

Walking for Health Action Plan 2008-2011

Stafford Borough Walking for Health programme has already engaged 950 people in its led Health Walks, trained 120 Volunteer Walk Leaders to a national standard, supported the provision of led Health Walks in Stafford, Stone, Gnosall, Hixon and several neighbourhoods. It has received awards from the Chartered Institute of Environmental Health, the Staffordshire University Diversity Awards, Walking the Way to Health 'best promotional materials' and the National Grid 21 Awards.

An Action Plan has been prepared dependent on existing external funding, which will direct the Walking for Health programme from 2008-2011. Items marked in red may depend on additional time/resources.

Performance Measures:

(see also new Outdoor Health Questionnaire – which could be adapted for cycling, other green exercise)

- No of hours/week undertaking physical activity
- No of new participants per year (100/yr target)
- No of people trained as VWL's per year (30/yr target)
- No of training courses per year (2/yr target)

SHORT TERM (immediate or regular activities) April – Sept 2008	MEDIUM TERM (Organise over next 6 months – year) April 2008 –March 2009	LONG TERM (Future Security of Walking for Health and Partnership Working) April 2008 – March 2011
<ul style="list-style-type: none"> • Volunteer Walk Leader Network 	<ul style="list-style-type: none"> • Develop closer links with at least 6 NEW special target groups eg.Liaise 	<ul style="list-style-type: none"> • VWL refresher training and H and S course

<p>meetings, agendas, minutes (quarterly), actions to support Network</p> <ul style="list-style-type: none"> • Stafford Borough Walking Working Group (aims to promote walking in Stafford Borough for health, environmental and leisure purposes and as a means of travel to work and school), meetings, agendas, minutes, actions (bi-monthly) • Arrange Volunteer Walk Leader Training and Heartstart Training – target 30 new VWL's per year, 2 courses per year. • Maintain database (Health Walk Participants/Volunteer Walks Leaders/Partners). • Introduce new national Outdoor Health Questionnaire to enable further national evaluation. • Submit application to new WHI Accreditation Scheme. • Work with existing and new partners to maximise access to Walking for Health programme, focussing on target groups and target communities, in particular, sedentary people, those living in disadvantaged communities where the health record is relatively poor; help tackle health inequalities, obesity and promote more active 	<p>with Carolyn Gunn- Age Concern re Active In Age, Cynthia Boden –Carers Association, Highfields Signpost Centre, Clifford Project train young adults as assistant VWL, Drakehall Women's Prison, Sheltered Accommodation, Mental Health services</p> <ul style="list-style-type: none"> • Partnership working with Shire Hall library – Health Information Week • Organise at least two special health walks eg national Walking Day • Partnership working with Heritage staff eg walks to Castle/ Stafford Castle Woodland Trail/ Parks and Open Spaces • Establish better internal links with SBC officers – train Leisure staff, Park Rangers etc • Establish led Health Walks in parks – liaise with Tony Dale, Claire Newton, new Parks and Open Spaces Officers • Ensure access WHI Learning Network at least once every 6 months • Arrange VWL with KD every 6 months • Engage 100 new walkers/year • Establish 10 new led Health Walks based at neighbourhood centres, villages, GP surgeries, Leisure Centre, Children Centre etc 	<ul style="list-style-type: none"> • VWL incentive schemes • Develop further links with Council staff/cross departmental work and external partners • Embed in Corporate Priorities, in Sustainable Community Plan and Service Plans • Ensure strong links with Staffordshire County Council (Occupational Health, Travelwise, Rights of Way, Social Services, etc) and other partners esp Health Sector. • Support Awards for All bid/other relevant funding bids from VWL Network • Secure long term funding for future of programme • Establish regular Evaluation Schemes and feedback to partners and funders • Feed fully into Strategies to tackle obesity and support choosing health agenda
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<p>lifestyles generally</p> <ul style="list-style-type: none"> • WHI regional newsletter – contribute to and circulate as appropriate • Attend Stress and Exercise Mgt Healthy Heart Saturday • Maintain contact with SDVS and attend Volunteer Co-ordinator Meetings as appropriate. • 2 x Pre- Retirement Courses c/o HR • Update website via Sebastian re 6 monthly reports and Walk Wise dates, events etc • Regular Press Releases and promotional work eg adverts/pull up banners/posters/events • Input to Leisurely Lunch and Step-o-meter programme and Life Bites Project , with Leisure Officers. • Incentives re 10,000 steps for Walkwise participants –step-o-meter loan scheme. • Host County WHI scheme meetings. • Attend Regional WHI meetings. • Update Walk Wise leaflet quarterly, arrange distribution and write press releases and other publicity • Arrange Wednesday lunchtime walk rota. • Promote, stock-check, re-order Door step Walks for Health leaflets 	<p>Eg Holmcroft area with Geoff Mackenzie, Lee Pennington eg Wildwood (Sandie Gay, Heidi Smith)</p> <ul style="list-style-type: none"> • Ongoing – update promotional material/maps etc. • Develop all PCT health sector links - re National Step-o-Meter programme organised through PCT (Mike Calverley) and WHI. • Gp referral scheme/Walking on prescription –GP referral training • Attend GP Referral Group Meetings. • Contact Leslie Greening re Health Walk cards for GP's to hand out (investigate good practice examples via WHI scheme) • Extend work with Practice Nurses, Health Visitors, Community Psychiatric Nurses, Pharmacists Association eg presentation at monthly meetings . • Explore links with Landmark Trust (re supporting people back into work). • Wednesday maps design and laminate. • Investigate production of better promo materials (research good practice) • Continue to Update Risk assessments • VWL Contract –update and liaise with VWL's • First aid kit – check who had 	
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<ul style="list-style-type: none"> • Ensure programme continues to address issues of equality and diversity (achieved Diversity Award from Staffs Uni Diversity Awards 2007) • Submit case study articles for Sundial /WHI newsletters/submit Quarterly Progress Report to Members Digest 	<p>these/check fully stocked.</p> <ul style="list-style-type: none"> • Order VWL training pack for people with Learning Difficulties • Draw up list of newsletters etc for submission of articles on the Walking for Health programme eg Hubbub eg Community Council newsletter 	
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Cross Cutting issues:

Many health interventions, particularly relating Cycling and Walking also help tackle climate change and hence will contribute to LA performance in new national indicators relating to climate change

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