
Select Committee on Health and Adult Social Care - 15th January 2009

Report of the Director of Public Health

Update on Dudley's Healthy Town Programme

Purpose of Report

1. To inform the OSC of the status of the Let's Go Outside programme, Dudley's Healthy Town Initiative

Background

2. The Healthy Towns Programme was funded from the Community Challenge Fund, which is jointly funded by the Department of Health (DoH) and the Department for Children and Family Services (DCFS). The total fund was £30 million.

PCTs and Local Authorities (LA) were invited in mid June 2008 to submit an expression of interest to apply to run a three year programme that could show an impact and an approach to preventing childhood obesity.

Over 160 applications from PCT/LAs were received at first stage deadline on the 11th July 2008.

Dudley was one of 22 successful applicants and a full second stage bid was required by the 30th September 2008.

Again Dudley was successful (1 of 12) and was invited to present it's case to a Cross Government panel at the offices of the DoH.

A delegation of four staff, two from the PCT and two from the LA (one from Directorate of the Urban Environment and one from Children's Services) presented to the panel.

Dudley was successful. Successful towns were announced on 10th November in Westminster, and received national press and media coverage.

Dudley is one of 9 towns working towards the aspirational target of being a 'Healthy Town'.

Dudley's programme focuses on three main areas.

- 1 The development of family healthy hubs, based in parks and open spaces.
2. The development of active green corridors.
3. Service reform.

The programme items to be funded from these external sources are but 1 part

of Dudley's strategic approach to tackling the high levels of obesity in the borough. The bid was commended for its 'strategic fit'.

There will be at least one hub in each of the five area committee areas. They will include physical facilities such as toilets, buildings, an outdoor gym equipment, as well as activity programmes, staff and community events.

The active corridors will provide improved access and increased walking and cycling opportunities. This will be delivered via the development and implementation of cycle paths, foot paths, signage and cycle storage.

There will be an extensive promotion of health promotion messages to assist people in taking action to improve their own health (in line with the forthcoming national Change 4 Life programme. Dudley's programme is designed to have an impact on child and family health, reduce inequalities, reduce air pollution, impact on anti-social behaviour, and increase social and community cohesion.

The programme will contribute to targets within the NGLAA particularly NI8 Adult Participation in physical activity, and NI56 halt the year on year rise of childhood obesity. It will also help with the 5 hour physical activity in schools offer, the Community Plan and the Children's plan.

Finance

3. The funding for the programme is £4.5 million over 3 years which will come into the PCT and be transferred to the LA via a series of section 256 agreements.

Law

4. There are no legal requirements other than those applied to existing standard council and PCT operating procedures.

Equality Impact

5. The programme is borough wide, inclusive and accessible to all in line with the principles of Dudley's inequalities strategy.

Recommendation

It is recommended that:-

- The OSC support the programme
- Enable officers the working flexibility to prioritise the programme.
- Support the spending of funding in an innovative way which shows a new approach to established issues.
- Endeavour to mainstream the programme past the funded timescales .

Valerie Little

Director of Public Health

List of Background Papers Stage two application, Obesity framework
Obesity framework Year 2 monitoring report