

## **EAST AYRSHIRE COUNCIL**

### **COMMUNITY SERVICES COMMITTEE – 25<sup>th</sup> MAY 2005**

#### **LEISURE DEVELOPMENT – HEALTH FOR ALL CONFERENCE**

##### **Report by Executive Director of Neighbourhood Services**

### **1. PURPOSE OF REPORT**

- 1.1 To provide background information and outline the success of the Health for All Conference which was recently organised and hosted by the Leisure Development Section's Community Health Improvement Partnership (CHIP).

### **2. BACKGROUND**

- 2.1 Over the last five years the Leisure Development Section has been leading the way in providing innovative approaches to health improvement through a dynamic range of externally funded projects and initiatives. The initiatives range from children's health development programmes through the Recreation Partnership Project, the Activity Motivation Initiative and Play Development to inclusive and diversionary initiatives through New Sporting Futures and the CATCH Walking Initiative.
- 2.2 The Community Health Improvement Partnership (CHIP) Initiative is the main driver within the section for working with communities to ameliorate local health inequalities and empower residents to make positive and lasting changes to their lifestyles. CHIP has become well established within East Ayrshire since it first received funding in 2000. The initiative is made up of three interrelated sections which have been designed in consultation with local people and key statutory partners and are tailor made to address East Ayrshire's health inequalities. These services are; the CHIP Van, the Lifestyle Referral Scheme and the Young at Heart initiative. The section will soon be augmented with the addition of a Men's Health programme.
- 2.3 CHIP has been nominated for, and has won a range of national awards and staff are regularly invited to participate in academic research and speak at universities and national conferences. At many of the latter events, delegates have expressed an interest in finding out more about the unique community health improvement work in East Ayrshire and whilst we have hosted a number of site visits, the section concluded that there was enough national interest to support the organisation of a health conference in East Ayrshire. To this end an event entitled 'Health for All' was held on 15<sup>th</sup> March in the Park Hotel, Kilmarnock.

### **3. THE HEALTH FOR ALL CONFERENCE**

- 3.1 The aim of the Health for All Conference was to provide delegates with a unique opportunity to learn from innovative examples of best practice and share experiences of community focused health improvement initiatives. A partnership approach was adopted in order to highlight progress being made on a national level via COSLA and national demonstration projects such as Have a Heart Paisley and locally via the work of CHIP in East Ayrshire and Braveheart in Falkirk.

3.2 The conference was chaired by Councillor Jim O'Neill, Chair of the Community Services Committee, and the programme is summarised as follows:

#### **Morning Session- Keynote speakers**

- Introduction and Welcome – Fiona Lees, Chief Executive EAC
- Community Planning in East Ayrshire, Cathy Roarty NHS Ayrshire and Arran
- Health Improvement in East Ayrshire- Linda McCartan, Community Health Development Manager
- Local Government & Health Improvement – Douglas Hamilton, COSLA (Substituting for Cllr Eric Jackson, COSLA spokesperson for Social Work and Health Improvement)
- Have a Heart Paisley- Dr Iain Findlay, Consultant Cardiologist, NHS Argyll and Clyde

#### **Afternoon Session- Interactive Workshops**

- A choice of six workshops focusing upon community based initiatives. Three of which were led by CHIP staff in relation to health forums, lifestyle referral, walking and falls prevention amongst older people. These workshops incorporated presentations from East Ayrshire community representatives who had benefited from the work of CHIP initiatives within their communities. This gave delegates a unique insight into how our community health improvement approach is impacting on the health and wellbeing of East Ayrshire's residents.

3.3 The conference attracted over 120 participants from across Scotland and from a wide range of backgrounds including community representatives, health professionals, local government officers and voluntary sector initiatives. Delegates took full advantage of this unique opportunity to learn from local and national good practice and share their own experiences of community based health improvement. This resulted in lively discussion, information exchange and professional networking. To reinforce this information exchange East Ayrshire Council's IT Section has developed electronic health forums launched by the Chief Executive, as part of our award winning website in order to encourage delegates to continue the dialogue and post ideas. The CHIP team is currently promoting this service with all those who attended.

3.4 All delegates were asked to complete an evaluation proforma at the end of the conference and the results were extremely encouraging. Of the 56 respondents, 95% said that they would attend future events run by East Ayrshire Council and on average 85-95% found the key note speakers and workshops to be informative or very informative. In addition a range of very encouraging comments and suggestions were received. These included running a similar event for children's health, sport and physical activity. The Leisure Development Sections are considering this as part of the forward planning process.

## **4. FINANCIAL IMPLICATIONS**

4.1 The costs of the conference were met by a contribution from East Ayrshire Local Health Care Cooperative, the Community Health Development Budget and delegate fees.

## **5. LEGAL AUTHORITY/IMPLICATIONS**

5.1 Nil

## **6. POLICY/COMMUNITY PLAN IMPLICATIONS**

6.1 The work of the Leisure Development Section intersects closely with all areas of the Community Plan and the Council's emerging Cultural Strategy. The Community Health Improvement Partnership is fully integrated with the Health chapter of the Community Plan/Joint Health Improvement Plan.

## **7. CONCLUSIONS**

7.1 The Health for All conference was extremely well attended and received by delegates from across Scotland. It fulfilled its aim of providing opportunities to share and learn from best practice and facilitate professional networking.

7.2 The conference has reinforced East Ayrshire's position as a national leader in the field of community health improvement and in turn has raised the profile of East Ayrshire Council and its community planning partners in terms of innovative and integrated partnership working

## **8. RECOMMENDATIONS**

8.1 It is recommended that the Committee note the contents of this report.

William Stafford  
**Executive Director of Neighbourhood Services**

WS/JAG/KK/KH  
29<sup>th</sup> April 2005

### **LIST OF BACKGROUND PAPERS**

1. Health for All Conference Programme
2. Health for All Evaluations

Any person wishing to inspect the background papers listed above should telephone John Griffiths, Head of Leisure Services, on 01563 578179.

Implementation Officer:- [John.griffiths@east-ayrshire.gov.uk](mailto:John.griffiths@east-ayrshire.gov.uk)