



## COMMUNITIES FOR HEALTH FUNDING

2010

# £100,000 FOR COMMUNITY HEALTH PROJECTS IN DORSET

### BRIEFING

The Health & Wellbeing Partnership is able to make **£100,000** available to local Community Planning Partnerships' Health Action Groups (or to the Partnership itself where these may not exist) from the Department of Health's 'Communities for Health' programme. Awards are made on a once-only basis, and will be area-weighted against health inequalities data.

The funding is being provided to improve health in disadvantaged areas and should be used for local projects and initiatives, which improve the health and wellbeing of the local community. Projects should focus attention on local health issue 'hotspots' already identified through local community / parish / town/ health action plans that reduce health inequalities and contribute towards meeting the Local Area Agreement targets.

**Additionally**, the Local Transport Plan and Improvements Group, Dorset County Council has generously made **£10,000** available from the Local Transport Plan to support the Active Travel priority.

### Criteria

The Communities for Health programme aims to focus local activity on key health and wellbeing priorities through promoting action between different sectors, local organisations and communities, and developing the capacity of local health partnerships. Communities will be engaged in initiatives to improve the health and wellbeing of the population, and develop their capacity to support individual behavioural change for healthier lifestyles, through projects that focus on four key health and wellbeing priorities:

- **increasing adult participation in physical activity;**
- **supporting people with mental ill-health back to work or to continue in work;**
- **supporting work to further develop smokefree environments;**
- **enabling active travel for adults and children.**

**Additionally, up to 20% of the Partnership's allocation can be used to address health improvement where issues have been identified in the Partnership's Community Plan.**

Projects should be:

- based on evidence of need
- develop innovative practices for community-based health improvement
- sustainable
- well-evaluated

The Health & Wellbeing Partnership will need to be informed, on the attached form, by **Friday 1 October 2010** of the intended projects. Successful projects will be expected to submit to the Community Partnerships' Health Action Groups (or the Partnerships themselves, where these do not exist) reports on progress outcomes on a quarterly basis, together with a final report at conclusion. **Attached is the application form and further guidance.** The completed forms should be submitted to the respective Community Partnership (for North Dorset, this is CPEND) for consideration for funding approval by **Monday 20<sup>th</sup> September 2010.**

**CPEND**, CO/ HUGH DE LONGH, COMMUNITY PLANNING OFFICER, NORTH DORSET DISTRICT COUNCIL, NORDON, SALISBURY ROAD, BLANDFORD FORUM, DT11 7LL. .

Email: [Hdelongh@north-dorset.gov.uk](mailto:Hdelongh@north-dorset.gov.uk)

*For further information and advice, please contact:*

**Catherine Boulton, Community Planning and Development Advisor, NHS Dorset**  
**01305 361168** [catherine.boulton@dorset-pct.nhs.uk](mailto:catherine.boulton@dorset-pct.nhs.uk) (on leave w/c 26 July and 30 August).

### **Communities for Health Website**

Examples of C4H projects, including Dorset funded projects for 2008, feature on the Local Government Improvement and Development website. These are examples of good practice and case studies that address issues of health inequalities and health improvement. See link below.

<http://www.idea.gov.uk/idk/core/page.do?pagelId=5889786>

### **Funding Support**

Where further funding has been identified in support of the priorities, this information is given in the relevant sections. Some areas might have access to funding specific to their area, for example the Bournemouth Airport Community Fund which is open to groups in Christchurch -

<http://www.bournemouthairport.com/bohweb.nsf/Content/CommunityFund>.

Details of other funding opportunities can be found on the Dorset Community Action website - [http://www.dorsetcommunityaction.org.uk/funding\\_help](http://www.dorsetcommunityaction.org.uk/funding_help).

Advice on preparing funding applications can also be sought through your **Community Partnerships**, and also through **Chris Carman, Funding Advisor, Dorset Community Action** – [chris.carman@dorsetcommunityaction.org.uk](mailto:chris.carman@dorsetcommunityaction.org.uk).

## GUIDANCE NOTES

- Bids will be accepted if they meet the criteria as outlined in the Briefing;
- Bids will need the approval of the respective Community Partnership's relevant theme group (where they exist) and that of the Community Partnership's Health Group/Local Area Partnership prior to submission;
- Projects will need to be underway within this financial year;
- Projects will be expected to benefit Dorset residents;
- Funding is open to constituted third sector groups and also to statutory organisations which demonstrate engagement with and involvement of the community/target population;
- Where approval is required by a third party (e.g. planning consent), this should be confirmed and evidenced;
- Funding should not be used to fund what should be core service provision by the statutory services;
- Funding should not be used for one off events;
- Funding cannot be used for ongoing salary costs, i.e. in relation to an existing post or to establish a new post. Where projects require additional staffing capacity, funds may be used for the remuneration of short-term project workers. There is no guarantee of Communities for Health Funding in future years;
- Funding can be used for capital expenditure; and where used for active travel for adults and children (LTPIG fund) **must** be capital expenditure only. For other aspects of active travel, apply for matched funding from Communities for Health;
- Funding can be combined with other sources to enable a larger project to proceed as long as the component of the project can be clearly identified and accounted for;
- Likewise, it can be used to secure matched funding where this is available, as long as it does not delay the start of the work and is within the Fund's timeframe and criteria for use;
- Funding can be combined to deliver projects across one or more Community Partnerships where the project will be of mutual benefit to those Partnerships and their communities;
- Whilst not placing an upper limit on applications, each Community Partnership will expect to fund several projects with their allocation;
- The closing date for the submission of approved bids to CPEND is **Monday 20<sup>th</sup> September 2010**. The contact details are: **CPEND**, CO/ HUGH DE LONGH, COMMUNITY PLANNING OFFICER, NORTH DORSET DISTRICT COUNCIL, NORDON, SALISBURY ROAD, BLANDFORD FORUM, DT11 7LL. Email: Hdelongh@north-dorset.gov.uk

## SUPPORTING INFORMATION

### Health Inequalities

Whilst this is not one of the four health and wellbeing priorities, it is **the** priority in terms of the work undertaken within those priorities and should underpin the focus of the work and the bids. The following links will provide invaluable information in guiding work to address health inequalities:

**Tackling Health Inequalities: A Programme for Action, Dept. of Health –**  
[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_4008268](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4008268)

**Health Inequalities - Progress and Next Steps, Dept. of Health –**  
[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_085307](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085307)

**Strategy to Reduce Social And Health Inequalities In Dorset 2007-2012, Dorset Primary Care Trust -** see attachment.

**Fair Society, Healthy Lives – Strategic Review of Health Inequalities in England post 2010 (Marmot Review) -** <http://www.marmotreview.org>

**A planning guide: health inequalities and the voluntary and community sector -**  
<http://www.ngoforum.org.uk>

## Increasing Adult Participation in Physical Activity

**LAA Target – NI 8** Adult participation in sport and active recreation.

This target aims to increase the percentage of adults (16 years and over) who participate in sport and active recreation at moderate intensity for at least 30 minutes, 3 or more days a week; for adults aged 65 years and over this can include 5 light intensity sports – yoga, Pilates, indoor/outdoor bowls, archery and croquet.

Initiatives should encourage those who are inactive, or who participate in physical activity once or twice a week to become active/more active by offering opportunities which increase choice and accessibility.

Actions undertaken to address this target can include

- improving infrastructure / support for volunteering/sports' activists / training;
- improving publicity/ marketing of clubs, especially to target groups;
- increasing opportunities to reduce the 16 to 18 year olds drop off;
- offering opportunities to 40-70 year olds identified at risk through the NHS screening programme\* (currently Weymouth and Portland and North Dorset, rolling out to Christchurch and West Dorset – January 2012) to become more active;
- encouraging those who were once active to return to sport.

Projects securing funding through Communities for Health will be able to benefit from involvement in the Team Dorset Challenge\*\* which encourages people across Dorset to adopt a healthier lifestyle through a series of challenges. Challengers sign up to the site, set their own goals and realistic timeframes from one of each of five activities, including physical activity. Support is available through a virtual personal trainer facility. Participating organisations will be able to promote their activities and set challenges.

The following links will provide invaluable information in guiding work around this priority:

**Team Dorset Challenge** (due to go live date during the summer 2010) -  
<http://www.teamdorsetchallenge.org>

**NICE guidance on public health** – Various publications –  
<http://www.nice.org.uk/guidance/index.jsp?action=byType&type=4>

**Healthy Weight, Healthy Lives** -  
[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_082378](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_082378)

**Be active, be healthy: A plan for getting the nation moving** –  
[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_094358](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_094358)

**DCC - Sport and Physical Activity Strategy** –  
<http://www.dorsetforyou.com/index.jsp?articleid=387497>

**Change4Life** -  
[http://www.dh.gov.uk/en/News/Currentcampaigns/Change4Life/DH\\_092080](http://www.dh.gov.uk/en/News/Currentcampaigns/Change4Life/DH_092080)

**Social Marketing** - <http://www.nsms.org.uk/public/default.aspx>

\***Appendix 1** – NHS Health Checks

\*\***Appendix 2** - Team Dorset Challenge

## Funding Sources

The following funding sources might be also be worth considering when looking at funding to support initiatives around increasing adult participation in physical activity:

- Small Grants Programme [http://www.sportengland.org/funding/small\\_grants.aspx](http://www.sportengland.org/funding/small_grants.aspx)
- Sportsmatch <http://www.sportengland.org/funding/sportsmatch.aspx>
- Awards For All <http://www.awardsforall.org.uk/england/index.html>
- StreetGames <http://www.streetgames.org/drupal-5.0/index.php>

In addition there are other local funding opportunities through POPP, Age UK, Dorset Falls Prevention Fund which support work that focuses on the needs of older people. Another relevant fund is the Healthy Heart Grant. Please check out the Dorset Community Action website for details of these and many more.

[http://www.dorsetcommunityaction.org.uk/funding\\_help](http://www.dorsetcommunityaction.org.uk/funding_help)

Some help is also available through some of the local Borough/District Councils for example – West Dorset District Council has a Sport's Development Fund.

*For further information and advice on physical activity please contact:*

**Martin Kimberley, CEO, Active Dorset, 01202 965927; [mkimberley@activedorset.org](mailto:mkimberley@activedorset.org)**

**Andy Dayus, Community Sport Development Manager, Active Dorset, 01202 966734; [adayus@activedorset.org](mailto:adayus@activedorset.org)**

## **Supporting work to further develop smokefree environments**

**LAA Target** – NI 123 Smoking prevalence among people aged 16 or over.

**Vital Signs** (NHS target) – Smoking prevalence among people aged 16 or over in routine and manual groups (quit rates locally 2008).

The Smokefree legislation was successfully implemented in 2007, together with much of the work undertaken prior to this nationally and locally to raise the issue of tobacco and its harmful effects; the provision and promotion of support to smokers to quit has had a great impact. The number of adults who smoke has fallen by a fifth, and the number of children taking up smoking has halved.

However, of those who continue to smoke, half are expected to die early if they do not quit and it forms the biggest single cause of inequalities in the death rates of rich and poor. 'A future free from tobacco use' will mean our children will not die early and unnecessarily from smoking-related illnesses.

Smoking rates are highest in the routine and manual group, lower socio-economic groups and certain minority (Bangladeshi and Irish) and vulnerable groups (mental illness, prison population). Whilst the desire to quit is equal across all socio-economic groups, people from the most disadvantaged groups are less likely to quit and remain quit than those from more advantaged groups.

Being free from tobacco use has the greatest impact in terms of health outcomes and life expectancy.

Bids for innovative projects are sought which aim to

- reduce the uptake of smoking by young people;
- support the development of smokefree areas (external) and reduce the visibility of smoking, which impacts on children, young people and families.

The following links will provide invaluable information in guiding work around this priority:

### **A Smokefree Future – Strategy for England –**

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_111749](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_111749)

### **Excellence in tobacco control: 10 High Impact Changes to achieve tobacco control –**

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_084847](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_084847)

**UK Centre of Excellence in Tobacco Control Studies -** <http://www.ukctcs.org>

### **Tackling Health Inequalities: Targeting routine and manual smokers**

[http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH\\_101224](http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_101224)

### **Smoke Free South West - Tackling Tobacco, Driving Change -**

<http://www.smokefreesouthwest.org.uk/home.html>

*For further information and advice on smokefree environments please contact:*

**Paula Sumner, Public Health Manager, NHS Dorset, 01305 361165;**

[paula.sumner@dorset-pct.nhs.uk](mailto:paula.sumner@dorset-pct.nhs.uk)

## Supporting people with mental ill-health back to work or to continue in work

**LAA Target – NI 150** Adults in contact with secondary mental health services in employment.

Actions undertaken to support this target can include:

- supportive volunteering, where mental health service users are able to undertake supported work placements with existing employers;
- the development of new opportunities for people to practice skills and gain in confidence pre-employment e.g. new or expanded social enterprise developments;
- training and mentoring, to enable service users to access the job market on more equal terms;
- educating and raising awareness amongst employers in terms of employing and supporting service users.

Organisations looking to submit a bid will be expected to have support from/worked in partnership with their local Community Mental Health Teams. The contacts are as follows:

Christchurch

Dorchester & Bridport Sarah Chubb [sarah.chubb@dorset-pct.nhs.uk](mailto:sarah.chubb@dorset-pct.nhs.uk)

East Dorset

North Dorset Lynne White [lynne.white@dorset-pct.nhs.uk](mailto:lynne.white@dorset-pct.nhs.uk)

Purbeck Jo Wiltshire [jo.wiltshire@dhft.nhs.uk](mailto:jo.wiltshire@dhft.nhs.uk)

Weymouth & Portland Heather Stacey [heather.stacey@dorset-pct.nhs.uk](mailto:heather.stacey@dorset-pct.nhs.uk)

The following links will provide invaluable information in guiding work around this priority:

**WHO Report – Mental health, resilience and inequalities -**

<http://www.mentalhealth.org.uk/publications/mental-health-resilience-and-inequalities-report/>

**Mental Health and Employment, Dept for Work & Pensions –**

<http://www.dwp.gov.uk/asd/asd5/rports2007-2008/rrep513.pdf>

**Managing Mental Health and Employment, Dept for Work & Pensions –**

<http://www.dwp.gov.uk/asd/asd5/rports2007-2008/rrep537.pdf>

**The effectiveness of European Social Fund Objective 3 Global Grants [small grants] in increasing the employability of the most disadvantaged, Dept for Work & Pensions –** <http://www.dwp.gov.uk/asd/asd5/rports2007-2008/rrep473.pdf>

**Rethink – Various Briefing Notes –**

[http://www.rethink.org/how\\_we\\_can\\_help/news\\_and\\_media/briefing\\_notes/briefing\\_mental\\_he.html](http://www.rethink.org/how_we_can_help/news_and_media/briefing_notes/briefing_mental_he.html)

**MIND – Various factsheets –**

<http://www.mind.org.uk/Information/List+of+factsheets.htm>

**Employment for people with mental health problems –**

[http://www.sesami.org.uk/employment\\_report.pdf](http://www.sesami.org.uk/employment_report.pdf)

**Sainsbury Centre for Mental Health** – Various reports and briefings –  
[http://www.scmh.org.uk/news/2009\\_doing\\_what\\_works.aspx](http://www.scmh.org.uk/news/2009_doing_what_works.aspx)

**European Social Fund Programme (ESF), 2007-2013** – Regional Competitiveness and Employment Objective –  
[http://ec.europa.eu/employment\\_social/esf/members/gb\\_en.htm](http://ec.europa.eu/employment_social/esf/members/gb_en.htm)

**ESF Community Grants Programme** – Grants of up to £12,000 available to third sector providers – [http://www.esf.gov.uk/2007-2013\\_funding\\_opportunities/](http://www.esf.gov.uk/2007-2013_funding_opportunities/)

**Guidance and Requirements for the ESF, 2007-2013 Programme** [Small Grants] –  
[http://www.esf.gov.uk/docs/manual4\\_guide\\_req\\_esf\\_2007.pdf](http://www.esf.gov.uk/docs/manual4_guide_req_esf_2007.pdf)

**Working our way to better mental health: a framework for action**  
<http://www.workingforhealth.gov.uk/Initiatives/Mental-health-and-employment-strategy/Default.aspx>

**Work, Recovery and Inclusion: Employment support for people in contact with secondary mental health services**  
<http://www.workingforhealth.gov.uk/Initiatives/Mental-health-and-employment-strategy/Default.aspx>

Two further local initiatives worth considering in support of this priority are Sowing Seeds -  
[http://www.northdorset.gov.uk/index/enjoying/coast\\_countryside/areas\\_of\\_outstanding\\_natural\\_beauty/sowing\\_seeds.htm](http://www.northdorset.gov.uk/index/enjoying/coast_countryside/areas_of_outstanding_natural_beauty/sowing_seeds.htm) and

Chalk & Cheese - <http://www.chalkandcheese.org/index.php?page=about-chalk-cheese>

European Union funding has been awarded to Dorset, through the Regional Development Agency, to enable rural communities to diversify and strengthen their local economy and improve the quality of life for people living in those communities. There is potential for the development of social enterprise schemes around the land and marine sectors, which develop and sustain an enhanced environment. Chalk & Cheese covers the areas of Purbeck, West Dorset, the rural hinterland of Weymouth, and Portland. Sowing Seeds covers the areas of North Dorset, Cranborne Chase/Wimborne area of East Dorset (excluding Ferndown, Verwood and Corfe Mullen). These initiatives adopt a community-led approach through their respective Local Action Groups.

*For advice, support and information from the perspective of the service user, please contact:*

**Becky Aldridge, Dorset Mental Health Forum -**  
[beckyaldridge@dorsetmentalhealthforum.org.uk](mailto:beckyaldridge@dorsetmentalhealthforum.org.uk)

*For further information and advice on supporting people with mental ill-health with employment please contact:*

**Gary Cure, Integrated Team Manager, Dorset Community Health Services –**  
[gary.cure@dorset-pct.nhs.uk](mailto:gary.cure@dorset-pct.nhs.uk)

## **Enabling active travel for adults and children**

**LAA Targets: NI 175 and LTP1** Improving access to services and facilities by [public transport,] walking and cycling;

**NI 198 and LTP4** Reducing the number of school pupils travelling to school by car;

**LTP3** Increasing the number of cycle trips

Actions undertaken to support this area of work include

- raising awareness and increasing opportunities for active travel through workplaces, schools and other organisations;
- identifying and developing active travel routes in the local community;
- the development of new opportunities to learn or return to cycling for adults and children;
- creating a supportive environment for walking and cycling;
- increasing the walkability/cyclability of the built environment.

The following links will provide invaluable information in guiding work around this priority:

**Details of Active Travel Projects across the UK –**

<http://www.sustrans.org.uk/what-we-do/active-travel/active-travel-projects>

**Sustrans** - various publications including - **Creating the Environment for Active Travel** <http://www.sustrans.org.uk/assets/files/AT/Publications/PDFs>

**Sustrans** – access to evidence from a range of sources on **The Built Environment and Physical Activity** - <http://www.sustrans.org.uk/what-we-do/active-travel/139/the-evidence/built-environment-and-physical-activity>

**Sustrans – Active Travel Information Sheets** <http://www.sustrans.org.uk/what-we-do/active-travel/active-travel-publications>

*For further information and advice on active travel please contact:*

**Sue McGowan, Transport Planning, DCC – 01305 224487;**

[s.m.mcgowan@dorsetcc.gov.uk](mailto:s.m.mcgowan@dorsetcc.gov.uk)

## **NHS Health Checks**

The NHS Health Check is a vascular risk assessment and management programme that NHS Dorset began commissioning towards the end of 2009/10 in early implementer localities of Weymouth and Portland where early cardiovascular disease rates are highest along with North Dorset with a contrasting rural profile. The intention is to establish a uniform and universal five yearly check for people aged 40-74 years old, who are not already on any patient risk register, by 2012/13. It is hoped that the programme could prevent 1,600 heart attacks and strokes a year nationally, and provide a real opportunity to tackle the gap in life expectancy between deprived and less deprived populations, given that much of the population's vascular risk is concentrated in more deprived areas.

The NHS Health Check itself records a number of factors, including age, gender, smoking status, ethnicity, physical activity, family history, body mass index, cholesterol, blood pressure and depending on the level of risk, offers appropriate advice or signposting to lifestyle support or where indicated further investigation and management. It is planned to extend implementation during 2011 to the West Dorset and Christchurch localities.

As this programme builds there is will be increasing scope for opportunities to manage risk, especially with lifestyle interventions, for example physical exercise. These aspects are underpinned by the "Smokestop" and "Healthy Choices" adult weight loss pilot which are Dorset PCT wide. There is scope, too, for local innovation within communities to bolster this work such as in the Weymouth ward with highest deprivation where a Communities for Health award provided dance mats in a community centre. Now work is in progress to develop community delivery of NHS Health Checks during the over 50`s dance mat session which aims to address health inequalities.



## Team Dorset Challenge

### Background

The Team Dorset Challenge is a community based programme which aims to use the London 2012 Olympic and Paralympic Games as an accelerant to encourage people across the Dorset area to adopt a healthier lifestyle, through increased physical exercise, improved diet and participation in community, cultural and environmental activities.

It is a joint initiative managed and funded by NHS Dorset and Dorset County Council, in partnership with Active Dorset, aimed at creating a lasting health and well-being legacy from Dorset hosting all the sailing events for the 2012 Games.

The Challenge aims to inspire a minimum of 30,000 people of all ages and abilities across Dorset to become part of this once-in-a-lifetime Olympic experience before September 2012. In doing this, participants will commit themselves to 'personal best' challenges across the five themes of physical activity, healthy lifestyle, community, culture/learning and environment. It is hoped that their experience of the Challenge will encourage them to continue to make healthy and sustainable lifestyle choices, improving their quality of life and that of their families and communities.

The Challenge is being launched mid-2010 and will continue through until after the 2012 Games. During that time it will bring together a wide range of existing activities and partnerships but will also create many new ones so that in the run-up to the Games, Dorset becomes a mass of community activity.

### The 2012 Challenge

'Challengers' set their own personal goals and meaningful timeframes from the five Challenge themes, for example *'I will do/learn/try ??? 3 x a week for the next 3 months'*.

What makes this project special is Dorset's direct connection to the 2012 Olympic and Paralympic Games, which is billed as the 'Everyone's Games'. The Challenge has been awarded the coveted Inspire mark by the London Organising Committee of the Olympic Games (LOCOG) in recognition of its innovation and inclusivity. It is an 'Everyone's Challenge' in that it is open to all and accessible regardless of gender, age, socio-economic status, ability or beliefs. We hope individuals, families, households, streets, clubs, schools, workforces and any other kind of group will respond to the 'challenge' and strive for and achieve their own levels of excellence. In doing so, they will undoubtedly create a lasting health legacy for Dorset.

### For more information contact:

Coordinator: Alison Harpin - Dorset 2012 Challenge Officer

Phone: 01305 361188 (or mobile: 07766 998 442)

Email: [a.harpin@dorsetcc.gov.uk](mailto:a.harpin@dorsetcc.gov.uk)

Website: [www.teamdorsetchallenge.org](http://www.teamdorsetchallenge.org) (currently links to information pages on the Team Dorset website)

