



2014 COMMONWEALTH GAMES – GLASGOW

DISCUSSION PAPER: OPPORTUNITIES FOR PARTNERS IN AYRSHIRE AND ARRAN

BOARD MEETING: 30 SEPTEMBER 2009

1. PURPOSE

- 1.1 On 9 November 2007, it was announced that Glasgow will be the host city for the 2014 Commonwealth Games. The purpose of this paper is to stimulate discussion on how the Community Planning Partnership (CPP) can contribute to health improvement in underpinning the Scotland legacy following the Games.

2. HEALTH IMPROVEMENT

- 2.1 On 1 September 2009, the Scottish Government published a detailed plan setting out aims for a legacy for Scotland following the Commonwealth Games in 2014. The plan comprises a series of related programmes such as sport and education. At the heart of the plan will be a legacy programme, provisionally called the Commonwealth Programme.
- 2.2 The Programme will be a unique vehicle which can support and drive transformational change and improvement in Scotland's health. The Programme will commence prior to the games and will seek to build on other major events leading up to and being hosted at the time of the games, such as the Ryder Cup.
- 2.3 The concept of a mutual NHS will feature strongly in the plan with a key aim that seeks to enable people to set their own short and long term goals for health. It will be person-centred, encouraging people to try something they have never done before, providing incentives for mass participation.
- 2.4 On 1 June 2009, the Minister for Public Health and Sport hosted a meeting with senior staff from Public Health in Scotland to commence planning and consider key activities for inclusion in the Programme. It was highlighted at the meeting that similar meetings would be held with other key agencies such as COSLA, Sports Scotland and SUSTRANS. It was recognised that the majority of activities will be carried out in partnership, particularly through Community Planning processes. The pivotal role of the NHS was noted. Its influencing role as a major employer, with a further reach to families; its expertise in health, its role as a major owner of estates; and its links with the community at stressful times in people's lives uniquely places it to advise the public and partners on matters that will improve the public's health and well-being. It was recognised that NHS Boards could partner each other to deliver real benefits to the communities they serve. This element could consider activities available in one Board area that could be offered to people in a different area, or it could consider common interests.
- 2.5 Key to success in this Programme is the need to involve and engage people from the outset, harnessing their ideas, encouraging volunteering for health improvement and segmenting the target groups through adopting a social marketing approach to focus activities.

2.6 A further meeting was hosted by the Minister in August 2009 at which point public health representatives were expected to have drafted ideas and local plans which can be used as part of the early marketing approach.

2.7 NHS Ayrshire and Arran’s draft proposals on how it can contribute to the legacy are attached at Appendix 1.

3. BUSINESS COMMUNITY

3.1 In her capacity as a board member of Ayrshire Chamber of Commerce, the Chief Executive of NHS Ayrshire and Arran has submitted a paper to stimulate discussion on how local businesses could contribute to and benefit from the Glasgow Commonwealth Games 2014. This is summarised below.

Past Experience and Local Business Opportunities

3.2 A number of experiences from previous Olympics and Commonwealth Games indicate opportunities for Ayrshire and Arran business in the following ways.

Training camps:

- At the Melbourne Games, local areas adopted a country in hosting a training camp. This ‘buddying’ opportunity can extend beyond sports to business links and education.
- If the National Sports Centre at Largs is one of the training camps, there will be spin-offs for the local business community.

Tourism:

- Prestwick Airport is one of the three international airports within one hour of Glasgow. Competitiveness will depend on the cost of fares in linking flights from other international airports, including London, Manchester, Amsterdam and Munich, which route competitors, spectators and officials from Commonwealth countries.
- Visitors look for packages as they extend their stay before/after the Games.
- Hotel accommodation needs to cater beyond 4* and 5*, namely for everyone, as visitors include those travelling on a budget as well as aspiring young athletes who might look for hostel accommodation.

Contributing to the Legacy

3.3 One of the key success factors of the London and Glasgow bids is that both Games are intended to leave a ‘legacy’ in local communities beyond the life-span of the respective Games. Local businesses are encouraged to contribute to the legacy as part of their corporate social responsibility so that local communities can benefit under the five headings of the Scottish Government’s objectives. For example:

Scottish Government Objectives	Examples of Business Contributions
Wealthier and Fairer	<ul style="list-style-type: none"> • Development of consortium arrangements between local businesses to bid for large/national contracts • Moving from ‘buddying’ to ‘twinning’ arrangements after the Games for business networks and contracts

Scottish Government Objectives	Examples of Business Contributions
	<ul style="list-style-type: none"> Marketing products and services from/in Ayrshire and Arran 'As provided to the Glasgow Commonwealth Games'
Smarter	<ul style="list-style-type: none"> Providing scholarships/bursaries related to sports, coaching, sports medicine – this also contributes to the NEET agenda Moving from 'buddying' to 'twinning' arrangements after the Games for school/college/workforce exchange programmes
Healthier	<ul style="list-style-type: none"> Sponsoring activities to inspire children and young people to take up healthier life-styles Sponsoring outdoor /free physical activity equipment/facilities, such as cycling paths, equipment along Ayr promenade, 'green' gym
Safer and Stronger	<ul style="list-style-type: none"> Promoting 'safe' Ayrshire as the place to live, work and play
Greener	<ul style="list-style-type: none"> Promoting sustainability in building design and infrastructure development and enhancements to biodiversity

4. LOCAL AUTHORITY REPRESENTATION ON ORGANISING COMMITTEE

4.1 It is understood that the 2014 Commonwealth Games Organising Committee includes one elected member from each local authority, namely Councillor Douglas Reid (East Ayrshire Council), Councillor Peter McNamara (North Ayrshire Council) and Councillor Margaret Toner (South Ayrshire Council), who are supported by appropriate officers.

5. RECOMMENDATIONS

5.1 The Community Planning Partnership Board is requested to:

- i) discuss how it can promote and embed a legacy for its communities; and
- ii) otherwise, note the content of the report.

Dr Wai-yin Hatton
Chief Executive
NHS Ayrshire and Arran
22 September 2009

JOINT PROGRAMME BOARD

Appendix

Potential Contributions to the CommonHealth Programme – NHS Ayrshire and Arran

HEADING	DESCRIPTION	Contribution to CommonHealth	Timescales/Deadlines
Networks which might be used as communication channels to a specific audience where you have some direct influence or leadership role. It would be helpful to specify the communication tools used to reach each network (e.g. annual conference, website, newsletter)			
Healthy North Ayrshire Newsletter	Distributed to local health and social care practitioners, voluntary sector organisations, community groups and community venues within the regeneration areas of North Ayrshire.	Raise awareness in community of initiatives taking place locally designed to improve health and wellbeing	Annually
Managed Health Network (MHN)	This is a web-based tool that has been created to illustrate not only the breadth of work that the health improving workforce is involved in across Ayrshire and Arran but the way in which it is carried out.	Work can be celebrated; experiences shared (good and bad) and tools created to help develop evidence and good practice.	Continuously updated
Health and wellbeing regional network (schools)	Regional network for schools in Ayrshire and Arran and Dumfries and Galloway, come together to share good practice	Highlight initiatives and events in relation to physical activity, active living and the CommonHealth Legacy	First meeting held September 2009
Local Health Promoting Schools networks	Local network meetings with schools from each of the local authorities held three times per year	Provide localised information sessions and training	Ongoing
Health promoting health service	Member of national network to share good practice, input to events and newsletters	Highlight to network members areas of good practice within Ayrshire and Arran	Ongoing
Walk Leader Forum	Provides ongoing support for staff trained as walk leaders, a discussion forum has been established (on the MHN)	Allow walk leaders to share experience, offer each other peer support and access expert advice from the local walking co-ordinators who delivered the training.	Ongoing
Communications Forum	Established to improve communication in NHS Ayrshire and Arran	Use to increase awareness of CommonHealth Legacy and activities pertaining to it	Bi-monthly

Communications	A varied number of communications tools are used by our communications team including – Dialogue (staff magazine) Healthwise (paper for staff and public) E-news News Flash AthenA intranet Ayrshire and Arran website	Use appropriate communication methods to inform staff and service users of events/initiatives etc	Ongoing
Partnerships which provide you with reach or access to a wider audience or sector, albeit with less direct influence			
2014: Charter for Sport Community Health Partnership Officer Locality Groups for Adults and Children Community Planning Partners	<p>Outlines East Ayrshire Councils commitment to 2014.</p> <p>The CHPs involve all stakeholders in a local partnership with the aim of improving the health, social care and healthcare of local people, which will lead to local people having the healthiest lives possible; integrated health promotion activities, healthcare and social care services; and reduction in inequalities, protection of the vulnerable and services to meet local needs.</p> <p>The CHP officer locality groups will include officers from health and local authorities who will meet to discuss and resolve issues at a local level; have 2 groups in each local authority area, one for adult services and one for children’s services; and will focus on health, health services and social care and will involve other appropriate agencies</p> <p>Community planning is about a range of partners in the public and voluntary sectors working together to plan, resource and deliver quality services that meet the needs of the people who live and work Ayrshire and Arran</p>	<p>The charter will relate to targets set in the Leisure and Cultural Strategy and will be incorporated into East Ayrshire CommonHealth Programme to add value to existing programmes.</p> <p>Discuss and agree priority health issues with local partners and NHS colleagues which contribute to tackling health inequalities within a defined geographical area. Advise, discuss and agree on relevant outcomes and national priorities within the single outcome agreements.</p> <p>Work as a partnership to improve health and wellbeing, tackle health inequalities and improve the balance of care. A multi-disciplinary approach provides an excellent platform for collaborative gain</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

Health Promoting Prison Group	Discuss, consult and direct health promotion activity within HMP Kilmarnock in consultation with prison staff and our wider partners. Develop a health promotion action plan based on the Health Promoting Prison Framework whilst considering local strategies and initiatives.	Link to other groups throughout Ayrshire in order to progress health promotion within HMP Kilmarnock through appropriate routes. Identify and implement new health promotion activity on a multi-agency basis within Ayrshire and Arran in line with Scottish Government priorities and targets.	Ongoing
Community Learning and development	Partners retain and further build community capacity and support voluntary organisations as a priority along with providing learning programmes to improve young people and adults' literacy and numeracy skills.	Aim to improve people's life opportunities at work, at home or in accessing public services such as health	Ongoing
Healthy Weight Catrine	<p>A pathfinder Healthy Weight Community Programme implemented to address the rising levels of population overweight and obesity.</p> <p>An agreed co-ordinated programme of activities will be implemented based on a tiered approach that targets the whole community, family and individual child with the overall focus on a 'healthy child'</p>	The model uses a community development approach that will aim to change the environment that leads to overweight and obesity by empowering the local community.	April 2009 – April 2011
VIP Partners	<p>Provide a forum for "V.I.P. Leaders" to voice the issues concerning people with learning disabilities and autistic spectrum disorder.</p> <p>Enhance the health and wellbeing of "V.I.P. Members" by creating a safe place for them to express themselves.</p> <p>Establish a network of "V.I.P. Community Partners" for everyone who touches the lives of people with LD and ASD.</p>	Funky exercise events promote health through exercise and healthy eating. Many different ways of exercising are explored at the events which are suitable for all ages and all abilities. Activities include belly-dancing, cheerleading, adapted bikes and jabadao.	Ongoing
Programmes, initiatives or events which you fund, deliver or manage and which could be realigned under CommonHealth (e.g. badging, raising awareness, encouraging service users to make a pledge, organising events)			
Keepwell	Train community pharmacies, and staff delivering in the community on the benefits of physical activity and physical activity promotion	Targeting health improvement action and resources at the most	September 2010

<p>Kilbirnie BTCV Green Gym</p> <p>Jumpstart</p>	<p>Source new physical activity opportunities throughout the cohort area and add to referral pathway.</p> <p>Monitor the patient journey through the patient pathway to determine the impact of any physical activity intervention</p> <p>Seek evidence based opportunities for the best promotion of physical activity within marginalised groups such as homeless and learning disabled</p> <p>Through the health checks ask about physical activity levels and signpost to relevant services should they require support. This will provide a baseline monitor for future physical activity discussion at practice level.</p> <p>Will promote health and wellbeing of participants by engaging them in practical environmental and horticultural activity within the environs of Radio City and the town of Kilbirnie. A 3-4 hour weekly session will be delivered.</p> <p>10 session Children's Healthy Weight programme which incorporates physical activity, active living, healthy eating and health behaviour change.</p> <p>Involves ten active play or exercise sessions for children aged five to 15 each lasting 40 minutes. Parents of primary aged children are also included within three sessions of the ten to encourage parental involvement with activity at home.</p> <p>Each child is asked to complete a health diary which includes an activity diary to track activity levels and perceived exertion rates weekly, these diaries are reviewed weekly by the Health Coaches and a mid term report (week 6) and Final report (week 10) are produced on the findings of the diaries.</p>	<p>disadvantaged areas.</p> <p>Building capacity in primary care to deliver proactive, preventative care.</p> <p>Providing early interventions to prevent escalation of health care needs.</p> <p>Keep Well will assist in the delivery of the Scottish Executive's health inequalities targets, and is part of the overall implementation of Delivering for Health.</p> <p>The project will develop self-confidence and motivation so that participants can sustain their level of physical activity throughout the year long BTCV Green Gym</p> <p>Children take part in fun, exciting activities and games, make new friends and build their confidence as well as learning about healthy lifestyle choices and becoming motivated to be active.</p> <p>Parents or carers learn how to make simple changes for lifelong success at maintaining a healthy lifestyle and healthy weight and can learn practical ideas for healthy eating and increasing family activity time.</p>	<p>August 2009 – April 2010</p> <p>Ongoing</p>
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	<p>Tailor activities to be sport specific, using sports that will appear in the commonwealth games</p>		<p>August 2012</p>
<p>Virtual Walk</p>	<p>Encourage staff, service users and visitors to Ayrshire and Arran NHS sites to pledge miles toward a virtual walk</p>	<p>Staff, service users and visitors are more active and meeting national physical activity guidelines</p>	<p>March 2013</p>
<p>Food, Fitness, Fun</p>	<p>Nutritional and physical activity resources used by North Ayrshire Community Learning Disability Team to promote health choices in terms of food intake and exercise output to people with learning disabilities</p>	<p>People with learning disabilities have more awareness of energy balance and benefits of being more active</p>	<p>Ongoing</p>
<p>Healthy Mind, Healthy Body Project</p>	<p>In partnership with local walking co-ordinators, implement a programme of walk leader training for staff to facilitate the formation of health walk groups for mental health service users.</p> <p>Secured funding from Mental Health Services to purchase wet weather equipment and pedometers in order to further facilitate the development of health walking groups.</p> <p>Five areas have also been provided with Paths to Health Primary Care Pedometer packs which include evaluation spreadsheets.</p> <p>Block of Boxercise classes, T'ai Chi sessions and tennis sessions organised.</p> <p>Three Nintendo Wii Sport consoles and WiiFit platforms purchased. Found it has improved fitness and concentration and has encouraged communication and interaction with other services users and between staff and service users</p>	<p>Improve the physical health and mental wellbeing of the people using the Mental Health Services by identifying, initiating and supporting the implementation of sustainable and effective health improvement practice</p>	<p>Ongoing</p>

Particular areas of expertise which could be deployed or shared with others for the benefit of CommonHealth e.g. volunteering, mobilising youth groups, tackling inequalities			
Provide accurate and evidence-based advice to staff who are involved in government policy and service delivery	Single system group convened to look at physical activity promotion in primary care, training needs analysis developed and carried out with primary care staff, physical activity training developed and piloted with sub-group of primary care staff	Build capacity amongst primary care staff in relation to physical activity using the Health Promoting health Service framework	April 2010
Build capacity in relation to physical activity	Needs-led awareness session developed and delivered to public health staff	Build capacity in relation to physical activity within the Public Health Department	Ongoing
Promote activities to adults from a range including environmental changes, social support networks, education and local media	To review current resources pertaining to adults and physical activity within the Health Information Shop and make recommendations for updating and renewing them	Current, evidence-based resources held within health information shop which is accessible to all NHS staff, and public	August 2010
Healthy North Ayrshire	A range of projects within the regeneration areas of North Ayrshire have been developed with the aim of reducing health inequalities and improving health and wellbeing within the locality	Involve communities through the development of local forums and raise awareness of health and wellbeing	March 2010
	Deliver four weight management and health programmes – Weightwatchers - free vouchers to attend for individuals indentified through street nurse initiative	Obesity is a key public health priority, initiatives were designed to address this	Ongoing

<p>Reduced levels of obesity in children, young people and families in Ayrshire and Arran</p>	<p>Slimmin' Without Wimmin – men only weight management classes</p> <p>Slimmin' fir Wimmin – female only weight management classes</p> <p>Food, Fitness and Fun – nutritional and physical activity resource for people with additional support needs</p>	<p>The Chinese peer coaching programme has provided the opportunity to work closely with the ethnic minority community of north Ayrshire</p>	Ongoing
	<p>Street nurse interventions – public health nurses working within local communities to carry out rapid nursing assessments with individuals perceived at being at risk from cardiovascular disease, type 2 diabetes or high blood pressure, refer onto lifestyle coaching, exercise on referral etc.</p>		Ongoing
	<p>Buggyfit/jogscotland – aims to support local mums to regain fitness and increase physical activity post-natal</p>		Ongoing
	<p>Peer coaching with Chinese community – develop a peer coaching programme and through commissioning of Active Health Scotland, a twelve week programme delivered. Second phase of the project aims to support the group of volunteers in their new role</p>		Ongoing
	<p>BTCV – providing funding toward the establishment of a 15-week pilot of a BTCV green gym.</p>		
	<p>Development of a local strategy which integrates food and health and active living</p>		December 2010
	<p>Implement accessible healthy eating and physical activity programmes in a range of settings</p>		Ongoing
	<p>Deliver a range of training programmes to build capacity within the NHS, communities and other organisations</p>		December 2010
<p>Implement effective marketing which includes</p>	December 2010		

<p>Crosshouse Paediatric Unit</p>	<p>provision of consistent responsible messages relating to food and health and physical activity</p> <p>Play leader encourages children to be active through various activities designed to meet the specific needs of the child. Wii available for older children in the adolescent ward to encourage activity</p>	<p>Children sustain activity levels whilst undergoing hospital treatment</p>	<p>Ongoing</p>
<p>Social Marketing</p>	<p>Develop a social marketing approach to branding of the CommonHealth Legacy and associated activities within Ayrshire and Arran</p>	<p>Increased awareness amongst staff and public of the CommonHealth legacy</p>	<p>December 2011</p>
<p>NHS Ayrshire and Arran's delivery of National Policy</p>	<p>Achieve the best possible health for individual, families and communities by developing services which promote well-being and good health; prevent ill-health; provide equal and appropriate care and treatment for all; and ensure we plan for future health needs</p>	<p>Promote staff health and well-being; focus on workforce redesign to achieve optimal support across the patients journey. To keep the population of Ayrshire and Arran well and to prevent ill-health, the focus will be on the main health priorities of alcohol, tobacco, obesity and mental health</p>	<p>2009-2012</p>
<p>Estates, Facilities or Spaces that could be deployed towards providing greater opportunities for physical activity e.g. access to grounds and facilities which could be used for gardening projects, green gyms, paths for walking or cycling</p>			
<p>Ailsa gardening project</p>	<p>Established in 2006, this project encourages inpatients and outpatients to be active by undertaking gardening work such as planting, weeding etc.</p> <p>During the summer months plants are sold to staff and community and the money is used to buy seeds.</p> <p>The organic vegetables that are grown are given free of charge to the local community</p>	<p>Develops self-confidence and motivation of those taking part. Will create a more sustainable future by inspiring people and improving places.</p>	<p>Ongoing</p>
<p>Bowling green</p>	<p>Bowling clubs are run every Tuesday and Friday, with the help of community volunteers, for inpatients and outpatients</p>	<p>Encourage activity amongst patients and also provide opportunities for social interaction.</p>	<p>Ongoing</p>
<p>Physiotherapy Gyms</p>	<p>The gyms are available for staff to use (when not in use for patients) across all sites where appropriate</p>	<p>Staff are more active and mental health benefits of physical activity are promoted</p>	<p>August 2011</p>

<p>Girvan Community Hospital</p>	<p>Establishment of walking and cycling paths within the new Girvan Community Hospital</p> <p>The Hospital will be trying to achieve the Health Promoting Hospital membership so there will be various different activities being held to try and achieve this.</p>	<p>Staff, service users and patients have more accessible opportunities to be active.</p>	<p>In discussion</p>
<p>East Ayrshire Community Hospital</p>	<p>Establishment of walking groups in partnership with East Ayrshire Council within East Ayrshire Community Hospital and the surrounding area</p> <p>Introduce T'ai Chi taster sessions to staff within the hospital</p> <p>In conjunction with local colleges recruit volunteers to help frail elderly patients be more active by increasing walking activity and starting chair-aerobics classes</p> <p>Explore weight management classes for staff and introduce 'sweet-free zones' into wards</p> <p>Open day incorporating a fun sports day raising awareness of the CommonHealth Legacy</p>	<p>Staff and service users will have more opportunities to be active.</p> <p>Staff, service users and surrounding community will be more aware of the Common Health Legacy</p>	<p>January 2010</p> <p>November 2009</p> <p>July 2010</p> <p>February 2010</p> <p>August 2013</p>
<p>Staff promotion and engagement through Healthy Working Lives Awards, Cycling Friendly Employer Initiative and other opportunities such as employee schemes, staff newsletters, intranet, and staff acting as local ambassadors, making pledges, organising events</p>			
<p>Provision of NHS Ayrshire & Arran Cycle to work scheme</p>	<p>Cycle to work scheme, introduced April 2009 in conjunction with cyclescheme</p>	<p>More staff cycling to work</p>	<p>2 staff cycle to work windows in 2009</p>
<p>Provision of secure cycle parking for NHS staff</p>	<p>Investigate means of provision of secure staff cycle parking at NHS Ayrshire & Arran hospital sites</p>		<p>By August 2009 funding had been identified to allow installation of staff secure parking at Ailsa,</p>

<p>Provision of general open access cycle parking for patient and visitor use</p>	<p>Provision of open access covered cycle parking at NHS A&A healthcare facilities</p>		<p>Ayr, Ayrshire Central, Biggart and Crosshouse Hospitals</p> <p>No current timescale Note: funding for this came from grant sources and endowments. Currently no transport and access budget or budget for this type of work under capital planning</p>
<p>Provision of supplementary cycle commuter facilities (e.g. shower, changing facilities)</p>	<p>Review of current provision at NHS facilities</p>	<p>Appropriate facilities available to encourage staff to be more active</p>	<p>No current timescale Note: currently no transport & access budget or budget for this under capital planning</p>
<p>Promotion of annual National Bike Week to staff, patients and visitors</p>	<p>Annual staff bike week, bike week cycle to work pledge campaign, provision of Bike week information stands</p>	<p>Awareness raising of cycling to encourage staff and service users</p>	<p>Carried out annually</p>
<p>Promotion of national walk to work week</p>	<p>Walk to work week staff pledge campaign, walk to work week competition, provision of walk to work week information stands</p>	<p>Awareness raising of health benefits of walking</p>	<p>Carried out annually</p>
<p>NHS Staff Green Travel booklet</p>	<p>Provision of NHS staff green travel booklet including information in sustainable travel initiatives and staff benefits</p>		<p>2009</p>

Safe cycle pathways	Provision of safe cycle pathways to healthcare facilities		National active travel infrastructure project funding dependant
Road safety training	Provision of staff cycle road safety training courses		No current target
Active travel maps	Provision of active travel maps showing walking and cycling routes to sites for all NHS Ayrshire & Arran healthcare facilities		No current target date
Health walks	Provision of health walking routes and facilities and maps within NHS grounds		No current target date
Healthy working lives	Support employers to promote physical activity opportunities to staff through the Healthy Working Lives award programme Promote organisation such as Paths to health, Jog Scotland and Sustrans	Seminar on physical activity delivered to workplaces registered with the HWL award, allow employers to gain knowledge to encourage their workforce to be more active	Ongoing
NHS staff sports and health clubs taster sessions	Introduce staff sports clubs linked to activities from Commonwealth Games	Staff will be more active and participate in sporting activities	March 2012
Lunchtime walking groups	Provision of twice weekly staff walking groups from 2 hospital sites	Encourage staff to take be more active and promote walking as a means of keeping and getting fit	Ongoing
	Extend number of sites where walking groups are available		March 2010
Jogging group	Ten week beginners jogging group established at two sites, aim is to complete 5km run	Encourage staff to be more active and promote positive impact on long term health and wellbeing.	December 2009
	Healthy Working Lives funding training of an additional Jog Scotland leader		September 2009
	Consider longer term aim of completing Glasgow half marathon		September 2013

Joint Ayrshire Bike Week event	Bike week 2010 event	Bike Week is the biggest nationwide cycling event in the UK. A national celebration of cycling, Bike Week helps you get more out of life - by getting on your bike and exploring your local community.	December 2010
Pedometer Challenge	Staff within the paediatric ward in crosshouse hospital have been given pedometers to encourage them to reach 10 000 steps a day	Staff will be more aware of their activity levels and make efforts to increase walking	Ongoing
Corporate Membership	Corporate membership is available to 18 leisure facilities throughout Ayrshire for NHS staff	Staff have access to reduced cost leisure facilities	Ongoing
Exercise classes	A series of exercise classes including yoga, cardio-tone and aero-kick are on offer to all NHS staff making use of the physiotherapy gyms in the evening	Staff have access to a range of exercise classes within NHS sites	Ongoing
Active Scotland	Distribution of Active Scotland information cards to highlight to staff and public where they can go to be more active by using the web-based resource	Staff, service users and public will be more aware of local places where they can go to be active	Ongoing
Staff Sports Day	Staff sports day to involve all staff in a number of different activities i.e. badminton, jogging, yoga throughout different bases	Encourage staff to be more active	September 2009
Nutrition and exercise courses	Promote free nutrition and exercise courses run by Tribal to Hotel Services staff, catering and domestic staff (in the first instance)	Encourage staff within lower pay bands to look at their own nutrition and exercise regimes, thus encouraging them to take ownership of their own health	December 2009
Macmillan Coffee Morning	Macmillan coffee morning organised for staff incorporating messages on physical activity and its role in cancer prevention	Staff aware of the link between physical activity and cancer risk	September 2009 and annually
Hospital open days	Open days within each site to encourage members of the public to visit and find out more about the services that are available	Use as opportunity to highlight benefits of physical activity and CommonHealth Legacy	Annually

Additional Tools/Resources which could be deployed to support and raise awareness of CommonHealth			
Display Boards	Promote physical activity and active living through use of staff and public display boards and LCD screens. Highlight local sporting events	Staff and public are more aware of physical activity and active living and initiatives/events in their local area	Ongoing
Campaigns	Encourage all staff and service users to pledge to undertake more physical activity – pledge miles or steps – under the branding of CommonHealth legacy. Work with partners to encourage their staff to do the same.	Staff and service users are more active and are more aware of the health benefits of being more physically active	March 2013
Ayrshire Sportsability	<p>Ayrshire Special Games gives young people the opportunity to take part in a range of sporting activities led by qualified and experienced coaches.</p> <p>The activities are organised on an Ayrshire-wide basis in partnership between the NHS, 3 local councils, local and national disability sports organisations and the national sports body for Scotland.</p> <p>‘Come & Try’ event for children and young people from both mainstream and special needs schools.</p> <p>Working in partnership with education, sports development and local disability sports organisations in each Local Authority to develop local participation opportunities;</p> <p>Supporting education and training opportunities in the community to allow our young people to be fully included in mainstream sport;</p> <p>Co-ordinating and supporting Ayrshire-wide competitions in sports;</p> <p>Hosting an annual Ayrshire Special Olympics.</p>	<p>To work with partners in sports development, education and local disability sports organisations to develop local participation opportunities.</p> <p>To support education and training opportunities in the community, allowing young people to take part in mainstream sport.</p>	Annually