

Committee	Date	Classification	Report No.	Agenda Item No.
<p align="center"><b>Overview and Scrutiny Committee</b></p>	<p align="center"><b>11 January 2011</b></p>	<p align="center"><u><b>Unrestricted</b></u></p>		
<p><b>Report of:</b></p> <p>Corporate Director, Adult Health and Wellbeing</p> <p><b>Originating Officer(s):</b></p> <p>Keith Williams Head of Healthy Borough Programme</p>		<p><b>Title:</b></p> <p><b>Impact and Sustainability of the Healthy Borough Programme</b></p> <p><b>Ward(s) affected: All</b></p>		

## 1. Purpose of the Report

- 1.1 To report back on the Healthy Borough Programme as required by recommendation 13 in the Scrutiny Committee Report on Childhood Obesity dated 8 June 2010
- 1.2 This report provides an update on the progress of the Healthy Borough Programme (to the end of quarter 2 in September 2010) and the work so far on securing sustainability of the work programme for addressing the environmental causes of obesity.
- 1.3 The recent Public Health White paper and the proposal to transfer public health health improvement functions to local authorities by 2013 provides a potentially positive context to consider how the learning and new ways of working piloted through the Programme can be sustained and developed post March 2011.

## 2. **BACKGROUND**

- 2.1 Over a two year period the Healthy Borough Programme in Tower Hamlets has been piloting new environmental approaches to make it easier for children and families to be more physically active and eat more healthily wherever they live, work, travel, play or learn. The long-term goal is to help everyone, particularly children and families, to maintain a healthy weight throughout their lives. The Programme builds on the *Healthy Weight, Healthy Lives in Tower Hamlets* strategy and is based in the Tower Hamlets Partnership. It brings together NHS Tower Hamlets, the local authority, voluntary and community organisations, the private sector and local people.
- 2.2 External funding from the Department of Health for the suite of interventions under the Healthy Borough Programme ends in March 2011. It was always the ambition of the programme that the type of interventions supported should be continued post programme provided there was evidence of positive impact being achieved. This would be primarily through a process of mainstreaming the work wherever possible.
- 2.3 The recent public health white paper – *Healthy Lives, Healthy People* - published 30 November provides for the transfer of health improvement functions to a local authority setting by 2013 following the abolition of primary care trusts. The increased future role of local authorities in delivering improved health outcomes for the people of the borough and the transitional arrangement towards this change over the interim

period provides a positive context in which to learn from the Healthy Borough programme's partnership approach and sustain the stronger emphasis on health impacts in the work of local authority directorates.

### **3 PROGRESS OF HEALTHY BOROUGH PROGRAMME**

3.1 The Healthy Borough programme in Tower Hamlets is now well-embedded with a strong momentum across its interventions as well as a strong "brand" presence in the borough and a growing influence at strategic levels. Large numbers of Tower Hamlets residents are participating in the various projects that are delivering services directly to local people – over 4,000 participants during quarter 2 in our community led projects alone – and the Programme Team is amassing a significant volume of both quantitative and qualitative data indicating that the interventions are having a positive impact upon awareness of the health benefits of maintaining a healthy weight, and the need to engage in regular physical activity and to have a healthy diet.

All the Healthy Borough projects are expected to deliver their key outputs and outcomes by the end of the programme. Some key project outputs and activities in quarter 2 (Jul- Sept 2010) were:

- Continued strong impact from our Active Play project – very positive responses from schools engaged, launch of an Active Play Resource pack which has been well-received, training well taken up and a commitment from the Children Schools and Families directorate to aim to mainstream an active play post;
- A series of well-attended park-based events held during the summer school holidays; almost 1,000 adults and children attended 13 different events;
- Increasing take up of our adult cycling training sessions – 298 participants in the quarter July to September and more participants reaching the level 2 stage which indicates confidence to be able to cycle on roads alone;
- Our All Ability Cycling club which includes people with different disabilities has increased take up and is now a joint venture with LB Hackney – we have just been awarded the Olympic Inspire mark for this project;
- The Community Travel Planning project on the Ocean Estate is progressing well and we now have 27 BME women participating in the Oceans Eleven cycling training sessions (compared with a target of 11) and a waiting list to join up;
- Our Healthy Food Awards scheme is going well with 22 new awards at the different levels being made during the quarter; a map showing the location of the healthy eating places has now been produced and widely distributed.
- 32 pupil led projects in schools were awarded small funding contributions and our Recipe for Fun website was launched – [www.towerhamlets.nhs.uk/recipeforfun](http://www.towerhamlets.nhs.uk/recipeforfun)
- The Healthy Early Years project has continued to strengthen and is now performing strongly – 42 new venues signed up for the Breastfeeding Welcome Places accreditation (annual target: 80 places), 29 out of 32 early years centres in the borough are engaged in the Healthy Early Years Accreditation scheme and working towards the accreditation mark; 80+ parents and 100+ children took part in the Cook4Life programme during quarter 2;
- The Participatory Appraisal programme for parents has developed very strongly after a slowish start and we are now developing the fourth cohort of parents and looking at the possibility of them starting up a social enterprise as a continuation vehicle – the enthusiasm and commitment of the parents is very striking;
- The Healthy Families programme focusing on parental engagement in schools continues to be well attended and reports strong qualitative feedback from parents about the impacts in terms of being change being made to the home environment such as healthier diets, increased playfulness and more exercise.

### 3.2 **COMMUNICATIONS**

Healthy Borough Communications activity has included two borough wide campaign periods during 2010 with a further new year campaign to commence on 10 January 2011. The campaigns feature lamppost banners, bus supersides and interiors, street furniture and roadside billboards. In 2010 these featured the Change4Life behaviour change messages. The 2011 campaign will promote a call to action around increasing levels of everyday walking in the borough. We have closely aligned our messages to the Change4 Life behavioural change messages and our tracking data shows a high recognition level for both Change4Life and the Healthy Borough branding.

We continued our weekly adverts in East End Life through 2010-11 and also have our own Healthy Borough page on a monthly basis. Generally the level of media coverage has been good with particular interest in our Food for Health Awards and the Healthy Frying Workshops and other workshops for professionals that we are now running and the Grow Your Own (food) scheme launched in 2010.

We sponsored a number of other events such as the Lela and Paradise Park and the Big Lunch day events held on Sunday July 18<sup>th</sup> in partnership with social landlords in different parts of the borough. We provided free fruit for the events and goodie bags including information about healthier eating.

A range of events were held during the summer school holiday periods including 13 events in 10 different parks attracting almost 1000 adults and children. Ramadan fell during quarter 2 and whilst this had some impact on numbers taking up some of our physical activity and healthy eating projects (as in previous periods) we issued some special publicity around Ramadan as an opportunity for reflection and behaviour change. Ramadan calendars were very widely distributed carrying a Healthy Borough message and specific posters were employed in the Council newspaper during the month.

### 3.3 **COMMUNITY ENGAGEMENT AND COMMUNITY LED PROJECTS**

Community engagement continues to be a strong element in the Programme with a large number of residents engaged particularly through the community led projects. The final round of awards to the locally determined Can Do Grant scheme was made in September: 30 awards were made of under £500 each making a total of 80 such awards for this financial year. First phase evaluation of the Can Do scheme suggested the value of locality based networking events to bring together award winners to build a network of practitioners for mutual support and sharing learning. These have now been commenced.

A new network for community food growing in Tower Hamlets was launched in November as a legacy of the Programme. The network is being supported in partnership with Sustain, Capital Growth and the Women's Environmental Network.

Other community engagement work includes an initiative with the Young Mayor of Tower Hamlets to engage young people through events at primary schools in which the young mayor and his team of deputy mayors will help to get across health messages in terms that will reach young people. This is being delivered in partnership with the Active Play project.

We have also started a community engagement project working with a group of residents on one of the borough's social housing estates. The aim will be to capacity build residents to equip them with environmental auditing skills which can then be

used to audit the healthiness or otherwise of their estate and its physical environments. This is intended to be another legacy of the programme and we are hoping to develop a good practice guide for estate residents as part of this project work.

The sustainability aspect remains a challenge for the community engagement work; so far the can do community grants have been identified as a potential element for sustaining and discussions with partners have begun but the current economic climate leaves future prospects uncertain. This applies even more to the other Community Led projects although the fundraising support commissioned by HBP should help groups to make successful funding applications for external funding. We are providing monthly fundraising support sessions for community organisations and bespoke one to one support where there is an interest in taking this up.

#### **4. EVALUATION OF THE PROGRAMME**

- 4.1 Across the Programme overall an evaluation of the Strategic and Cultural Impact of the Healthy Borough work is being undertaken by Shared Intelligence. This will report back in February (an interim report is available). In addition a range of other evaluations of the Programme's interventions - mostly external - are being carried out. A second phase of evaluation of the Community Led Projects Scheme and the Can Do grants scheme is under way and will report early 2011. Other evaluations being planned or under way are Active Travel, Active Play, Parks Outreach work, Healthy Food Awards, Buy Well scheme, Healthy Families and Communications. We are making all our evaluation reports available on our website.
- 4.2 When all the evaluation work is completed at the end of March it is intended to produce a comprehensive report that pulls together all the evaluation highlights and evidence of learning with a set of recommendations for the future to ensure that the value of the programme's work is fully analysed, documented and available to influence future strategic direction.

#### **5. IMPACT OF THE PROGRAMME**

- 5.1 In the meantime and before evaluations are fully completed accurately measuring the impact of the programme in the short term was always likely to prove difficult. Insofar as the target group of the programme was intended to be primary school age children and their families the most recent data from the National Child Measurement Programme shows some encouraging plateauing of rising incidence of obesity at year 6 and a still more encouraging decline at reception age. Tower Hamlets position relative to other London boroughs has improved slightly (against a backdrop that London generally has the highest levels of child obesity and these are still increasing in most boroughs). There has been a strong focus on work with schools in the previous two years and only an element of this came through the HB programme. Nevertheless overall the borough is seen as a "market leader" in trying to tackle increasing child obesity particularly through tackling the wider determinants such as travel modes, accessibility of play and open space, promoting breast feeding and working with food businesses to promote a healthier food offer.
- 5.2 With more certainty we can say that output and engagement data from the Programme shows that a large number of people have benefited from the programme's interventions and that there is qualitative evidence of early behavioural change starting to result from this. Some examples are:

##### **Healthy Families Project**

- 1036 parents participated in Healthy Family courses in schools – 1353 children benefiting
- 100% of parents reported an increase in their knowledge and confidence to find more ways for their family to be active - 46% of these feeling 'a lot' more confident

- 100% of parents reported an increase in their knowledge and confidence, as a result of attending the 5 week healthy families programme, to create a healthier balanced meal for their family - 54% of these feeling 'a lot' more confident
- 90% of parents have reported making or intending to make changes to their family's behaviour as a result of the programme
- 89% of parents felt more confident to travel and take part in physical activity with their family following the family trip opportunity

### **Active Play Project**

- 50 schools and 20 JYS schemes engaged in 2009-10
- 190 active play sessions ran in 2009-10 – uptake of play increased by 28% between 2009 and 2010
- 10 large play sessions were held in parks in summer 2010 with over 1,000 parents and children attending
- Play Pack for Schools launched on 2010
- 205 people from 21 schools attended play training; 36 JYS staff trained in play

### **Parks Outreach Project**

- Between Oct 2009 – Oct 2010 over 3000 people engaged in Healthy Parks events or activities.
- Of these 66% are from BME communities and over 90% of respondents indicated they intended to visit parks more often and had increased knowledge and confidence.



### **Swimming for Women and Girls**

- Free programme offered 11 weekly sessions over 4 centres (extended to 12 in second year)
- 560 sessions per annum
- 26626 visits to pools in first year
- 6,000 women and girls have registered for this programme
- Swimming tuition offered to improve opportunity for continuing activity
- Stretch Targets established for Second year

### **Community Led Projects**

- 224 community projects supported with funding over two years (including 174 Can Do grants)
- 61 pupil led projects in schools
- Over 14,000 participants in the community led projects to end of Q2 (52% Bangladeshi, 8% Somali)

### **Food for Health Awards**

- 639 EHO outreach visits to 524 different food outlets, generating 177 referrals for the Award. Reached 37% of all food business outlets in Tower Hamlets
- 79 food businesses received healthy food award (gold 23, silver 35, bronze 21) Changes made to purchasing & provision of food, e.g. cooking oil, chip sizes. Average of 2 changes per outlet.
- 28,000 meals *per week* estimated to be healthier in businesses with award.
- 94% of businesses with award felt it was worthwhile

5.3 In addition there is evidence of environmental change supported through the Programme such as improved walking and cycling routes, increased workplace cycling and workplace health champions, cafes and restaurants signed up to the

food for health awards, a wide range of breast feeding welcome venues, and schools and early years centres that are accredited around health objectives. Other initiatives such as the Play Pathfinder sites, BSF, the Mayor of London's Cycle Superhighways and cycle hire scheme have added considerably to the sense of environmental changes that help support healthier lifestyles. These changes are underpinned by a stronger strategic emphasis on supporting health objectives in key strategies such as the LDF Core Strategy and development planning documents including the green grid strategy.

## **6 SUSTAINABILITY PLANNING: SUMMARY OF CURRENT POSITION**

- 6.1 **Healthy Environments** – the HB *Green Grid* project has been completed and the Green Grid Strategy and Business Plan for 2010-11 are due to go for approval to the Mayor's cabinet in February 2011 (delayed by Mayoral elections). Implementation depends on availability of required finance through e.g. Section 106 grants and will be mainstreamed through the appropriate planning teams with strong links to the Open Spaces Strategy currently in development.
- Healthy Spatial Planning* has two principal project outputs that will be supported through ongoing mainstream activity and public health support. (i) implementation of the LDF Core Strategy and the development of the supporting Development Plan documents will embed health objectives including establishing a robust evidence base to support action against unhealthy uses being concentrated inappropriately, such as A5 hot food takeaways, (ii) guidance developed on assessing health impacts of estate refurbishment work will be shared through the Tower Hamlets Housing Forum and rolled out to partner RSLs as widely as possible.
- Active Travel Routes* – future investment programmes to improve cycling and walking routes will be principally funded through the TFL Local Improvement Programme (LIP) including the volunteer rangers project.
- Parks and Open Spaces* – the additional outreach work supported through the project is not possible to continue as mainstream resources are under pressure in this service area. It is intended to place the emphasis on capacity-building volunteers, Friends of ... groups and community organisations in order to promote the healthy uses of parks and to reach out to non-user groups. Some park events targeted at these groups may be continued through the Park Rangers service (however this service's future direction is subject to change as it is included in the borough's localisation initiative).
- Active Play* – the active play work with schools has been very successful and it is intended to embed the play element within generic roles in the Extended Services Team to take the play offer forward from 2011.
- Swimming for Women and Girls* – the free offer of women only swimming sessions which has been very well taken up will not continue beyond March 2011 but it is hoped to offer through GLL an equivalent number of women only sessions at a modest level of charge that will not deter the women from low income and harder to engage groups that have participated in the free sessions. The borough's Aquatics Strategy (in development) will also place emphasis on developing stronger swimming skills and abilities.
- Influencing Healthy Food Choices* – the Healthy Food Awards require additional funding equivalent to one manager level post and this cost cannot currently be absorbed through the Environmental Health service. Additional funding is being sought through external funding bids currently. The Buy Well scheme which delivers more fruit and veg in convenience stores will be supported with limited HWHL funds in 2011-12 to become leaner and far more cost effective with the aim of creating a sustainable social enterprise model capable of raising external funding and ultimately becoming self-supporting.
- 6.2 **Healthy Organisations** – the *Active Travel in Organisations* project delivers a range of destination travel planning and active travel training sessions in a

range of settings including schools, workplaces and faith groups. The sustainability plan for the work centres on funding through the LIP programme for 2011-14. The Active Travel Officer post which is seen as critical to the successful delivery of the active travel projects will need to be funded separately through other funding.

*Healthy Schools and Colleges* supports additional project work in schools working closely in partnership with the Healthy Lives Team (Extended Services). Funds will not specifically be available for this after March but matched funded projects such as Pupil Led Projects and Healthy Lives Team will continue until the end of the school year.

*Healthy Workplaces* – the Healthy Workplace Accreditation Scheme project will finish in March 2011 and it is not intended to continue the HWHL funding into next year as it is felt that the current project although a valuable learning pilot scheme is not the most effective way to reach the priority target groups. Other elements of the Healthy Workplace project may be continued by individual employers.

*Healthy Early Years* – the Healthy Early Years Accreditation Scheme may need additional funding support into 2011-12 in order to secure the target of 24 settings achieving the accreditation; re-prioritised HWHL funding may support this (see below). The Breast Feeding Welcome Accreditation Scheme has progressed well and will become part of the work of the Breastfeeding Co-ordinators in future. The Participatory Appraisal scheme for parents is being proposed for a small element of funding continuation in 2011-12 through HWHL and needs a longer term plan to ensure sustainability.

- 6.3 **Healthy Communities** – the programme's *Community Engagement* project is inevitably time limited and the sustainability of the work will come through influencing future approaches to community engagement e.g. the Council's Citizens' Engagement Strategy.

The *Community Led* projects have delivered a significant volume of engagement in a short period but the short timeframe has been clear throughout. The Programme has invested in resources to enable the third sector groups to identify possible future funding sources and capacity building to assist the groups in accessing funding. As the small scale Can Do grants have emerged as an innovative way to secure community buy in and increase behavioural change there are particular efforts to see if funding can be accessed to keep this element of the community led programme going forward. This may be delivered through a combination of limited HWHL funding together with external funding through grant applications.

The successful *Healthy Families* project is delivered through the Parent Support Services Team and parental support work is now being to schools offered on a commissioned basis. The healthy family element will be embedded as a part of this offer.

Of the various *Active Travel in the Community* projects, some such as the Community Travel Planning project on the Ocean Estate will end before March. LIP funding has been applied for for All Ability Cycling and Adult Cycle Training, Cycling on Referral and travel maps.

Healthy Borough *Marketing and Communications* work will end by March and further campaign work will be supported through the generic Comms teams in LBTH and the NHS.

## 7 SHARING AND EMBEDDING LEARNING FROM THE PROGRAMME

- 7.1 The programme is generating an abundance of learning points at project level and at a broader and more strategic level. This is being captured through the range of evaluations as well as project reports and case studies. We will pull all of this

together by the end of the programme and disseminate this widely in Tower Hamlets and the East London sector. The plan is to deliver a Final Programme report by June 2011 that brings together all of this.

- 7.2 We have been commissioned by London regional public health to provide a programme to share the learning from the programme with colleagues across London in the context of the transition of public health functions into local authorities by 2013. This will consist of workshops, electronic learning tools and inputs into existing pan London health networks.

## **8 RISK FACTORS**

- 8.1 Healthy Borough funding ends on 31<sup>st</sup> March 2011. The Partnership intends to sustain the work started through the programme wherever possible however the extreme and unprecedented position in respect to public sector finances clearly represents a significant threat to the sustainability of the work in respect both to reductions or removal of any continuing funding streams that might have helped to support ongoing work and the ability to mainstream activity through service core budgets. For example continuation of the Active Travel work is almost 100% reliant on LIP funding from TFL and therefore vulnerable to any change in the position re LIP. Mainstream budgets are under intense pressure and their ability to support fresh activity is very limited. There are also “unintended consequence” type risks inherent in the situation, for example raising additional revenues through increasing charges for users of swimming pools and leisure centres will inevitably set back the levels of increased physical activity by the key target groups such as BME women that have been secured through e.g. the Swimming for Women and Girls project.

## **9 KEY STEPS OVER THE NEXT FOUR MONTHS**

- 9.1 The Healthy Borough Programme Board held a workshop session on 29<sup>th</sup> November to agree the essential actions that need to be taken over the next four months in order to maximise sustainability and strategic impact from the Programme. The final Programme Board meeting will take place on 23 March 2011. On the 17<sup>th</sup> February it is intended to hold a learning workshop to share the learning with Tower Hamlets colleagues.
- 9.2 A Community Engagement Learning Event was delivered on 4<sup>th</sup> December to a primarily third sector audience. Celebration events are planned for the end of the Community Led Projects programme. The final evaluation reports on the community engagement work and community led projects will be available by the end of January.
- 9.3 Under the sustainability plan for the Healthy Borough work the Healthy Weight, Healthy Lives Steering Group will be reinstigated from April 2011. We will consult appropriately about how this fits with new structures e.g. the Health and Wellbeing Board.
- 9.4 The future of the Healthy Borough “brand” needs also to be considered, along with the website. As there has been a considerable investment in it and it is now widely recognised by the public it is recommended that beyond March 2011 the HB brand is adopted as the health improvement branding for Tower Hamlets. This fits well with the government’s attention signalled in the recent Public Health White paper to broaden out the Change4Life movement into a broader health improvement branding

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Project Name	Description
<b>Healthy Environments</b>	
<b>1 Green Grid</b>	Develop a comprehensive strategic plan including a business and marketing plan, for a 'Green Grid' which will create a network of high-quality walking and cycling routes through the borough to increase access to parks and open spaces in Tower Hamlets and increase active travel opportunities with the ultimate goals of maximising opportunities for improving quality of life and making the borough a healthier place to live in.
<b>2 Healthy Spatial Planning</b>	Maximise the health benefits and minimise the adverse health effects of urban development in Tower Hamlets through embedding health and wellbeing objectives the LLDF Core Strategy and related planning documents. Pilot the use of Health Impact assessments. Seminars and workshops with planning officers to raise the level of health awareness in the working culture of planning teams.
<b>3 Active Travel Routes</b>	Provide better walking and cycling routes to make it easier for local people to be physically active in their daily lives. 5 elements: 1) Improve Walking & Cycle routes – inc 20 Km of new or improved cycle routes 2) Meath Bridge - a new pedestrian and cycle bridge over the Regents Canal in Mile End Park; 3) Cycle Route Implementation Stakeholder Plan (CRISP); 4) Cycle Rangers; 5) Review effectiveness of 20 mph zones
<b>4 Parks and Open Spaces</b>	Work with BME communities to promote greater use of parks and participation in activities which promote physical activity for BME communities and other local park users. The project employs 2 Parks Outreach Workers for two years who will work with resident groups and schools to promote use of local parks and open spaces services, including facilitate local events to increase activity in parks.
<b>5 Active Play</b>	Ensure greater access to and participation in active play, building upon Tower Hamlet's Play Pathfinder project by engaging with schools, children/young people and their families. The project has two parts 1) Active Play (5-13) provided by PATH and 2) two Community Play Coordinators working with schools and play providers to raise awareness of importance of active play opportunities for children and young people and potential contribution to physical activity targets.
<b>6 Women and Girls Swimming Programme</b>	Provide opportunities for women and girls, including Muslim women and girls, to access swimming opportunities and to create an environment to encourage their further participation in leisure activities. This project offers 12 women/girls only swimming sessions over 18 hours per week at 4 main Tower Hamlets leisure pools.
<b>7 Healthy Food Outlets</b>	Improve the provision of healthy food options across the borough through: 1) Healthy Food Awards Scheme for food outlets; 2) Integration of advice on improving healthy food options as part of routine Environmental health officer inspection visits; 3) support on developing healthier choices for food outlets 4) Healthy Corner Stores - introducing fruit and vegetable in corner shops, 5) work with Healthy Spatial Planning on regulation of new fast food outlets
<b>Healthy Organisations</b>	

<b>8 Active Travel Plans</b>	Increase walking and cycling levels in schools, public, private and third sector organisations through a range of strategies to improve health, mobility and generate modal shift through increased physical activity in travel activities. 6 elements: 1) Marketing; 2) Travel Plans for PCT, LA and others; 3) Destination-based travel plans; 4) Walking and cycling training; 5) Active Travel Officer Post and support across both the PCT and Local Authority and 6) 'Bike It' project in schools
<b>9 Active Lives and Healthy Food in Schools and Colleges</b>	To use schools and colleges as settings in which to promote healthy diets, healthy food choices and physical activity (PA) utilising a 'whole systems' approach' to increasing healthy eating and physical activity in schools and colleges.
<b>10 Active Lives and Healthy Food in Workplaces</b>	To use workplaces as settings in which to promote healthy diets, healthy food choices and physical activity, utilising a 'whole systems' approach' to increasing healthy eating and physical activity Tower Hamlets workplaces.
<b>11 Active Lives and Healthy Food in Early Years</b>	To use early years settings to promote healthy diets, healthy food choices and physical activity, utilising a 'whole systems' approach' to increasing healthy eating and physical activity amongst children and families in Tower Hamlets.
<b>Healthy Communities</b>	
<b>12 Community Engagement</b>	Implement a strategy on community engagement for the whole programme that ensures that community engagement is embedded in all projects. Work with three projects to model best practice. Run focus groups with diverse communities to find out how and if the Healthy Borough Programme is reaching all communities and is making a difference
<b>13 Community Led Projects</b>	Funding to stimulate initiatives led by local people and community and voluntary organisations to develop initiatives to promote healthy eating and physical activity particularly where they address cultural, social barriers and environmental barriers.
<b>14 Healthy Families</b>	Support parents to make their home and family lives into places where children have plenty of opportunities for healthy eating and physical activity by embedding healthy eating and physical activity interventions into the many parenting initiatives in Tower Hamlets in Children's Centres, Schools and the voluntary sector.
<b>15 Active Travel in the Community</b>	Increase walking and cycling levels in targeted community groups, including: 1) Ocean's Eleven (cycling for BME women); 2) Cycling and Walking on Prescription; 3) Personalised Travel Planning programme 4) cycling and public transport for those with learning and mobility impairments and 5) Active Travel Maps for everyone.
<b>16 Social Marketing &amp; Communications</b>	Promote the Healthy Borough Programme, the opportunities it provides and appropriate social marketing messages around healthy eating and physical activity. Provide guidance to PCT and LA communications teams and projects on communication and marketing.

