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HEALTH AND WELLBEING

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ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
<p>Improve Health and Wellbeing by</p> <p>A. Increasing adult participation in physical activity (PA) for physical and mental health</p> <p>B. Halting the rise in childhood obesity</p> <p>C. Increasing cross-sector working and the contribution of other themes to health and wellbeing, specifically mental health and social inclusion</p>	<p>1. Contribution towards successful delivery against the Legacy Action Plan (LAP) national target of ‘2 million more people in England to be more active by 2012’ – work to establish baseline and method of monitoring for the East of England</p> <p><i>(2 million LAP target to be measured via Active People Survey – baseline taken from 2008)</i></p> <p><i>(Impact of National PA Plan programmes will be monitored through indicators measured through the Health Survey for England)</i></p> <p>2. Contribution towards the delivery against the regional Improving Lives; Saving Lives pledge, ‘We will halt the rise in obesity in children and then seek to reduce it’</p> <p><i>(Childhood obesity measured by NCMP at PCT level and NI 56 targets which are in all LAAs)</i></p>	<p>Refresh of 12 month action plan for regional physical activity coordinator (RPAC) post in line with DH expectations for PA programme budget/delivery.</p> <p>Measure A, B, C, 1, 2, 3</p>	<p>Continuation of RPAC post to March 2011 and refresh of priorities will allow RPAC to</p> <ul style="list-style-type: none"> • further develop and deliver the NRE health and wellbeing theme group • develop further links between health, sport and culture 2012 theme groups • encourage use of Active Celebration, in particular linking to Inspire Mark opportunities with the aspiration of 2 regional inspire marks being awarded • continue to provide awareness raising opportunities for 2012 projects across the region • use the regional physical activity alliance quarterly meetings to signpost members to 2012 legacy programme information and highlight potential links for health checks and Let’s Get Moving care pathway, the Natural Health Service and Health Trainers • encourage the 2012 link through existing networks and partnerships, in particular challenging Primary Care Trusts and County Sport and Physical Activity Partnerships (formerly CSPs) to be involved in local delivery via: 	<p>Regional public health and social care directorate in the East of England (PH&SCD EoE)</p>	<p>2010/2011</p>



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	<p>3. To promote active travel routes (walking and cycling) into and around the 2 Olympic venues in the region</p> <p><i>(measure of use of active travel routes to be locally determined at venue)</i></p>		<ul style="list-style-type: none"> > using Active Celebration as a commissioning tool > using the National Child Measurement Programme as a springboard for 2012 legacy events > supporting each county to work closer with at least one leisure provider > supporting each county to target school health improvement teams/school nurses for a whole school approach in at least one School Sport Partnership 		
		<p>Refresh of regional physical activity plan Measure A, B, C, 1, 2, 3</p>	<p>Revised regional physical activity plan will be launched in July 2010 and will:</p> <ul style="list-style-type: none"> • include the NRE 2012 health and physical activity legacy plan and associated actions (including any potential regional walking and cycling delivery plans) 	<p>PH&SCD EoE</p>	<p>2010/ 2011</p>
		<p>Utilise findings from 2012 health and physical activity legacy research and Active Celebration. Measure A, B, C</p>	<p>Support development of a 2012 evaluation programme for use alongside Active Celebration.</p> <p>Launch Active Celebration to the region via 2012 platform at the annual physical activity conference in July 2010.</p>	<p>PH&SCD EoE.</p>	<p>Throughout 2010/ 2011;</p> <p>Great East Swim 19th June 2010;</p>

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			<p>Use of the 2012 publication Active Celebration to:</p> <ul style="list-style-type: none"> • encourage cross-sector working between 2012 theme groups of health, sport and culture – one joint meeting during 2010/11 • extend the target groups that are given opportunities to be involved in creating a 2012 legacy e.g. later life opportunities • support the local development of one active challenge route per 4 GP practices in the region between now and 2012 (out of the 2,012 to be developed nationally) • support promotion of everyday cycling alongside the 3 Tour of Britain legs (Norfolk, Suffolk and Essex) and 1 Tour Series event (Peterborough) with a wider event at each that includes change4life and uses the demonstration effect and festival effect concepts. • support each county in their development of a mass participation event plan to occur in 2012 for a minimum of one walking, cycling or dance event to occur near/shadowing the Torch Relay route 	<p>Health theme group; Sport theme group; culture theme group; DfT and Cycling England; Natural England;</p> <p>PH&SCD EoE and Sport England East support</p>	<p>Annual conference 14th July 2010;</p> <p>Open weekend 23-25th July 2010;</p>

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			<ul style="list-style-type: none"> • increase awareness of change4life at the Great East Swim via stand and banner presence; carry out survey of participants to determine if the GES changes behaviour • support partners to ensure health and wellbeing via change4life is engaged in a minimum of 6 activities on open weekend <p>– extent of delivery and metrics to be confirmed in project development with sport/culture theme groups and county groups</p>		
		<p>Social marketing tools used to develop 2012 programmes. Measure A, B</p>	<ul style="list-style-type: none"> • Engagement with each 2012 county working group (via RPAC or county health rep) to promote Change4Life (eat well and/or move more) in conjunction with local delivery of 2012 initiatives – one project per County to be branded with C4L and 2012 Inspire mark applied for • Updates on change4life 'Promoting Activity Toolkit' and 'Active Celebration' provided to Alliance and Theme Group members at quarterly meetings for enhancing members understanding of use of tools with 2012 programmes 	<p>PCTs; CSPSPs; RPAC and PH&SCD EoE</p>	<p>2010/ 2011</p>



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		<p>Tool to aid understanding of demographic and hot spots to target across the region. Measure A, C, 1</p>	<p>Online training materials for the Active People Survey (APS) Diagnostic tool to be produced by Sport England by May 2010.</p> <p>Training provided to Alliance and Theme Group members on APS diagnostic tool to upskill them for greater use of tool with 2012 programmes.</p>	<p>Sport England East; PH&SCD EoE support</p>	<p>2010/ 2011</p>
		<p>Engage with national 2012 initiatives delivered by sponsors or national partners. Measure A, B, C, 1, 2, 3</p>	<p>Respond accordingly as opportunities emerge (e.g. Adidas GamePlan project, BT NRE Challenge) to incorporate wider health promotion messages such as change4life, and wider physical activity alongside sport</p>	<p>2012 health and wellbeing theme group and County 2012 group partners; Schools and colleges</p>	<p>2010/ 2011</p>
		<p>Research project into the effect of dance on obesity in children and young people. Measure B, C, 1, 2</p>	<ul style="list-style-type: none"> • Rollout of regional dance project (Go Dance 2012: inspiring children to dance to 2012 and beyond) from September 2010 to a minimum of 1 school in each county (140 school children) • Application for Inspire Mark submitted and achieved • Development work underway for one final performance for all 140 children, linking to Cultural Olympiad and a wider festival in the region (festival TBC) which will aim to attract an audience of 10,000 plus to build on the festival effect (Performance will be in Summer 2011) 	<p>Youth Dance England East; NRE Culture theme group; dance agencies; University of Bedfordshire; PCTs (etc), Creative Programmer, Inspire Programmer</p>	<p>From April 2010</p>

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			<ul style="list-style-type: none"> • Planning underway for project report to be completed Spring 2011; evaluation completed following Performance in autumn 2011 • Following project, look at potential to develop a plan to rollout wider across region, linking to Youth Sport Trust and School Sport Partnerships 	SHA with PH&SCD EoE support	2010/2011
		<p>Staying Healthy at Work (SHAW) programme launched across NHS East of England. Measure A, 3</p>	<ul style="list-style-type: none"> • The SHAW programme will be launched in June 2010 • Physical activity will be one of the core criteria to be addressed with all businesses that take up the SHAW programme being benchmarked for a baseline • The SHAW programme guidance will incorporate raising awareness of 2012 related opportunities (e.g. mass participation events such as the Great East Swim and Chariots of Fire) in order to contribute towards a physical activity legacy 		
		<p>Continuation of national Healthy Town Programme pilot (in Thetford). Measure A, B, 1, 2, 3</p>	<p>Specific links to 2012 encouraged through:</p> <ul style="list-style-type: none"> • regional 2012 health and wellbeing theme group member sitting on programme board 		

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			<ul style="list-style-type: none"> • exploration with the Healthy Town board for a physical activity and/or healthy eating project within the programme that will apply for and achieve the Inspire Mark winter 2010/spring 2011 	NHS Norfolk/Active Norfolk with Breckland Council, Inspire Programmer	2010/ 2011
		Build a sustainable transport legacy for the 2 Olympic Games venues. Measure C, 3	<ul style="list-style-type: none"> • With tourism theme group, support development of plans for low carbon travel (specifically walking and cycling) provision around the two Olympic venues to ensure legacy committees linked to venues recognise the need for active travel in their plans • The 2 legacy committees include active travel in their development plans • East of England tourism via their website include walking and cycling options and routes in relation to the two venues 	Venue organising/legacy committees; Tourism theme group; Sustrans; Natural England; East of England tourism; with PH&SCD EoE and DfT support	From April 2010