

HSC&WB Strategy 2008 - 2011

THEME : COMMUNITY COLLABORATION & PREVENTION

Action Plan 2008 - 2009

Priority goal 1

To empower and enable the population of Rhondda Cynon Taff 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 actively source funding and provide support for projects that will promote physical activity in Rhondda Cynon Taff:	Ongoing	Active Living Partnership (ALP)	None	Health Challenge Wales Climbing Higher Strategy Rhondda Cynon Taf County Borough Council Leisure Strategy	No. of physical activity projects successfully funded

<ul style="list-style-type: none"> Support the development and implementation of the Local Authority Partnership Agreement (LAPA) with Sports Council for Wales 					
<p>To improve access to appropriate physical activity opportunities for sedentary adults:</p> <ul style="list-style-type: none"> Develop the exercise referral and Phase IV schemes Develop 'doorstep' opportunities for physical activity within communities Develop a community activators project Support the development and implementation of workplace physical 	<p>March 2009</p>	<p>Active Adults sub group of the Active Living Partnership (ALP)</p>	<p>Funding identified from Welsh Assembly Government and Sports Council for Wales</p>	<p>Climbing Higher Strategy Walking and Cycling Strategy for Wales Designed for Life Rhondda Cynon Taf County Borough Council Leisure Strategy Corporate Health Standard</p> <p>Links with Transport and Access and Work and Health themes of the Health Social Care and Well being Strategy</p>	<p>90% of agreed actions delivered within the timeframe</p>

activity initiatives projects.					
<p>To promote and support physical activity opportunities for children and young people:</p> <ul style="list-style-type: none"> • Promote active travel opportunities • Improve access to physical activity opportunities • Pilot a student coach development programme 	March 2009	Active Children and Young People subgroup of the Active Living Partnership and Fframwaith	<p>Existing resources</p> <p>Student coach programme funded by Fframwaith</p>	<p>Climbing Higher Strategy Walking and Cycling Strategy for Wales Children and Young People's Plan 2008 – 2011 Rhondda Cynon Taf Play Strategy Rhondda Cynon Taf County Borough Council Leisure Strategy</p>	90% of agreed actions delivered within the timeframe
<p>To create an environment that supports and encourages an active lifestyle:</p> <ul style="list-style-type: none"> • Explore ways to make better use of existing leisure 	March 2009	Active Places subgroup of the Active Living Partnership	Existing resources	<p>Climbing Higher Strategy Walking and Cycling Strategy for Wales Rhondda Cynon Taf County Borough Council Leisure Strategy</p> <p>NICE guidelines – Promoting and Creating Built or Natural Environments that Encourage and</p>	90% of agreed actions delivered within the timeframe

<ul style="list-style-type: none"> and other facilities Promote and develop active travel opportunities Promote and develop physical activity in the outdoor and natural environment 				<p>Support Physical Activity</p> <p>Links with Transport and Access and Healthy Environments themes of the Health Social Care and Well being Strategy</p>	
<p>To promote and develop opportunities to participate and excel in sport:</p> <ul style="list-style-type: none"> Encourage and support Sports Club Development Plans Promote and support disability sport 	March 2009	Sports subgroup of the Active Living partnership	Existing resources	Climbing Higher Strategy Rhondda Cynon Taf County Borough Council Leisure Strategy	90% of agreed actions delivered within the timeframe
To enable professionals and	March 2009	Developing People	Existing resources	Climbing Higher Strategy Rhondda Cynon Taf County	90% of agreed actions delivered

<p>volunteers to develop the understanding and skills they need to promote and support physical activity:</p> <ul style="list-style-type: none"> • Training events for community workers • Walk leader training • Coach development programme 		<p>subgroup of the Active Living partnership</p>		<p>Borough Council Leisure Strategy</p>	<p>within the timeframe</p>
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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>Develop a joint evidence based action plan for nutrition, food and health within Rhondda Cynon Taff focussed on the following areas:</p> <ul style="list-style-type: none"> -Community/Voluntary -Public Sector -Children and Families - Healthcare -Food Producers and Retailers 	<p>March 2009</p>	<p>Nutrition, Food and Health Partnership</p>	<p>Not yet known</p>	<p>Health Challenge Wales</p> <p>Food and Well Being: Reducing Inequalities through a 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>A multi-disciplinary Nutrition, Food & Health Partnership established</p> <p>Sub groups established and specific performance indicators developed.</p>

				Links with Transport and Access and Healthy Environments themes of the Health Social Care and Well being Strategy	
To explore the development of Nutrition, Food and Health actions with a Community/Voluntary sub group	March 2009	Sub group partners to be agreed	Not yet known	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales	To be developed
To explore the development of Nutrition, Food and Health actions with a Public Sector sub group	March 2009	Sub group partners to be agreed	Not yet known	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales	To be developed
To explore the development of Nutrition, Food and Health actions with a Children and Families sub group	March 2009	Sub group partners to be agreed	Not yet known	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales Appetite for Life WAG Food and Fitness WAG	To be developed

To explore the development of Nutrition, Food and Health actions with a Healthcare sub group	March 2009	Sub group partners to be agreed	Not yet known	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales	To be developed
To explore the development of Nutrition, Food and Health actions with a Food Producers and Retailers sub group	March2009	Sub group partners to be agreed	Not yet known	Food and Well Being: Reducing Inequalities through a Nutrition Strategy for Wales	To be developed

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
<p>To Prevent Young People from starting to smoke:</p> <ul style="list-style-type: none"> • Raise awareness about the effects of tobacco smoke and exposure to environmental tobacco smoke on non-smokers health through public information and education • Enforcement of existing legislation on sales of tobacco to children 	<p>March 2009</p>	<p>Members of Tobacco Control Partnership</p>	<p>Existing partner resources</p>	<p>Health Challenge Wales Smoking Kills National Service Framework for Children and Young People Designed for Life Children and Young People's Plan 2008 - 2011</p>	<p>90% of all agreed actions delivered within timescales</p>

<p>To help smokers to quit smoking:</p> <ul style="list-style-type: none"> • Provide specialist services offering advice and intensive support through Stop Smoking Wales • Increase the capacity of stop smoking support by developing knowledge and skills of health and social care professionals and key community workers including doctors, nurses, dentists pharmacists, other allied professions as well as youth and community workers 	<p>March 2009</p>	<p>Members of Tobacco Control Partnership</p>	<p>Existing partner resources</p>	<p>Smoking Kills Designed for Life</p>	<p>90% of all agreed actions delivered within timescales</p>
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<ul style="list-style-type: none"> • Raise awareness of Stop Smoking Wales service through local and national media 					
<p>To protect non-smokers and workers from the effects of Environmental Tobacco Smoke (ETS):</p> <ul style="list-style-type: none"> • Reduce exposure of non-smokers to environmental tobacco smoke 	<p>March 2009</p>	<p>Members of Tobacco Control Partnership</p>	<p>Existing partner resources</p>	<p>Smoking Kills Wales tobacco legislation National Service Framework for Children and Young People Children and Young People's Plan 2008 - 2011</p>	<p>90% of all agreed actions delivered within timescales</p>

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"> • Develop a falls prevention strategy • Agree and implement priority actions within a joint falls prevention action plan 	March 2009	Falls Prevention Partnership	Not yet known	<p>Health Challenge Wales</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>	75% of agreed actions delivered within timeframe

<p>To explore the potential to develop a more coordinated and strategic approach to the prevention of injuries:</p> <ul style="list-style-type: none"> • Establish an injury prevention partnership • Establish working groups to develop and implement joint action plans 	<p>March 2009</p>	<p>NPHS/ Health Alliance</p>	<p>Not yet known</p>	<p>Preventing Accidental Injury – Priorities for Action</p> <p>Designed for Life: Creating world class Health and Social Care for Wales in the 21st Century</p> <p>CAPIC Injury Prevention Strategy for Wales</p> <p>Road Safety Strategy for Wales</p> <p>Rhondda Cynon Taf Children and Young People’s Single Plan Rhondda Cynon Taf Community Safety Plan Rhondda Cynon Taf Housing Strategy</p> <p>Links with the Healthy Environments, and Transport and Access themes of the Health Social Care and Well being Strategy</p>	<p>Not yet established – dependent on potential future opportunities to develop a group and an agreed action plan</p>
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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
<p>To develop a shared understanding of community development in improving health and well being in RCT:</p> <ul style="list-style-type: none"> • Hold and facilitate a workshop to strengthen links with individuals and communities to seek views and gain consensus and determine next steps • Cross refer to Healthy Communities course 	<p>September 2008</p>	<p>Health & Wellbeing Team/Interlink</p>	<p>To be determined</p>	<p>Health Challenge Wales</p> <p>National Strategic Framework for Community Development in Wales (2007)</p> <p>Links with all other themes of the Health Social Care and Well being Strategy</p>	<p>Participant feedback from event</p> <p>Level of activity generated as a consequence of event</p>

<p>To develop a co-ordinated approach to community development in improving health and well being in RCT:</p> <ul style="list-style-type: none"> • Pilot wellbeing toolkit within the voluntary sector (Wellbeing Impact assessment) • Work with Community Development Forum to support a health and wellbeing element of future forum plans. • Develop a proposal to sustain and further develop community development activity in health 	<p>March 2009</p> <p>March 2009</p> <p>Initial work completed by September 2008</p>	<p>Interlink</p> <p>Local Public Health Team Interlink</p> <p>Local Public Health Team/Local Authority</p>	<p>Interlink/Well being Wales Network</p> <p>Core resource – LPHT/Interlink</p> <p>To be determined – explore potential for Convergence and/or Communities Next funding</p>	<p>National Strategic Framework for Community Development in Wales (2007)</p>	<p>Participant feedback from workshop to explain toolkit. No. of groups using toolkit – follow up questionnaire on its use and value as a planning toolkit</p> <p>Mechanisms set up to provide a co-ordinated approach to support</p> <p>Evidence of a sustained approach to community development activity in health and wellbeing</p>
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<p>and wellbeing through the 'Communities First' programme</p> <ul style="list-style-type: none"> • Provide opportunities and support community members to be actively involved in 'Health and Well being Groups' in their local communities 	<p>March 2009</p>	<p>Local Public Health Team/</p>	<p>Big Lottery Funding until May 2009 (Healthy Living Network)</p>		<p>Sustained levels of community engagement in existing and new Health and Well being Groups</p>
<p>Deliver a programme of relevant and appropriate training for community development activists and practitioners within the voluntary and public sector:</p> <ul style="list-style-type: none"> • Build capacity within local communities to take forward health and well 	<p>Mar 2009</p>	<p>LPHT</p>	<p>Core LPHT resource + Big Lottery Funding until May 2009 (Healthy Living</p>	<p>National Strategic Framework for Community Development in Wales (2007)</p> <p>Health Challenge Wales</p> <p>Range of issue-specific WAG strategies (sexual health; mental health; food and health; physical activity)</p>	<p>Evidence of sustained engagement of community members in health and well being activities</p>

<p>being activities</p> <ul style="list-style-type: none"> • Deliver the Healthy Communities course to community development workers from across RCT • Develop and deliver a Core Curriculum Community Regeneration Course (OCN levels 1 & 2), aimed at Communities First areas 	<p>March 2009</p> <p>March 2009</p>	<p>LPHT</p> <p>Interlink</p>	<p>Network)</p> <p>Core LPHT resource + Big Lottery Funding until May 2009 (Healthy Living Network)</p> <p>Interlink via Communities First Training & Participation Officers</p>		<p>Extent of ongoing practitioner engagement in the development of the course</p> <p>No. of attendees successfully completing the courses</p> <p>No. of communities First areas engaged</p> <p>Evidence of local impact from training</p>
<p>Promote volunteering within Health, Social Care and Wellbeing:</p> <ul style="list-style-type: none"> • Provide support for volunteers 	<p>Mar 2009</p>	<p>LPHT</p>	<p>Core LPHT resource + Big</p>	<p>National Strategic Framework for Community Development in Wales (2007)</p> <p>Health Challenge Wales</p>	<p>Levels of volunteering within specific community development</p>

<p>within specific community development activities on health and wellbeing issues</p> <ul style="list-style-type: none"> Co-ordinate opportunities for volunteering in Health and Social Care 	<p>March 2009</p>	<p>Interlink</p>	<p>Lottery Funding until May 2009 (Healthy Living Network)</p> <p>Interlink and relevant external funding opportunities e.g. Big Lottery</p>	<p>Range of issue-specific WAG strategies (sexual health; mental health; food and health; physical activity)</p>	<p>activities on health and wellbeing issues</p> <p>No. of volunteers recruited</p> <p>Evidence of training/personal opportunities created for volunteers</p> <p>Evidence of impact of volunteer placements on organisations involved</p>
<p>Celebrate success of good practice in community development in health and wellbeing:</p> <ul style="list-style-type: none"> Implement Crystal Trophy Award initiative 2008 Include good practice in community 	<p>Sept – Dec 2008</p> <p>Mar 2009</p>	<p>Health & Wellbeing Team</p> <p>Health & Wellbeing Team</p>	<p>Health Alliance budget</p>	<p>Health Challenge Wales</p>	<p>Evidence of engagement of small community groups</p> <p>Evidence of good practice in community development in health and wellbeing highlighted</p>

<p>development in health and wellbeing within 'Living' magazine</p> <ul style="list-style-type: none"> Develop Health Challenge Rhondda Cynon Taf website 	<p>Mar 2009</p>	<p>Health & Wellbeing Team</p>	<p>Existing resources</p> <p>Health Alliance budget</p>		<p>in every issue of 'Living' magazine</p> <p>Website established and launched at the Big Bite event in August 2008.</p>
<p>Utilise opportunities to raise awareness of health and wellbeing Use opportunities to raise awareness of health and well being work in the Borough e.g. Big Bite, Health and Wellbeing Forum facilitated by Interlink, tLHB public fora</p>	<p>Mar 2009</p>	<p>Health & Wellbeing Team</p>	<p>Existing Health & Wellbeing Team resource</p>		<p>Evidence of inclusion of health and well being work in a range of fora and events</p>