

Way of Life Healthy Places Model

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Introduction: Why Healthy Places?

What is the Healthy Places model?

Healthy Places is one of three project models in the Way of Life programme. The Way of Life programme is a pilot programme providing an opportunity to test family-based interventions to identify what works and what does not work.

Healthy Places is the name for a series of linked activities and events for children and their families in local communities. They provide opportunities to taste and cook healthy food, try new activities and promote physical activity and play.

These events will boost regular local community activity and link with existing local groups, schools, community services, businesses and other activities such as farmers' markets. They will also aim to increase the number of families involved and encourage them to make changes in their diet and level of exercise. The model will promote healthy lifestyles for children, their families and their communities.

Purpose of this brief

This brief shows you why we have developed the Healthy Places model. It highlights lessons learnt from other programmes using similar approaches to engaging children and families. It also provides examples of good practice.

This brief will help you to develop a Healthy Places project. However, it is not a definitive list of what works and what does not work. Rather than providing a detailed account of all the research reviewed to inform the model development, it summarises the key lessons.

The main sources for the research comprise of research reports and websites and these are listed in Appendix 1. If requested, Hall Aitken can provide details of evidence sources for further reading.

The role of events in changing attitudes and behaviour

The Healthy Places approach draws on findings from research into effective approaches to changing attitudes and behaviour, which identify several factors:

- partnership-working between professionals, community workers and community members
- awareness-raising through experience of healthy food and activity and through a lasting, community-wide promotional campaign
- changing the culture of the whole community, including the opportunities available and perceptions about healthy lifestyles and

- o providing a wide variety of activities for people to try, therefore increasing their chances of achieving lasting lifestyle changes.

The model is likely to have greatest impact when targeted at socially disadvantaged communities, but it may also be useful for rural areas that have limited food choice and fewer opportunities for play and physical activity.

Community events

After reviewing research into the effectiveness of community events, such as health fairs, we can identify some broad lessons for Healthy Places projects.

Community events need to be adequately planned and organised. To start with, they will need to have clear objectives that fit with the overall strategic context and the specific needs of the local community. Community events are most successful where they:

- o are well planned and have clear objectives
- o involve appropriate partner organisations and are co-ordinated with wider activity
- o promote full ownership of the project through a variety of processes including membership of committees and volunteering
- o promote community empowerment – developing awareness of how to influence behaviour
- o link events with adequate educational support
- o ensure that activities are culturally sensitive
- o understand the limitations of the events and the need for links and signposting
- o identify the likely need for follow-up support and resources to respond to increased demand for services

*The French **EPODE** project is a good illustration of an initiative that engages the whole community. The aim is to use the city as a setting to mobilise the community to become involved with healthy eating and physical activity.*

Changing attitudes and behaviour

Evidence that community-based events can change attitudes and behaviour in **both** nutrition and physical activity is limited, but we do know that similar schemes in general can successfully change behaviour. For example, reviews of the effectiveness of population-based interventions designed to increase levels of physical activities in the United States found that community-wide campaigns were effective at promoting physical activity and school-based physical education. Projects that integrated behavioural and social approaches into increasing physical activity were also effective, as were programmes that provided social support interventions in community settings.

The Healthy Places model will test some of these ideas and lessons in changing attitudes and behaviour towards healthy eating and physical activity. This section outlines some of the findings.

Healthy eating

After reviewing programmes focused on changing attitudes and behaviour towards healthy eating, we found several key underlying factors:

- it is easier to change attitudes to healthy eating than to change eating behaviour
- changing eating behaviour is challenging and difficult to measure
- using food as a reward for good behaviour is unhelpful
- there are many links between food and emotion – however, not all of these links are positive
- education and support programmes should be routinely delivered by health professionals and practitioners as well as peer supporters. These programmes should be based on local population needs
- media programmes help improve and shift attitudes

*The evaluation of the **5-a-day Programme** in England reported greater levels of improvement in awareness and understanding than in overall behaviour change.*

Our research review also identified some project-specific issues that may be helpful to consider. These suggest that successful projects:

- need flexible management and delivery, sound project design and efficient organisation
- create networks and involve professionals in project design
- work with a range of partners, sharing knowledge and resources
- have good links with existing groups and between professionals and volunteers - empowering local people to work in partnership with professionals in public, voluntary and private organisations

- are about more than just 'food' – for example, they might also provide nutritional advice and help with cooking skills
- use several suitable and relevant settings
- encourage parents to take part and provide further support for children
- incorporate the views of both practitioners and service users
- target action towards disadvantaged populations where required.

It is important to note that no single formula guarantees success.

Physical activity

We reviewed a number of programmes aimed at increasing physical activity among children and young people. Although many programmes are well established, evaluation findings and transferable lessons are limited. But we found a number of underlying issues, including:

- both school and community settings are important for promoting physical activity in children
- projects offering wide social support are particularly effective in changing physical activity behaviour
- small changes in behaviour can have big impacts

Our research review also identified some project-specific characteristics that may be helpful to Healthy Places projects in changing behaviour. These suggest that successful projects:

- offer consistent and reliable measurements so progress can be clearly identified and maintained
- use goal setting, self-monitoring and evaluation
- understand and respond proactively to differing needs within the target population
- include supportive promotional campaigns
- base events and activities around familiar settings
- aim to reduce sedentary behaviour as well as promoting activity
- include parents!

Integrating children's play

The Way of Life programme is part of the Healthy Families initiative, which in turn includes the Childs Play programme. There is potential for projects to use play in promoting physical activity, and those developing projects should explore links with the Childs Play programme. The Healthy Schools Scheme, working in local communities, is another important initiative of which project developers should be aware.

Research highlights many potential benefits of play, such as:

- helping children develop social skills such as co-operation

- helping children to express feelings and emotions and build their imagination
- helping children to identify and manage risk
- providing a foundation for learning
- providing an opportunity for more physical activity
- helping children to develop decision-making skills

A family-based approach

The Way of Life programme specifically focuses on children under 12 and their families. Accordingly, understanding how families should be engaged in projects is important. However, our research found little evidence demonstrating the effectiveness of family-based approaches and few transferable lessons. Where family-based interventions have been delivered, they are often linked with schools, primary care environments and with programmes specifically targeting obese children. This means that Healthy Places projects will provide opportunities to test new approaches and to add to the evidence base.

Our research suggests that Healthy Places projects need to consider the barriers faced by families, such as:

- a lack of facilities or equipment
- the time constraints that mean parents have little time to get involved in activities with their children
- parents' belief that their children do not want to join in exercise, activities or games

Lifestyle change programmes

Through reviewing existing and past projects, we found several features common to successful projects. Effective projects that help individuals or small groups change their lifestyle often include the following characteristics:

- goal setting and self-monitoring
- regular feedback on progress
- specialist support (from a dietician or physical activity specialist)
- social support
- approaches that are not too prescriptive – young people lose interest if they have limited choices

Our research results also suggested that successful programmes are set in a national context, provide follow-up support and have a clear definition of success. Ensuring that people remain committed to projects is also key to their success. Important features of projects that sustain commitment include:

- creating partnerships between participants and project workers

- involving local neighbourhood and community resources
- engaging parents, promoting intergenerational links and encouraging peer and group support
- providing clear and consistent advice and support
- involving volunteers
- planning follow-up and long-term support, especially where this includes social contracts and social support such as ‘buddying’

Effective projects include presumed pathways of action – that is, they are planned logically and have clear outcomes. It is important to understand how your project will make a difference. When designing your project, you should remember that modest goals combined with more ambitious targets work well.

Summary

The research identifies effective elements of projects addressing healthy eating and physical activity that use family-based interventions. It also draws on experience from other projects focused on changing lifestyles.

From these insights, we know that projects need to be carefully planned and monitored. Both professionals and participants need to be involved in project design. Projects need to include a wide range of partners and social support and they need to tackle a number of common barriers.

The Healthy Places model addresses these factors through providing:

- sample research questions for assessing the local need for the project (Practicalities section)
- ideas and examples of tools for measuring progress and self-evaluation (Outcomes section)
- guidance on promotion, engaging potential partners in designing and delivering a project, and possible locations (Practicalities section)
- initiatives that projects should explore links with (Practicalities section)
- a summary of barriers and ideas for overcoming such barriers (Needs and solutions section)

Case Studies

This section summarises several case studies of projects that may be relevant to projects developed under the Healthy Places model. These examples show how projects have implemented some of the lessons identified earlier in this brief.

We include several community-based projects that have involved a multi-agency approach to promoting healthy eating and physical activity. We also highlight other projects that have developed specific approaches to engaging young people or means of integrating health messages into local events. Not all projects are suitable for this programme, but they may provide useful ideas.

Links to further information about these projects is included in Appendix 1 at the end of this brief.

Community events involving all ages: Templin – the exercise and nutrition-friendly town (Germany)

This project targets families with children up to 12 years old, with a particular focus on difficult-to-reach families. It includes children from four primary schools (794 children) and eight kindergartens (627 children).

The overall aims are to reduce children's average weight and to motivate families to lead healthy lifestyles. The project also aims to promote partnership-working and networking between agencies and to highlight the importance of child healthcare as an educational resource. It seeks to embed healthy lifestyles into people's everyday lives.

The Templin local authority oversees the project, while the 'education for all' partnership manages it. The other 55 partners include sports clubs, hospitals, doctors' surgeries, music schools, health insurance organisations, midwives, organic shops, chemists and childminders.

Educators receive training twice a year, so they can consistently develop healthy eating habits in children, with three nutrition consultants available for advice. Teachers also receive training in sports medicine twice a year, while education students receive training from nutrition consultants and organise project days with groups of children and their parents once a year.

To involve even the youngest children, four childminders (each looking after five children) are linked with nurseries and receive training on nutrition and physical activity twice a year.

The approach uses a wide variety of activities, including:

- o themed project days, such as walks, cookery days (including joint healthy shopping), play days, festivals, sauna days, family sport days, and active play area days

- constructive activities such as designing and maintaining gardens around schools and nurseries or decorating and changing group rooms and buildings
- inviting parents to sample healthy eating buffets, and monthly parent meetings led by parents
- outdoor activities such as nature walks, walking, cycling and canoeing, staying overnight outdoors, monthly walks to improve stamina, and 'sound walks'. Sound walks involved taking participants on walks while inviting them to listen to different sounds in the environment – both natural and man-made

Key transferable lessons from the Templin approach include:

- developing strong links with schools to target difficult-to-reach children and families
- involving children from the youngest age groups through nurseries and childminders
- developing strong links between education staff and health and physical activity specialists
- involving a wide range of partners to develop themed activities in a community setting
- targeting both parents and children

Events focusing on specific groups: celebrate a Healthy Life (USA)

Celebra La Vida Con Salud (Celebrate a Healthy Life) is a national Hispanic-orientated health campaign created to educate the Hispanic population about disease prevention and treatment of major illnesses that disproportionately affect the US Hispanic population. The main objectives of the *Celebra* campaign are to:

- promote healthy lifestyles and disease prevention
- encourage Hispanics to take charge of their own health
- celebrate the benefits of good health within families and communities

This touring festival visited the top 12 Hispanic markets in the United States in 2006-7. The festival works in collaboration with local and state city parks and recreation departments, local supermarkets, community-based organisations and radio stations. The festivals were held in Hispanic-dominant communities on Saturdays and Sundays. Participants received free health screenings by local providers and health materials from Department of Health and Human Services (HHS) agencies.

Messages are provided on various health topics including immunisations and nutrition, and prevention and action on leading health disparities among the Hispanic population. Community-based healthcare organisations and hospitals provide free health information and free medical screenings including blood pressure, cholesterol and glucose. The festivals also include youth play areas where children and adolescents receive encouragement to adopt active lifestyles. The festival links to radio stations and has a dual-language website.

The *Celebra* campaign brings together many elements to form a community partnership centred on the main principles of this campaign. The community consists of government agencies and organisations, business and non-profit organisations, hospitals, clinics, and individuals across the country.

The distinctive features of this programme are:

- bringing together a wide range of services and information in a local community
- actively targeting disadvantaged groups within the population
- combining health and nutrition services with play opportunities
- involving a wide range of partners including businesses and the not-for-profit sector
- making use of local media to promote the events

Linking with existing events: the Children's Food Academy at Abergavenny Food Festival (Wales)

The Welsh Development Agency and the Welsh Assembly have funded Food Festivals around Wales to engage people in eating high-quality, locally produced food and to make it fun. The Abergavenny Food Festival is one of the more established ones and includes a Food Academy, especially for children, alongside a wide range of fun activities for the whole family. This provides a host of workshops to get children involved in food in fun ways.

The highest profile event is the Primary Schools Cooking Competition, sponsored by Western Power. After several rounds of competition, the three finalists perform their culinary skills before judges and an audience. Last year, Chef Mitchell Tonks presented the winner with an MP3 player, goodie bag and a signed cookery book. She also won a £400 cash prize for her school. Children and parents were enthusiastic and the workshops were all sold out.

Complementary events linking into schools included the Food in My Face art competition to create works of art making a face from items of food. Some 1,000 schoolchildren took part, and the results were displayed at the Festival.

Key features of this project are:

- using existing events to develop activities for children
- involving local personalities to raise the profile of the event
- developing and building on links with local schools

Examples of community-based food projects

The Good Food Project (England)

The Good Food Project, based in Lancashire, teaches children to understand the complete lifecycle of the food they eat. This project was launched by a partnership between Daneshouse and Stonyholme and the Department of Nutrition and Dietetics at a local Primary Care Trust. It includes a healthy school programme, with gardening clubs, cookery clubs and healthy snack schemes to help increase knowledge and exposure to good food. Also available are baby-food preparation demonstrations and a healthy and ethical catering service run as a social enterprise by local women. Holiday schemes for children and parents include visits to farms, gardens, markets and bakeries.

Lancashire County Council has now joined the partnership to develop the Learning through Allotments Project, which teaches children and their parents about growing food, as well as healthy cooking and eating habits. This work addresses diet in the Daneshouse local ward after a high incidence of diet-related diseases was identified.

Cooking classes, gardening and other opportunities help foster independence, responsibility and creative thinking. The project evaluation found that improvement in the diets of children was linked to the number of food projects attended. The results of the project in the wider community are also positive:

- it produced profit for the local economy by helping the school to buy local foods
- it enhanced the local environment through the new and improved allotments
- it increased cultural awareness by drawing on cuisines from different cultures
- it provided support and work opportunities for disadvantaged people

Welsh food co-operatives (Wales)

Community food co-operatives have been running in North and South East Wales since April 2004. There are already over 100 registered community food co-operatives in Wales serving nearly 5,000 families and engaging around 800 volunteers. To build on this success, food co-operatives will be extended into Mid and West Wales from April 2007.

The community food co-operative programme gives access to fruit and vegetables that are:

- good quality
- affordable
- locally produced whenever possible

Food co-operatives bring people together and activities often develop as a result. They can operate well in any community, and Wales has successful

co-operatives running in rural villages, valleys, towns and cities. Food co-operatives can provide a focus for developing future events using the Healthy Places Model.

Cooking Bus (UK)

The Food Standards Agency Cooking Bus has been developed in partnership with the Focus on Food campaign to convey healthy eating and food safety messages to schoolchildren in an engaging way. For 42 weeks a year, it travels to different destinations. Its two teachers work with school staff to inspire children and highlight food education. This work supports the national curriculum, teachers' own work objectives, and government health messages. The Focus on Food campaign always strives to buy food within a 30-mile radius of each school and to make effective use of local produce.

Over three years, the mobile kitchen will involve more than 18,000 pupils and 2,400 teachers in its interactive cooking sessions, in addition to those participating in projects during the school holidays. All Cooking Bus workshops are hands-on events, making finished dishes to eat there and then, or to take home.

The Agency gives priority to schools in low-income areas. The FSA Cooking Bus continues in the school holidays when it tours community centres, youth clubs and play schemes, making learning about food accessible.

The bus is an articulated lorry that opens out to provide a fully equipped state-of-the-art classroom/kitchen for 16 students. Its staff comprise a senior teacher, a support teacher and a driver-technician.

EPODE: Ensemble, prévenons l'obésité des enfants - Together let's prevent childhood obesity (France)

EPODE is a 5-year programme launched in ten cities in ten regions of France to avoid excessive weight gain in children aged 5-12 years. The aim is to use the city as a setting to mobilise the whole of the local community to become involved with food and physical activity to promote good health. The programme is supported by government ministries, the Association of Mayors of France and paediatric health associations. Activities include:

- o nutrition and food diversity – to familiarise children in nursery school with fruit and vegetables
- o 'I move and I like it!' – promotion of physical activity and of leisure in all its forms, by developing play in particular
- o Greediness Lives! – to teach children to know how to integrate high sugar, fat and salted foods into a balanced diet
- o SNAPS 2006: A week of nutrition and physical and sporting activity – an annual demonstration of food and play

Strategy and policy background

The Way of Life programme has been designed to fit with, and contribute to, many key strategic objectives set out by the Welsh Assembly Government and its partners. The programme will also complement existing initiatives operating throughout communities in Wales. To achieve the most cost-effective outcomes, it is important that projects complement and add value to existing services and activities.

Applicants will need to consider national and local policies and strategies to verify the need for the project and to avoid duplicating existing measures.

This section identifies some of the key strategies and policies within which Healthy Places projects will work. It provides a brief outline of:

- public health strategies
- joint nutrition and physical activity action (focused on young people)
- food and nutrition strategies
- sport and physical activity strategies
- play strategy and policy

It also highlights relevant funding programmes and initiatives established to address strategy recommendations; and it identifies partnerships with which Healthy Places projects should consider establishing links.

More information about possible links with existing initiatives is included in the Practicalities section of the Model guide.

Joint nutrition and physical activity action

Food and Fitness – 5-year implementation plan (2006)

The implementation plan identifies actions that build on national strategies and initiatives. It provides a framework for integrating action on nutrition and physical activity for children and young people. A key aim is to improve the integration of nutrition and physical activity policies and programmes. Emphasis is also placed on the need for co-ordinated activities.

Seven key areas of action are identified, specifically:

- extension of the Welsh Network of Healthy Schools Schemes
- improvement of the food and drink consumed throughout the school day
- the provision of high-quality PE, health-related exercise and practical cookery skills
- creation of an environment that will encourage children and young people to use opportunities for physical activity and healthier foods
- development of skills enabling children and young people to take part in physical activity and prepare healthier foods (including a specific action to deliver the Way of Life programme)

- development and delivery of training on food and fitness for those working with children and young people
- support evidence-based actions, evaluate innovation and share findings

A number of initiatives delivered under the strategy are currently active.

Health strategy

Wales: A Better Country (2003)

This strategy outlines the strategic health agenda for the Welsh Assembly Government (WAG). It recognises improving health as one of the key challenges facing Wales.

Priorities relevant to the Way of Life programme include:

- ensuring children and future generations enjoy better prospects
- supporting people to live healthy and independent lives

The strategy also identifies local partnerships as key to delivering these priority actions.

Health Challenge Wales (2004)

This strategy provides a new national focus to drive forward all efforts to improve health. It states that everyone – all levels of government, organisations and individuals – can do more about the health of the population. This shared responsibility for health was developed in ‘Wales: A Better Country’.

National Public Health Service for Wales (NPHS) (<http://www.wales.nhs.uk/>)

The National Public Health Service for Wales (NPHS) provides support for the Welsh Assembly Government, Health Commission Wales, local Health Boards, Local Authorities and NHS Trusts. The aim is to protect and improve health, well-being and the services that support health in Wales.

Two research studies published by the NPHS are important to the Way of Life programme:

- the ‘Health and social circumstances of children in Wales’;
- the ‘Health needs assessment 2006: children and young people’.

The studies highlight findings relevant to the Way of Life programme. Specifically:

- 11-12 year old boys are less likely than their older counterparts to get four hours or more physical activity outside school
- both boys and girls aged 11-12 are more likely to eat chips than those 13-16 years old

- the likelihood of eating fresh fruit daily decreases with age

Nutrition strategy

Food and well-being: reducing inequalities through a nutrition strategy for Wales (2003)

This strategy is published jointly by the Food Standards Agency and the Welsh Assembly. It brings together several strategies and actions on improving health in children and young people.

It contains many recommendations to improve the diet of people in Wales. One key recommendation is to ensure that suitable local initiatives are in place to tackle the main barriers to improving nutrition. Infants, children and young people are also identified as key target groups (Level One priority group).

The key delivery partners for these actions include: policy and decision makers; health, nutrition and catering professionals; practitioners and educators at national and local levels; and the food production and retail industries.

Sport and physical activity strategy

Climbing Higher (2005)

The Welsh Assembly Government's sport and physical activity strategy sets out a 20-year strategic vision. The key priority for this strategy is recognising that links between active recreation and healthy eating need to be increased.

Following from this strategy, 'Climbing Higher – next steps' provides a framework for action. It highlights partner organisations that have an essential role to play in its delivery. These include Communities First Partnerships, Sports Development and Leisure Services at a local level.

Active young people are also a key objective for the strategy. Main actions include the Dragon Sport programme and supporting increased physical activity through youth organisations. Healthy Places projects may link with these. It identifies £4.4m up to 2009 to support extra curricular sporting activities for primary school children.

Play strategy

Play in Wales – Play Policy Implementation Plan (2006)

The plan outlines that "*play is the elemental learning process by which humankind has developed*" and that "*play is so critically important to all children in the development of their physical, social, mental, emotional and*

creative skills that society should seek every opportunity to support it and create an environment that fosters it".

The plan also recognises the importance of play in school settings: “*Schools can play a key role in creating and improving opportunities for play and informal recreations.*” Emphasis is also placed on developing a community focus and making playgrounds accessible outside school hours.

Play Wales, the Welsh organisation for children’s play, has also published ‘*Richer Play in Schools: A guide for schools wishing to improve play opportunities for children and young people*’ in which Play Wales advises schools on play spaces.

Specific families and children’s policies

A Framework for Partnership (2002)

‘A Framework for Partnership’ requires each local authority area to establish:

- a Children and Young People’s Framework Partnership (0-25 years)
- a Children’s Partnership (0-10 years)
- a Young People’s Partnership (11-25 years)

Early Entitlement

‘Early Entitlement - Supporting Children and Families in Wales’ details guidance for the Early Entitlement plans for services for children aged 0-10 years. These are to be produced in each local authority area. Children’s Partnerships (a sub-group of the Children and Young People’s Partnerships) were asked to produce children’s plans.

Extending Entitlement

‘Extending Entitlement’ is the policy for youth support services in Wales. It includes all services, support and opportunities for young people between the ages of 11 and 25. The Welsh Assembly defines ten entitlements including health and wellbeing. Relevant to the Way of Life programme is the aim to ensure all young people have enough information and choice to make informed decisions about their health.

Children and Young People: Rights to Action

‘Children and Young People: Rights to Action’ is based on the United Nations Conventions on the Rights of the Child. It has seven core aims. Of particular relevance to the Way of Life programme is the aim for all children and young people to have access to play, leisure, sporting and cultural activities. A safe community that supports physical and emotional well-being is another key aim.

Children and Young People's Assembly

The Welsh Assembly has helped set up 'Funky Dragon: the Children and Young People's Assembly'. This is a peer-led organisation that aims to give 0–25 year olds the opportunity to get their voices heard on issues that affect them. It works closely with the Welsh Assembly Government and youth forums run by unitary authorities, enabling it to influence decision-making at different political levels.

Partnerships

BIG expects organisations to work together to develop and deliver their projects. In order to facilitate this approach, BIG requires the projects and lead applicant to be identified through the Health, Social Care and Well-being Partnerships.

In taking a strategic approach to planning, developing and delivering projects, it is essential to consider which of the three models best suits the needs of the local area. It is also essential to identify suitable partners with relevant expertise in public health, play, nutrition and physical activity. It is important to involve bodies that already work with children and families, and liaise with the Children and Young People's Framework Partnerships. There should be a partnership agreement setting out the roles and responsibilities of each organisation involved.

Health, Social Care and Well-being Partnerships

Under the National Health Reform Act 2002, local authorities, local health boards and other partners were required to work more closely together. As a result, Health, Social Care and Well-being partnerships were developed in 2005.

Partners in the area are tasked with developing health, social care and well-being strategies, the first of which covered the three-year period between 2005 and 2008. Subsequent strategies will have an active period of five years. It is important that all Healthy Places projects fit with the key objectives of these strategies.

Children and Young People's Partnerships

Children and Young People's Framework Partnerships are established in all 22 local authority areas. They represent local authorities, health services and the voluntary sector.

Partnerships have responsibility for agreeing a five-year strategy for services to children and young people aged up to 25 years. Strategies are wide-ranging. They cover preventative action and regulation to improve health and reduce the risk of ill-health. They also cover care services provided by

the local authority, the NHS, the voluntary sector and the private sector. Their purpose is to:

- provide a strategic vision to which the work of all local bodies affecting children and young people will contribute
- give a clear description of how national strategies, policies and priorities will be tackled locally
- establish jointly determined strategic objectives for services to promote the well-being of children and young people
- offer a new perspective on corporate and service priorities across the whole range of sectors by considering their impact on children and young people and ensuring that they are consistent and mutually supportive.

In addition, they develop and exist alongside other strategic plans ensuring that issues are tackled in a co-ordinated manner. The first strategic plans covered the five-year period from April 2003 to March 2008.

Framework plans must consider the views of children, young people and families. Authorities were asked to set up sub-groups to implement the Framework strategic priorities:

- Children's Partnerships focus on children aged 0-10 years
- Young People's Partnerships focus on young people aged 11-25 years.

EU policy

Nutrition, physical activity and obesity are key priorities in the 'Public Health Action Programme (2003-2008)'. The programme has a long-term objective to work towards setting up a coherent and comprehensive EU strategy on diet, physical activity and health. Projects funded under the Way of Life programme will help to provide evidence on progress.

In December 2005, the European Commission published a Green Paper on healthy diets and physical activity, setting out different policy choices. Most respondents called for a multi-sector approach, involving coherent action across EU policies.

The BIG Lottery Fund in Wales

The BIG Lottery Fund in Wales has run a number of programmes that have provided similar or complimentary activities to the Way of Life. Four programmes are particularly relevant: Mentro Allan; Healthy Living Centres; Out of School Hours and New Opportunities for PE and Sport. With the exception of Mentro Allan these are UK based programmes which have a specific Wales-based remit. Further information can be found on BIG's website.

Mentro Allan

The Mentro Allan programme aims to increase activity levels among the 'hard to reach' sedentary population. It promotes the use of the natural environment, including parks, waterways, coastal environments and the countryside for physical activity. Evaluation is an important part of Mentro Allan activities and is being used to increase the evidence base of what works in changing behaviour. Mentro Allan supports the national strategic direction outlined in 'Climbing Higher' (and 'Next Steps'). Projects have been helped in their development by the Mentro Allan National partnership formed for programme management and support. Fifteen projects have been approved across Wales.

Healthy Living Centres (HLCs)

The Healthy Living Centres programme targets the most disadvantaged sectors of the population. They also seek to address the wider determinants of health and health inequalities, such as social exclusion, lack of access to services and socioeconomic deprivation. There are 28 HLCs in Wales, many led by a Local Authority, and which offer a big range of activities and services to the community.

Out of School Hours Learning

Under this programme schools offer a variety of activities including drama, dance, mentoring schemes and volunteering opportunities. Although the programme has closed, many activities will continue to benefit young people.

The evaluation of the Welsh programme highlighted the importance of providing year-round activities and considering how participants move on and out of the programme. Further, the evaluation supported other finding from BIG programmes which demonstrate that children need to be engaged from the start in both evaluation and consultation.

New Opportunities for PE and Sport (NOPES)

This programme aims to change the provision of sporting facilities for children and their communities. It is delivered by local education authorities. Evaluation results point to the good ethos of partnership working in Wales. Evidence also shows that NOPES was increasing the quality and quantity of PE and Sport. Some specific activities are taking place which support the wider social outcomes of the programme.

Government-sponsored programmes in Wales

There are many programmes providing activities that are similar or complementary to those in the Way of Life programme. Projects will need to include research on these initiatives in their project design and development. Some of the key programmes are summarised below.

Local Public Health Teams

Local Public Health Teams develop strategies for each local area, run projects and lead initiatives. They work in 12 areas relating to health including nutrition, physical activities and the Healthy Schools Scheme. They also link with Health Challenge Wales projects on cooking and healthy eating. Examples of projects run by the Teams in different areas include the following.

Cardiff

A Food and Health Strategy and Action Plan and a Physical Activity and Health Strategy and Action Plan for Cardiff have been established. Cardiff LPHT is working closely with Cardiff Health Alliance, Cardiff Council, Cardiff and Vale NHS Trust and Cardiff Local Health Board to implement and monitor a Cardiff-wide strategy and action plan.

Projects include Food Matters funded by the Big Lottery Fund. This involves young people in Ely and Caerau, providing training in food-growing and preparation skills and working with school caterers and teachers. The project is providing increased opportunities for young people to access healthy food.

Food co-operatives have been established in St Melons and Butetown with support from the local healthy living centres, and a Walk for Health initiative, led by the Health Alliance, has been supported to establish a number of walks in local communities.

Carmarthenshire

Carmarthenshire is undertaking a number of projects for children and young people including the Integration of physical activity within the local Healthy Schools Scheme. It supports Dragon Sport, Physical Education and School Sport (PESS), Class Moves, Top Tots and Top Start (physical activity and play for under 7 year olds) and free swimming.

Carmarthenshire is also working on community-based nutrition improvement initiatives, in particular the development of “1, 2, 3...Eat Healthily”. This is an OCN-accredited resource for raising awareness of healthy eating messages (including physical activity messages). Get Cooking projects are being rolled out via the WI, and through an inequalities-in-health community nutrition programme.

Rhonda Cynon Taf

The Team in this area is working on nutrition programmes for children, young people and families. For example, Small Steps and Small Tastes are designed to change eating habits, working with small groups and families. Both initiatives are being carefully evaluated to determine how effective they are at bringing about sustainable changes in skills and knowledge. The Healthy Dragons Club is a family-based programme for children that are overweight or obese. Its second phase, focused on psychological support, is about to start.

Welsh Network of Healthy School Schemes (WNHSS)

This network comprises a partnership between health and education. Healthy School Co-ordinators help local schools identify what they need to develop policies and practices to encourage schoolchildren to follow healthy lifestyles. Support is provided to implement appropriate action. Several initiatives are linked to the overall Healthy Schools programme.

Welsh Assembly Food and Fitness Grant Scheme

This grant scheme provides financial support for community projects that tackle obesity by encouraging both active lifestyles and healthier eating within priority groups. The main target group for the scheme comprises people within socially disadvantaged communities. Within those communities, organisations bidding for grant support may identify their own target groups based on local needs assessment. Projects funded through the Way of Life programme need to take account of local initiatives funded by Food and Fitness.

Cymorth: Children and youth support fund

The Cymorth fund is managed by the Welsh Assembly to support the work of Children and Young People's Partnerships. The Cymorth Fund has been established to *"provide a network of targeted support for children and young people within a framework of universal provision."* Cymorth aims to improve the life opportunities of children and young people from some of the most deprived and disadvantaged communities in Wales.

PE and School Sport (PESS)

The Sports Council for Wales manages and co-ordinates this programme. PESS aims to raise the standards of physical education in primary and secondary schools and to increase participation in extra-curricular activities.

Dragon Sport

Dragon Sport is a Sports Council for Wales initiative funded by the National Lottery. It offers 7-11 year olds fun and enjoyable sporting opportunities in extra-curricular time. There is potential for Healthy Places projects to link with schools involved in Dragon Sport.

Free Swimming initiative

The Welsh Assembly Government, in partnership with the Welsh Local Government Association and the 22 Welsh Local Authorities, manages the Free Swimming scheme. This provides free swimming with free, water-based activities to children and young people aged 0-16 during school holidays.

Health Challenge Wales Voluntary Sector Grant Scheme

To help voluntary organisations, the Welsh Assembly Government set up the Health Challenge Wales Voluntary Sector Grant Scheme. It supports applications that respond to the health challenge by, for example:

- helping individuals and groups to improve their health
- helping to communicate the 'better health' message more effectively

Children and Young People's Research Network for Wales

This is one of the networks within the Clinical Research Collaboration Cymru (CRC Cymru). CRC Cymru is a new research and development organisation for Wales and represents the National Assembly's response to the UK Clinical Research Collaboration (UKCRC).

Welsh Participation Consortium

The Participation Consortium is a national multi-agency strategic body. It is developing children's and young people's (0-25 years) participation in decision-making in Wales. Children's and young people's participation in this work, the Consortium and the Welsh Assembly Government Participation Project is fundamental, as is working in partnership with participation practitioners across Wales.

Participation training for young people

The Welsh Assembly Government's participation team ran participative training from July to December 2006 to help develop young people's (11-25 years) involvement in the work of organisations in their area.

Other programmes in Wales

There are many other programmes and projects taking place or under development in Wales. Consequently, this is not an exhaustive list, but it aims to show the extent to which statutory and non-statutory bodies are working in health and nutrition across Wales. Examples include:

- Carnegie Young People's Initiative
- Patient Advice and Liaison Service (PALS)
- Children in Wales: 'Feeding Family Learning' Workshops

- Flora Pro-active Test the Nation Programme

Relevant UK programmes

Healthy Start (UK-wide)

Healthy Start is a voucher scheme run by the NHS. It provides pregnant women, breastfeeding mothers and young children in low-income families with vouchers that they exchange for fresh fruit and vegetables, milk and infant formula.

Appendix 1 - More Information

Using community-based events

Reports and articles

Berwick, D. M. (1985) Screening in Health Fairs: a critical review of benefits, risks and costs, 'Journal of the American Medical Association', 254 (11).

Carter, K.F. (1991) The health fair as an effective health promotion strategy, 'Journal of the American Association of Occupational Health Nurses', 39 (11): 513-6.

May, K. M., Mendelson, C. and Ferketich, S. (1995) Community empowerment in rural health care, 'Public Health Nursing', 12 (1): 25-30.

Dillon, D.L. and Sternas, K. (1997) Designing a successful health fair to promote individual, family and community health, 'Community Health Nursing', 14 (1): 1-14.

Fawcett, S.B. et al. (1995) Using empowerment theory in collaborative partnerships for community health and development, 'American Journal of Community Psychology', 23 (5): 677-97.

Health, J. M., Lucic, K., Hollifeid, D. and Kues, J. R. (1991) The health beliefs of health fair participants, 'Journal of Community Health', 16 (4): 197-203.

Hecker, E.J. (2000) Feria de Salud: implementation and evaluation of a communitywide health fair, 'Public Health Nursing', 17 (4): 247-56.

Sallis, J. D. et al. (2000) Interventions in Health Care Settings to promote healthful eating and physical activity in children and adolescents, 'Preventive Medicine', 31: 112-20.

Sternin, M; Sternin, J and March, D (1999), Designing a community-based nutrition program using the hearth model and the positive deviance approach – a field guide, 'Save the Children'. <http://www.positivedeviance.org/pdf/fieldguide.pdf>

Useful website links

http://fcs.tamu.edu/HEALTH/health_fair_planning_guide/objectives_and_planning.php

http://www.yale.edu/hixon/research/pdf/LFisman_Playgrounds.pdf

Successfully changing attitudes and behaviour

Reports and articles

Bandura, A. Social Learning Theory. Further information is available at <http://www.learning-theories.com/social-learning-theory-bandura.html>

- Brug, J., Oenema, A. and Ferreira, I. (2005) Theory, evidence and Intervention Mapping to improve behaviour nutrition and physical activity interventions, 'The International Journal of Behavioral Nutrition and Physical Activity', 2:2.
- D'Souza, L., Renfrew, M. et al. (2006) 'Food support programmes for low-income and socially disadvantaged childbearing women in developed countries. Systematic review of the evidence', NICE, www.nice.org.uk .
- Dzewaltowski, D., Estabrooks, P. and Johnston, J. (2002) Healthy youth places promoting nutrition and physical activity, 'Health Education Research', 17 (5): 541-551.
- Goldfield, G. S. et al. (2001) Cost-effectiveness of group and mixed family-based treatment for childhood obesity, 'International Journal of Obesity', 25 (12): 1843-9
- Le Bigot Macaux. A. (2001) Eat to live or live to eat? Do parents and children agree? 'Public Health Nutrition', 4 (1A): 141-6.
- McGlone, P., Dobson, B. et al. (1999) 'Food projects and how they work'; Joseph Rowntree Foundation. York Publishing Services, 64 Hallfield Road, Layerthorpe, York YO31 7ZX (01904 430033).
- Muller, M. J. et al. (1999) Physical activity and diet in 5-7 years old children, 'Public Health Nutrition', 2 (3A): 443-4.
- Reilly, J. J. and McDowell, Z. C. (2003) Physical activity interventions in the prevention and treatment of paediatric obesity: systematic review and critical appraisal, 'Proceedings of the Nutrition Society', 62: 611-619.
- Story, M. et al. (1999) The epidemic of obesity in American Indian Communities and the need for childhood obesity prevention programs, 'The American Journal of Clinical Nutrition', 69 (4): 747S-754S.
- TNS Social (March 2006) '5-A-DAY Evaluation Programme Final Report'. http://www.biglotteryfund.org.uk/er_eval_5aday_report_evaluation.pdf
- Williden, M. et al. (2006) The APPLE project: an investigation of the barriers and promoters of healthy eating and physical activity in New Zealand children aged 5-12 years, 'Health Education Journal', 65 (2): 135-48.

Useful website links

- <http://www.edu-cyberpg.com/Literacy/Play1.asp>
- http://www.yale.edu/hixon/research/pdf/LFisman_Playgrounds.pdf
- <http://www.5aday.nhs.uk/>
- <http://www.jrf.org.uk/knowledge/findings/socialpolicy/pdf/F329.pdf>
- <http://www.nal.usda.gov/fnic/pubs/bibs/gen/childlit.html>
- www.nice.org.uk

<http://www.nice.org.uk/page.aspx?o=346184>

<http://www.seacoastonline.com/news/yorkweekly/03152006/arts/92766.htm>

Case studies – further information

Celebrate a healthy life (USA): Further information is available at

<http://www.celebralavida.com/>

Abergavenny Food Festival (Wales): Further information is available at

http://www.abergavennyfoodfestival.com/programme_food-academy.htm

Further information about **Templin** is available at

<http://www.besseressenmehrbewegen.de/index.php?id=79>

The Cooking Bus (UK): Further information is available from

<http://www.food.gov.uk/healthierating/nutritionschools/bus/>

Further information about the **Epode** project in France is available at

<http://www.epode.fr/>

Welsh Food Cooperatives: Further information is available from

<http://www.nutritionnetworkwales.org.uk/foodinitiatives>

The Good Food Project (England): Further information is available from

<http://www.corporatecitizen.nhs.uk/library/Good-Food-Project.pdf>

Strategy and policy context – key documents

Food Standards Agency (2003) 'Food and Well-being: Reducing Inequalities through a Nutrition Strategy for Wales'.

National Health Service, Wales (2003) 'Health, Social Care and Well-being Strategies (Wales) Regulations 2003', Regulations 3 & 4.

Play Wales (2005) 'Richer Play in Schools: A guide for schools wishing to improve play opportunities for children and young people'.

Welsh Assembly Government (2000) 'A Framework for Partnership'.

Welsh Assembly Government (2002) 'Play Policy'.

Welsh Assembly Government (2003) 'Health and Well-Being for Children and Young People'.

Welsh Assembly Government (2003) 'Strategy for Children and Young People – Framework for Partnership' based on the UN Convention on the Rights of the Child.

Welsh Assembly Government (2003) 'Wales: A Better Country – The Strategic Agenda of the Welsh Assembly Government'.

Welsh Assembly Government (2004) 'Framework for Partnership: Children and Young People: Rights to Action'.

Welsh Assembly Government (2005) 'Climbing Higher'.

Welsh Assembly Government (2006) 'Climbing Higher – Next Steps'.

Welsh Assembly Government (2006) 'Food and Fitness – 5-Year Implementation Plan'.

Welsh Assembly Government (2006) 'Play Policy Implementation Plan – Play in Wales'.

Section 24 of the 'National Health Service Reform and Healthcare Professions Act 2002' placed a duty on each Local Health Board and Local Authority in Wales to jointly formulate and implement a health strategy. On 29th January 2003, the National Assembly for Wales approved the 'Health, Social Care and Well-being Strategies (Wales) Regulations 2003', which subsequently came into force on 31st March 2003.

Useful website links

[http://www2.nphs.wales.nhs.uk:8080/hiatdocs.nsf/85c50756737f79ac80256f2700534ea3/a4406024b6955c4a80257291005475ed/\\$FILE/20061012_ChildrenandYoungPeopleHNA2006_V2b.doc](http://www2.nphs.wales.nhs.uk:8080/hiatdocs.nsf/85c50756737f79ac80256f2700534ea3/a4406024b6955c4a80257291005475ed/$FILE/20061012_ChildrenandYoungPeopleHNA2006_V2b.doc)

<http://www.wales.nhs.uk/sites3/documents/368/ChildrenProfile200407.pdf>

<http://new.wales.gov.uk/docrepos/40382/4038231111/improvement/food/403823220212/food-fitness-implementation-e?lang=en>

<http://www.learning.wales.gov.uk/pdfs/play-policy-implementation-plan.e-pdf>

<http://www.wales.nhs.uk/newsitem.cfm?contentid=5711>

<http://www.funkydragon.org/>

Partnerships

Health, Social Care and Well-being Partnerships: Further information is available from 'National Health Service, Wales, the Health, Social Care and Well-being Strategies (Wales) Regulations 2003, Regulations 3 & 4'.

EU Policy

Further information about EU policy on health and well-being can be found at

http://ec.europa.eu/health/ph_programme/programme_en.htm
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/documents/nutrition_gp_en.pdf

Government-sponsored programmes

Children and Young People's Research Network for Wales: Further information is available at
<http://www.childreninwales.org.uk/areasofwork/research/cypresearchnetwork/index.html>

Comfort: Further information is available at
http://www.cypswansea.co.uk/media/word/7/n/Cymorth_Guidance_07-08_Final_Version.doc

Dragon Sport: Further information is available at
<http://www.dragonsport.co.uk/>

Free Swimming Initiative: Further information is available at
http://new.wales.gov.uk/topics/cultureandsport/sportandactiver recreation/free_swimming/?lang=en

Healthy Schools Initiative: Further information is available at
<http://new.wales.gov.uk/topics/health/improvement/children/schools/wnhss/?lang=en>

PE and School Sport Programme: Further information is available at
http://new.wales.gov.uk/topics/educationandskills/policy_strategy_and_planning/schools/12704421-wag/?lang=en

Welsh Voluntary Grants Scheme: Further information is available at
<http://new.wales.gov.uk/topics/housingandcommunity/grants/voluntary/healthchallenge/?lang=en>

Welsh Participation Consortium: Further information is available at
<http://www.funkydragon.org.uk/en/fe/page.asp?n1=2&n2=1478&n3=1482>

Other Welsh programmes

Carnegie Young People's Initiative: Further information is available at
http://cypi.carnegieuktrust.org.uk/cypi/our_work/sharing_good_practice/wpc

Child's Play: Further information is available at
<http://www.playwales.org.uk/>

Children in Wales: 'Feeding Family Learning' Workshops: Further information is available at
<http://niace.rcthosting.com/en/rppprojectsdetail.asp?Section=10&Ref=79>

Flora Proactive Test the Nation Programme: Further information is available at
<http://www.florahearts.co.uk/testingthenation/?style=1>

Patient Advice and Liaison Service (PALS): Further information is available at
<http://www.palsglos.org.uk/>

UK-wide programmes

Healthy Start Programme: Further information is available at
<http://www.wales.nhs.uk/newsitem.cfm?contentid=5711>

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