

Health: Everyone's Business

Planning & Delivery

This Planning and Delivery document has been prepared for the benefit of course organisers.

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The document aims to support those wishing to run the 6-month Health: Everyone's Business Course. It provides a full overview of what is involved in preparing for the course from the outline programme, suggested PPT slides to the participant invitations and learning contract. Whilst there is an order that has been suggested for the programme delivery, apart from the first day, which should remain the same, the other seminar sessions can be run to suit the training facilitators.

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1. Introduction

Local authorities (LAs) have a rich history of public health leadership, and recent policy documents have again placed them at the centre of public health work. For example, the DH white paper '*Choosing health*' calls for LAs to provide '*local leadership to bring concerted and integrated local action on health*'. This includes a specific legal power to promote wellbeing introduced by the Local Government Act 2001.

Local authorities are well-placed to promote understanding within local communities of how good health and reducing inequalities can have a positive effect on the local economy, social and environmental fabric. They have the lead responsibility for social care with prevention highlighted as a key component of the personalisation agenda. They oversee arrangements for scrutinising health care in their local areas, and are responsible for many other services that affect health outcomes such as planning, housing, the local and built environment, transport provision, fire safety, environmental health – or example air quality issues, trading standards, and services for people with disabilities and for older people.

In 2006 Greenwich Council's Healthier Communities strategy recognised that having a critical mass of staff with public health skills was central to its endeavours to ensure that its core services have positive impacts on health and wellbeing. The Council wished to train senior managers involved with strategic and policy development roles in public health skills and competencies so that all policy decisions reflected health needs and took opportunities to improve health outcomes.

In recognition of these responsibilities and opportunities to improve health and well being, the London Borough of Greenwich in collaboration with PHAST designed a course to increase understanding and promote health and well being across all areas of the Council's work.

The Course has two main aims:

- (1) provide participants with the knowledge, skills and language to promote health within key Council roles;
- (2) develop *public health champions* working in senior positions across the Council.

The starting place for the design of the course was the learning sets developed by Katie Enock, whilst working in Brent & Harrow Health Authority, for healthcare practitioners and commissioners. They were delivered across London to a variety of organisations, including Primary Care Groups, Primary Care Trusts, Health Authorities and Strategic Health Authorities for over seven years. The content for the first two days of these learning sets was focused on fundamental public health skills including critical appraisal, basic epidemiology and ethical decision making. However, the content of the latter 4 days was set by the participants who identified and agreed on their areas of weakness.

The learning set approach was adapted for the *Health: Everyone's Business* (HEB) course in collaboration between the London Borough of Greenwich and the Public Health Action Support Team (PHAST). Subject areas were identified that were important to support development of Local Authority policies and strategies.

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Detailed learning outcomes were devised as described in the 'Introduction Pack' (Appendix 1). Each day was divided into two sessions to maximise the opportunities for learning. A number of sessions had not been run before, and learning outcomes for these were developed specifically for:

- Spatial planning and health;
- Exploding the myths around mental health;
- Role of the local authority in health;
- Workplace health.

A combination of learning styles was used in the teaching sessions to meet the needs of adult learners. This included presentations, questions and answers, individual reflection and small group work with feedback. Participants also undertook a project within the context of their day-to-day work, in order to apply their new public health skills and knowledge. Conception and development of each of these projects required significant coaching input from someone with public health expertise.

The course is now being rolled out in different Local Authorities with support from PCTs. Whilst the participants in Greenwich have only been from the Local Authority Directorates, it is possible to consider inviting other agencies, such as the Police, Fire Brigade and Voluntary Organisations. If the participant group is widened it is important to change examples and exercises that will reflect the different organisations.

2. Launching a local course

To launch a local course, there are a number of essential requirements.

Firstly, Health: Everyone's Business is a training programme that requires a great deal of planning, involving both the Local Authority and the PCT and where relevant, other organisations. A minimum of 4 planning meetings is required.

Secondly, it is important that high level 'buy in' from both organisations is achieved, from chief executive and/or directors to ensure corporate backing and support, along with permission for senior managers to be released to attend the course.

Thirdly, there is a need to identify and secure appropriate resources both in terms of staff time to support the course and money. The actual costs will vary depending on the model of delivery, as will be indicated later in the document.

3. Initial Planning

An engaged planning team is fundamental to the successful organisation and the delivery of the course. Members from the following areas are necessary:

- a) A senior officer of the Local Authority to lead the planning team and take overall responsibility for the programme. They will need to:
 - involve senior councillors and the LA Senior Management Team to ensure that the programme is given the status required and appropriate participants are identified;
 - act as the key planner and link person for the whole programme within the LA;
 - develop the programme to suit local needs;
 - run various sessions, particularly the introduction, 'The role of the Local Authority', and the project sessions;
 - attend each of the 6 days, meet and greet the speakers, remind participants what they have learnt, link together different sessions and ensure each session is evaluated (or the PCT person can do this, with the LA person attending some of the sessions).

- b) A senior member of the PCT will also be on the planning team. They will:
 - identify the speakers from the PCT for the different sessions, using different speakers for each session will enhance the delivery and experience by the participants;
 - deliver part of the programme and the project sessions;
 - provide public health input to the participants where required, such as supporting the projects and answering queries;
 - help to identify speakers for the sessions not covered by the PCT.

- c) A communications officer and graphic designer who will:
 - advise on the best forms of internal communication regarding marketing the course;
 - assist in marketing the Show Case Event, and provide support on the day;
 - support the group in design and production of an academic style poster, ensuring they comply with corporate branding policy (graphic design skills are required for this);
 - organise printing of the posters.

The roles of communications officer and graphic designer could be taken on by one person with the necessary skills (as was the case in the first Greenwich course), or a separate communications officer and graphic designer (as was the case in the second Greenwich course).

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- d) An administrator who will take a key role in ensuring the success of the programme by:
- sending out the flyers advertising the course;
 - sending out and receiving the applications, entering data regarding participants onto an excel spreadsheet (see appendix 2);
 - ensuring with the planning group that those applying meet the set criteria;
 - sending out programme packs three weeks in advance of the course starting;
 - sending out agendas for each session, 10 days before next session;
 - booking venues;
 - booking healthy refreshments:
 - dried fruit and nuts with coffee and tea on arrival
 - healthy lunch with water and juice – not stodgy food, it needs to be energy giving food including fresh fruit (sliced rather than whole) instead of heavy sandwiches, Samosas, etc.
 - coffee and tea mid afternoon with more fruit and nuts
 - attending each session to book people in and ensure all requirements for training are in place;
 - typing up and sending out evaluations for each session to speakers, planners and participants.

In addition if other external organisations are included, they should also be represented on the planning group. Depending on local arrangements, it can also be helpful to involve the Training and Development Team or equivalent. They can help ensure the course is included in approved list of training and development courses, advise on application process, and assist in drawing up learning contracts. Training and Development staff may also help in finding a suitable venue and arranging for necessary materials, equipment to be supplied as required.

4. Venue

Selection of the venue is very important. To save costs the use of either PCT or LA meeting rooms often occurs, however, every attempt should be made to use meeting rooms not on the premises where people work. If the budget allows an external venue is preferred. Choosing the right venue is important, it should be:

- the right size (neither too big nor too small)
 - the right temperature (being too cold or too hot is not conducive to learning)
 - preferably not on the site where people are working (as they will not fully engage with the process and may disappear inappropriately)
 - possible to have a separate room for lunch
 - able to provide a healthy lunch or allow external providers to bring in the lunch.
- Budget to support a healthy lunch is very important as it allows better engagement in the 'graveyard' slot after lunch and shows investment in the participants.

5. Recruitment

Recruitment is a critical component of the course, and considerable effort needs to be invested in this, particularly in year 1, to ensure appropriate managers attend the course. It is recommended that:

- the lead for the programme within the LA should identify and target people through the relevant senior management team; they should be 3rd tier managers as the criteria for inclusion
- includes having responsibility for strategy or policy development (see below)
- consideration should be given to inviting other stakeholders involved with the Local Area Agreement, such as police, fire brigade, voluntary organisations etc. The richness of the participants reflects the potential outputs of the programme
- numbers: twenty five participants is the maximum and 15 the minimum and captured on a course database (see Appendix 2)
- discussion with the Training and Development Team (or equivalent) is helpful to ensure that the course is registered as an approved course. This team may be able to assist with recruitment - issuing application forms, collating responses and advising on learning contracts
- a marketing flyer should be developed and sent out through the relevant channels (see Appendix 3). Often people will apply that are not at the desired level, to avoid disappointment it can be a good idea to have in place other relevant training for this group
- after people have shown interest an application form (possibly on line) should be sent to them, with clear return dates stated (Appendix 4). This will allow the planning group to scrutinise applications and determine their suitability
- when it is agreed that a participant will be offered a place, a learning contract (Appendix 5) is sent for completion, this involves their line manager agreeing certain criteria for attendance.

Criteria for inclusion

- have responsibility for strategy or policy development
- have line manager agreement
- be able to attend all sessions
- be able to adapt a piece of current work to include public health skills as a project
- prepare an academic style poster and either a report or a PowerPoint presentation

6. Running the Course

Course facilitators should be identified from formal and informal national and regional public health networks. Facilitators are provided with the learning outcomes (see Appendix A), and asked to develop a three-hour session. PowerPoint slides have been developed for most of the sessions; these act as a basis for the facilitator but will need updating and localising with relevant data, case studies, new initiatives or local priorities. A lot of work has been put into their development but they will require a certain amount of work to make them relevant to different localities.

The structure of each session has been developed using a variety of adult learning principles to maximise learning, this includes formal teaching, small group work, and interaction with feedback from the facilitators. The small group work used case studies or simulation exercises where possible.

It is advisable to provide some exercise or mind game after lunch so that the participants are alert for the afternoon session. A short brisk walk around the venue, chair exercises or other exercises provided by a qualified person are desirable to maximise concentration in the post lunch period.

7. Project delivery and support

The aim of the project is to allow participants to conceptualise their learning and put it into practice. The project not only allows this conceptualisation during the course but evaluation has shown that it helps participants to change their thinking and consider health within all the pieces of work they undertake in the future.

The project work requires participants to work either individually or as a small group on a project that applies their new knowledge and skills to an area of their 'day job'. The facilitators should emphasise that the project is to be seen as part of the participants' work rather than something 'extra', so they should choose a piece of work that is already underway or about to happen where the new skills can be applied with the aim of improving health outcomes.

Sessions are scheduled within the programme to discuss potential ideas for projects, project progress and project barriers and hurdles throughout the course, as shown in the information pack (Appendix 1). Initially participants discuss in small groups potential project areas, testing projects against simple criteria such as:

- Having a good fit with the relevant service plan and enhancing their day-to-day work;
- Applying a public health tool or approach.

Additional coaching is required by a public health specialist for participants who struggle to identify a topic, and coaching is provided to all the projects during their development, to ensure:

- Appropriate use of public health tools;
- Best sources of evidence are used;
- Contact had been made with relevant services;

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- Appropriate recommendations are made;
- Added value of course is described.

Each individual or group will produce an A3 academic style poster, hence the need for the graphic designer, these will be presented at the Show Case Event. In addition each individual or group will produce a short PowerPoint presentation outlining their project, why they did it, what they did, the outcomes and what they intend to do in the future.

It is estimated that 2 x 2 hour group sessions are required to support participants as part of the course, plus 2 hours per participants for one to one coaching. The group sessions are scheduled in to the course timetable, where as the one to one coaching takes place outside of these arrangements.

One to one coaching requires public health expertise and ideally, knowledge of the LA environment where the participants are working. In Greenwich, either the Head of Healthier Communities as the senior member of staff responsible for the course, or PHAST have undertaken this work. The amount of time and energy this takes should not be underestimated. For example, with 15 participants, 30 hours of one to one coaching will be required. This equates to approx 4 days work if appointments are arranged back to back, or alternately 5-6 less intensive days given pressure on diaries and allowing time for breaks.

Some examples of projects previously undertaken and completed are shown on the next page.

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Project title	Individual	Group (number)
Twelve steps to better mental health		✓ (3)
Alcohol: culture and consequences	✓	
Better steps to health for School Crossing Patrols	✓	
Health inequalities and community meals	✓	
Handyperson services – health impact	✓	
Smoking inequalities in Greenwich Town Twins	✓	
Social inequalities are a health issue	✓	
Health of young offenders	✓	
Community centres and health inequalities – tailoring activities		✓ (3)
Health burden of proscribed products – resource allocation	✓	
Young driver and rider education: the role of aggression	✓	
Improving health assessment for young homeless people	✓	

All participants prepare an academic-style poster and additionally chose to either prepare a PowerPoint presentation or a written report.

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The Graphic Designer attends each of the sessions relating to the project. They will also need to meet with all the participants who were undertaking individual projects, or if a project is being undertaken by a group the Designer will meet with the group as a whole.

The Graphic Designer's role is to:

- Devise eye catching design to present the poster
- Incorporate submitted content
- Advise on suitable images and obtain as required
- Draw custom tables and diagrams
- Draft poster
- Liaise with participants and course facilitator to agree final version
- Send off to printers in required format

The Designer needs to meet with participants early on to get an idea of content and discuss presentation. Participants must then send all content to the designer by a set date, for drafts to be prepared and sent back to participants for comment. This starts an iterative process where content is revised, sent back to designer to update, resulting in further draft and so on. In Greenwich, it proved helpful for the Head of Healthier Communities, the graphic designer and each participant to meet to agree the final draft before going to print. The LA lead maintains the right to edit content prior to publication.

Adhering to deadlines is critical to ensure posters are available to present at the showcase event. The LA lead responsible for the course will need to ensure all participants are submitting material as agreed, and chase if required!

8. Showcase event

This is a day of celebration, where all the learning outcomes are brought together positively and the posters are presented to the Local Authority Council Members and Officers as well as all other stakeholders who were involved.

Careful preparation for the Showcase event is very important as the success of this will determine future development of both the course and public health skills for the LA staff. The date set for this event should be chosen well in advance so that the Leader of the Council and the Cabinet Member for Health are able to attend; as well as other high profile members of the Council and the Local Authority Senior Management Team.

A key note speaker should be invited, and asked to speak on a topic of interest to all. If other stakeholders such as the Police, Fire Brigade etc are involved in the course, then the Showcase event needs to reflect this in terms of speakers. A Showcase Invitation example can be found in Appendix 6.

9. Evaluation

Evaluation is undertaken for every session, using relatively open ended questions to encourage richer comments. An evaluation using four questions can be used. The participants give feedback via a post it note, with one comment per note which they then put on a flip chart.

Each participant receives four different coloured post it notes, one colour for each question.

Questions previously used are:

- What did you learn? (green post it notes)
- What worked well for you in the session? (yellow post it notes)
- Is there anything that could have been done differently, if so what? (blue post it notes)
- What are your future needs? (orange post it notes)

This evaluation allows participants the freedom to feed back on the issues that are important to them, and they do not have to feedback on each question (although they tend to do so). This open system allows positive criticism as well as praise and the feedback is meaningful rather than forced.

10. Costs

Costs must be considered before attempting to run the course, but will vary with the model of delivery. Examples are given below:

LA lead	
- Planning	2 days
- Recruitment	4 days
- Facilitate course	6 days
- Teach on course	2 days preparation
- One to one coaching	4 full days (assuming 15 participants)
- Showcase	2 days
PCT lead	
- Planning	2 days
- Teach on course	2 days (plus 2 days preparation)
Admin	
- Planning	2 days
- Support course	6 days
- Showcase event	2 days
Communications \ Graphic Designer	
- Market course internally	1 day

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- Market showcase event	1 day
- Graphic designer	15 days

These estimates of time do not include contributions made by local speakers, members and participants themselves.

Actual costs may include speakers' fees, venue hire and healthy refreshments. In Greenwich, some speakers charged £500 per session plus travel but some gave their time free of charge. The local training suite was used as a venue at no cost. Refreshments for the entire course for 20 people per day cost £1900.

Costs for the showcase event will again vary, depending on where it is held and the way it is run. In Greenwich, room hire for 200 people cost £350, travel and accommodation for key note speaker cost £200, coffee and healthy refreshments cost £150, and printing of the posters cost approx £30 per poster.

However, different models of delivery can be used. For example, administration and course facilitation could be outsourced, reducing the burden on the LA but increasing their costs. In addition the graphic design work could be outsourced.

In summary, if run largely in house allocating time as indicated above, a budget of approx £5000. If largely outsourced, a budget will need to be assessed based on requirements.

11. Challenges and ways to address them

Any new initiative faces challenges and these will vary with the context. Recruitment – 'my role has nothing to do with health'. A top-down encouraging approach is more meaningful than being forced to attend. Highlighting the benefits to senior management team members who can then do the same to their staff is the most successful way of engaging people who wish to learn and change their way of working. Some beneficial approaches may include the following:

- attracting external speakers who appreciate the aims of the course and are able to communicate in an interactive fashion. Local knowledge is key, and over time, a network of experienced HEB speakers will be built up and recommendations shared between HEB facilitators
- projects – there can be variable levels of literacy and ability to write clearly. Editing of the posters is crucial to ensure that the message gets across. It can be difficult for people juggling projects with busy day jobs and it is the role of the facilitators to reduce the levels of stress by keeping the projects within defined and realistic boundaries. Facilitators need to ensure adequate support is available for participants, and posters are reviewed to ensure they are sensitive to the local political environment
- interactivity of sessions – keeping participants engaged means that the sessions have to be a) fully interactive b) relevant to their working or lives. It is therefore important to brief all speakers about the expectations of the course and discuss with them how they might tailor the course to suit the needs of the participants.

Appendix 1: Introduction Pack

Health: Everyone's Business

Overall Aims, Objectives & Learning Outcomes

By completing the course, you will:

- Gain the knowledge, skills and language to promote health within key Council roles.
- Understand the wider determinants of health and wellbeing and appreciate the Council's role in building healthy, sustainable communities
- Understand that health is a commodity that is not evenly distributed within our communities
- Be able to differentiate between health, wellbeing and illness and to explore positive concepts of mental and physical health
- Have explored myths about mental illness
- Have examined opportunities in the workplace to promote health
- Understand how to assess impacts of Local Authority policy on the health of the local population
- Have explored within your council role, opportunities to improve health outcomes
- Have initiated, planned and presented a project to demonstrate positive health impacts within the context of your role.

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Day	Session	Facilitators
Day 1	Introductory session 09.30 – 12.30	LA & PCT leads
	Wider Determinants of Health 13.30 – 16.30	PCT staff
Day 2	Introduction to Health Needs Assessment and Health Impact Assessment 09.30 – 12.30	PCT staff
	Role of the Local Authority 13.30 – 16.30	LA Lead
Day 3	Exploding the myths around mental health 09.30 – 12.30	PCT staff
	Introduction to the project 13.30 – 16.30	LA & PCT leads; Graphic Designer
Day 4	Healthy Lifestyles & Health Promotion 09.30 – 12.30	PCT staff
	Spatial Planning 13.30 – 16.30	LA or external speaker
Day 5	Community Development 09.30 – 12.30	PCT staff or external speaker
	Project Update – presentations on progress so far 13.30 – 16.30	LA & PCT leads, Graphic Designer
Day 6	Workplace health 09.30 – 12.30	LA, Occupational Health, PCT or External speaker
	Councillor address 13.30 – 13.45	Cabinet Member for Health
	Reflection on course and project discussion 13.45 – 16.00	LA & PCT leads, Graphic Designer
	Cutting Edge Practices in Healthier Communities 13.45pm – 15.00pm	IDeA (this session is helpful but not essential)
Day 7	Showcase Event 2-3 hours depending on the audience	

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 1

Morning Session: 9.15 for 9.30 start

Speakers: LA Lead and PCT Lead

Introduction: Learning Outcomes

- Develop and understand the ground rules for the course
- Understand how this course links to the Personal Appraisal process
- Understanding of Public Health and its history in Local Authorities
- Understand the course content and expectations
- Have an understanding of the project requirements

Lunch: 12.30 – 13.30

Afternoon Session: 13.30 – 16.30

Speaker: PCT speakers

Wider Determinants of Health: Learning Outcomes

- Be familiar with the WHO definition of health
- Understand the Dahlgren & Whitehead & the Hugh Barton models of determinants of health
- Be able to identify key wider determinants of health that affect the local population
- Understand the LA role in building healthy communities
- Understand inequalities in health and consider the LA role in reducing inequality

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 2

Morning Session: 9.15 for 9.30 start

Speaker: PCT speakers

Introduction to Health Needs Assessment & Health Impact Assessment: Learning outcomes

- Understand how needs are perceived differently by different people.
- Awareness of how we measure patterns of disease and how we get the information that we need.
- Five steps to Health Needs Assessment
- Understand how to translate need into equitable service provision.
- Understand the importance of Health Impact Assessment, how it can be used and its political implications
- Be aware of the different methods of HIA and be aware of how and when each of them should be used
- Be aware of the different tools available
- Be aware of the importance of stakeholder engagement and consider who should be involved within a given scenario.

Lunch: 12.30 – 13.30

Afternoon Session: 13.30 – 16.30

Speaker: Local Authority lead

Role of the Local Authority: Learning Outcomes

- Learn about the history of Public Health in local government
- Review the main concerns of the Government's white paper *Choosing Health* and healthier communities guidance documents
- Explore examples of good practice from elsewhere
- Gain an understanding of the range of ways a local authority can improve the health of its local population
- Explore opportunities to maximise positive health outcomes and minimise negative health outcomes in participants' own directorates

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 3

Morning Session: 9.15 for 9.30 start

Speaker: PCT or Mental Health Trust

Exploring Myths around Mental Health: Learning Outcomes

- Understand the differences between positive mental health, common mental illness and severe mental illness, and how they relate to each other
- Understand whether or not the policy of community care is a failure or not
- Understand the concepts of stigma and how they apply to people with mental health problems include issues about violence
- Explore the connections between physical and mental health

Lunch: 12.30 – 13.30

Afternoon Session: 13.30 – 16.30

Speakers: LA & PCT Leads, Graphic Designer

Introduction to the Project: Learning Outcomes

- Learn about the expectations for the project
- Explore in small groups suitable subject areas
- Define objectives for individual or group projects
- Draft structure for project
- Define milestones

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 4

Morning Session: 9.15am for 9.30am start

Speakers: PCT

Healthy Lifestyles and Health Promotion: Learning Outcomes

- Understand the impact of lifestyles on health
- Understand the evidence for healthy lifestyles
- Understand health promotion models
- Explore projects to achieve healthy lifestyles in the Local Authority

Lunch: 12.30pm – 13.30pm

Afternoon Session: 13.30-16.30

Speaker: LA, Occupational Health, PCT or external

Spatial Planning: Learning outcomes

- Understand the concepts of spatial planning
- Understand the impacts where there is little or no spatial planning
- Understand the spatial planning system and the health map
- Have experienced and worked through a case study

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 5

Morning Session: 9.15 for 9.30 start

Speakers: PCT or LA or external

Community Development: Learning Outcomes

- Explore how community development approaches can improve people's health via the evidence base and practical examples
- Be aware of the tools for working with and for communities and which are the most effective tools to assess, plan implement and evaluate work with and for communities.
- Explore different models of working with communities to improve health, and how to apply them
- To identify and share experience of evaluating working with communities.
- To explore a case study which led to health improvement

Lunch: 12.30 – 13.30

Afternoon Session: 13.30 – 16.30

Speakers: LA & PCT Leads plus Graphic Designer

Project Update: Learning Outcomes

- Short presentations from individuals or groups
- Questions and answers session
- Project surgery

Health: Everyone's Business

Session Overall Aims, Objectives & Learning Outcomes

Day 6

Morning Session: 9.15 for 9.30 start

Speaker: LA, Occupational Health, External

Workplace Health: Learning Outcomes

- Understand the costs of ill health/benefits of a healthy workplace
- Understand the role of 'best practice' in recruitment, retention and rehabilitation
- Understand workplace mental and physical health and how to minimise stress
- Be motivated to achieve change in own workplace environment.

Lunch: 12.30 – 13.30

Afternoon Session: 13.30 – 16.30

Pulling It All Together

13.30 – 13.45

Speaker: Cabinet Member for Health to give a motivational talk

13.45 – 14.45

Cutting Edge Practices in Healthier Communities

Speaker: IDeA

15.00 – 16.30

Reflection on the Learning

The Way Forward

Thank You

Speakers: LA & PCT leads

Session Overall Aims, Objectives & Learning Outcomes

Show Case Event

8.30 – 10.00

Poster display set up

10.00 – 10.30

Registration

Smoothies, fresh fruit and nuts available

Poster display

10.30 – 10.45

Opening remarks –Leader of the Council

10.45 – 11.00

Councillor with Health remit

Introduction to the presentations

11.00 – 11.30

Presentations from 3 participants on their projects

11.30 – 11.45

Senior Public Health speaker

11.45 – 12.30

Poster display

Closure

Appendix 3: Marketing Flyer

Health: Everyone's Business

Target group: 3rd tier Manager Level

Local Authorities have a rich history of public health leadership and recent policy documents have again placed them at the centre of public health work. The new Comprehensive Area Assessment will explore the Council and its partner's ability to deliver improvements in key priorities such as reducing health inequalities and building healthier communities.

This course is provided by ??? Council for senior managers across all directorates. The style of the sessions is inclusive, interactive and encourages participants to discover the connections between their roles in the Council and people's wellbeing.

Programme Dates: ????

Time: 9.15 – 16.30

Lunch and refreshments will be provided.

Learning Aims and Objectives

By completing the course you will:

- Gain the knowledge, skills and language to promote health within key Council roles.
- Understand upstream and wider determinants of health and wellbeing and appreciate the Council's role in building healthy, sustainable communities
- Understand that health is a commodity that is not evenly distributed within our communities
- Be able to differentiate between health, wellbeing and illness and to explore positive concepts of mental and physical health
- Have explored myths about mental illness
- Have examined opportunities in the workplace to promote health
- Understand how to assess impacts of Local Authority policy on the health of the local population
- Have explored within your Council role, opportunities to improve health outcomes
- Have initiated, planned and presented a project to demonstrate positive health impacts within the context of your role.

Health: Everyone's Business - Planning and Delivery

Tutors from a range of national and local organisations will lead highly interactive sessions, culminating in a showcase event to present projects for Councillors and staff.

Facilitators: ????

Please send applications to: ???

Principal Staff Learning and Development Officer

Address ???

Tel: ???

Fax: ???

Health: Everyone's Business

Agenda

Day 1 Put in dates	Introductory session Wider Determinants of Health
Day 2	Introduction Health Needs Assessment & Health Impact Assessment Role of Local Authority
Day 3	Exploding the myths around mental health Introduction to the project
Day 4	Healthy Lifestyles & Health Promotion Spatial Planning
Day 5	Role of the Local Authority Participant Project updates
Day 6	Workplace Health High Motivation Session
Day 7	Show case event

All sessions are to be held at
??
From 9.15 – 16.30

Appendix 4: Application Form

Staff Learning and Development

To help us process your application efficiently, please complete in BLOCK CAPITALS

This form will remain confidential. You are advised to keep a copy

About the Learning Event

Title	Health: everyone's business	This course is open only to 3rd tier managers or above
Date(s)	See learning schedule	

About You

Surname		First Name	
Job Title		E-Mail	
Tel No.		Fax No.	
Work Address:	<input type="checkbox"/> Council Employee <input type="checkbox"/> Agency Employee <input type="checkbox"/> Non-Council Employee Other (please specify)		
Directorate (if Greenwich Council employee):			
<input type="checkbox"/> Children Services	<input type="checkbox"/> Neighbourhood Service	<input type="checkbox"/> HR & OI	
<input type="checkbox"/> Adults & Older Peoples Service	<input type="checkbox"/> Policy & Partnership	<input type="checkbox"/> Finance	
<input type="checkbox"/> Culture & Community Services	<input type="checkbox"/> Communication & Community Engagement	<input type="checkbox"/> Legal Services	
<input type="checkbox"/> Strategic Planning	<input type="checkbox"/> Community Safety & Enforcement	Other (Please specify)	
Service Area		Team	

Equal Opportunities Monitoring

Greenwich aims to promote equality for all sections of the community. In order to plan the course to meet your needs appropriately and for effective monitoring, Please tick the appropriate box.

<input type="checkbox"/> White British (WB) <input type="checkbox"/> White Irish (WI) <input type="checkbox"/> White Other (WO) <input type="checkbox"/> Black African (BA) <input type="checkbox"/> Black Caribbean (BC) <input type="checkbox"/> Black Other (BO)			<input type="checkbox"/> Mixed White & Black African (MWBA) <input type="checkbox"/> Mixed White & Black Caribbean (MWBC) <input type="checkbox"/> Mixed White & Asian (MWA) <input type="checkbox"/> Mixed Other (MO) <input type="checkbox"/> Chinese (CH)			<input type="checkbox"/> Asian Indian (AI) <input type="checkbox"/> Asian Pakistan (AP) <input type="checkbox"/> Asian Bangladeshi (AB) <input type="checkbox"/> Asian Other (AO) <input type="checkbox"/> Any other background (AO) Any other (Please specify):		
Grade:		Age Band:	<input type="checkbox"/> 16-24	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-44	<input type="checkbox"/> 45 - 54	<input type="checkbox"/> 55 & over	
Gender:			Sexual identity:					
<input type="checkbox"/> Male <input type="checkbox"/> Female			<input type="checkbox"/> Gay <input type="checkbox"/> Lesbian <input type="checkbox"/> Heterosexual <input type="checkbox"/> Bisexual					

If this application form is not signed by you manager on the second page, it will not be accepted P.T.O.

Do you have a disability?	Would you like us to contact you about your particular needs?
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have any special learning needs we need to know about?	Please specify:
<input type="checkbox"/> Yes <input type="checkbox"/> No	

About your learning

How was your training identified:			
<input type="checkbox"/> PRaDS	<input type="checkbox"/> Supervision (1:1)	<input type="checkbox"/> Self Identified	Other (Please Specify)
Have you discussed with your line manager what learning outcomes will be gained from		<input type="checkbox"/> Yes <input type="checkbox"/> No	

Health: Everyone's Business - Planning and Delivery

attending:	
Please give relevant details of any learning or experience you have had that may be relevant:	
What do you hope to achieve from this Learning experience:	

I have read the application pack and agree to participate fully as described			
Signed by applicant:		Date:	

TO BE COMPLETED BY MANAGER

(If this is not signed the application will not be accepted)

Please tick this box if you would like to be sent a copy of the confirmation letter

How do you think this Learning event will benefit			
a) The applicant		b) The Service	
I support this application and will ensure that, if accepted, staff will attend. I am also fully aware of the expected learning outcomes.			
Signed			
Surname		First Name	
Tel No.		Fax No.	

This information will be kept confidential and will be used for planning and monitoring purposes only.

This application does not automatically guarantee a place. If accepted, you will be notified shortly after the closing date and must attend all sessions from 9.15 – 4.30 and the showcase event. Failure to do so, without notification, may incur a charge and will be followed up with your line manager.

Appendix 5: Learning Contract

This Agreement is made between:-

Name:

Job Title:

Work Location:

Telephone:

and **??? Council Directorate of ????**

It refers and relates to the course being undertaken and entitled:

Course: Health: Everyone's Business

Start Date:???? Finish Date:????

Course Provider: Council

Course Fees: None

**For the duration of the course ??? Council [your directorate] Directorate of
undertakes to provide you with time for the following:**

- a) Course attendance: 7 days
- b) Group meetings related to the course: Minimal
- c) Work based activities related to the course: Approximately 2 days
- d) For the duration of the course, you will undertake to:
 - Attend scheduled course sessions
 - Produce written assignments to given deadlines
 - Report your inability (*for any reason*) to complete the above requirements to your line manager and the Training Section a.s.a.p

I HAVE READ AND AGREE TO THE ABOVE TERMS AND CONDITIONS

SIGNED:

Learner

Health: Everyone's Business - Planning and Delivery

Date

COUNTERSIGNED BY:

Line manager Date.....

Title.....

Head of Service Date.....

Training Officer Date.....

This should be signed and dated by yourself and your line manager, and returned with your application form. A copy will be returned to you for your records, one retained in training and one forwarded to your personnel file.

N.B. You will not be permitted to commence your training/course unless the learning agreement is completed.

Appendix 6: Showcase Invitation

Name
Address
email

Date

Dear Colleague,

Re: Health: Everyone's Business Course – Showcase Event

People's health is determined by many things. It is well known that housing plays an important part, that social networks can help people stay well and active into older age, and that educational attainment can stop the cycle of deprivation that leads to ill health in later life.

As part of its Healthier Communities Strategy the Council has developed, in collaboration with the NHS, a course to build the skills of senior staff across its core functions to recognise and pursue opportunities to improve health.

'Health: Everyone's Business' has now trained many senior managers in different directorates and in different Councils. Professor David Hunter, President of the UK Public Health Association, described the course as 'leading edge' practice, and it was recognised as 'an innovative model for building health inequalities into the work of the Council' by assessors in our recently successful Beacon award in Health Inequalities.

To celebrate these achievements and demonstrate the work of the current participants, we would like to invite you to a showcase event on ???? from ???, at the ???? The morning will be opened by the Leader, with a keynote address by ???? (comment on background). A number of presentations will be made by current participants, and the event will end with an opportunity to view project posters.

For catering purposes, we need to know whether you can join us and I would be grateful if you could contact ?? on ?? or email at ?? before ??.

I very much look forward to seeing you there.

Cllr. ???
Cabinet Member for Health