

SUNDERLAND WEST AREA COMMITTEE

21st SEPTEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2011/12: Youth and play provision: diversionary activities to alleviate Anti Social Behaviour (ASB) and disorder

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1**.

2. Work plan 2011/12: Youth and play provision

- 2.1 At its July meeting, the Committee agreed to allocate £42,000 of its Strategic Initiatives Budget (SIB) to fund a West Summer Activities programme. Members received a copy of this programme. The programme was organised in partnership by youth and children's providers within the West, led by Children's Services. An evaluation report, produced by Children's Services and all the youth and children's projects, is attached as Annex 1a and a number of projects will present this to members.
- 2.2 In addition to its SIB, the Area Committee was allocated £30,000 of the Early Intervention Fund from Children's Services, and it was agreed by Area Committee that this funding would be used to provide positive activities for children and young people. To date, £3,600 of this has been spent supporting children's activities during the last Easter and subsequent half term holiday. The remaining budget of £26,400 must be spent by March 2012, and committee may wish to allocate this money towards future holiday activity programmes throughout the financial year, utilising the partnership approach, outlined in 2.1, of the summer programme.
- 2.3 For the action of improving out of school activities for 8 – 12 year olds, committee may wish to consider whether the new West Locality Operational Manager for Children's Services be requested to bring a report to a future committee meeting, outlining potential options.
- 2.4 Regarding the action of community leader training, it is proposed this could be considered within the framework of the 'Jobs Prospects' priority.
- 2.5 Regarding the action of mapping and responding to youth anti social behaviour (ASB), Children's Services are planning to alter winter youth village provision from November to March with a number of mobile youth teams in place on Friday and Saturday evenings, which will respond to reported incidents of young people 'hanging around' and potentially causing ASB. This will be done collectively with partners.

Recommendation:

- Note the evaluation of the West Summer Activity programme;
- Agree the commitment of £26,400 Children's Services budget to future holiday activity programmes, utilising the partnership approach developed for the summer programme;
- Agree the consideration of community leader training be within the 'Jobs

Prospects' framework;

- Request the Children's Services Locality Operational Manager to investigate options for the committee to tackle the 'lack of out of school activity for 8 – 12 year olds';
- Note the proposals to respond to youth anti social behaviour and receive a further report on their effect.

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West Area of Sunderland -Youth and Play Provision

Summer 2011 - West Area SIB

Overview of Youth and Play Provision - Summer 2011

Projects Delivering Youth and Play Provision in the West Area of Sunderland

- Pennywell Youth Project
- Tansy Centre
- Pennywell Community Centre
- The Box Youth Project
- Launch Pad
- Youth Almighty Project
- Youth Development Group
- Four Seasons Activity Group
- Lambton Street Youth Project
- A690 Youth Initiative

Contacts

Over the course of the Summer Holidays the combined projects made contact with 725 different young people.

Participants

Of these 725 young people, 258 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 108 additional youth / play sessions in the West Area of Sunderland. This equates to around 20 sessions per week

Programme

Following the successful acquisition of funding the projects based the West Area of Sunderland worked in partnership to deliver a wide range of youth and play provision for the Summer Holidays 2011. The partnerships worked well as it ensured that there was no duplication of provision, a comprehensive programme of activities was available, young people had the opportunity to participate and resources were easily shared.

- Please see Individual Wards for activities

During the 6 weeks each project was visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

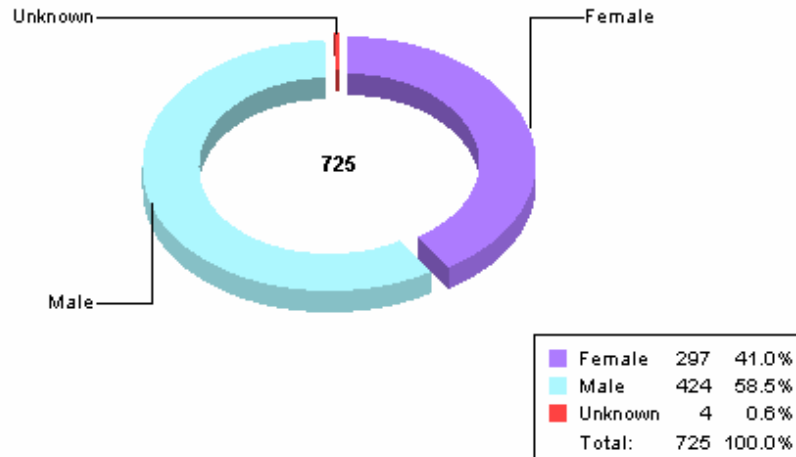
Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop the provision in the West Area of Sunderland

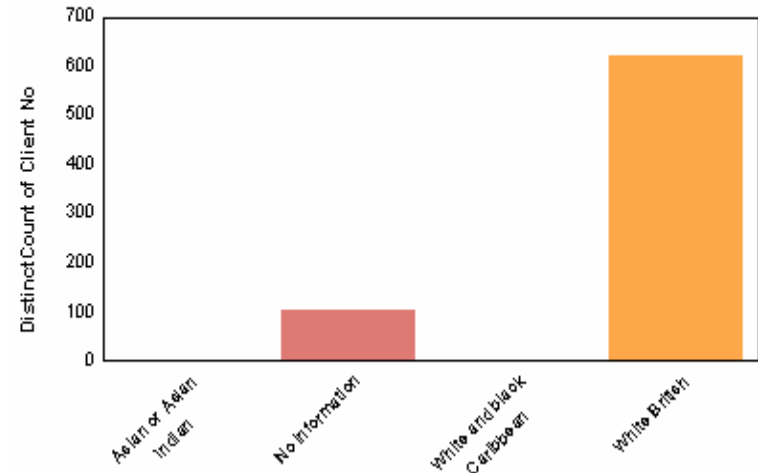
Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success, young people participated fully and engaged in the positive activities made available to them, the young people learned new skills and developed existing ones and had fun.

SIB Summer 2011 WEST Area

Gender Breakdown



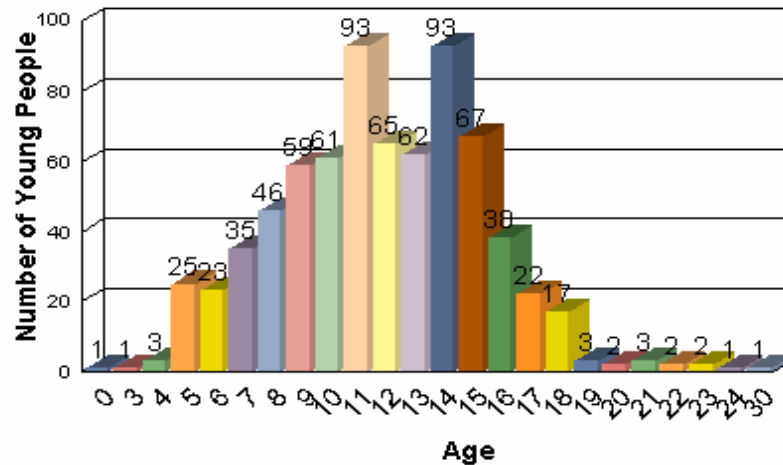
Ethnicity Breakdown



Total Number of Individual Contacts

725

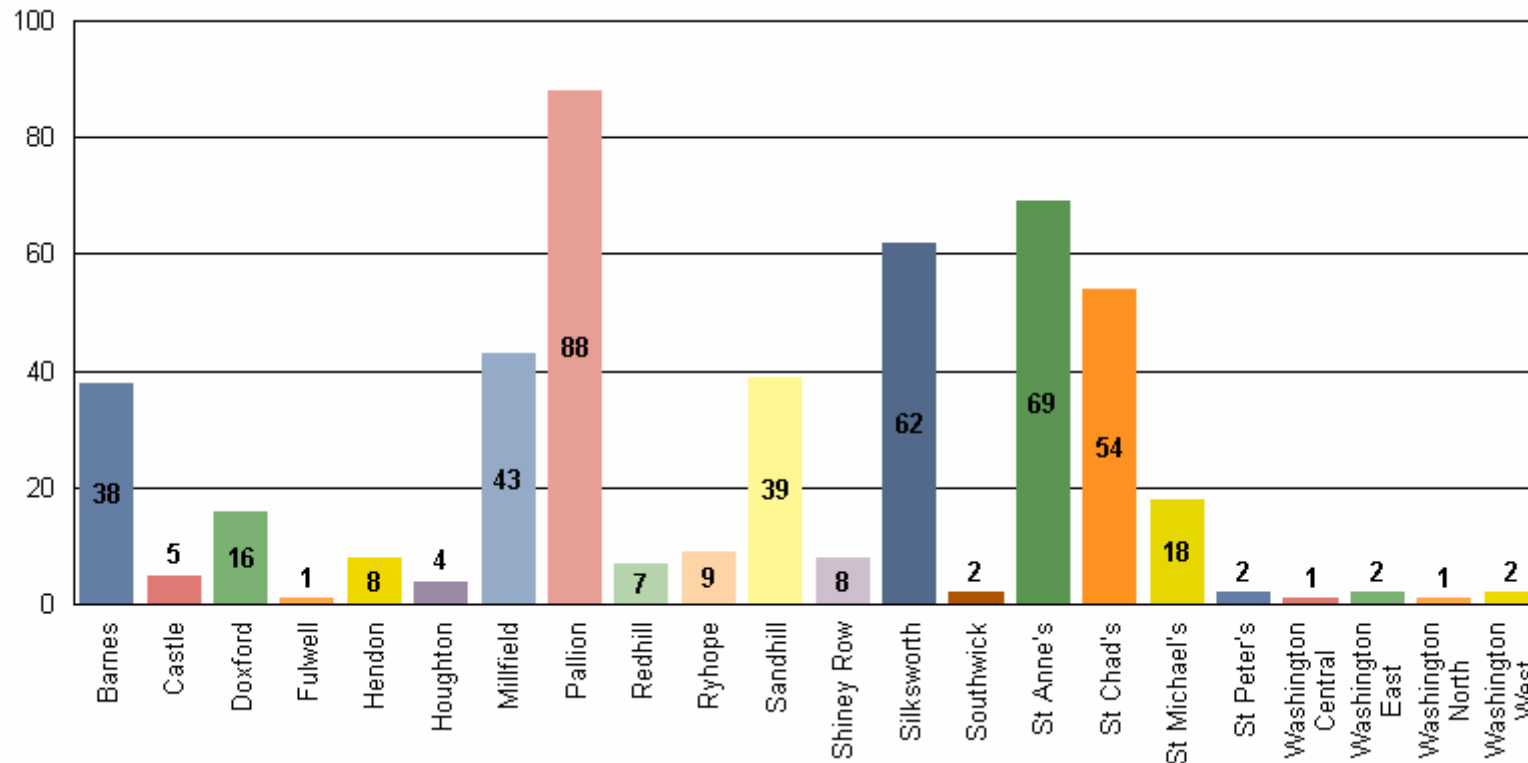
Age Breakdown



Total Number of Young People who attended 3 or more sessions

258

WEST Area - SIB Summer 2011 Clients Postcode Breakdown



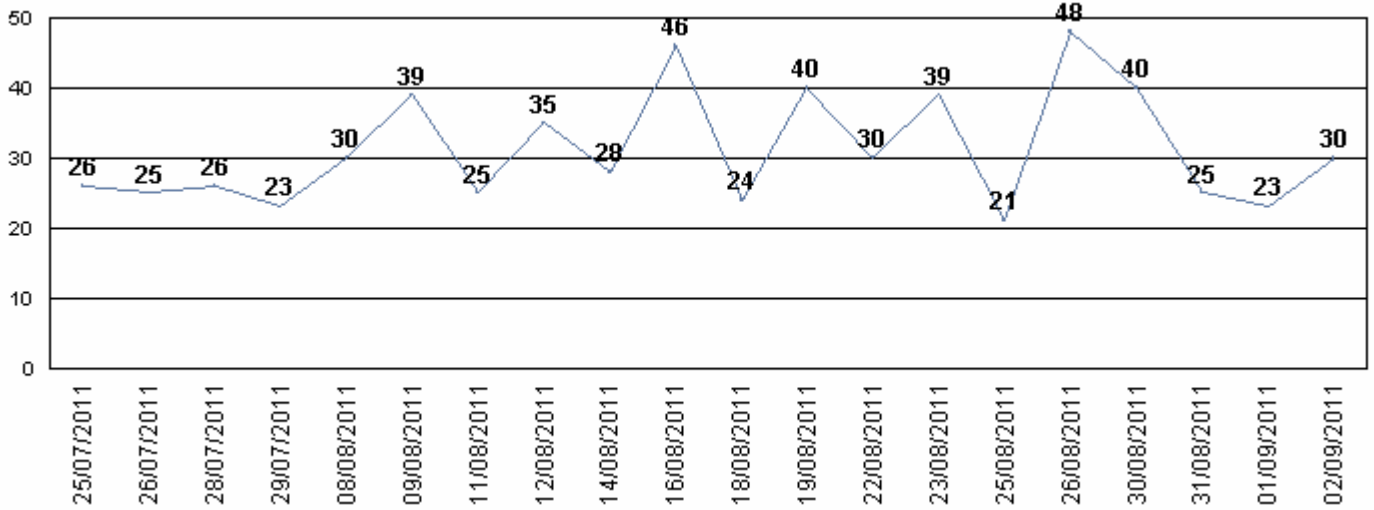
479 Young People who had a correctly entered postcode which was used in this calculation

246 Young People had an incorrect post code entered which was used in this calculation.

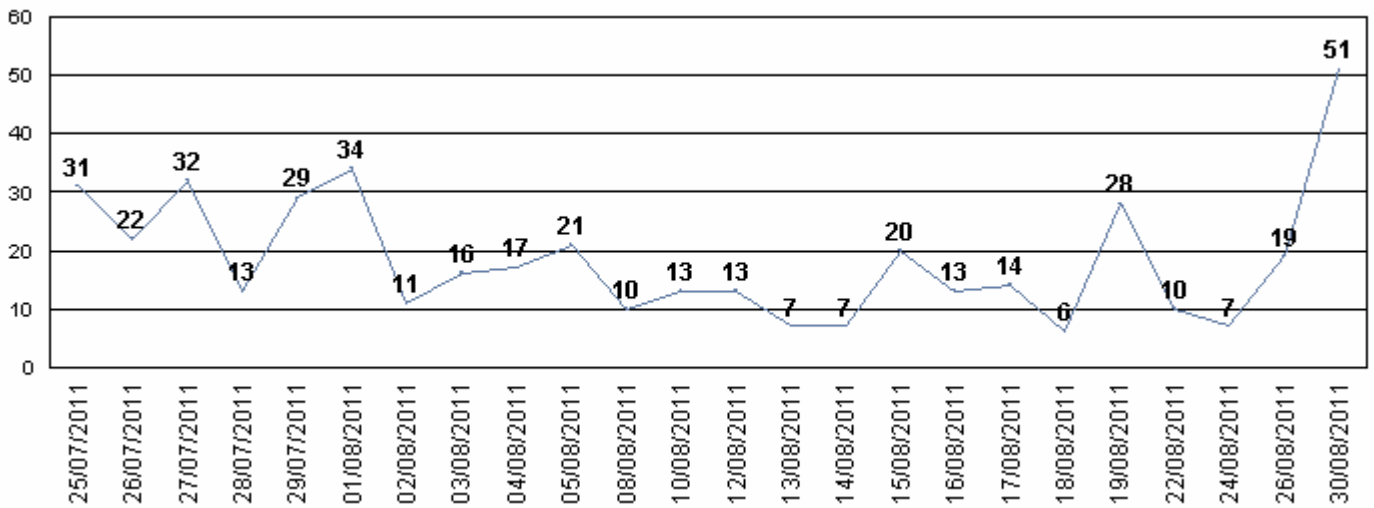
- **157** Postcodes that are blank

- **89** No matching post codes / Post code outside of the Sunderland area

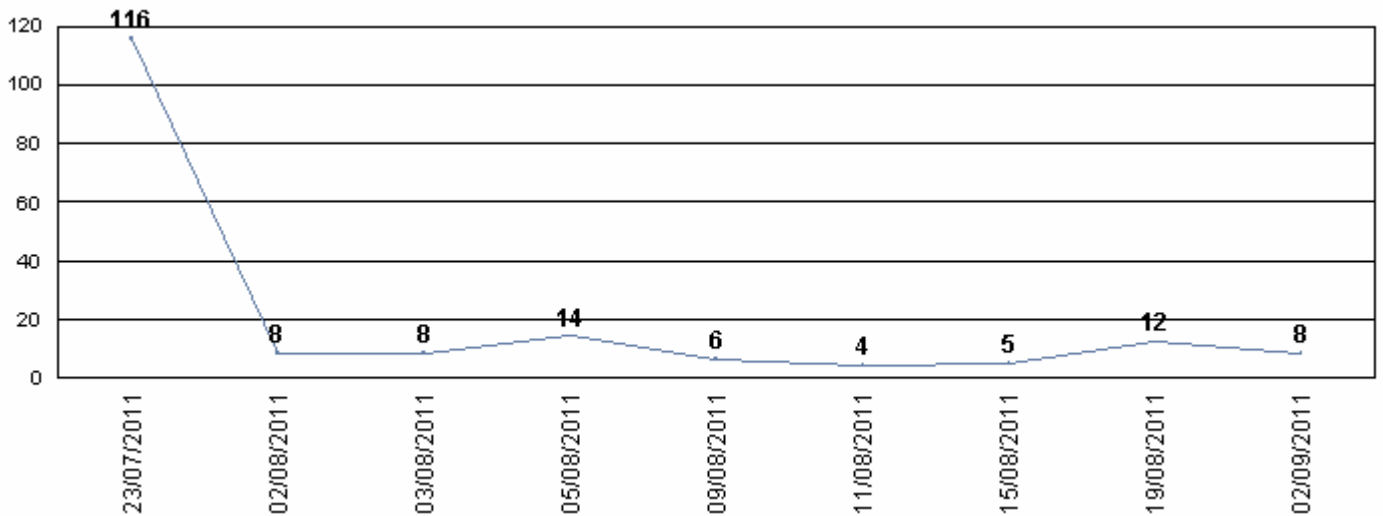
St Anne's Ward



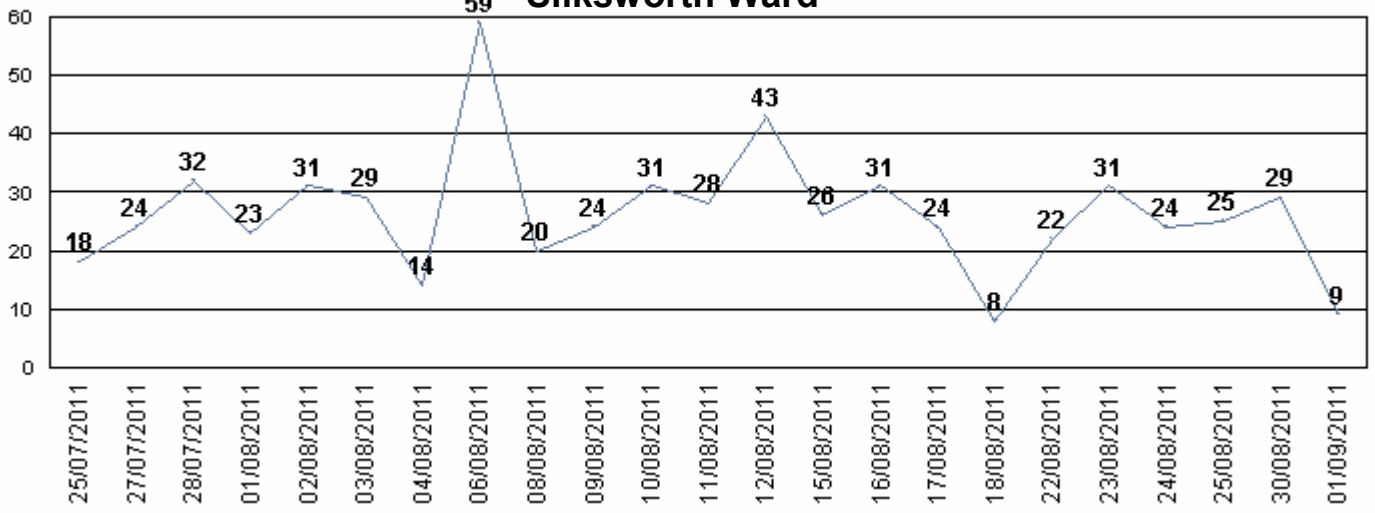
Pallion Ward



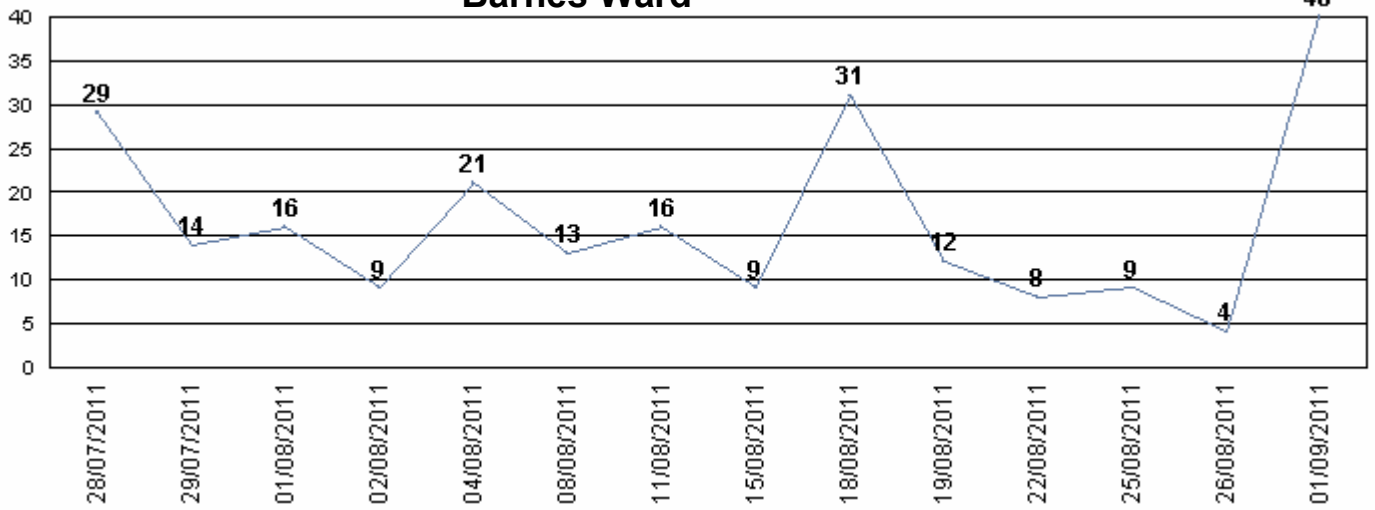
Sandhill Ward



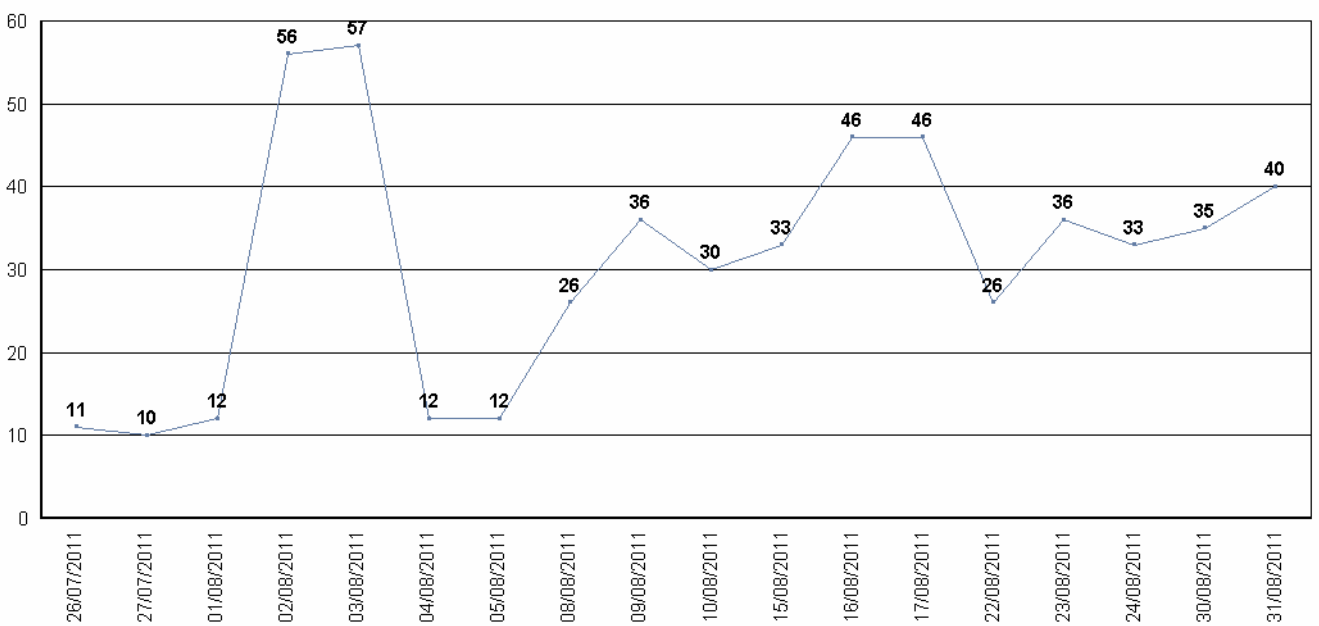
Silksworth Ward



Barnes Ward



St Chad's Ward



St Anne's Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in St Anne's Ward

- Pennywell Youth Project
- Tansy Centre
- Pennywell Community Centre

Contacts

Over the course of the Summer Holidays the combined projects made contact with 178 different young people.

Participants

Of these 178 young people, 79 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 29 additional youth / play sessions in St Anne's Ward. This equates to around 6 sessions per week

Programme

Following the successful acquisition of funding the projects based in St Anne's Ward worked in partnership to deliver a wide range of youth and play provision for the Summer Holidays 2011. The partnership worked well as it ensured that there was no duplication of provision, a comprehensive programme of activities was available, young people had the opportunity to participate and resources were easily shared.

Activities included:

- Drug and Alcohol Workshops
- Personal Hygiene Awareness
- Glass Painting
- Trampolining
- Gymnastics
- BBQ and Watersports
- Garden Crafts
- Bullying Awareness
- Musical Experience

During the 6 weeks each project was visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop the provision in the St Anne's Ward, please see attached graphs.

Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success, young people participated fully and engaged in the positive activities made available to them, the young people learned new skills and developed existing ones and had fun.

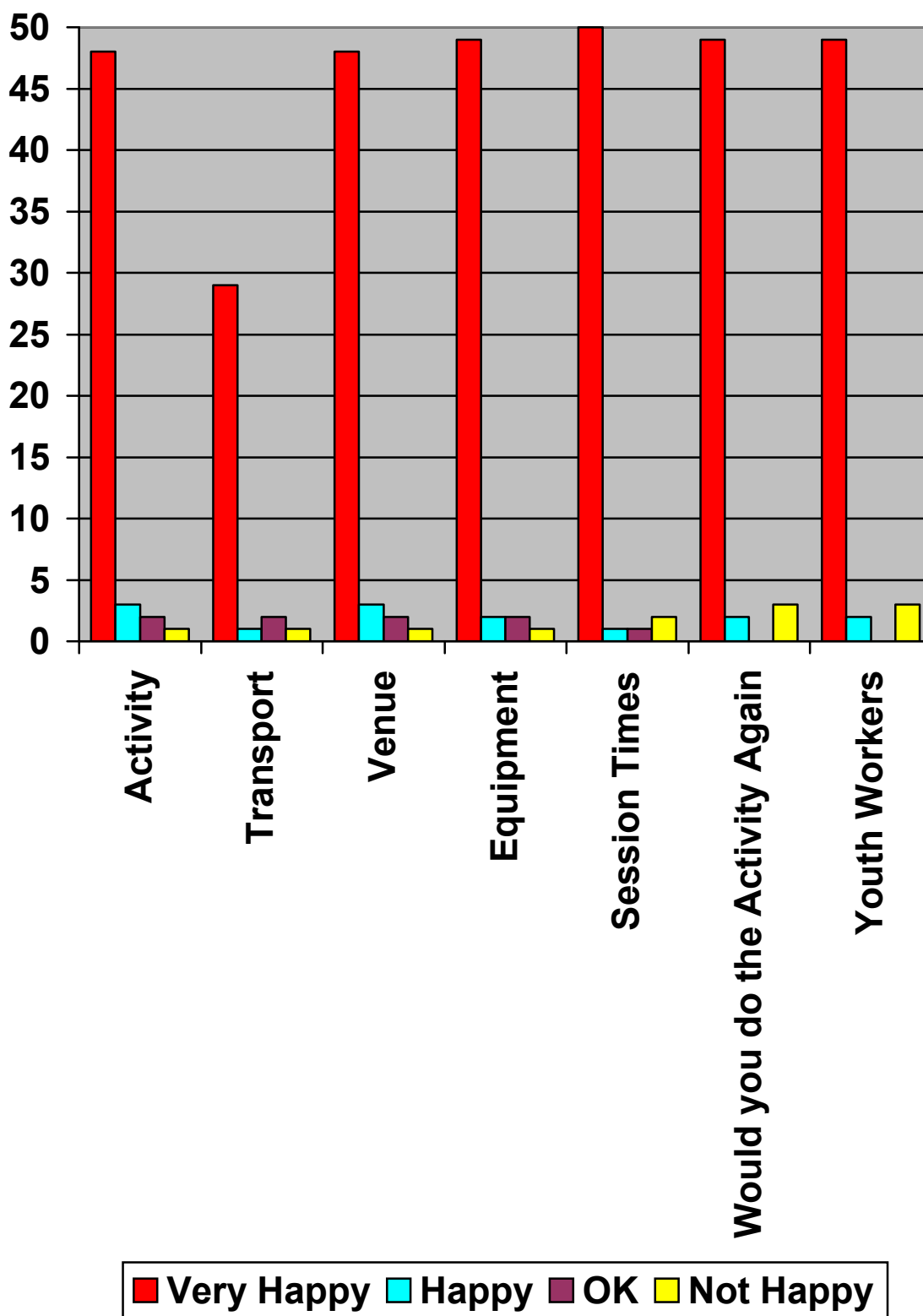
Pennywell Youth Project

SIB Case Study

The ESP course was aimed at young people aged 17 -19 who were not in any form of education, employment or training. We delivered the course over a period of ten weeks for a minimum of 10 hours per week which was funded via Connexions. A group of 10 young people were recruited to enroll onto the course and met individually with each one to discuss the aims and possible outcomes of the programme. As part of the course the young people took part in an Introduction to Youth Work Programme and gained a National Open College Network Accreditation at Level One in Enterprise Skills. As part of the youth work course the young people had to complete a number of voluntary hours which they choose to do on the youth project's Summer Programme (Supported by SIB funding) this enabled the young people to mentor other young people within the project. The Enterprise project entailed the young people thinking of a product or service that they could sell and who their target audience would be, what would be the retail price and profit margin and how would they market and advertise the product / service. Each young person chose a different product / service to take to market and collectively they came up with genius idea of having a mini fun day at the project where they could all sell their products or provide a service to the local community. The day they chose was Wednesday the 27th July which coincided with the projects summer scheme (supported through SIB) and presented the ideal opportunity for the community to come together. There were over 150 residents in attendance on the day and it was very well planned and organised by the ESP students. This experience gave all ten participants invaluable skills, confidence and motivation to progress into long term education, employment or training at the end of the ten week programme

Pennywell CC and Tansy Centre
St Anne's Ward

Summer 2011
Young People's Evaluation



Silksworth Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in Silksworth Ward

- Youth Almighty Project

Contacts

Over the course of the Summer Holidays the Youth Almighty Project made contact with 111 different young people.

Participants

Of these 111 young people, 65 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 23 additional youth / play sessions in Silksworth Ward. This equated to around 3 sessions per week

Programme

Following the successful acquisition of funding the Youth Almighty Project based in Silksworth Ward consulted with young people and the community to deliver a wide range of youth and play provision for the Summer Holidays 2011. Through the consultation the Youth Almighty Project were able to provide a comprehensive programme of activities for young people, activities that they wanted to do and had some ownership of.

Activities included:

- Playscheme
- Young People Volunteering
- Snow Tubing
- Making Pizzas
- Visit to Panda and Cinema
- Flamingoland
- Arts and Crafts
- Sports Activities
- Mask Making

During the 6 weeks the Youth Almighty Project was visited twice to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop future provision in the Silksworth Ward, please see attached graphs.

Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success, young people participated fully and engaged in the positive activities made available to them. Some young people volunteered within the playscheme at Youth Almighty Project, gaining work experience, raising their confidence and self esteem, developing and learning new skills and encouraging the young people to participate through play.

Youth Almighty Project

Youth Session Case Study

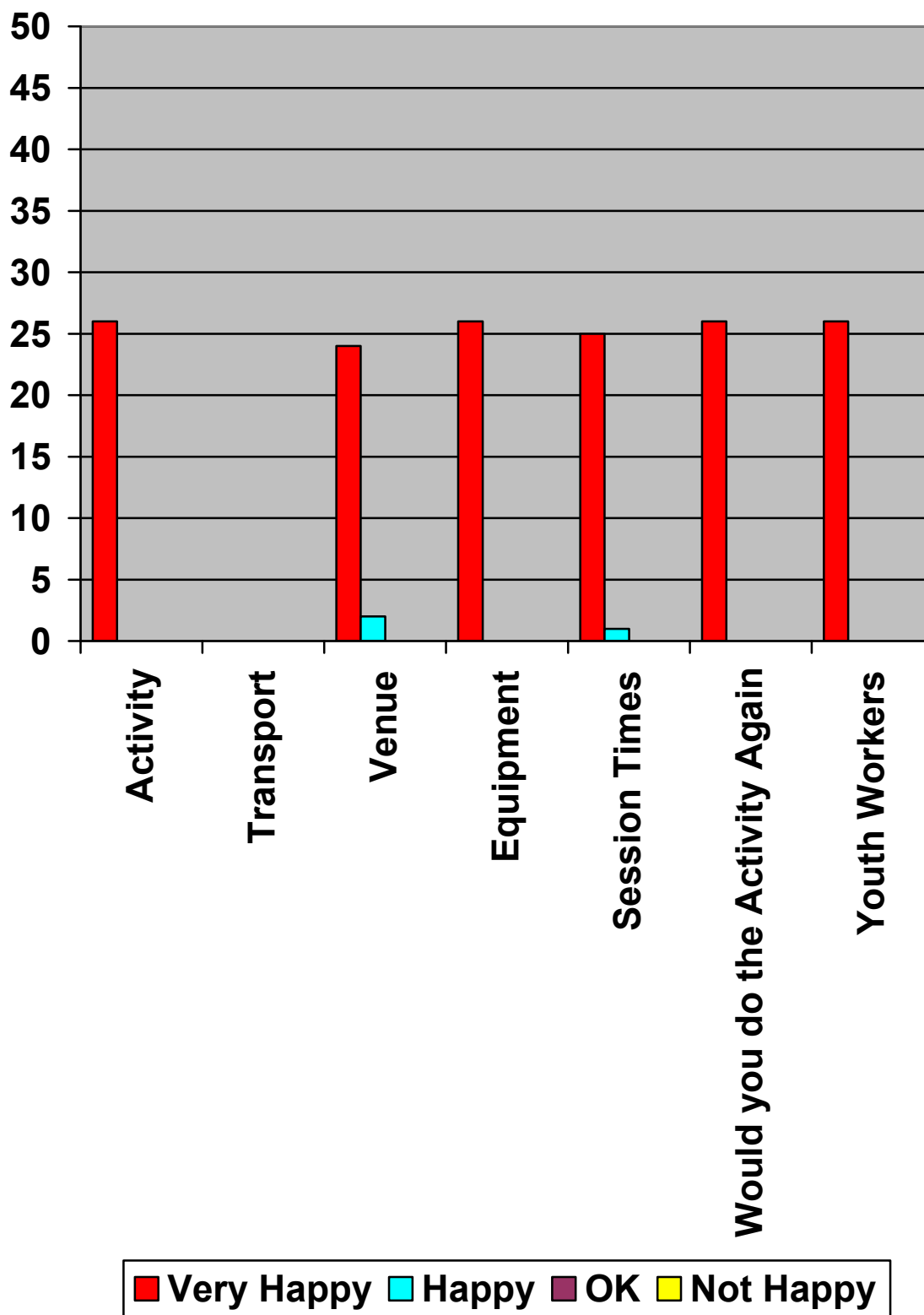
This individual has been attending the project for a few months previous to the holiday programme. When she first started coming to the sessions she was often shy, withdrawn and tended not to join in with many of the activities provided. She also lacked greatly in confidence and she found it difficult to socialise with fellow peers. After some one to one discussions with workers, and breaking down some of the affecting barriers, the young person asked of ways she could become more involved in the project. She followed suggestions and started volunteering during the summer play scheme. As she became involved, workers could see the young person developing confidence as well as showing great attributes as a worker as she displayed a very caring nature, and supported the young children well. As the scheme continued the individual started to build friendships with other young people who were also volunteering. She began to attend the holiday youth sessions, joining in planned activities and learning new skills. This young person is now regularly attending the evening sessions and is considering a vocation working with children, as she has not only enjoyed the experience but has gain some valuable skills from the volunteering process.

Play Session Case Study

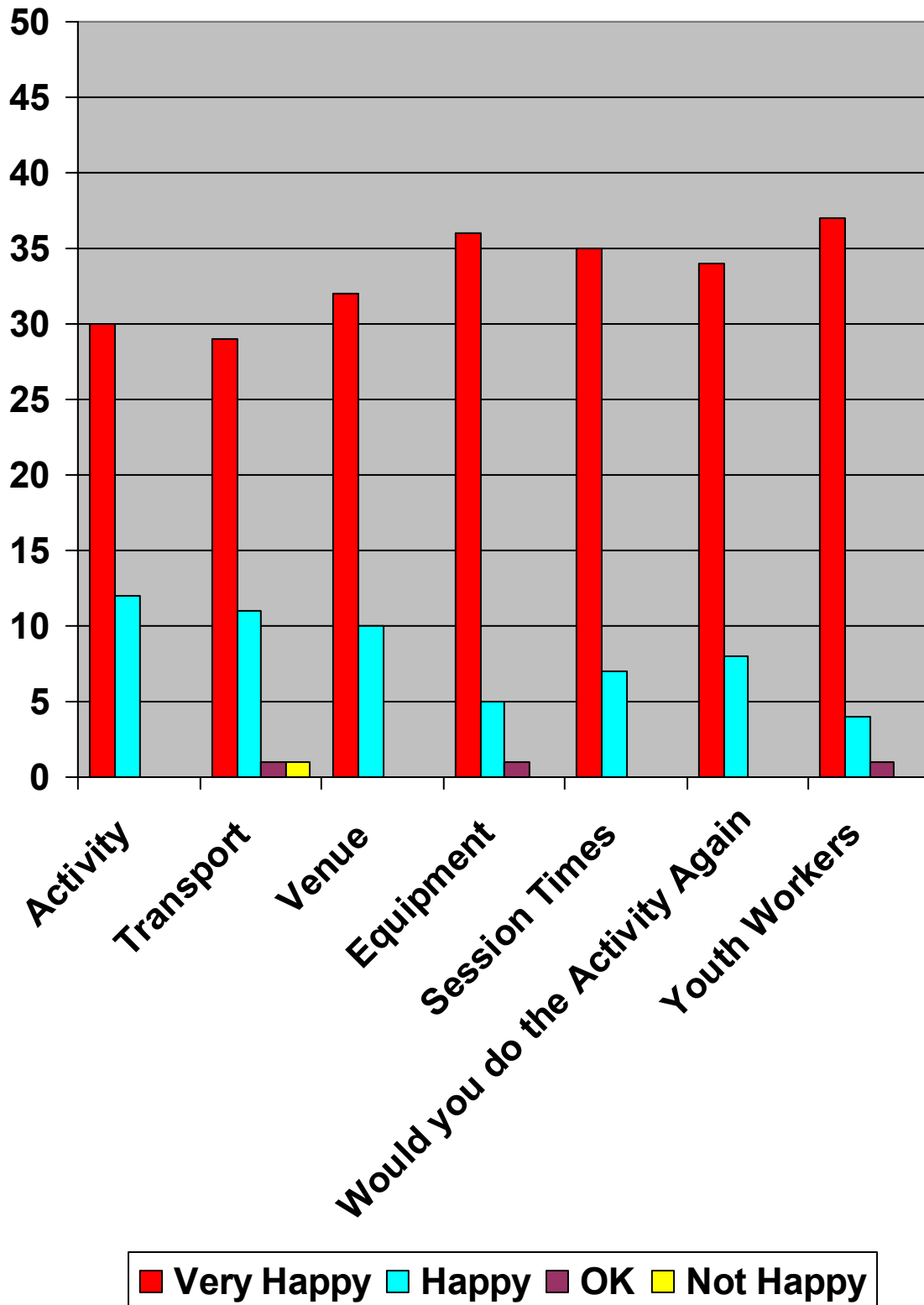
This individual has some disabilities which can affect her social time outside school, especially finding facilities with the necessary support that is needed. During the holiday programme this child attended the play scheme taking part in a variety of age appropriate activities including; art, cookery, sports, games and an out of centre activity to Lightwater Valley, which she really enjoyed. She was able to take part and learn new skills based around the session themes and this created the opportunity for her to develop through play. During the play scheme this child has grown in confidence, made new friendships and shown a great sense of independence. She has been able to express herself creatively through her favourite activities which are singing and dancing, and loved having everyone join in. This child was able to achieve, tried something new and most of all had fun.

Youth Almighty Project
Silksworth Ward
Summer 2011
Young People's Evaluation

Playscheme



Youth Sessions



Barnes Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in Barnes Ward

- Youth Almighty Project
- Mobile Youth Bus – Youth Development Group

Contacts

Over the course of the Summer Holidays the combined projects made contact with 130 different young people.

Participants

Of these 130 young people, 31 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 15 additional youth / play sessions in Barnes Ward. This equated to around 2 sessions per week

Programme

Following the successful acquisition of funding the projects delivering in Barnes Ward worked in partnership to ensure a wide range of youth and play provision for the Summer Holidays 2011. The partnership worked well as it ensured that there was no duplication of provision, a comprehensive programme of activities was available, young people had the opportunity to participate and resources were easily shared.

Activities included:

- Cage Football
- Rock Climbing
- Derwent Hill Residential
- Ball Games
- Flamingoland
- Games Consoles
- Arts and Crafts
- Snow Tubing
- Water Sports

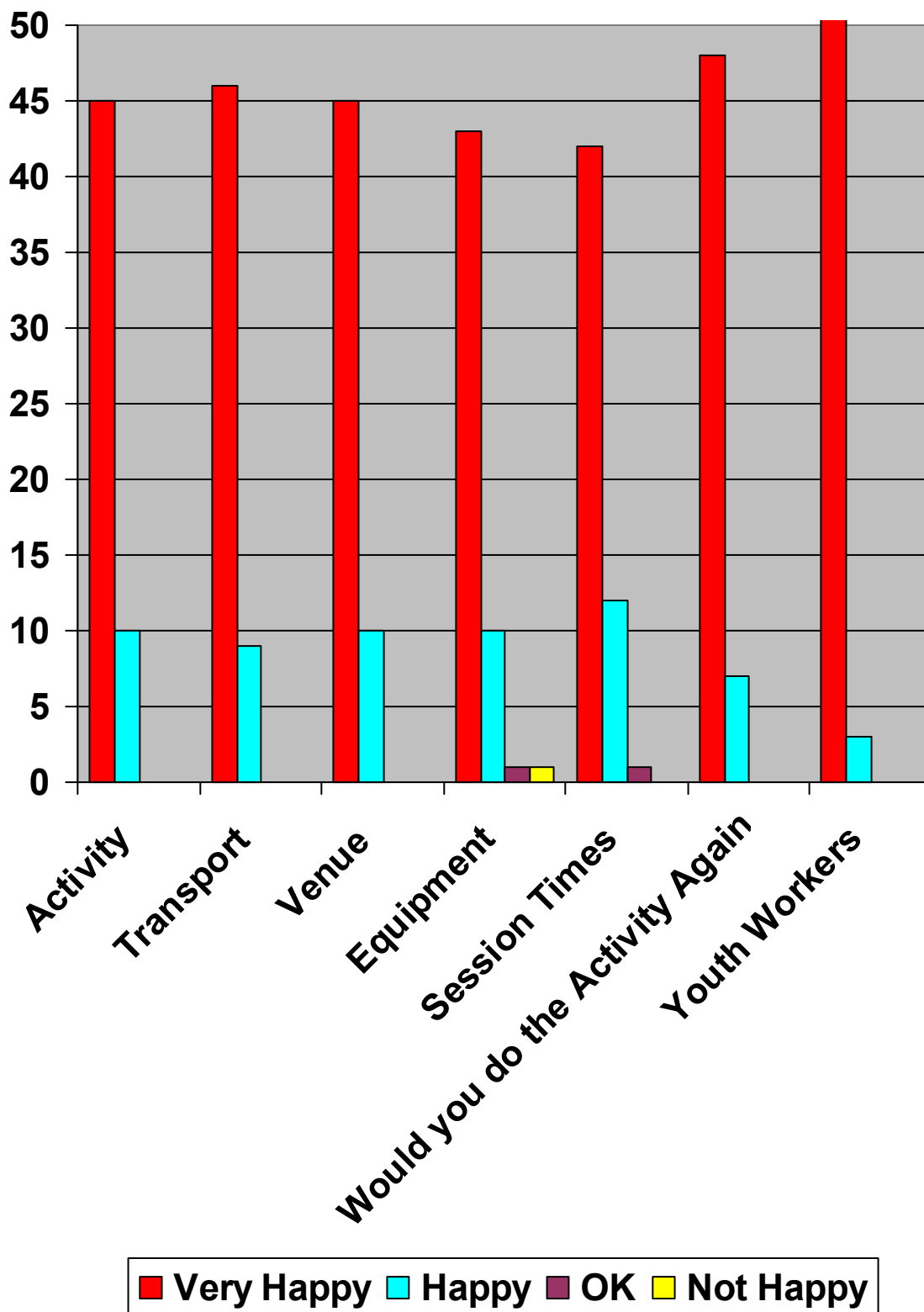
During the 6 weeks the projects were visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop future provision in the Barnes Ward, please see attached graphs.

Workers also evaluated the programme.

Youth Almighty Project
Barnes Ward
Summer 2011
Young People's Evaluation



Pallion Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in Pallion Ward

- Lambton Street Youth Centre
- Four Seasons Activity Group

Contacts

Over the course of the Summer Holidays the combined projects made contact with 141 different young people.

Participants

Of these 141 young people, 39 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 28 additional youth / play sessions in Pallion Ward. This equates to around 5 sessions per week

Programme

Following the successful acquisition of funding the projects based in Pallion Ward worked in partnership to deliver a wide range of youth and play provision for the Summer Holidays 2011. The partnership worked well as it ensured that there was no duplication of provision, a comprehensive programme of activities was available, young people had the opportunity to participate and that building / resources were easily shared.

Activities included:

- Battle Field Lazer Quest
- 1 Star Kayak Award
- BHF Day First Aid
- Healthy Cooking and Lifestyles
- Egypt and Rome Awareness
- Camping
- Flamingoland
- Gorge Walking
- Cake Making

During the 6 weeks each project was visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

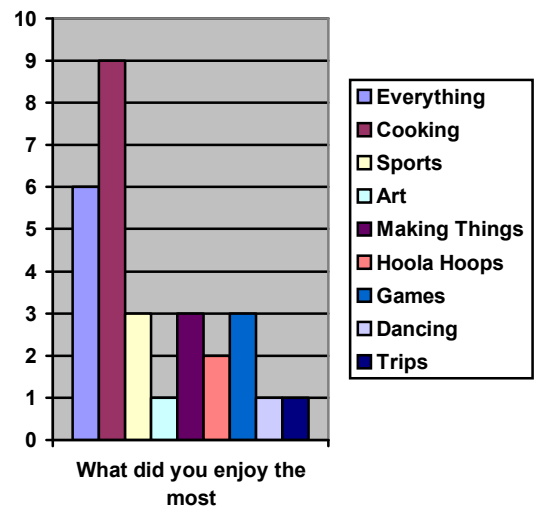
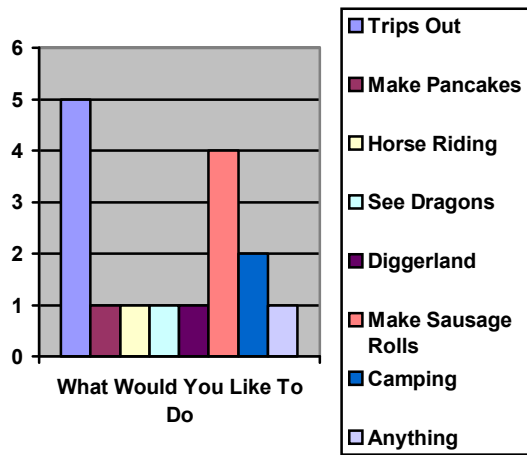
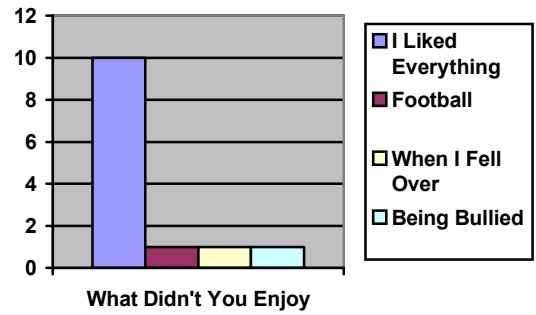
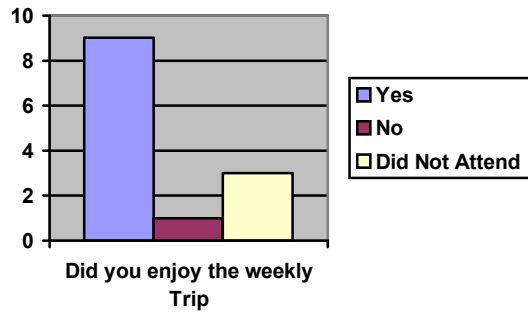
Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop future provision in the Pallion Ward, please see attached graphs.

Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success; young people participated fully and engaged in the positive activities made available to them, some young people gained a recognised accreditation and had the opportunity to participate in new experiences.

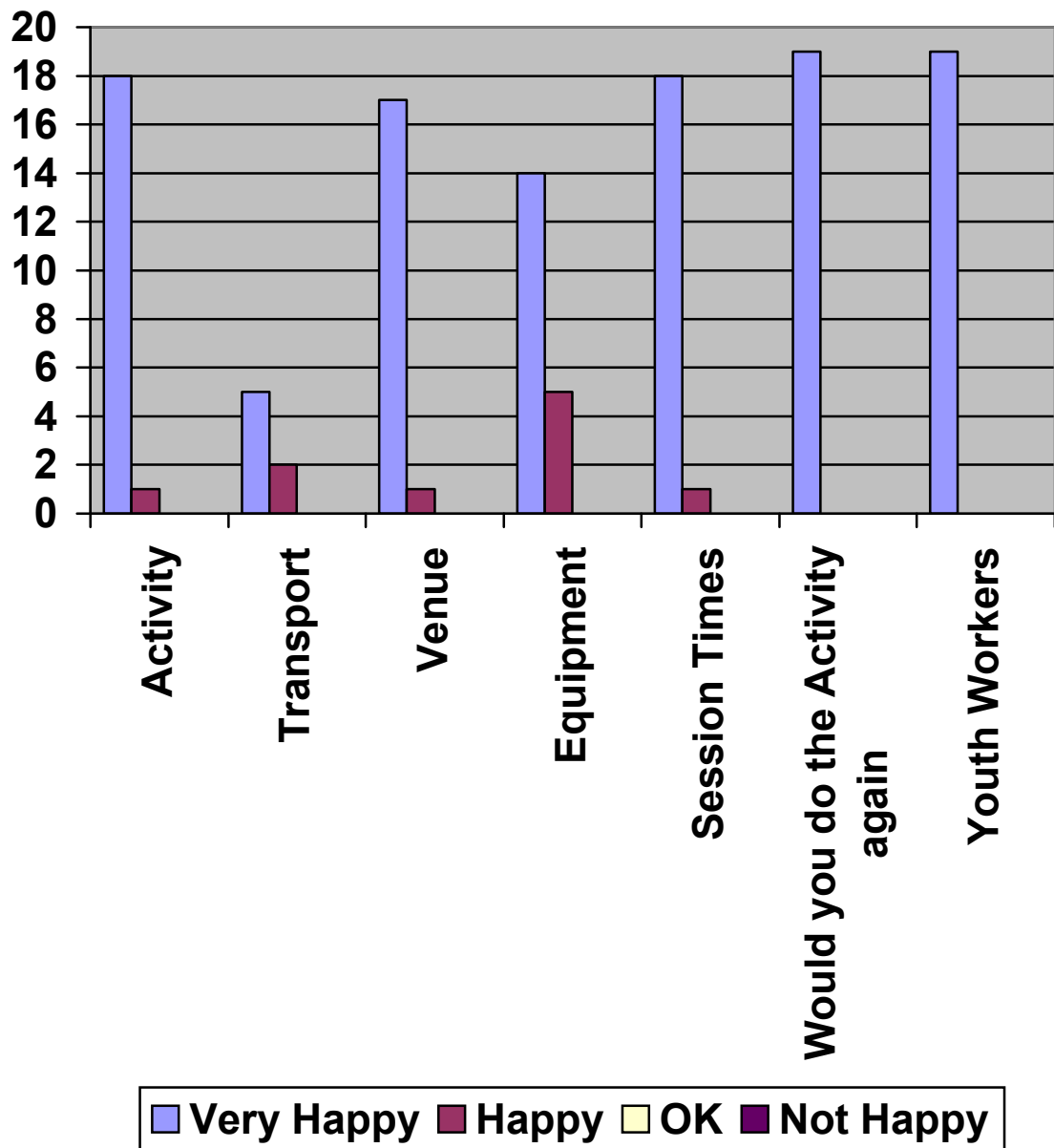
The Four Seasons Activity Group

Week 1 Evaluation



The Four Seasons Activity Group

Week 2 Evaluation



LAMBTON STREET YOUTH CENTRE

SUMMER ACTIVITIES REPORT

The summer activities programme was a complete success. Lambton Street Youth Centre in Partnership with Four Season delivered a weekly programme that young people could access at a low affordable cost and in most instances many activities were free of charge. Our two projects co-operated well together and delivered an extensive programme considering the short length of time we had to organise our programmes and put them together.

Lambton Street Youth Centre aimed the majority of their activities at the 13yrs – 19yrs age group, where as Fours Seasons aimed their activities at young people of 8yrs – 12yrs. This was decided on our organisations areas of expertise and experience of working and reaching particular young people. Therefore a large cross section of young people in the Pallion area had access to play / youth work provision and the opportunity to engage in positive day time activity and new experiences of activity through the six week summer period.

The majority of LSYC provision was off site. This was due to the fact it was what the young people had requested in consultations previous to the start of the holiday period. Having off site activities did result in spaces being limited due to transport numbers on the bus and restricted number of participants per instructor. Therefore on occasions one or two young people were left disappointed, however this was balanced out fairly over the period of the holidays.

The highlight of the programme was the end of holiday trip to Flamingoland where a total mix of 100 young people and a number of adults experienced a full day visit.

CASE STUDY

As mentioned for a number of young people it was their first time experience for some of the activities. It was as such for C/B (12yrs) who attempted the Gorge Walk. Kitted out in their wet suits the young people walked up flowing streams, climbing over mudded rocks and under waterfalls and through rugged woodland. Eventually they reached climax of the gorge walk, a fifteen feet leap from a waterfall into 10ft deep pool of cold water. C/B flatly refused the jump. There was no turning back they had travelled to far and the quickest way back was in the pool and swim across to the other side.

After a few tears and encouragement from the instructors and his peers C/B made the leap to the cheers and relief of everyone. C/B was congratulated for overcoming his barrier of fear of heights and deep water. He later informed me that he has never been this afraid in his life, and didn't want to let his mates down. With a big smile and in his words "I really achieved something today I conquered my fears had a great day and can't wait to do it again".

Sandhill Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in Sandhill Ward

- A690 Youth Initiative

Contacts

Over the course of the Summer Holidays the A690 Youth Initiative made contact with 137 different young people.

Participants

Of these 137 young people, 15 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 9 additional youth / play sessions in Sandhill Ward. This equates to around 2 - 3 sessions per week

Programme

Following the successful acquisition of funding the A690 Youth Initiative based in Sandhill Ward delivered a wide range of youth and play provision for the Summer Holidays 2011. Following consultations with young people they provided a comprehensive programme of activities and young people had the opportunity to participate in various activities.

Activities included:

- Youth Celebration Event
- Dream Scheme
- Trips Out
- Mini Motors
- Mountain Biking
- Climbing
- Gorge Walking

During the 6 weeks each project was visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities, workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop the provision in the Sandhill Ward, please see attached graphs.

Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success, young people participated fully and engaged in the positive activities made available to them, the young people learned new skills and developed existing ones and had fun.



A690 Youth Initiative Summer Programme 2011

We planned a full 6 week programme and maintained our evening provision as normal. We wanted to attract as many young people to our activities as possible but also include parents and siblings wherever possible. We linked up with Grindon United Reformed Church and other smaller community groups to deliver our summer programme.

Week 1:

We started with a bang on the first Saturday of the holidays with a youth celebration event at Sandhill View School. We had the swimming pool, Zumba, 5 a side competition, mini motors, bungee run, arts and crafts, birds of prey, wii and xbox games, food, information stalls and the ydg bus. We attracted over 300 people to the event.

We had trips to hamsterly forest; a special needs XL event, football camp, 2 Duke of Edinburgh expeditions and a mini motors session.

Week 2:

We organised a dream scheme to develop community activities doing litter picks and garden tidies. A group went on a gorge walk and canoe trip, a trip to the cinema as well as our weekly mini motors session.

Week 3:

2 bike rides were organised at Hamsterly forest, a camping trip and a mini motors session. Our detached teams organised several local events at Sandhill Youth Wing.

Week 4:

A football match against Hendon Y.P.C. was a big success; we started a drop in session at Grindon Church, A climbing trip and our mini motors session.

A new initiative was our street games project, working with Gentoo we set up street games, cooked food and got the whole street or square involved in the activities. We delivered this over 4 consecutive days and it was really appreciated by local residents.

Week 5:

We had our second Duke of Edinburgh expedition this week, Grindon Church had a trip to hamsterly forest for a family fun day, a golf day and our mini motors.

Week 6:

The last week of the summer programme involved the dream scheme teams going to Alton towers, Grindon Church had a drop in session, and we linked with the autistic society for a family fun day.

The whole six weeks offered young people and their families a wide range of exciting activities as well as our regular evening youth clubs and detached sessions.

The idea to involve families was a great success and we hope to carry on this initiative in the future.

Summer programme 2011

The summer holiday programme based in the Sandhill ward was well attended and a big success, young people age 8-19 years accessed activities the A690 had to offer over the summer holidays.

Purpose of the gardening project

Toni Allison was a valuable member of the A690 Youth Initiative and had been attending the Project for three years, as time went on Toni became a young volunteer. Regrettably, in June of this year, Toni died aged just seventeen.



Following Toni's death the A690 project continued to support her family through their bereavement. On one occasion Toni's mother mentioned to staff she wished she could have a memorial back garden, somewhere she can sit and remember her daughter; however with limited money this could not be achieved. A690 staff came up with an idea to organize some of Toni's friends to volunteer in the garden over the summer holidays.

Memorial Garden

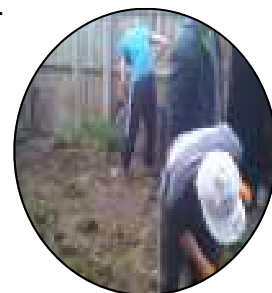
The young people were introduced to Toni Allison's mother; some already were acquainted with her through knowing Toni from the A690 youth initiative. Toni mother informed the young people how much she appreciated the help to build a memorial garden for her daughter. The young people were touched by what she said and they all quickly got to work lifting up the flagstones in her garden.



Staff and young people were surprised at how quickly they worked as a team to get the garden cleared of rubbish and rubble, the lifting of heavy paving slabs was a concern for staff due to the heavy manual work load, however young people showed good initiative and good organisation skills to make this garden a reality for Toni's family.

The garden project had taken longer than expected, however the commitment and dedication to see the garden finished made the group volunteer more of their time at the gratitude from Toni's family.

On the fourth day both staff and young people were extremely tired, But to see the smile on Toni's mother face when the garden was finished made it all worthwhile.



Finished project

The young people were delighted at what they achieved, and never thought it is possible. As part of the reward the young people were giving the opportunity to go to Alton towers as a way of thanking them for their hard work and dedication.



Friends help create garden in honour of tragic teen Toni

KIND friends are giving a boost as they redesign a garden in honour of her daughter.

Green-fingered volunteers from A&D Youth Project are pulling together a memorial to Toni Allison, from Sedgefield, who died aged 17.

Friends have spruced up Toni's mum Sue's back garden, with plants, hanging baskets and lanterns just some of the features involved.

Sue hopes the site at her home in Sedgefield Road will be used as a place for Toni's many friends to gather and remember her.

"They've taken all the weeds up and now they're busy putting the sand in," said the 51-year-old.

"It's going to be finished quite soon.

"I was going to buy a bench for the area in Toni's memory, but I would rather get a bench for the back garden.

"It's so her friends can come and think of her.

"Then Carla Colthorpe, of A&D Youth Project, said that she and the ladies from the group would do it."

Former City of Sunderland councillor Allison died

after a day not

to finish with

the family walks until they had out how Toni died.

"The thought of getting the garden done has kept us going, to be honest," she said.

"It's a case of waiting for the funeral, because I have had no answers and won't until it's done."

Hundreds of heartbroken friends turned out for Toni's funeral, all devastated that her life had been tragically cut short.

More than 1,000 people joined a Facebook group to share their messages of sorrow at her death.

As well as her mum, Toni was left behind sister Kelly, 27, and nephews Alfie, three, and Harry, eight.

Work on Toni's memorial garden is set to be completed early next week.

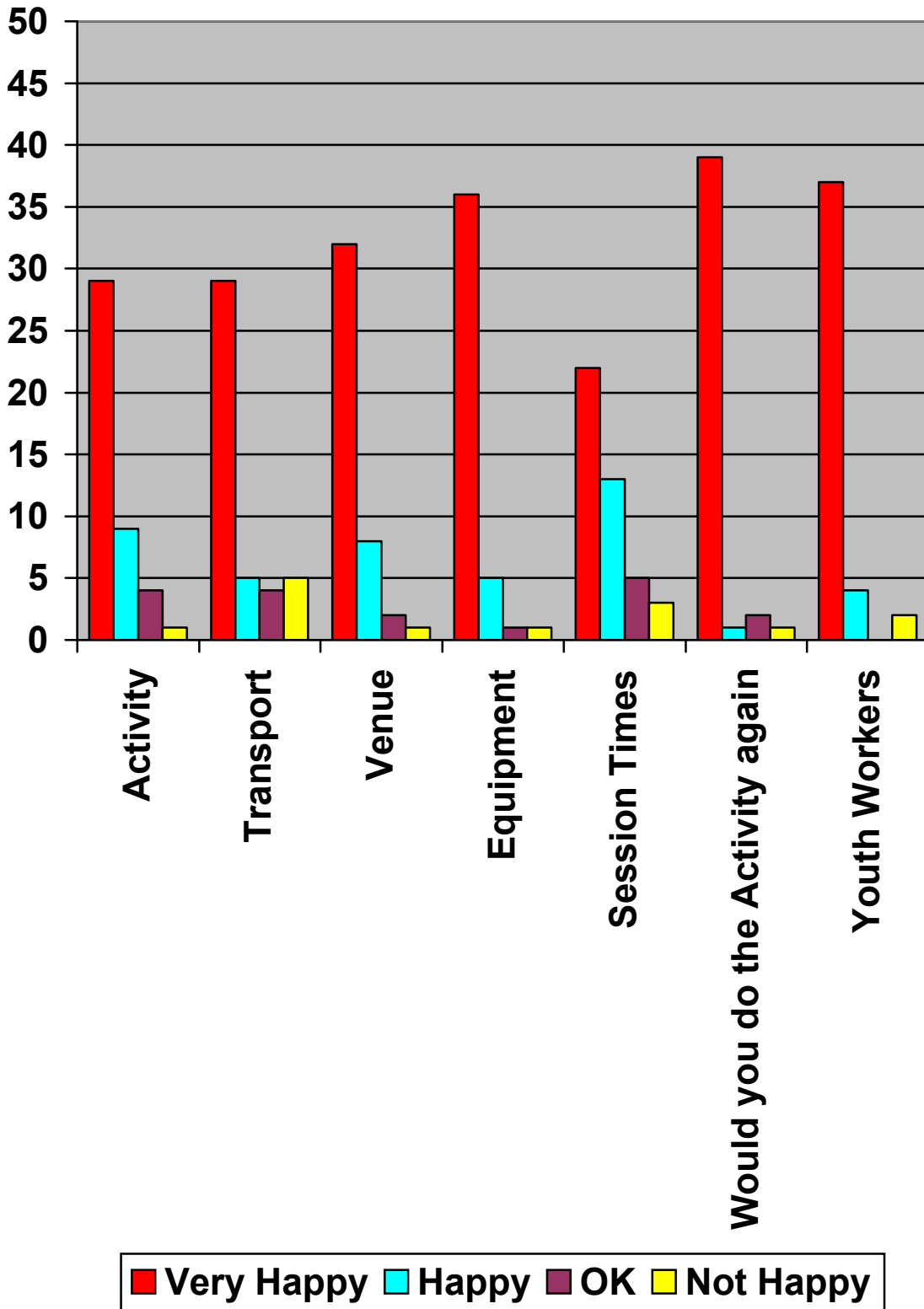


GARDEN TRIBUTE: Liam Merriam, 17, who is working with colleagues from the A&D Youth Project to create a memorial garden for Sunderland teenager Toni Allison (left). He is seen here at work watched by Toni's mother



A690
Sandhill Ward

Summer 2011-09-06
Young People's Evaluation



St Chad's Ward
Overview of Youth and Play Provision
Summer 2011

Projects Delivering Youth and Play Provision in St Chad's Ward

- The Launch Pad
- The Box Youth Project

Contacts

Over the course of the Summer Holidays the combined projects made contact with 86 different young people.

Participants

Of these 86 young people, 72 young people attended 3 times or more.

Number of new youth / play sessions provided

Throughout the Summer Holidays there were 18 additional youth / play sessions in St Chad's Ward. This equates to around 6 sessions per week

Programme

Following the successful acquisition of funding the projects based in St Chad's Ward worked in partnership to deliver a wide range of youth and play provision for the Summer Holidays 2011. The partnership worked well as it ensured that there was no duplication of provision, a comprehensive programme of activities was available, young people had the opportunity to participate and resources were easily shared.

Activities included:

- Playscheme
- Community Action Project
- Sports Camps
- Circus Skills
- Arts and Crafts
- Trips Out
- Face Painting

During the 6 weeks each project was visited to assure the quality of provision, that funding was being used appropriately, young people were engaged in positive activities; workers were appropriately qualified and experienced and most of all that the young people were enjoying themselves and having fun.

Evaluations

Following the delivery of the Summer Holiday 2011 programme young people evaluated their experiences, this will be used to improve and develop the provision in the St Chad's Ward, please see attached graphs.

Workers also evaluated the programme and the general consensus is that the Summer Holiday delivery was a success, young people participated fully and engaged in the positive activities made available to them, the young people learned new skills and developed existing ones and had fun.



Evaluation of Farringdon Jubilee Centre's - Launch Pad Youth Zone - SIB Funded Summer Activities

Background

Farringdon Jubilee Centre (A community based project established for 9 years) set up 'The Launch Pad Project' (a youth work project) in November 2009 in response to the increasing need for youth provision in the Farringdon, St Chad's area.

After securing a share of a consortium tender from SIB (Strategic Initiative Budget) Managed by YDG (Youth Development Group) to provide youth and play work activities during the summer holidays, we partnered with The Box Youth Project to deliver in St Chad's.

The Box Youth Project agreed to deliver to older young people providing detached work and The Launch Pad agreed to deliver play work to young people aged 7 to 11. The Launch Pad summer delivery has proven to be a huge success, with a high demand for additional activities during the future school holidays.

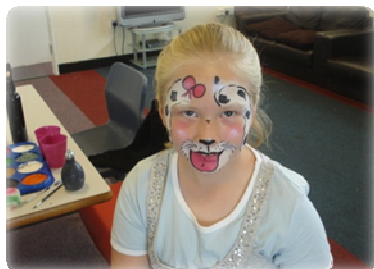


Summary



The summer play scheme activities were delivered over a period of 6 weeks (25th July to 31st August 2011) with one initial week of sports camp followed by an ongoing Monday to Wednesday play scheme 10am to 12:30pm. With a carousel of activities, including arts and crafts, outdoor sports activities, face painting, cake decorating, animal antics, circus skills, pool, table tennis and time to access the launch pad resources including computers, video games, air hockey and the football table. Between 25 – 36 young people attended each session, with a weekly average of 90 young people and a total of 540 attendees. All young people attending over the 6 weeks were asked to complete evaluation forms and feedback which indicated that they really enjoyed all of the activities and would love to come along to future sessions. We also sent evaluation forms to parents, who agreed with the young people indicating how impressed they were with the standard of the delivery and that their children had thoroughly enjoyed all summer activities. Throughout the summer activities we had 2 Young Launch Pad Volunteers who supported staff with the set up and organisation of the entire play scheme.

Issues and Successes



- **Late confirmation of funding** – Whilst the summer delivery has been a major success, late confirmation of funding meant we were unable to recruit and coordinate additional sports camps and specialist activities during the play scheme.
- **Launch Pad volunteers** – Our activity engaged with younger, young people however we were able to support 2 young volunteers improve their skills and confidence.
- **Parents keen to support further provision** – Feedback from parents indicated they are keen to see similar activity to be continued.
- **Area based Integration** – The summer activities included young people from different schools and neighbourhoods, creating improved community integration.
- **Initial Targets exceeded** – Initially we aimed to engage with 20 young people per session, however attendance far exceeded this with some sessions being capped.

Evidence/Case Studies

17 year old **David** from Farringdon is deaf and also has learning difficulties; he is a young person who historically disengaged from mainstream services and provision due to the lack of support he has received.

He approached the Launch Pad earlier in the year keen to develop his skills. He was a very quiet young person with little confidence. After some support and training we encouraged David to volunteer for the summer activities. David was a vital part of the play schemes success, arriving on time in uniform every day and setting up all sessions and ensuring policy and procedures were followed at all time.

David is now much more confident and has enjoyed the work he has done over the summer and is now keen to complete a youth work qualification at college, as well as becoming a regular volunteer in our kids' club sessions

Brodie, a 14 year old pupil of Farringdon Community Sports College, who regularly attends our after school sessions in the Launch Pad. Brodie is from a low income, dysfunctional family and has very low self esteem.

Brodie was keen to gain experience volunteering during the play scheme and with no absence and excellent punctuality, she was a great help.

At the end of the summer Brodie brought a thank you gift and card for the Launch Pad staff to show her appreciation for the opportunity we had given her. As a reward for all of her hard work we paid for Brodie to attend a trip to Alton Towers which she was thrilled about and had a *"Mad but Amazing time"*.

Recommendations

The Launch Pad should aim to ensure future funding is secured in sufficient time to enhance the level of delivery and also advertise and recruit for activities.

The Launch Pad should aim to provide some activities for the age range 11 to 16, who were missed from the SIB funded St Chad's provision during the summer.

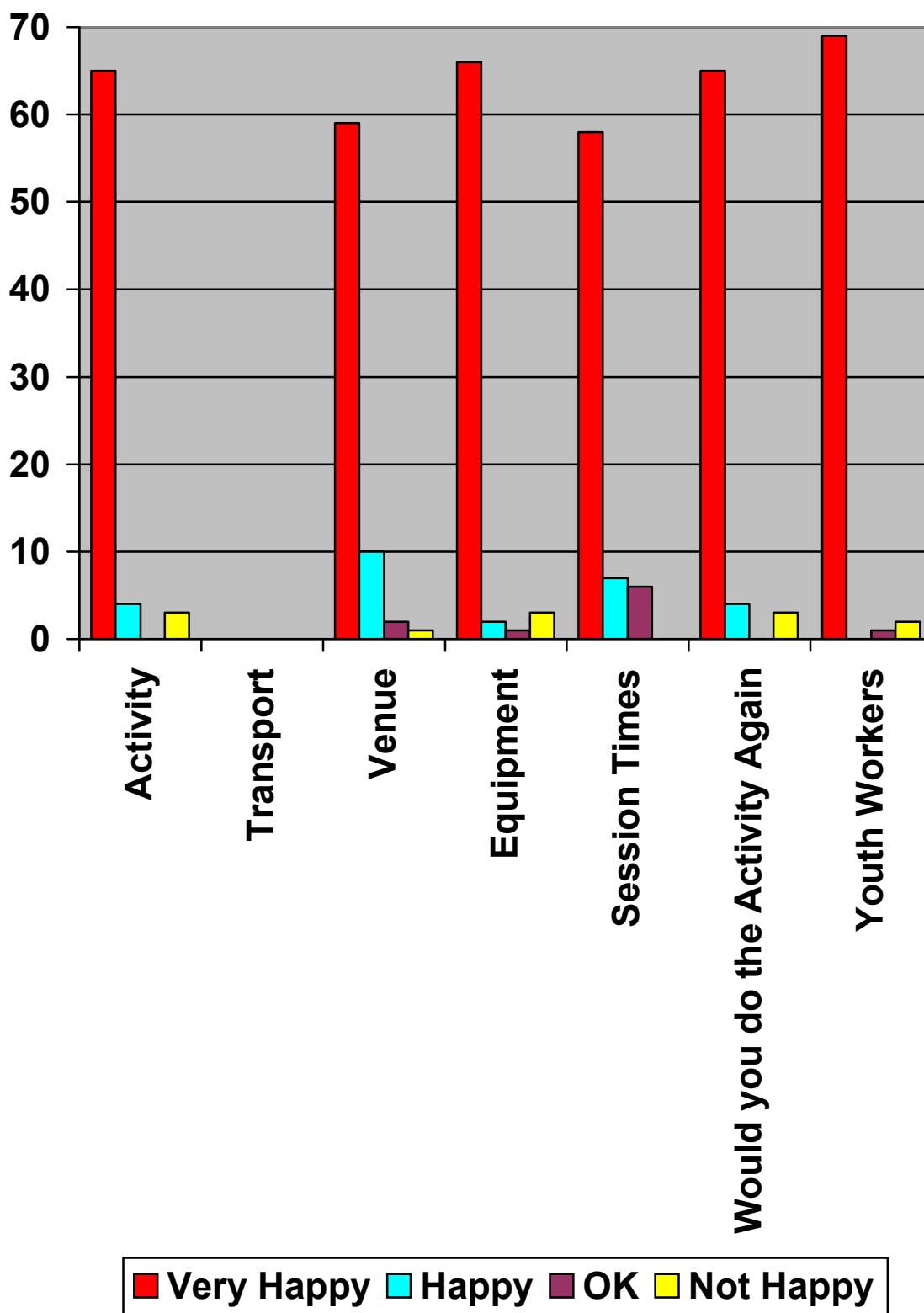
The Launch Pad should maintain the level of evaluation and review of its services to ensure continual improvement where appropriate.

Young People expressed an interest in a celebration/party for coming school holidays, The Launch pad should aim to provide this.



The Launch Pad
St Chad's Ward

Summer 2011
Young Peoples Evaluation



THE BOX YOUTH PROJECT

The Box Youth Project was successful in receiving funding from West Area Committee to run a 6 week Community Action Project in St Chad's ward. The project idea came about in the light of the Government's National Citizenship Service programme targeting young people aged 16-19 years who chose to use their leisure time to give something back to the communities in which they live.

The project was advertised to young people via Facebook and 12 young people attended an introduction day keen to find out more.

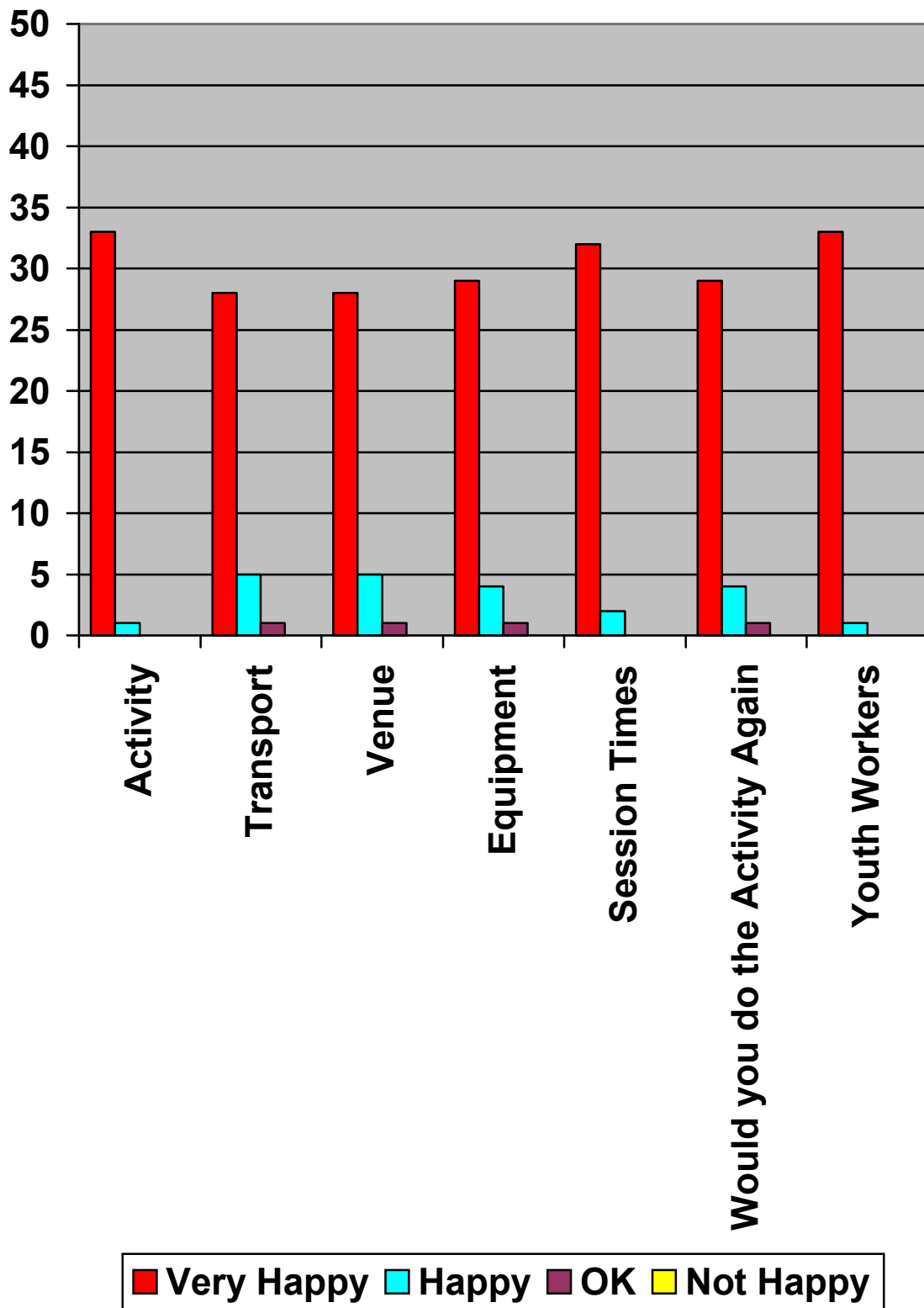
The young people participated in litter picking, area clean ups, Gentoo fun day at The Jubilee Centre as well as planning, preparing and delivering an Open Day at The Box Youth Project base in Hall Farm.

As well as the community action projects, the young people developed Personal and Social skills that have enabled them to continue volunteering as well as gaining an ASDAN Personal and Social Development accreditation for their time.

Although the funding has now ended, the young people are keen to meet up again to discuss how they can continue to volunteer in the community.

The only downside to the programme was the lateness of the funding however the youth project still managed to ensure that the programme was delivered on time and on budget

The Box Youth Project
St Chad's Ward
Summer 2011
Young Peoples Evaluation



SUNDERLAND WEST AREA COMMITTEE

21st SEPTEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2011/12: Job Prospects

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1**.

2. Work Plan 2011/12: Job Prospects

- 2.1 Committee will recall that its agreed aims to deliver this priority are:
- Increasing employability;
 - Support to increase the job skills of the most vulnerable and hard to reach;
 - Develop accredited training for volunteers, in order to improve skills and confidence.
- 2.2 At its last meeting in July, committee received a report, which focussed on the first two points, due to the imminence and impact of the Government's new Work Programme (WP).
- 2.3 The report proposed supporting a local network of specialist, niche employability support for the most vulnerable in the community. However, just before the committee's meeting, a sum of residual Working Neighbourhoods Fund (WNF) was committed to the existing Job Linkage service. This funding will retain elements of the existing service until March 2012.
- 2.4 As a result, the matter was deferred and a new report, taking account of the changes in context, as a result of continued WNF funding, and the need to concentrate on harder to reach groups, was agreed.
- 2.5 Attached as Annex 1b is a progress report outlining a number of possible options.

Recommendation:

- It is proposed that members of the West Area Committee consider the paper attached as Annex 1b, with a view to identifying a preferred option (or range of options) as the way forward. These will then be explored further to identify costs and timescale for delivery.

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Richard Parry, Sunderland West Area Officer

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Annex 1b

Principles and Options for Employability Support in the West of Sunderland

The City of Sunderland has significant issues with unemployment and worklessness, with significant inter-generational issues and 1 in 4 households which today rely totally on benefits and where no-one has a job. Whilst new welfare to work policy is emerging, trying to tackle these issues in a radical new way, ultimately aiming to “make work pay”, we are currently in a transition period. Thousands of people who have traditionally received sickness related benefits, such as Incapacity Benefit, are undergoing Work Capability Assessments, to determine whether they are ‘fit for work’ and the majority are being diagnosed as being capable of taking up some form of employment. At the same time, funding which has in the past been made available to Councils to provide locally responsive interventions, such as SRB, NRF and more recently WNF, is no longer available.

The current situation in the West is that the majority of employability support interventions are provided by Job Linkage, through five multi service community outlets. The extension of WNF until March 2012 has enabled Job Linkage to continue to operate from these outlets, albeit at a significantly reduced rate focussing on the Government’s Work Programme (WP) clients: those on out of work benefits for over 12 months. The WP contract’s affect on the main contractor in the West is that just over 200 people will be provided for locally, compared with a pre WP figure of 1,000 people.

The WNF intervention also safeguarded seven jobs until March 2012, working within the area; WP funding will be unable to support such area based provision.

Statistically, the wards making up the West of the city have significantly high levels of unemployment, compared to the averages across the city, the North East and Great Britain, as follows: (figures as of July 2011)

WARDS	UNEMPLOYMENT RATE	NUMBER
Barnes	5.8%	308
Pallion	13.0%	584
St Anne’s	9.4%	475
St Chad’s	6.8%	293
Sandhill	10.4%	493
Silksworth	7.7%	407
WEST	8.8%	2,560
Sunderland	7.8%	
North East Region	6.9%	
Great Britain	4.7%	

In order to support those residents who are ‘hardest-to-help’ - in that they are furthest from the labour market – consideration has been given to the particular circumstances facing residents of the West and what types of interventions would be most beneficial to help them move into employment.

The following principles are proposed, which should form the basis of an effective employability service for the West:

1. **Partnership Approach:** this principle is essential to the success of any employment and skills initiative. Organisations delivering locally must recognise the unique and vital roles played by each other and understand that, by working together, aligning activity

recognising each other's strengths, they will be able to deliver more effective outcomes for the west.

2. **Demand-led:** employability interventions must understand and respond to the needs of local employers, in order to effectively match the 'supply' of suitably trained, work ready people with the 'demand' for new recruits to support business sustainability and growth.
3. **Local:** employment initiatives should be designed and delivered to meet local needs. Very often, particular neighbourhoods and also certain groups of people require a customised service, and 'one size does not fit all'; any service which is commissioned or grant funded must be able to demonstrate how it will meet local needs.
4. **Evidence-based:** this principle states that effective programmes should be based on best practice, ie "what works". Recent evaluation of Sunderland's Working Neighbourhoods Strategy points to successful models of delivery and these should be built upon wherever possible (for example, the involvement of the local Voluntary and Community Sector in the delivery of employability programmes).
5. **Whole Family Approach:** this principle recognises the Sunderland Way of Working and anticipates the introduction of Community Budgets to local authority areas. It supports an integrated, cross-agency approach to the delivery of services to families with multiple problems; this model sets out to incorporate employability into a holistic range of support to 'wrap around' families, so streamlining delivery and creating efficiencies. It links strongly with the Child and Family Poverty strategy.
6. **Employability Framework¹:** this approach champions the idea of aligning and co-ordinating a range of programmes and funding sources, to avoid duplication and achieve maximum impact. The Framework model describes a single journey for an individual, where progress is made moving away from benefit dependency and into sustainable employment, or self-employment. The journey is supported by a range of delivery agents and funding sources, all of which are aligned to achieve the best possible outcome for the individual.

An analysis of the market, in terms of client types, has helped with the identification of possible gaps in existing provision, or situations where expected high levels of clients may be greater than the capacity of the service, as follows:

Cohort	Provision	Comment
People who are "not in receipt of any benefits", eg partners of wage earners, or people who chose not to make a claim for benefits.	Not eligible for mainstream provision.	Gap in provision exists.
Long term unemployed (in receipt of benefits for 12+ months).	Work Programme. This new mainstream programme went live in June 2011. The Prime Contractors have reported that they are experiencing twice the number of referrals than had been anticipated and they	Because of the volume of clients to be processed by Job Centre Plus, people in this category are experiencing a significant delay in being referred into the Work Programme. This represents a

¹ The Employability Framework was launched in 2006 as the Regional Employability Framework (or REF), designed by strategic partners involved in the design, commissioning and delivery of employability programmes, working within the North East Region and led by the Regional Development Agency, One North East.

	are struggling to cope with the volumes.	gap in provision.
People in a low skilled, low paid job who want help to move into a better job.	Nextstep service, which provides information, advice and guidance to adults.	Service users are limited to the number of advice sessions they can receive. Often, people need more intensive, longer-term support to make progress.
People who have recently been moved off Incapacity Benefit (IB) and found 'fit for work'.	Work Programme. Unlike previous mainstream funded provision which allocated different categories of claimant to different provision, the Work Programme will support a wide range of people who have previously been in receipt of various benefits, including JSA, IB, IS and ESA.	The quality and effectiveness of this new service is as yet unproven and there are concerns about how well it will be able to support 'hard to help' people such as those who have been long-term unemployed with a history of ill health. This is likely the numbers who will become eligible for WP support; likely to add to the gap , identified in the second row.
Workless Households, particularly those with children and which have experienced intergenerational unemployment.	DWP programme to support Families with Multiple Problems, funded by ESF, due to commence in December 2011 for 3 years.	This provision will be limited in scale (expected to help around 400 families per year citywide). One in four households fall into this category in Sunderland, so our need is much greater than can be covered by this provision.
People who wish to consider volunteering as a way to develop skills and confidence	'Working Together' is one element of the "Get Britain Working" suite of measures introduced by new Welfare to Work policy. It recognises that volunteering can be a way for some people to move off benefits and into paid employment.	No mainstream funding is available to support this approach. For it to work, people need to be guided into the right volunteering opportunities to suit their particular abilities and develop appropriate skill sets.
NEET young people, aged 16-18	Young people of working age between 16-18 are supported by Connexions. At the age of 18, people in this cohort become eligible for benefits and so move into scope of Job Centre Plus. In addition, the city has an ESF-funded project, named "ESP" for 2 years to 2013 which targets this cohort.	There is a particular issue for those young people who are NEET at 18, as it is often unclear which agency is leading on providing support. Very often the young person falls down a gap and does not receive the right kind of help. The ESP project aims to bridge this gap, but its scope/scale is limited.
People in receipt of out-of-work benefits. These include Jobseekers Allowance (JSA), Incapacity Benefit (IB),	From day 1 of their claim, people are eligible for 'Mainstream' support provided by Job Centre Plus. At a set	If consideration is being given to set up new services to add value to or enhance mainstream provision, care

Income Support (IS) and Employment Support Allowance (ESA)	point in their claim, people are then referred onto the Work Programme. Sanctions apply if a person does not actively engage in the support programme being delivered.	must be taken to avoid duplication.
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Options

1. In all case, it is recommended that the provision of support should be in line with the principles described above, in order to ensure a high quality service is delivered.
2. Members may wish to consider the levels of employability support for the West, which could include the identified gaps:
 - Support for people who are “not in receipt of any benefits”, who will not receive any support under WP;
 - Support for the long term unemployed (12+ months on benefit), prior to their referral to the Work Programme: this will ensure they continue to receive appropriate, intensive help at a critical time in their journey into work, so that any momentum or progress previously made will be built upon, rather than being lost whilst they wait for access to mainstream provision;
 - Support to NEET young people, to add value to/enhance the current NEET programme.
3. Members may also wish to consider whether the level of employability support in the West should be enhanced to include:
 - employment-related advice and guidance for people who are in low paid, low skilled jobs, because progressing people into higher skilled, higher paid work will create more entry level vacancies for clients moving off benefits into work;
 - Support for workless households in the West: by aligning resource with existing provision, to target a particular geographic area, outcomes can be achieved at a lower unit cost, so creating greater impact with relatively less investment.
4. Members may also wish to consider whether the level of employability support in the West should be enhanced to include:
 - The provision of a broad, generic employability service, that would be accessible by a wide range of clients who fall into all of the above categories, which can add value to or enhance mainstream provision and fill gaps identified in the table above. The service would follow the principles outlined as recommended by the West Area Committee, in terms of partnership working, particularly with the VCS, to build on best practice and meet local needs. The programme would support people to look at volunteering as an option, as well as providing intensive, tailored employability support, referring to other specialist organisations and training provision, where appropriate.

SUNDERLAND WEST AREA COMMITTEE

21st SEPTEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2011/12: Environmental and Street Scene Improvements, including Shopping Centres

1. Why has it come to Committee?

1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1**.

2. Work Plan 2011/11: Environmental and Street Scene Improvements, including Shopping Centres

2.1 At its July meeting, the committee received an update detailing progress in developing options and actions for it to consider, in relation to delivering environmental improvements in the West.

2.2 In addition, there has been a programme of 'ward walks', which have involved members and have assisted in developing options for committee to consider.

2.3 A number of possible projects are being developed and costings are being sought, and Area Committee will be asked to consider a number of options. The Area Response Manager will provide a verbal update to committee.

Recommendation:

- Note the update and options;
- Agree which options will be developed as projects for the committee;
- Agree to receive further reports on potential projects for the committee.

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Richard Parry, Sunderland West Area Officer

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SUNDERLAND WEST AREA COMMITTEE

21st SEPTEMBER 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2011/12: Health and Well Being, focussing on areas of concern and risk taking lifestyle behaviour

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2010/11 work plan and progress against agreed actions in the current year's (2011/12) work plan; **Annex 1**.

2 Work Plan 2011/12: Health and Well being

- 2.1 At its last meeting, the committee received a report outlining the issues, actions and developments, in relation to the 'Health Champions' project.
- 2.2 It was noted that Sunderland University was to carry out an evaluation of the project and an interim report was being prepared by the Teaching Primary Care Trust (TPCT).
- 2.3 Attached as Annex 1c is the interim evaluation report on the 'West Health Champions' project.

Recommendation:

- To note the interim evaluation report on the 'West Health Champions' project.

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Richard Parry, Sunderland West Area Officer

Tel: 0191 561 1217; e-mail: richard.parry@sunderland.gov.uk

Annex 1c

Health Champions (Community Action Sunderland) – 6 Month Progress Review

Why it has come to committee?

This report provides an update of progress against agreed action in the current SIB funding application.

Background

At the West Area Committee £30,000 was made available over 2 years to fund Health Champions in Sunderland West, this was match funded by the Teaching Primary Care Trust (TPCT) with £63,498, making a total amount of £93,498 available over two years.

West Area Committee, along with Washington Area Committee, is leading the way in piloting a community development project to reduce health difference from a grassroots level. Community workers and volunteers as well as frontline staff have been invited to become champions for good health as they are best placed in the heart of communities to offer support due to the long-established relationships with residents, who are comfortable talking to them.

To become a fully-fledged champion, people have to undergo different training modules which take up to three and a half days. The modules include: understanding health improvement, alcohol brief intervention, tobacco brief intervention, emotional health and resilience, and introduction to financial capability. These modules will support local people to live healthier lives, and equip local workers and volunteers with the skills and knowledge they need to offer help, advice and information on a number of health issues as part of their everyday work.

Progress

A West Area multi-disciplinary Task and Finish Group was formed which included membership from Elected Members, Voluntary Community Sector (VCS), Sunderland TPCT Public Health Department, Local Authority departments including Health, Housing and Adult Services, Office of the Chief Executive and City Services, and Gentoo. This group has enabled the project to move forward in the West as it has successfully engaged the Voluntary Sector in the planning and dissemination of the project and has ensured the accountability of the project.

The Health Champion programme in Sunderland West is progressing well. Recruitment started on 1st April 2011, and Sunderland West has the first Councillor to be trained as a Health Champion, as well as four other Councillors taking part in the programme.

The project reported being over targeted on the SIB quarterly monitoring forms for quarter one in both L4 (Number of adults obtaining qualifications accredited) and L5 (Number of adults obtaining qualifications non-accredited) (appendix one).

The project has also made links with The Box Youth Project, who run a peer education programme for young people who are interested in health related behaviour. To date 22 young people have been trained in different courses, this has been in school/ college holidays. We are aiming to have at least 5 peer educators trained as Health Champions by November 2011.

The Primary Care Trust holds information on people who are booking on to the Health Champion Training Programme, and updates this information on a monthly basis. This information is used to update the Area Committees at each meeting.

As of 1st September 2011, we had 500 people on the database, with 168 of them signed up for all five courses. We now have a total of 74 Health Champions across the City. Attached to this document are two case studies from people who are now Health Champions (appendix 2).

Table 1 Health Champion Information (Figures as of 1st September 2011)

	People from organisations that work with people in Sunderland West			People from organisations that work with people in Washington ²		
Number of people on the Health Champion Database	169			331		
<i>Breakdown of the sectors on the database</i>	Stat 91	Vol 66	Other 13	Stat 155	Vol 137	Other 38

A West Health Champion Steering Group meets bi-monthly to review progress, and identify any gaps or opportunities. The West Area Community Co-ordinator attends.

A Health Champion PR and marketing group meets monthly. The group has tried different methods of reaching out to the community. To date members have:

- Held a community session in West Sunderland for groups/ people to attend to talk about Health Champions
- Attended community events with Health Champion stall and provided information to local residents and community groups
- West Area Community Co-ordinator has personally contacted most voluntary organisations in West
- Put promotional information in to the Volunteer Centre Sunderland Newsletter (August 11)
- Raised and discussed Health Champions at the Volunteer Forum and the West VCS Network
- Sent emails on a regular basis to community groups
- Put news articles in the West Community News (March 11 & July 11)
- Put news article in the Gentoo Community News (August 11)

A celebration event has been organised for Thursday 13th October at the Stadium of Light, to celebrate and thank the people of Sunderland who have given their time to go through the Health Champion training programme. At this event Health Champions will be given a certificate and individually thanked for their commitment.

We have developed a virtual network as we feel it is important that people feel part of a wider community of Health Champions. In order to achieve this we write a bi-monthly newsletter sent via email, the newsletter gives updated information with regards to courses, useful numbers, news articles etc. We also include a list of names of the people who have completed the Health Champion training, and hope that this approach is seen as a social movement across the City.

After completion of all five modules a Health Champion pack is sent which includes a letter of thanks from the Director of Public Health, a Health Champion pin badge, Health and Wellbeing Guide from the Wellness Centres and an A5 useful information guide with phone numbers and web addresses.

Future aims and Next Steps

1. To increase the number of Health Champions in the West.
2. To increase the number of community groups attending the Health Champion training in the West.

² Washington have been running the Health Champion Programme Since December 2010

3. Attend the South Forum in October to promote Health Champions to the voluntary sector
4. Healthy fun day in West where Health Champions will be involved to deliver messages and signpost local people
5. To increase the number of elected members attending the Health Champion training.
6. To increase the number of men attending the Health Champion training.
7. Investigate the sustainability of the Health Champion programme.

A further end of year report will be tabled at the Area Committee which will report on the full financial year results.

SIB Return for Quarter One

SIB West - Qtr 1 milestones		
	Target	Achieved
Training programme finalised	30/04/11	1/4/11
Training programme commenced	30/04/11	1/4/11

SIB West – Qtr 1 Outputs								
	Qtr 1 Outputs		Qtr 2 Outputs		Qtr 3 Outputs		Qtr 4 Outputs	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
L5	28	58	27		28		27	
L4	10	65	10		10		10	

L5 – Number of adults obtaining qualifications (non accredited)
 L4 – Number of adults obtaining qualifications (accredited)

SIB West – Qtr 1 Financial Spend								
	Qtr 1		Qtr 2		Qtr 3		Qtr 4	
	Forecast	Actual	Forecast	Actual	Forecast	Actual	Forecast	Actual
	£2525	£2610	£2525		£2525		£2525	
Year to Q1 – Spend so far								
	Forecast	Actual						
	£2525	£2610						
Funding over the lifetime of project								
	Forecast	Actual						
	£30,000	0						

Case Study - Health Champion Profiles

Name **Employer/ Project works for or volunteers**
 Melanie Leadbitter Oral Health Promoter, Oral Health Promotion Team

Brief summary about your role

As an Oral Health Promoter, Melanie assists in the development, implementation, delivery and evaluation of the oral health promotion programme across Sunderland. The programmes aim is to improve the oral health of people living in Sunderland.

What do you in relation to health?

The team takes referrals from Dentists into a tooth brushing clinic, and works with people on a one to one basis, going through oral hygiene and tooth brushing techniques.

She also does outreach work with groups of people from Children's Centres, Schools and vulnerable groups. Their target groups include parents and carers groups, children under 5 years, Children Centres, older people and Health Professionals which includes education and nursery groups.

As an Oral Health Promoter, she also supports National Health campaigns such as Smile, Mouth Cancer and No Smoking Day.

What difference going on the health champion programme has made to your work?

Going through the Health Champion Programme has enabled Melanie to have a more holistic approach to her current work.

She now feels she is better equipped with knowledge on different health areas, and therefore feels more confident to approach different subject matters and knows where to signpost people if they need support services.

The tobacco and alcohol courses have improved her knowledge, and she feels confident to discuss the effects beyond just the mouth. As she has gained the tools to carry out a brief intervention, she now feels that she can do this as part of her holistic approach, and can talk confidently about the aids to help people quit smoking or drinking.

Melanie recently visited a Women's Support Group, some of these women had suffered domestic violence and some had alcohol and drug problems. Melanie feels that the Health Champion programme gave her the background knowledge to understand what these women were going through and has given her a sympathetic approach to her work. She feels that she now understand why oral hygiene may take a back seat in terms of all the other issues they are facing in their day to day lives, and approaches oral health differently.

Health Champion Quotes:

"Becoming a Health Champion has given me a deeper understanding of factors that affect people's health, and I now have a different approach to my work."

"I now have a more holistic outlook when promoting oral health and feel I can offer more support and affectively signpost to local services."

Name	Employer/ Project works for or volunteers
Danielle Philips	The Launch Pad Youth Zone, Youth Co-ordinator

Brief summary about your role

As a Youth Coordinator, Danielle undertakes 'face to face' youth work and delivers 10 youth sessions each week. She also works in partnership with other youth providers such as the Box and A690 Youth Initiatives, local primary and secondary schools, Gentoo and a variety of other agencies in the area to make sure that there is a coordinated youth programme in place for local young people.

What do you do in relation to health?

Part of Danielle's role is to run a Health Club after school each Friday for the under 16's which is part of the Active School's Programme. She provides healthy eating and cooking advice and

is also qualified as a Tier 2 Smoking Cessation Adviser and is trained to deliver the 'C Card' and provide Chlamydia testing.

Young people have been involved in a project to produce a 'Feeling Fit Having Fun' handbook that has been supported by Big Lottery funding and is full of healthy eating tips and recipes and also provides a personal self assessment record.

What difference going on the health champion programme has made to your work?

Going through the Health Champion Programme has enabled Danielle to have a much wider scope in her work, it has given her an insight into a broader range of health issues that can be used in her day to day work with young people.

Working in a community setting is also a bonus as many people visiting the centre can get friendly health advice at the same time as taking part in another activity.

Danielle now feels more confident to approach different subject matters and knows where to signpost people if they need support services. She found the Alcohol Brief Intervention training has really helped her when talking to young people about the effects of alcohol abuse as she now has the facts at hand to support her work.

Health Champion Quotes:

"Becoming a Health Champion has made me more confident to refer to other services and I feel more qualified to give advice."

"It has also helped me personally to give advice to friends and family."