

# chances4change

October 2009  
Issue 3

## Stakeholder Newsletter

### Connections 3 Event *“Raising the Game”*

#### *Sustainability of chances4change projects*

The 30<sup>th</sup> September saw the chances4change annual regional event which focussed on World Class Commissioning (WCC). The event was attended by 45 delegates made up of projects, commissioners and stakeholders.

***“very relevant information, that we need to understand”***

Jayne Turnbull, Strategic Programme Lead for WCC, South Central Strategic Health Authority gave an overview of WCC and the implications for chances4change projects. The event also provided delegates with examples of different approaches taken by projects in ensuring continuity of their services post chances4change.

Workshops in the afternoon focused on Commissioning and Marketing with delegates identifying learning needs and key priorities for the management team and Building Blocks project.

***“Excellent tasks that generated a lot of useful discussion”***

The event highlighted the need for projects to understand the world of commissioning and how it relates to their project along with the importance of engaging with key stakeholders in aiding sustainability plans.

Please see article on page 2 which provides an overview of our next steps along with information about our stakeholder event.

Further details of the event along with presentations please click here:

[http://www.wellbeingsoutheast.org.uk/chances4change/resource\\_area/downloads/?intGroupID=187](http://www.wellbeingsoutheast.org.uk/chances4change/resource_area/downloads/?intGroupID=187)



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- **Would you like to find out more about chances4change?**
- **Are there any links you feel can be made with your area of work and chances4change?**
- **Are you organising any events that could be useful for chances4change?**

If so, or if you have any questions, please contact Em Rahman.

# chances4change: Plans for Sustainability

## What Next?

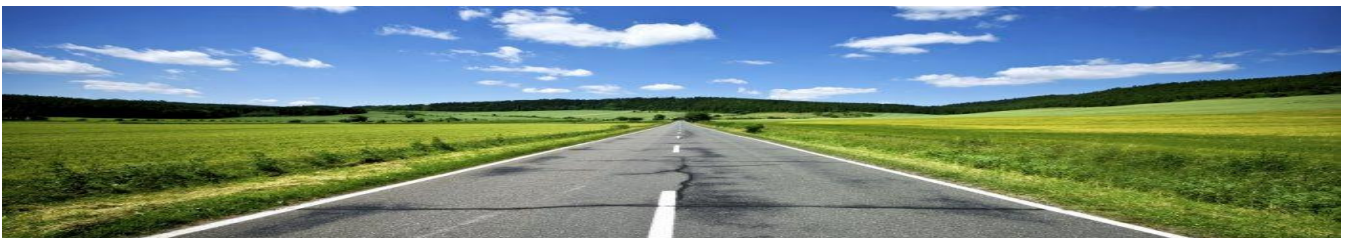
chances4change is now 18 months into the programme. The majority of chances4change projects have two years remaining in the funding life time. The Building Blocks project identified through its year one evaluation and end of year report that projects wish to explore sustainability solutions for their project.

The Building Blocks project and chances4change management are currently developing a work plan to support projects with their sustainability plans following on from the Connections 3 event - "Raising the Game".

The next stage will be to focus on equipping projects with the relevant knowledge and skills so that they are enabled to develop their own sustainability plans for post 2011. Building Blocks project and chances4change management will be creating a number of Learning Sets across the region for projects. These learning sets will look specifically at sustainability and will be informed by the learning needs and key priorities identified at the Connections 3 event.

There are also plans to develop sub-regional events in the form of a Market Place where both Commissioners and Providers of Services will be brought together locally to network and provide chances4change projects with the opportunity to market their services to key commissioners, partners and stakeholders.

This is a really exciting time for chances4change. If you would like to get involved with these events or would like to discuss anything further, please contact [Em Rahman](#) in the first instance (see page 6 for contacts).



## “Winding Back, Springing Forward” chances4change Stakeholder Event

Having delivered our Connections 3 event, it is now time to let you, our stakeholders know what we have been up to! Therefore the Building Blocks project and chances4change management are planning an event for Spring 2010 to 'tell the story so far..'

The event will aim to update stakeholders about what we have achieved so far and how we plan to move forward. The event will provide an excellent opportunity to meet the core team along with some of our projects.

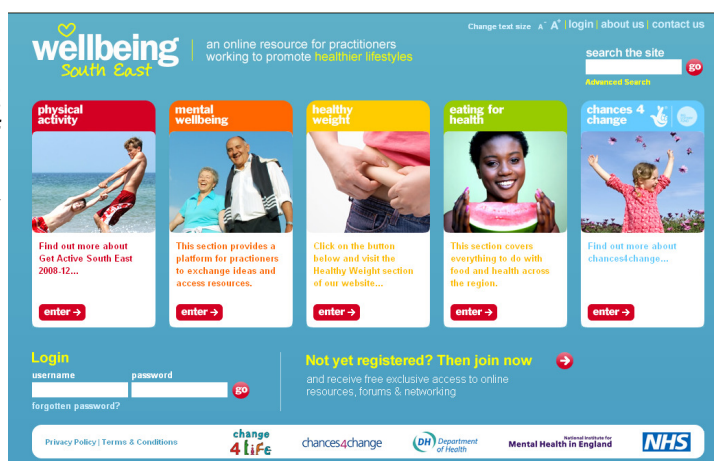
If you would like to be involved with our event or included onto our distribution list, please email [Jo Wiltshire](#) (see page 6 for contacts).

# www.wellbeingsoutheast.org.uk

*“an online resource for practitioners working to promote healthier lifestyles”*

The Wellbeing South East website is an online resource for those working to promote healthier lifestyles in the South East. Since its launch in 2008 the website has undergone 2 phases of further development. There are currently more than 500 registered users and the site receives thousands of visits every quarter.

The website provides practitioners with a range of practical resources and information relevant to the south east region. The website has case studies of projects and interventions being carried out in the region relating to healthy weight, physical activity, healthy eating and mental wellbeing. The resources section provides practitioners with a range of toolkits, policies, templates and much more. Practitioners can also see what events, training and conferences are being delivered in the region along with current jobs being advertised and all the latest news.



*“A FREE resource for practitioners”*

But that’s not all! The website has also been developed so that you the practitioner can also submit news, events, case studies, resources and jobs. With thousands of visits to the website each quarter the wellbeingsoutheast website is the perfect way to highlight, profile and publicise your work!

**A resource for practitioners, used by practitioners and owned by practitioners!**

To register: <http://www.wellbeingsoutheast.org.uk/register>

To visit: <http://www.wellbeingsoutheast.org.uk/>

## **CALL FOR CASE STUDIES**

The wellbeing south east website is calling for practitioners to submit case studies to the website which relate to physical activity, healthy eating and mental wellbeing. The website is a free way of highlighting and promoting your work across the region. To find out more about how to submit a case study, download the guidelines by clicking here:

<http://www.wellbeingsoutheast.org.uk/uploads/5CE7045A-A634-90EF-2D0DAA76AC23F348/Case%20Study%20Submission%20Guidelines%202009.pdf>

## Learning Events

The Building Blocks Project has been busy with developing learning events for projects so that they are equipped with the appropriate skills and knowledge to deliver their interventions effectively. Below is an update on what we have been doing over the last year.

### Hands-on Social Marketing Training

A two-day social marketing course was delivered for chances4change projects. The course was attended by 17 projects and as a result a Social Marketing Network has been set-up where projects will meet every 6 months to discuss and share learning from using social marketing and identify further needs.

Thanks to both Hannah Corbett, South East Coast Social Marketing Lead and Emma Wierzbicki, South Central Social Marketing Lead for funding the training and network.

### RSPH Accredited Level 2 Understanding Health Improvement Course

Thanks to the South East Coast and South Central Health Trainer Hubs we have been able to provide this course free of charge to chances4change projects. One course delivered in the South East Coast Region with 7 projects successfully completing the course. One course waiting to be delivered in the South Central Region on the 2nd & 3rd December 2009.

### MHFA Training

chances4change has had the opportunity to organise Mental Health First Aid courses for chances4change projects. We are hoping to run 2 courses for our portfolio, one in each of the Strategic Health Authority regions. We are hoping to deliver these courses in Feb/Mar 2010.

Thanks to Chris Morgan, MHFA England, for his support.

## chances4change progress

chances4change projects have been reporting on their progress on a quarterly basis against our agreed outcomes with The Big Lottery Fund. Progress on outcomes are as follows:

### Physical Activity

*By January 2012 – 53,663 people from excluded groups targeted in our portfolio and those with sedentary lifestyles in the South East would have increased their physical activity.*

**Progress:** 18,780 people have taken part in the activities through the projects so far. That represents **34 %** of the total agreed number of beneficiaries.

### Healthy Eating

*By January 2012, 31,468 people from excluded groups targeted in our portfolio would have increased their knowledge and skills about healthy eating and have greater access to healthy food.*

**Progress:** 7,518 people have taken part in the activities through the projects so far. This represents **23%** of the total agreed number of beneficiaries.

### Mental Well Being

*By January 2012, 28,666 people from excluded groups targeted in our portfolio in the South East would have improved mental well-being through preventive approaches and challenging stigma about mental health issues.*

**Progress:** 4,687 people have been reached through the projects so far. This represents **16%** of the total agreed number of beneficiaries.



# Making Links and Information Sharing

## **Building Evaluation Capacity**

chances4change has part funded a full time research studentship with the Open University and will be working in partnership with them to look at childhood obesity.

The studentship provides the opportunity to assess and build on current research approaches and to develop, pilot and validate new ways of monitoring physical activity in primary school age children. The aim will be to design monitoring approaches and tools without recourse to expensive, invasive or resource-heavy methods which many projects and services cannot afford.

chances4change will be enabling the research student to link up with projects from the portfolio who are currently working with primary school age children.

The piece of work will be adding to the legacy of chances4change by building evaluation capacity.

## **Making Links**

The Building Blocks project and chances4change management recently met with Jackie Prosser, IAPT Programme Lead, NHS South Central to explore potential links and synergy with chances4change.

The IAPT programme is a 6 year national programme which aims to support PCTs to implement NICE Guidelines for treating adults experiencing anxiety and depression.

Potential links so far have been around training opportunities for chances4change projects along with a commitment to keep an ongoing dialogue between chances4change and IAPT.

For more information on IAPT visit:  
<http://www.iapt.nhs.uk/regions/south-central/>

## **Update from The Food Standards Agency**

Some useful information for stakeholders from the Food Standards Agency:

**1. The Review of Dietary Interventions in Black and Minority Ethnic (BME) Groups** across the UK was published in May:

<http://www.food.gov.uk/multimedia/pdfs/reviewdietethic2may09.pdf>

**2. The Food Standards Agency has launched a new phase of its Salt Campaign**, urging consumers to check the salt content of everyday foods and choose the option lower in salt. Since the first phase of the campaign in 2004, the Agency has been working to reduce the average salt intake of UK adults to no more than 6g a day. Children under 11 should have less. More than three quarters of people (77%) are not aware that bread and breakfast cereals are among the daily foods that contribute most to salt to our diet. Owners of web-enabled phones who want to check their shopping's salt content can access a handy application that has been created for the salt campaign. For more information, please go to:

<http://www.food.gov.uk/news/newsarchive/2009/oct/saltnewphase>

**3. Brand new website SmallSteps4Life**  
<http://www.smallsteps4life.direct.gov.uk/>

SmallSteps4Life is a fun programme with a serious aim - to help initiate and support long-term behaviour and attitude change among young people across the UK.

SmallSteps4Life is a resource for schools and is leading the healthy and active lifestyles strand of Get Set - the London 2012 education programme.

James Cracknell, sustainability ambassador for London 2012, is a key supporter of the programme as healthy living is one of the core themes of the London 2012 sustainability programme.

SmallSteps4Life is part of the Change4Life movement, a nationwide movement that aims to help families eat well, move more and live longer.

## About Us

chances4change is the South East portfolio of 62 projects funded by the Big Lottery Fund's Well-being programme. Its aim is 're-addressing the hidden health inequalities in the South East' targeting at risk groups across the region. The projects have a range of activities, working across the age range in a variety of settings and are delivered in partnership by public, voluntary and private sector organisations.

The projects address one or more of these three strands of the Big Lottery Fund Well-being programme: encouraging people to eat more healthily, be more physically active and enabling people to have enhanced well being.

The South East Coast Strategic Health Authority has undertaken to act as the lead agency for chances4change, but the portfolio has been developed by, and is supervised by a substantial partnership of regional & local agencies including Department of Health South East, SEEDA, South Central Strategic Health Authority, RAISE and Portsmouth City Council.

The chances4change portfolio will provide a "legacy of permanent health improvements, sustainable partnerships and capacity for further improvement" in the target communities. Of the 62 projects, 4 focus on mental health, 19 on physical activity, and 13 on healthy eating, with an additional 21 cutting across two or more of the strands. In addition, 5 capacity building projects will involve activities including helping to recruit and retain volunteers, working with employers on challenging the stigma of poor mental health such as depression.

### The Team

#### Building Blocks Project

*The Building Blocks project is a capacity building project which provides support to projects and management on areas relating to evaluation, research, networking and learning.*

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