

Review of Activity in 2008/09

Project	Description	Allocation	Actual/ Estimated Spend to 31 March 2009	Progress/Outputs
Healthy Lifestyles – Wellbeing in the Workplace and the Community	<p>This programme will work alongside the Workfit Co-ordinator and provide a range of lifestyle sessions in the workplace of local businesses, including Lifestyle Assessments to identify individual needs (blood pressure, body mass index, lung function, percentage body fat, Chlamydia test).</p> <p>The programme will also see the successful Exercise on Prescription (BEEP) programme expanded into the community and provide 10 week Healthy Lifestyle programmes focusing on lifestyle change; increasing physical activity, quitting smoking and making healthier food choices will be delivered in the most deprived areas of the borough.</p>	£51,500	£10,157	<p><b>Community Fit Club</b></p> <p>This successful project works in partnership with both statutory and voluntary organisations. The additional funding has enabled the programme to be delivered in the Stoneyholme and Daneshouse area, which is one of the most deprived areas in the country. There are currently 26 Asian and 6 Caucasian ladies participating in this weight management programme, which includes exercise and workshops.</p> <p>The co-ordinator will be setting up Community Fit Clubs in 9 workplaces, 2 community venues and 2 primary schools in 2009.</p>
Healthy Lifestyles – Buffalo Project	Continuation of this successful project. The scheme will be expanded and continue to help to halt year on year rise in childhood obesity in under 11's.	£24,000	£24,000	<p>The BUFFALO programme continues to grow from strength to strength. In addition to the core programme of fun activities, which are both physical and educational, there is gardening, cook and eat sessions are delivered during curriculum and after school. The project now boasts a parental programme, which runs alongside the children's programme. The project encourages a whole</p>

				<p>school approach and includes teaching staff in the sessions.</p> <p>A BUFFALO half term holiday programme in partnership with Sports Development was delivered at a local leisure centre with promotional materials. Sessions were targeted at children who were not doing much exercise and health professionals, including, dieticians, health visitors, practice nurses etc.. encouraged/advised participation. A healthy tuck shop replaced the traditional chocolate and fizzy drinks and was a huge success.</p>
Workfit	<p>The WorkFit Health co-ordinator is currently in post but existing funding ceases in this financial year. They act as the central coordinator to help employers set up in-house programs such as a Workplace Health Award. They assist the employer in addressing issues such as:</p> <ul style="list-style-type: none"> <li>• Recruitment, retention and rehabilitation</li> <li>• Creating a safe and Healthy Workplace</li> <li>• Mental Wellbeing and Minimising Stress</li> <li>• Musculoskeletal Disorders</li> <li>• Tobacco smoke &amp; smoking cessation</li> <li>• Alcohol and other substance misuse</li> </ul> <p>This project works closely with the</p>	£19,000	£19,000	<ul style="list-style-type: none"> <li>• Launch Feb 08</li> <li>• Resilience building event Sept 08 delivered key messages to employers about managing stress in workplace</li> <li>• Continuing employer needs assessments as an outcome of events &amp; employer engagement</li> <li>• 20 employers now signed up to 'Workfit Pledge'</li> <li>• Monthly Workfit newsletter delivered to 70 + employers (10,000+ employees)</li> <li>• Ran/assisted on various Health Awareness days, eg Workplace MOT's, Aircelle</li> </ul> <p><b><u>Developing Partnerships with PCT &amp; Voluntary Sectors</u></b></p> <ul style="list-style-type: none"> <li>• Developed Workplace smoking cessation with EL tobacco control group</li> <li>• Worked with Healthy Lifestyles team to roll out 'health checks' as part of Mens</li> </ul>

	<p>Healthy Lifestyles Team to provide a co-ordinated response to increasing the physical activity and encouraging healthy eating to employees working in businesses in Burnley.</p>			<p>Health Week' June 08</p> <ul style="list-style-type: none"> <li>• Worked closely with PCT workplace health development specialist &amp; Mental health team on several projects related to SMYL targets (contributed to Mental Health Team Action Workplan)</li> <li>• Helped to promote additional events e.g. Burnley Out &amp; About and Wellbeing Group events</li> </ul>
<p>Affordable Warmth: Keep Warm Packs</p>	<p><b><u>Keep Warm Packs</u></b> Eligible clients would receive a pack to ensure they keep warm within their own homes. Items would include: 4 energy saving light bulbs and a powerdown plug (donated by a utility company), hot water bottle, fleece blankets, hypothermia thermometer cards, insulation mug, and cup a soups. It would also contain literature detailing schemes such as Burnley Councils CRISP and Warm Front grants, Anchor Staying Put handyman scheme, Burnley Councils Home Repair Assistance; CABs advice schemes and Age Concern projects. 500 packs would be produced and distributed. This project would ensure residents access the help they need with regard to affordable warmth. The project would be launched during the autumn of 2008 during energy</p>	<p>£10,000</p>	<p>£10,000</p>	<ul style="list-style-type: none"> <li>• 500 Packs put together containing hot water bottles, fleece blankets, thermos mugs, thermometers, bed socks, and low energy light bulbs.</li> <li>• 5,000 thermometer cards printed and being distributed</li> <li>• Launched the packs through a 'Keep Warm Day' in partnership with Age Concern and Anchor Staying Put on Friday 21<sup>st</sup> November at the Age Concern Offices on Keirby Walk.</li> <li>• 490 packs distributed so far (via, launch event, LCC fire safety testing event, Age Concern, Anchor SP, Calico Older Peoples Service, CVS</li> <li>• Resulted in good promotion of services, provided good networking opportunities, and indications suggest increased request for services</li> </ul>

	efficiency week or Warm Homes week.			
Affordable Warmth: Warm Front Top Up Grants	<p><b><u>Warm front top up grants</u></b></p> <p>Warm Front is the government's heating and insulation grant. In a number of cases (between 5% and 10%) the total cost of the job exceeds the grant maximum of £2,700. Clients are asked to pay the 'excess' before the job can proceed even though the grant is aimed at the fuel poor who are often the most vulnerable members of our community. Currently there is no 'top up' funding available for Burnley residents with a Warm Front excess. The project would allow clients to access a maximum top up of £500.</p>	£26,000	£26,000	<ul style="list-style-type: none"> <li>• 41 grants approved as at 13 January 2009 and improvements being installed</li> <li>• Remaining top up grants offered to 17 householders.</li> </ul>
Alcohol	<p>Joint initiatives with the PCT to tackle the increasing problem of alcohol abuse.</p> <p>This will include include training to front line staff across a number of agencies to deliver opportunistic brief interventions with service user to use self help tools to reduce alcohol consumption.</p>	£20,000	£0	<p>The PCT have now identified a training provider and the training will commence early in the 2009/10 financial year.</p> <p>In addition, a joint East Lancashire post will be established for 12 months to help deliver the Alcohol Strategy</p>
Supporting the EL PCT health campaign	The PCT have invested significantly in a major campaign to support the target to "Save a Million Years of	£4,000	£4000	Trailer and equipment purchased to enable Healthy Lifestyle Team and Sports Development Team to go out into the

	Life". There is a need to now develop a more targeted localised campaign to ensure those residents in Burnley who are most in need are aware of activities and support to help them lead a healthier life.			community and engage residents "on their doorstep".
Joint ELPCT/BBC initiatives	To improve capacity (including a contribution to the post of Community Network Director) and to develop and implement jointly-developed scheme (see note above)	£51,500	£10,805	This funding has so far only been used to joint fund the Community Network Director post. Discussions on future joint initiatives will be taking place at a future meeting of the East Lancashire Health and Well-being Steering Group

#### **Other examples of Work Undertaken by the Council in 2008/09**

Programmes and interventions delivered to support behaviour change and health improvement.

- **Promoted 6 National Health Campaigns**
- **Men's Health Week** – 3 Workplace health events in partnership with the Workplace Health Co-ordinator. MOT's and 6 month follow up included, height, weight, waist measurement, blood pressure,
- smoking cessation and lifestyle advice specific to men's health issues. During the 6 month follow up the main areas of improvement was weight loss, increased physical activity and more of an awareness and a better understanding of health issues, such as diet and alcohol.
- **Family Fun Day at the Spirit of Sport OS Centre to promote this facility.**  
Free activities on offer: , MOT's for men, smoking cessation, lifestyle advice, free gym inductions, exercise classes, football and coaching, healthy snacks, cycle powered smoothies
- **Falls Prevention Day at St Peter's** – Partnership working with several organisations to raise the awareness of Falls and to promote the work of Healthy Lifestyles and leisure facilities

- **Diabetes Day at St Peter's** – In partnership with dietetics a coffee morning with healthy home made cakes at the St Peter's Centre was a huge success in terms of awareness raising and opportunistic testing of diabetes. Donations from the event were forwarded to Diabetes UK.
- **CHD Event** – A busy town Centre was the location to raise the awareness of CHD. In partnership with the Communications Service free MOT's were on offer and information on the services and facilities of the Council. A free raffle for participants, with fresh food vouchers to spend in the Market Hall for the 3 winners.
- **CHD Events x 3** – Town Centre location in partnership with the PCT. Blood pressure checks and lifestyle advice.
- **No Smoking Day** – The funding enabled an extra member of staff to cope with the increase in demand of self-referrals for smoking cessation, initially due to the implementation of the smoke free legislation. Pleasingly demand has continued throughout the year.
- Local communication campaigns to support the national campaign and local flyers produced. Purchased 4 smoke-a-lisers and 4 vitalographs.
- **Blood Pressure Week** – A stand at Asda offering blood pressures, lifestyle advice and the promotion of leisure facilities.
- **World Mental Health Day** – saw the launch of a specialist programme for GP referrals known locally as BEAM (Burnley Encouraging a Positive Mental Attitude), suffering from stress, anxiety and depression (mild to moderate). Group discussion, coping strategies, relaxation techniques, meditation, tai chi and gym workouts all contribute to the success of this much-needed programme.
- **Community Festival** – Partnership working with several organisations, both statutory and voluntary. In excess of 100 people kept 2 members of staff working non stop delivering FREE MOT's, lifestyle advice, smoking cessation, and the promotion of leisure facilities
- **College Visits x 5** –Smoking Cessation intervention to students and advice on Healthy Lifestyles.
- **Strike for Life x 2 Events** – Partnership working with Sports Development to deliver smoking cessation to 16 – 25 year olds
- **Special Event for People with Learning Difficulties** – Partnership working with BFC and provided a Chair based Exercise to Music class

- **Public User Involvement Event** at Temple St to raise the awareness of local services and facilities. Monthly Chair Based exercise sessions for people with a visual impairment and learning difficulties.
- **South West Burnley Community Group – Smoking Cessation**  
Programme in partnership with the SW Burnley's Children's Centre. An almost 100% compliance rate with 50% of the group stopping smoking and taking the huge step of accessing the follow up clinics at the St Peter's Centre for continued support. This group has also progressed to accessing Cook and Eat sessions and exercise classes.