community 1 st and Health and to encourage and support good practice in community development in improving health	March 2011	Cwm Taf LHB, LPHT (PHW) & Community 1 st Partnerships	Existing resources Well-being Activity Grant (WAG)	Health Challenge Wales/RCT National Strategic Framework for Community Development in Wales (2007)	No of partnership opportunities identified No of joint projects initiated No of successful joint funding bids approved Evidence of a sustained approach to community development activity in health and well-being
Continue to develop the Healthy Community Course for community development practitioners within the voluntary and public sector.	March 2011	LPHT (PHW)		Health Challenge Wales/RCT Range of issue-specific WAG strategies (sexual health, mental health, food & health & physical activity)	No of courses delivered No of attendees successfully completing the course Participant feedback from courses

<p>Re submit Big Lottery Bid to fund Volunteer Coordinator post</p>	<p>September 2010</p>	<p>Health & Well-being Team/ Patient Experience Manager</p>			<p>Submission of bid to Big Lottery</p>
<p>Celebrate success of good practice in community development in health & well-being:</p> <ul style="list-style-type: none"> ○ Implement Health Challenge RCT Crystal Trophy Award initiative 2010 ○ Include examples of good practice within 'Living' magazine ○ Include health & well-being news articles on Health Challenge RCT website 	<p>December 2010</p> <p>Ongoing</p>	<p>Health & Well-being Team/ Interlink</p> <p>Health & Well-being Team</p>	<p>Well-being Activity Grant (WAG)</p> <p>Existing Health & Well-being Team Resource</p>	<p>Health Challenge Wales/RCT</p>	<p>Evidence of engagement of small community groups</p> <p>Evidence of good practice in community development in health and well-being highlighted in every issue of 'Living' magazine.</p> <p>Evidence of news articles on Health Challenge RCT website</p>

Officially launch the Change4Life campaign at the Big Bite Event	August 2010	Health & Well-being Team & Partners	Change4Life Grant (2K)	Health Challenge Wales/RCT Children and Young People's Plan 2008 - 2011 Food and Well Being Nutrition Strategy for Wales Appetite for Life Action Plan	Campaign successfully launched Raised awareness of Change4Life by partners and members of the public
Further develop the Health Challenge Website	March 2010	Health & Well-being Team & Partners	Change4Life Grant Well-being Activity Grant (WAG)	Health Challenge Wales	Evidence of further development: increased number of pages/information on the site established links with national Change4Life web pages increased number of hits on Health Challenge RCT website
Utilise opportunities to raise awareness of health & well-being work in the Borough e.g. Big Bite Event, Health & Well-being forum.	March 2010	Health & Well-being Team/ Interlink	Existing Health & Well-being Team resource Well-being Activity Grant (WAG)	Health Challenge Wales/RCT	Evidence of inclusion of health & well-being work in a range of fora and events.