

REPORT TO WEST AREA PEOPLE BOARD

3rd June 2014

Change for Life – Creating healthy lifestyles in the West

1. Background

- 1.1 As part of its priorities for the year 2013 - 14, West Area People Board identified Health as a priority to improve the Health and Wellbeing in the West.
- 1.2 The People Board considered health and identified a number of actions which the board would like to work on, one of which was to consider the Change for Life Programme delivered nationally and the local dimension to this programme.
- 1.3 The Board agreed to work to further understand the programme at a local level and how value may be added locally to deliver a whole family approach to healthy lifestyles.

2. Change for Life Sports Clubs

- 2.1 The Department of Health has recently invested funding into Change4Life Sports Clubs, alongside the recent 'School Sport' funding. There is increasing impetus around the role of physical education and school sport as a means of addressing public health issues for children and young people.
- 2.2 The Schools Games Organisers in Sunderland have been tasked with rolling out the 'Change4Life' sports clubs, in each of the primary schools in Sunderland.
- 2.3 The key outcomes are to:
 - Embed in wider school priorities
 - Ownership by the school and pupils
 - Changing behaviours around key health issues (healthy eating, physical activity and social and emotional development and wellbeing)
 - Establish a culture of regular attendance
 - Improve behaviours
 - Increase self- esteem and confidence
 - Knowledge of healthy lifestyles
 - Engage parents
- 2.4 The teachers within the schools are identifying the hardest to reach children and families who will be engaged in the programme based upon indicators such as poor attendance rates, behaviours displayed, lack of engagement, and poor educational attainment.
- 2.5 The process of engaging and training the schools and creating the activity clubs has commenced in the West.

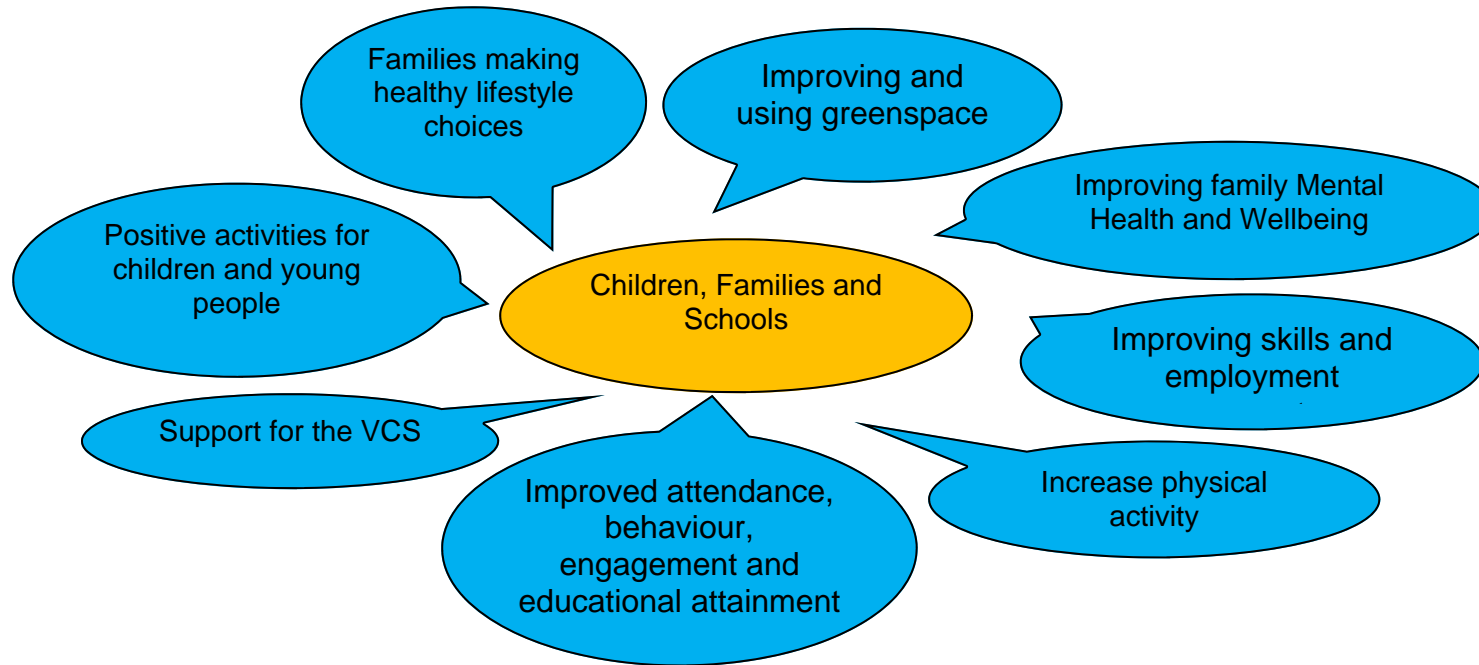
3. Additionality

- 3.1 Previously the People Board has identified how they would consider adding value to the programme to deliver improved outcomes against local area priorities and the corporate outcomes of the Council.
The diagram below demonstrates the proposed added value and the outcomes that would be expected to be delivered.

5 a day for mental health and wellbeing

Sports Clubs

Activity Taster Sessions



Healthy eating and drinking

Grow your own/Using outdoor space

Health Champions/Junior health champions

- 3.2 The programme will be delivered to children aged 7 – 8 years old within the primary schools across the West. It will seek to engage and deliver the activity to the children and their families.
- 3.3 The children will be identified by the teachers within the school based upon low attendance, poor behavior, poor educational attendance, lack of engagement by children and families, lack of self-esteem/confidence.
- 3.4 The proposal for delivery of a 'change for life programme' within the 16 Primary Schools in the West, is to:
- Creation of a co-ordinator post to be employed within the secondary school in the West for a period of 12 months. It is intended that this post will develop a package of delivery that can be handed to the school to continue to deliver using FACL courses, peer mentors and volunteers recruited through the first year programme.
 - The post will be responsible for training the schools/teachers and assisting them to develop sports clubs delivered to targeted pupils over a sustained period of time.
 - Recruit volunteers who will support the long term sustainability of the programme beyond the year.
 - Engagement of the parents and families of the young people to participate in the programme.
 - Coordination of the programme in order for the package to be delivered and handed on to the schools to continue to deliver in future years.
 - Performance monitoring of the programme.
- 3.5 The sports club development and delivery has commenced within the schools and will run throughout the year long programme.
- 3.6 Each of the additional courses will run alongside the sports clubs and will consist of:
- 5 a day for Mental Health and Wellbeing. A 6 week course working with children and parents looking at family coaching, self esteem, confidence and aspirations. Identifying causes and barriers and how these can be resolved. (FACL Course)
 - Healthy Cooking on a budget. A 6 week course to be delivered to children and their families to help them identify how they can make healthy choices on a limited income and the impact this can have on health and wellbeing. (FACL Course)
 - Outdoor play/Grow your own. A 6 week course to be delivered to children and their families to help them identify how they can use the outdoors to increase their activity, improve their health and use it to grow fruit and vegetables. This will involve the creation of a local school/community garden. (FACL Course).
 - Activity taster sessions. Utilising the voluntary and community sector organisations, deliver 5 sessions of activity to enable young people to participate in activities to support them to increase physical activity, join local clubs within the community
 - Deliver the 5 modules of health champions training to the children and their parents (using young health champions for the children and health champions programme for parents).
- 3.7 The planned outcomes of the programme are:
- Increasing physical activity in families
 - Improving mental health and wellbeing

- Increasing use of local voluntary and community sector organisations
- Participation in positive activities for children and young people
- Increasing skills and opportunities for employment
- Improved physical health and wellbeing
- Improvements in child's attendance, engagement, behavior and attainment
- Increase families aspirations
- Increased adult learning and achievement of accreditations
- Increased volunteering

3.8 These outcomes will be measured through the performance monitoring Framework of the programme that will be developed by the coordinator.

4. Costs

- 4.1 Activity coordinator (PT for one year) £15,680
- 4.2 Health Eating/Cooking on a budget £840 per school for 12 hr course over 6 weeks.
- 4.3 Green exercise/Grow Your Own/Utilising Place £840 per school for 12 hr course over 6 weeks.
- 4.4 Family confidence/coaching and values £840 per school for 12 hr course over 6 weeks.
- 4.5 Activity taster sessions £4000
- 4.6 Discussions with FACL have shown that there is potential to develop partnership working in the delivery of the courses and utilising Skills Funding Agency funding to support delivery providing the courses meet the FACL requirements, which the above proposals do. This will be better understood once the FACL procurement programme has been completed.
- 4.7 An alternative would be to scale up or down the delivery of education courses to families where FACL funding is not available which could be met by Area Committee. This would be known following 4th July when providers will be advised of contracts.
- 4.8 If all costs were proposed to be met by Area Committee the total cost of the programme would be £56,820. This would be likely to reduce following further discussion with FACL and utilisation of the courses through the current procurement exercise.

5. Recommendations

- 5.1 Consider the proposal and make a recommendation to Area Committee.

