

Tameside Healthy Places Engagement Report

On Thursday 16 November a development session was held with the Tameside Health and Wellbeing Board with the purpose of engaging on the third identified key workstream 'Healthy Places'. The background and context to the whole systems approach and for the three areas of food, physical activity and tobacco initially chosen to contribute to the Healthy Places agenda was presented to the board, followed by a workshop.

During the workshop, Board members had the opportunity to input across the three topics and were asked to consider the following questions:

- What are the **key opportunities for action** by the Board and its members?
- How can the Board and its members **be a champion** for the Healthy Places agenda?
- **What does success look like** for Tameside in the short, medium, and long term?

Key messages from the discussions for consideration in the Healthy Places strategic framework development include:

- Taking a whole system approach is key to tackling complex issues which impact on health and wellbeing.
- Poverty is a key driver which affects people's ability to make healthier choices or have the resources they need to prepare nutritious food.
- There are some 'quick wins' that could be implemented which could have a big impact.
- Being guided by data and intelligence is important in targeting activity.
- The Board and its members have role in championing the Healthy Places strategic framework, having conversations across the system to help win 'hearts and minds' and take a leadership role in ensuring this approach is embedded in all policies.
- The Board member organisations have role, as employers, in adopting the framework, promoting the Healthy Places work, and embedding the key delivery plans within their own organisational practice.

Further details from the topic specific discussions can be found in appendix 1. This information will be included as part of the development of the delivery plans for each of the workstreams.

Next Steps

Further engagement with key stakeholders and partners around the systems working approach and the ambitions for each strand of work is continuing to take place until February 2024.

A comprehensive programme of public consultation on the ambition for each area of work and what they would like to see as part of the delivery plan will take place from now until May 2024 before they are finalised and presented to the Health and Wellbeing Board in June 2024.

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Appendix 1

This appendix gives an overview of the discussion in each of the three break out groups. This feedback will also be used to inform the delivery plans for each workstream.

	Tobacco	Food	Physical Activity
Start Well	<p>Educational awareness of the dangers of tobacco in schools.</p> <p>Provide takeaway messages for parents, carers, and families.</p>	<p>Portion sizes for children – changing culture and increasing knowledge.</p> <p>Early Help and prevention important – settings-based work in nurseries, schools, leisure centres etc.</p> <p>Availability of food for school children – vending, snacks, journey to schools.</p> <p>Can we undertake analysis of what people buy with their healthy start money? Possible research into this data to understand more around how this support is taken up and utilised – could existing streams of grant funding such as family hubs help to pay for this?</p> <p>Funding for more free school meals for children who are not currently eligible.</p> <p>Allison P - parents want the best for their children - how do we give that information. Children's Services can make a commitment to drive this agenda forward with schools and early help services.</p> <p>Do Pennine support children with SEN neurological conditions with healthy weight? Links to opportunities within pathways to signpost patients (potentially with additional</p>	<p>Schools – concern over amount of time allocated to PE in secondary schools.</p> <p>How do we prevent drop off in activity levels at 14+? Traditional sports can put lots of young people off and lead to a negative relationship with.</p> <p>After school activity – opportunities vary by school. This is not statutory and depends on staff interest but can create inequality.</p> <p>Supporting healthy schools. How can we encourage the embedding of PA in policies. Promoting CAS framework and supporting schools to use Home :: Creating Active Schools</p> <p>Use School Health Needs Assessment and other data such as NCMP to target interventions.</p> <p>We will know we have been successful if the number of 14-15 years olds participating has increased.</p>

		<p>risk factors such as sensory processing needs) into healthy weight support.</p> <p>Food ambassadors/champions in schools.</p> <p>Social anxiety as an issue in young people. Example discussed was that people would rather use drive-thru or online ordering of food due to the avoidance of social interactions – but this is another route to unhealthy food</p>	
Live Well	Ensuring a workplace focus for stop smoking interventions, particularly for routine and manual workers.		<p>Employers/workplaces promoting PA – walking meetings, messaging for employees etc.</p> <p>Promoting the Active Soles movement.</p>
Age Well		<p>Oral health in care homes links to nutrition and hydration and impacts on eating and healthy weight.</p> <p>View from the hospital - Pre-op preparation - carb loading pre-operatively can enhance recovery for some cohorts.</p>	
Life Course	<p>Creating a network of front-line workers who are 'Tobacco Free Champions'</p> <p>Communications and marketing: How to reach the harden smoker – local engagement required to support recent GM comms work. Consider hard hitting campaign messages, aligned to current GM campaign.</p> <p>Promoting the use of online support offers i.e. smoke free app</p> <p>Inter-organisational sharing of</p>	<p>Poverty as a driver and wider needs such as homelessness, temporary accommodation – no facilities to cook. Poverty drives food choices – cheap often equals poor nutrition.</p> <p>Links to fuel poverty – heat or eat.</p> <p>Ensuring proper co-production to involve residents and leadership form the community to push for a social movement around food.</p> <p>Food waste - What is the level of fresh food waste? Is there an opportunity to distribute it. Supermarkets used to give out free fruit for</p>	<p>Opportunity to refresh Active Tameside Estates Strategy. AT has ageing stock which needs to be considered.</p> <p>Accessible activities required.</p> <p>TMBC Strategic Planning – Masterplans and Local Plan – links to transport plan and ensuring accessible via public transport to encourage active travel to support healthy place making. Local plan making begins again in New Year. Can we bring Masterplans and Local Plan consultation to the HWB for review and comment.</p> <p>Safer communities and settings to encourage active travel – travel to school and VAWG agenda.</p> <p>Communications and marketing – need to win hearts and</p>

	<p>comms to amplify messages. [More enforcement is required with consistency.</p> <p>Working with organisations that work with existing community groups to increase reach e.g. Jigsaw - food pantries/allotment groups</p> <p>Develop smokefree settings work further especially in workplace settings.</p>	<p>children. Kings campaign on redirecting excess food to food hubs instead of food waste.</p> <p>Food waste apps such as 'Too good to go' or 'Olio' apps. Fresh fruit and veg often in multi-packs which leads to waste. Promotion of markets where you can buy individuals. Local food voucher system for Tameside market traders.</p> <p>Explore examples of good practice such as the 'Felix Project'.</p> <p>Packets of herbs and spices should be provided to help people make healthy food taste better – slow cooker project does this, but can it be extended?</p> <p>Donating to a food bank - need guidance on what to put in the donations - healthier options.</p> <p>Community fridges.</p> <p>Gardening – incredible edible, green alleys.</p>	<p>minds. Place based approach – using data to focus activity.</p> <p>Understand our neighbourhoods' challenges and assets – one size will not fit all.</p> <p>Walking/Rights of Way more publicity to increase use of and promote walking for journeys less than a mile.</p> <p>Board members can amplify messages through their own organisations.</p> <p>Promoting Park Runs in Hyde and Stalybridge and Couch to 5k app.</p> <p>Consider digital exclusion in all planning.</p> <p>Data and intelligence to drive activity – new Sport England data to LSOA level will help hyper local targeting.</p> <p>National travel survey data.</p> <p>Are we making the most of our natural spaces. Are they in the best condition, are they safe, are they lit eg. Chadwick Dam, Hurst res, Daisynook. Focus on neighbourhood level work, one size doesn't fit all and we need to recognise the local community groups as community assets make a difference.</p>
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Tameside Active Alliance Workshop Engagement Report

On Monday 20 December a workshop was held with the Tameside Active Alliance with the following purpose:

- To contribute to the development of the healthy places strategic framework.
- To review the current physical activity strategic objectives and the approach to promoting increased physical activity.
- To identify opportunities to develop the physical activity offer as part of the Sport England funded Place Partner work.

During the workshop, Alliance members had the opportunity to input into shaping the healthy places framework and the development of the Place Partner priorities. GM Moving data and insight partner, Press Red, presented the most recent data for Tameside to shape the discussion in the workshops. The discussion points from the workshops are documented in appendix 1 at the end of this report.

Key messages from the discussions for consideration in the development of the physical activity strategic objectives Tobacco-free Framework and targeting key underrepresented groups:

- The links to the anti-poverty agenda are important to recognise when considering accessibility to sport and leisure activity.
- One size does not fit all – consideration for inclusivity when designing physical activity spaces, programmes and interventions.
- Messaging around physical activity and promoting opportunities to be more active require sustained and consistent marketing and communication.
- Our approach should be place based.
- Active travel for utility for shorter journeys could be considered a quick win.
- Physical activity has an important role to play in ageing well.
- Promoting physical activity to improve mental health is a win for both the individual and the system.
- The Active Alliance is a key driver for change in Tameside.

Further details from the topic specific discussions can be found in appendix 1. This information will be included as part of the development of the physical activity framework and delivery plan.

Next Steps

A comprehensive programme of public consultation is taking place from now until May 2024 before the physical activity framework and delivery plan they are finalised and presented to the Health and Wellbeing Board in June 2024.

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Appendix 1 - Tameside Active Alliance Workshop Group Discussions Write Up from 20th November 2023.

Work and Skill Table Discussion	
<p>How do we work as a system to support these groups?</p> <p>What are the opportunities to do things differently?</p>	<ul style="list-style-type: none"> • Person-centred approach- discussion took place regarding conversations with those that are inactive getting moving is not a “one size fits all”. • Private/social enterprises – what can be provided. • Isolation/loneliness/stigma- how can we reach those that are unemployed and work with agencies responsible for benefits to break stigma? • Pupil premium – discussion took place around educating not just children but parents/carers giving them the information’s/skills resources but not just those that are eligible for pupil premium etc. • Small steps – education of the benefits of PA and how providers can encourage. • Exposure to what is out there- how do we inform people of what there is and how to access. • Benefits of moving more – do providers, employers know about HLE in Tameside and the impact of inactivity- how do we promote this? • Talking/mental health- linking this “physical activity- miracle pill” how do we promote physical activity? • See in action/try it – private organisations - building up case studies/ active champions. • What’s on in Tameside? – one system (leaders /run by young people – led by young people) • Everyone can access- promote activity and address barriers. • Outside the box – advocate • Invested in the invested. • Volunteering – look at how those can reach communities and build in physical activity. • Campaigns – lived experiences, feelings, case studies. • Health • Short – sharp bursts – how do providers/workplaces encourage this? • Social connection/buddies • Mapping exercise – where’s the info? Can connectors/champions support?

Older People Table Discussion

How do we work as a system to support these groups?

What are the opportunities to do things differently?

- How do we define older people? Ask them!
- Civic Participation and increased visibility of older people
 - Volunteering – building connections and friendships
 - Intergenerational activities
- “Guardian Angels” – childcare provided by older relatives
 - Positive role models for children – healthy and active lifestyles
 - “Ageing well from birth”
 - Extended families – especially in South Asian communities
- Sharing good news/existing activities to increase visibility of older people being physically active
 - Marketing/Comms
 - Collating and publicising existing activities to local people
- Celebrate and promote active ageing
 - Lived experience – case studies and stories
 - Spotlight on examples of good practice
- How do we engage with the extremely isolated?
 - Improved collaboration across the system
 - People who aren’t engaging with any services – how do we identify and reach them?
- Improved perception of safety in communities
 - Community regeneration
 - Hyperlocal activities
 - TMBC Community Safety and GMP – increase engagement with older people
- Access to greenspace and other activities
 - Improved infrastructure
 - Transport links and accessibility