

tower hamlets



**change
4 life**
Eat well Move more Live longer

healthy borough programme

**Annual Report
2009 – 10**



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foreword



I am pleased to introduce the annual report of the Healthy Borough Programme for its first full year, which ended in March 2010. Tower Hamlets is a borough with very significant health inequalities and we have a major challenge here to narrow the gap between the health experience of our most deprived communities and better off people, whether inside the borough or elsewhere. Increasing levels of obesity leading to serious increased health risks such as coronary heart disease and diabetes is one of the most serious health inequalities and one of the most challenging to tackle.

Our Healthy Town Programme – the Healthy Borough Programme – is a great opportunity to start tackling some of the environmental determinants of these health inequalities and, although it is a short programme which finishes in March 2011, we aim to make the most of it and secure some changes that we can continue and build on in future.

We made a good start in 2009-10 and I hope you will read through the annual report and look also at some of the project annual reports that are available on our website. We look forward to further strengthening the work in 2010-11 as well as working with all the partners to take the work forward in future years.

A handwritten signature in black ink, appearing to read 'Ian Basnett', with a stylized flourish at the end.

Ian Basnett

Joint Director of Public Health
NHS Tower Hamlets and Tower Hamlets Council

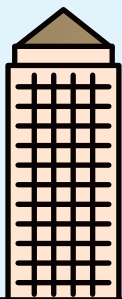
tower hamlets healthy borough programme

This is the first annual report for the Tower Hamlets Healthy Borough Programme covering the financial year 2009 – 10. The report provides an overview of the work undertaken by the programme and its key achievements and impacts in 2009 – 10. The report also provides information on evaluation work undertaken to assess the work of the programme and to identify the learning which we intend to share widely both within the London Borough of Tower Hamlets and externally.

The Healthy Borough Programme (HBP) in Tower Hamlets is 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.

Tower Hamlets is the only London borough to be awarded 'healthy town' status and there are eight other 'healthy towns' nationally. It is part of the government's national Change4Life initiative. The Healthy Borough Programme has £4.68 million of funding with similar local match funding for January 2009 - March 2011 (see Appendix 1). The aim of the Healthy Borough Programme is:

To transform Tower Hamlets into a place that promotes and supports health and well being and makes it easier for children, families and the wider community to be more physically active, eat well and maintain a healthy weight throughout their lives.



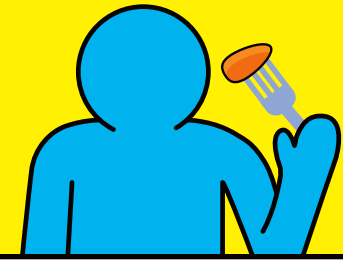
VISION

The vision for the Healthy Borough Programme is that by March 2011 Tower Hamlets will have started to change in the following ways:

- Awareness of what 'becoming a healthy borough' means, of the new opportunities created and the key health messages;
- Children and families will have greater knowledge, skills and confidence and healthier behaviours regarding healthy food, active lives and active travel;
- Stronger integration of health across key policy areas in the local authority and other organisations resulting in longer term and sustained improvements to physical, organisational, social and cultural environments;
- Increased and improved walking and cycling routes and more pedestrianised areas, leading to increased participation in walking and cycling particularly among children and families;
- Improved and more accessible parks, leisure and sports facilities and new open spaces and play areas, improved perceptions regarding safety and other barriers and increased use by children, families and the wider community;

- Children's centres, schools, colleges and workplaces which are supportive of walking, cycling and other forms of physical activity;
- Improved access to healthier food choices in shops, cafes, restaurants and take-aways, children's centres, nurseries, schools, colleges, hospitals, workplaces, leisure centres and community centres, and increased consumption of healthy food choices.





Our main target audience is children and families, particularly Bangladeshi children and families (as 60% of children and young people in Tower Hamlets are from the Bangladeshi community), Somali children and families and those from low income groups in all communities. We also target adults, both as parents and members of the wider community, e.g. through Healthy Workplace initiatives.

PROGRAMME THEMES AND PROJECTS

The programme takes a whole systems approach to tackling the environmental causes of obesity across three themes: healthy environments, healthy organisations and healthy communities. Each theme has three cross-cutting strands: active travel, active lives and healthy food.

The *Healthy Environments* theme includes proposals to encourage spatial planning for health and to develop a green grid, active travel routes that help to increase walking and cycling, promoting physical activity through parks and open spaces and active play and improved access to swimming for women and girls, healthier food choices including a pilot awards scheme for restaurants and work with fast food outlets.

Healthy Organisations is about creating environments which promote healthy food, physical activity and active travel in three settings: early years, schools and colleges and workplaces.



The *Healthy Communities* theme includes opportunities for third sector organisations and local people to put forward their proposals for tackling barriers to physical activity and healthy eating, an active travel in the community programme, parenting initiatives and social marketing and communications.

There are 16 Healthy Borough projects set out below, but there are many more projects underpinning these whilst the Community Led Projects scheme currently supports over 100 sub-projects.

A Programme Board steers the programme and reports to the Tower Hamlets Partnership (Local Strategic Partnership). Membership of the Board is listed in Appendix 2. The delivery of the HBP is overseen by a central team. The projects are delivered through mainstream services in the local authority or the health service but frequently in partnership with businesses and voluntary and community sector organisations. There are many different partnership working groups and forums that help to deliver the objectives of the programme. Project Leads meetings take place every six weeks.

Healthy Environments	Healthy Organisations	Healthy Communities
1. Green Grid	8. Active Travel Plans	12. Community Engagement
2. Healthy Spatial Planning	9. Healthy Schools and Colleges	13. Community Led Projects
3. Active Travel Routes	10. Healthy Workplaces	14. Healthy Families
4. Parks Outreach Project	11. Healthy Early Years	15. Active Travel in the Community
5. Active Play		16. Social Marketing and Communications
6. Women and Girls Swimming Programme		
7. Healthy Food Outlets		

achievements and impact in 2009-10

Programme Wide Impact

Although there was a short 'lead in' time from January to March 2009, most of the Healthy Borough projects started from April 2009. The Healthy Borough Programme Board held its first meeting in February 2009 and the programme team was recruited by September 2009. The impact achieved by the Programme gained momentum during the year; the majority of the outputs were delivered in the second half of the financial year.

As well as testing out different approaches to tackling the environmental causes of increasing obesity, the programme aims to start a shift in the cultural and strategic environment in health services, the local authority and in businesses and local community, to be more supportive of promoting physical activity and healthier diets. To secure buy in to the programme's aims, presentations were made about the programme to a variety of audiences during the year including to senior service managers, at partnership meetings, local area partnerships, voluntary sector organisations and social landlords. An external evaluation of the cultural and strategic impact of the programme, carried out in early 2010, has found that there is some early evidence of strategic changes being achieved and stronger partnership working around the obesity issue but there is a need to do more to champion the programme to embed a sustainable shift.

The external profile of the programme was raised substantially by the strong communications campaign that took place from January to April 2010 as well as positive community engagement work, particularly the community led projects scheme, that was extensively advertised and that built partnerships with community sector organisations and active local residents with an interest in promoting health in their communities. A survey carried out in May 2010 told us that 28% of residents recognised the Healthy Borough brand whilst the number of residents who were seeking additional information on how to eat more healthily or take more exercise had increased significantly since an earlier survey in January.

A Healthy Borough conference was held in February 2010 and attended by over 170 people from within Tower Hamlets and outside the borough. The conference was chaired by the Chief Executive of the Council and the keynote speech was delivered by Professor Philip James of the International Association for the Study of Obesity, who vividly described the international context of growing obesity worldwide and lent strong support to the work being carried out through the Healthy Borough Programme in Tower Hamlets. The conference helped to highlight the serious health risks associated with obesity and to galvanise support for the programme.



Healthy Environments

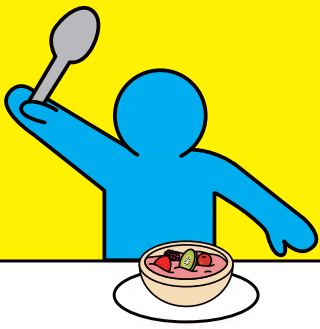
The Healthy Environments theme includes project activity that aims to support more positive health outcomes through impacts on the physical spatial environment in the borough. The programme secured a quick win by embedding a much stronger focus in the borough's *Local Development Framework Core Strategy* on "healthy and liveable neighbourhoods that promote active and healthy lifestyles and enhance people's wider health and well-being." This work enables planning tools to be used more effectively in future to support health outcomes with a stronger emphasis on healthier food choices, access to open space and recreational areas, more support for walking and cycling and provision for local food growing.

Included in the Core Strategy is the strategic plan for a *Green Grid* - an interlinked network of high-quality, multi-functional, accessible, 'green' open spaces and waterways in Tower Hamlets, which will encourage active lifestyles and improve the quality of life. The Healthy Borough Programme has funded the development of the strategic plan and an implementation plan for 2010-11.

Through the *Tower Hamlets Active Travel* projects the programme has contributed to the development of a stronger Cycling Plan (*Cycling Connections*, LBTH, 2009) that proposes an increase in cycling as a key part of the solution to rising levels of obesity, particularly in children. The programme supported the Cycling Route Improvement Stakeholder Plan (CRISP) evaluation of the six London Cycle Networks in Tower Hamlets and contributed to the new *Meath Bridge* over the Regents Canal which extends the Connect 2 cycling route between Bethnal Green and Victoria Park. A *Volunteer Cycle Ranger* scheme was launched which has recruited volunteers to report faults and problems on the cycling network so these can be responded to quickly.

The *Active Play* project funds work with schools. The aim of the project is to help children and families become healthier by promoting and increasing participation in active play, particularly in and around schools. Fifty schools and 19 after school clubs have engaged with the project, which has developed a 'Play Offer' as well as support materials and equipment and a training package for ancillary staff such as midday school meal supervisors. There is good evidence that schools are rediscovering the importance of play and will be committed to sustaining the work after the project finishes.





Parks Outreach officers are promoting the benefits of physical activity which can be undertaken within parks and open spaces to new users within the community and encouraging more regular visits by currently infrequent users. Three hundred and five adults and 571 children attended the kite festivals organised by the team in the October half-term holiday.

In partnership with GLL, the free sessions provided by the *Women and Girls Swimming Programme* have been extremely successful with more than 26,000 swims taken up during the year and over 6,000 registered users. The project has clearly demonstrated the demand for women-only sessions from Tower Hamlets communities and that swimming can act as a portal that leads women into other forms of physical activity or sport.



In the local food environment the Healthy Borough Programme has contributed funding to the pan-London *Buywell scheme*, developing partnerships with 10 convenience stores in the borough that are supported to make changes that help them to sell more locally-sourced fresh fruit and vegetables. The retailers are provided with bespoke development plans, training and Change4Life marketing materials. All the stores have reported a very positive increase in sales of fruit and vegetables.

A strong partnership has developed between the council's Environmental Health Officers and Public Health Dietitians delivering the *Food for Health Awards*, which works with restaurants, cafes and take away shops to encourage healthy changes to menus through awards at gold, silver and bronze levels. Over 470 food businesses have been engaged with 38 awards achieved so far and although it has proved really challenging to persuade cafes and take aways to make the required changes there has been very positive take up of the healthy frying and nutritional workshops that are offered.

Healthy Organisations

The Healthy Organisations theme takes 'whole organisation' approaches to tackling the determinants of obesity by helping to increase physical activity and healthy eating. *The Active Travel Plans* project focuses on active travel for Tower Hamlets Council, NHS Tower Hamlets and small and medium sized enterprises in the borough. During 2009/10, the Cycle User Group (CUG) of council staff benefited from a range of new and improved schemes and increased its membership to over 150 and a CUG was established for NHS Tower Hamlets. In September 2009 the council set up a pool bike scheme using folding Brompton bikes with successful take up from staff.

The council has also improved its facilities for cyclists and work was started on new cycle parking facilities for NHS Tower Hamlets staff at Aneurin Bevan House. The information available to staff at the council and NHS Tower Hamlets was improved to get people to cycle more often. During the year, staff have also benefited from a number of walking programmes. A map has also been produced to show people how to get to the council offices in the East India complex by walking, cycling or public transport. During the year, 15 travel plans were also produced for small and medium enterprises.

As part of *the Early Years* project, the Women's Health and Family Service has developed and started implementing the Breastfeeding Welcome Places accreditation scheme in Tower Hamlets venues. A coordinator has been recruited to deliver the Healthy Early Years Award scheme. Active play and healthy eating courses were commissioned including Cook4Life courses for at least 144 families in all the paired LAP areas.

Building on existing services, the *Healthy Schools* project delivered a range of successful interventions. The 'Pupil Led Projects' scheme, developed to actively involve children and young people in the development, delivery and evaluation of school-based physical activity and healthy eating opportunities, supported 29 projects in 23 schools in 2009-10. School fruit tuck shops were identified by four schools as a means of encouraging pupils to increasing their consumption of fruit, and to be encouraged to swap less healthy snack options during the school day for fruit.

The *Healthy Workplaces* project successfully recruited 21 Tower Hamlets organisations in 2009/10 for the Healthy Workplace accreditation scheme. An introductory training workshop for 11 Health and Wellbeing Champions in Understanding Health Improvement was held in March 2010 and received positive feedback from the participants. Baseline health surveys were conducted at 10 organisations. Results have been very informative both for the project roll-out and further research and learning. A scheme to encourage staff to develop projects that promote active lives in the workplace and to apply for funding to deliver their ideas was launched in 2010. A pilot 'Physio Direct' intervention was delivered at NHS Tower Hamlets with take up from 80 staff.





Healthy Communities

The Healthy Communities theme is focused around work to tackle the causes of obesity in community settings. The *Community Led Projects* allocated 16 project grants and 24 small grants to community organisations to deliver a range of interventions around healthy eating and physical activity. In addition, some 80 'Can Do' grants of up to £500 were awarded to individual community activists and small local community groups in the four paired LAP areas.

The *Healthy Families* project delivered workshops to help parents to support children to eat healthier food and engage in more physical activity. Over the year, workshops were delivered to 1442 children and adults. Also, to support parents, a Working with Parents Directory (including a Healthy Weight, Healthy Lives Directory of Organisations) was successfully created and distributed to key members of staff, supporting parents in school, children's centres and community settings.



As part of the *Active Travel in the Community* project, work has been focused on the Ocean Estate to provide personalised travel planning and a cycle training programme called 'Ocean's 12' for 12 women of Bangladeshi origin. Additionally, active travel surgeries and advice sessions have been held regularly and a travel map produced.

During 2009/10 a pilot was undertaken at St Stephen's Health Centre for referring patients to 'cycling on prescription' training. Of the 73 patients referred, nearly half completed the training over a six month period. Additionally, the project delivered an All Ability Cycling Club to over 70 people of any ability fortnightly using specialised bikes.

To help with active travel in the borough, 5,000 new cycle maps and 25,000 new public transport maps were produced. A 'Getting Around Day' event was also held for people with disabilities and was attended by over 100 people.

The *Community Engagement* and *Communications* projects have been set up to cut across the Healthy Borough Programme and help in the successful delivery of the HBP. During the year a communications strategy was produced and there have been a number of communication campaigns and activities to encourage local people to adopt a healthier, more active lifestyle and promote the key Change4Life behaviour changes. The communications work has helped to raise the profile of the HBP, informing residents of activities and encouraging behaviour change. Research conducted in May 2010 showed that 28% of those surveyed were aware of the HBP and related activities.

The Community Engagement project has linked in with a range of stakeholders both from within the programme and also outside the programme projects. A bespoke Community Engagement Strategy was produced for delivering the work. Two model projects have been implemented and fourteen focus groups have been held with diverse communities, targeting parents, children and young people.



who is benefitting from the programme?



All HBP projects aim to collect beneficiary information across all six equality strands using a common template. In practice, the volume of information collected varies from project to project and the level of response differs depending on the equality strand. Whilst the beneficiary information available so far is limited, the data available shows the majority of the beneficiaries are females and mainly from Black and Minority Ethnic (BME) backgrounds. This suggests that the main beneficiaries of programme activities reflect the target groups for the programme. The table below shows actual numbers of people benefiting from projects delivering front line services:



Client Projects

Number of People Benefitting

Healthy Environments

Parks and Open Spaces	979
Active Play	454
Women and Girls Swimming	6226

Healthy Organisations

Active Travel Plans	1377
Healthy Food and Active Lives in Schools	3436
Healthy Food and Active Lives in Workplaces	861
Healthy Food and Active Lives in Early Years	1051

Healthy Communities

Community Led Projects	3989
Healthy Families	1442
Active Travel in the Community	413
Total	20,228



evaluation and learning



The Healthy Borough Programme is being evaluated both internally and externally on an ongoing basis to establish a learning culture.

As part of internal monitoring and evaluation activity, all projects are required to complete quarterly monitoring providing an assessment of delivery against spend, milestones, output and outcomes. Using the logic model, all projects have produced outcome indicator tables making explicit how the projects will achieve their outcomes. The logic model has also been used to develop outcomes for the programme as a whole.

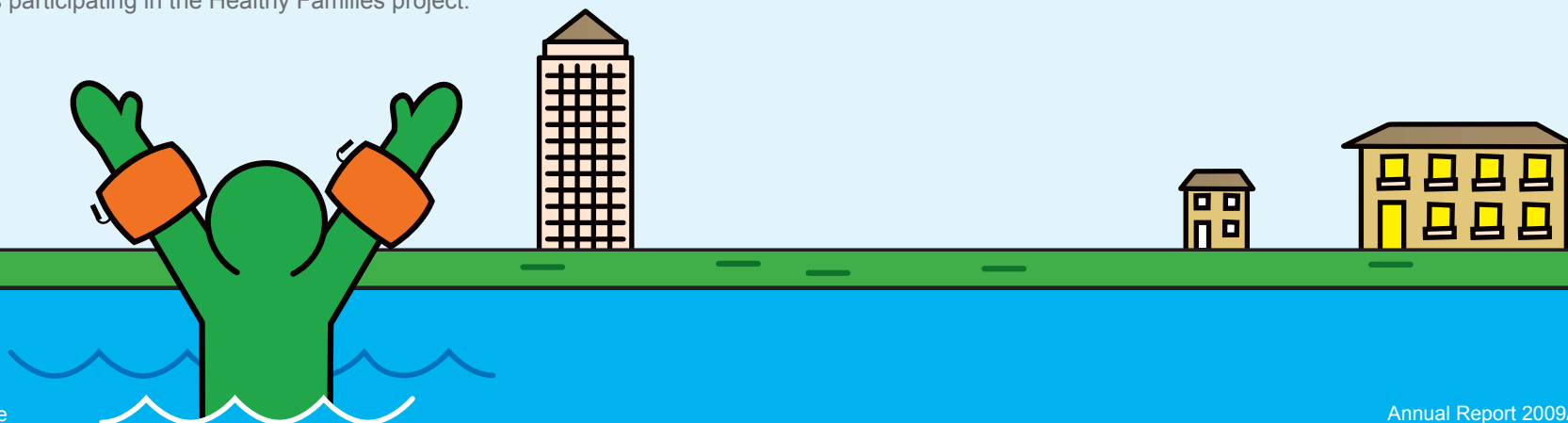
During the year an Evaluation Strategy was produced to provide the plan for HBP evaluation activity and an Evaluation Advisory Group (EAG) was set up to guide all the HBP evaluation activity. The EAG membership includes both external/ internal and strategic staff and project leads. The Evaluation Strategy and Programme Logic Model can be downloaded from the Healthy Borough website and progress against Healthy Borough Programme outcomes is shown in Appendix 3.

The emphasis on sharing learning has been ongoing and facilitated workshops on evaluation and learning have been held with project leads:

- To develop a shared understanding of the programme and its delivery across the projects and external stakeholders;
- To embed an evaluation approach in the projects and across the programme;
- To support projects in problem solving and surfacing 'sticky issues';
- To share learning between projects and with wider stakeholders about the programme.

A number of external evaluations were commissioned during the year:

- To evaluate the strategic and cultural impact of the Healthy Borough Programme across the Local Authority, NHS and partner agencies about ways of tackling the environmental causes of population weight gain and obesity;
- To undertake an output, outcome, process and cost-effectiveness evaluation of selected sub projects that are part of the Tower Hamlets Active Travel (THAT) Programme;
- To evaluate the delivery and impact of the Community Led Projects in relation to the programme's Community Engagement Strategy;
- To evaluate the delivery and impact of the Can Do community grants model in relation to the programme's Community Engagement Strategy and testing that this innovative model works;
- To establish the impact of the programmes and resources allocated to work with families participating in the Healthy Families project.



future plans

As we move into 2010-11 the focus will inevitably be even more strongly on ensuring the sustainability of the work we have started through the Healthy Borough Programme. In the programme's final year we need to both strengthen and embed more firmly the focus on increased physical activity and healthier diets and the environmental changes that are required to sustain this. Key events in 2010-11 will include:

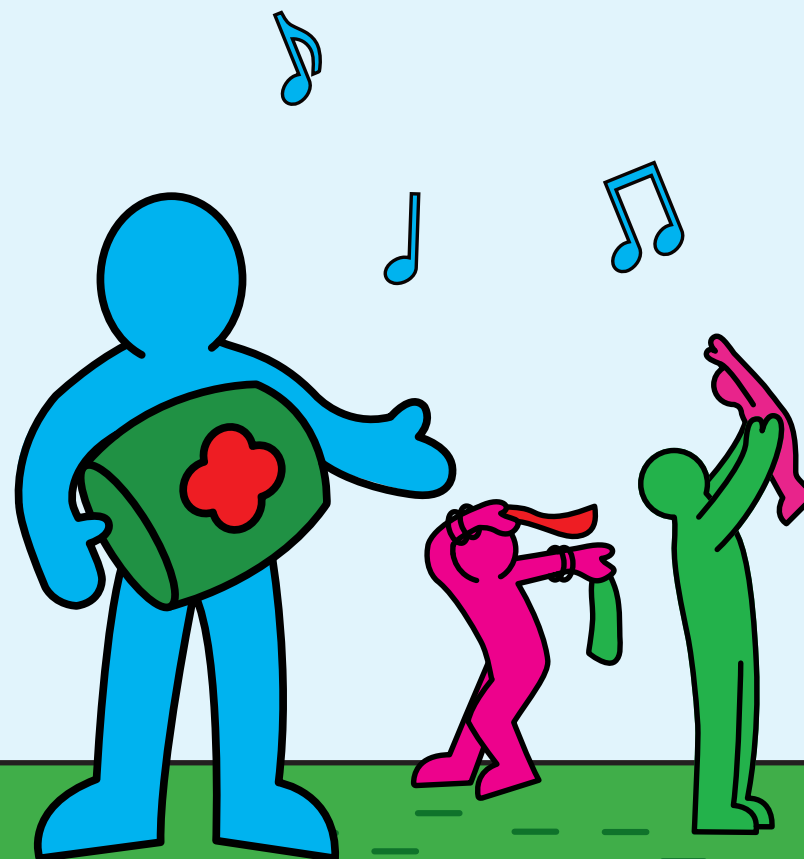
- Two further communications and marketing campaigns including a summer 2010 campaign and a Healthy Borough presence at key events including the Baishaki Mela, Paradise Gardens and National Family Week;
- The launch of a community food growing programme in partnership with social landlords as part of our community led projects scheme;
- A stronger emphasis on evaluation and learning, including reports from the external evaluations that have been commissioned;
- The development of a sustainability plan for the programme;
- A further Becoming a Healthy Borough Conference, focusing on sustainability and learning, to be held in early 2011.



appendix: 1

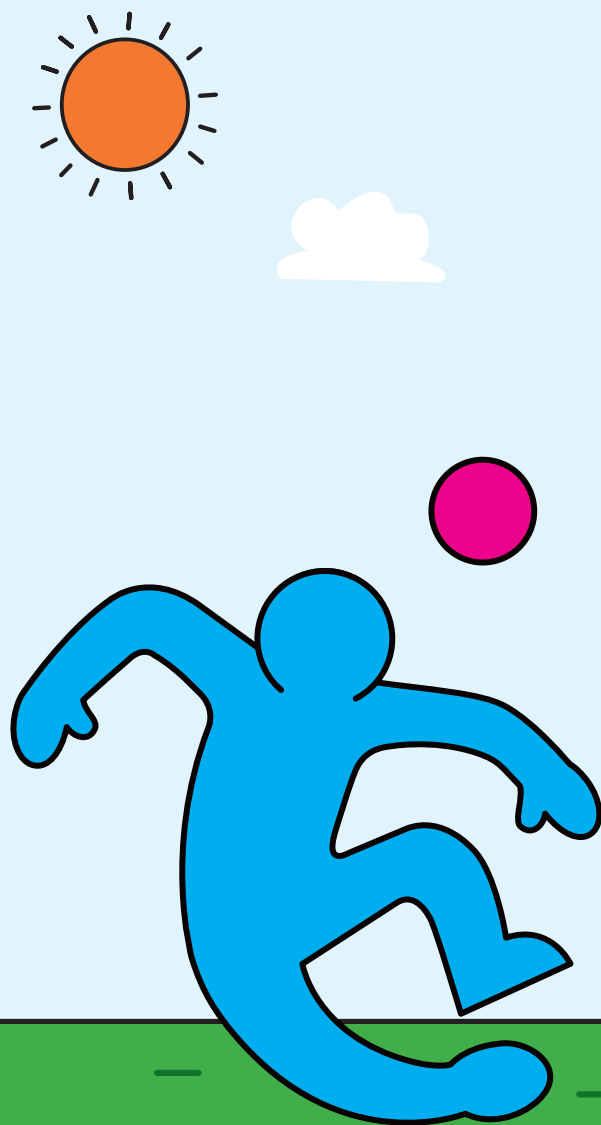
Healthy Borough Programme Expenditure 2009-10 (by project area and main theme)

Project Area	Expenditure 2009-10
Healthy Environments	
Green Grid	94,457
Healthy Spatial Planning	120,000
Active Travel Routes	145,000
Parks and Open Spaces	78,547
Active Play	145,000
Women and Girls Swimming	159,869
Influencing Food Outlets	96,000
TOTAL	838,873
Healthy Organisations	
Active Travel Plans	154,056
Active Lives - Schools	72,449
Active Lives - Workplaces	83,306
Active Lives - Early Years	99,990
TOTAL	429,801
Healthy Communities	
Community Engagement	110,000
Community Led Projects	201,000
Healthy Families	115,003
Active Travel	108,970
Marketing and Communications	241,233
TOTAL	776,206
Programme Management and Evaluation	247,071
Programme Total	2,271,951



appendix: 2

Appendix 2: Membership of the Healthy Borough Programme Board



Councillor Rachael Saunders

Ian Basnett (Chair)

Andrew Attfield

Anne Canning

Chris Lovitt

Esther Trenchard-Mabere

Fozia Parveen-Sheikh

Geof Rayner

Gill Moffett

Heather Bonfield

Helen Taylor

Isobel Cattermole

Jamie Blake

Joan Murphy

Keith Williams

Mary Durkin

Nick Smales

Owen Whalley

Rashmi Soni

Stephen Halsey

Lead Member, Health and Wellbeing, Tower Hamlets Council

Joint Director of Public Health, NHS Tower Hamlets and Tower Hamlets Council

Associate Director Community Employment, NHS Tower Hamlets

Service Head, Learning and Achievement, Tower Hamlets Council

Associate Director, Public Health, NHS Tower Hamlets

Associate Director, Public Health, NHS Tower Hamlets

East London Business Alliance

Independent Academic Adviser

Food and Obesity Programme Manager, Regional Public Health Group, London

Service Head, Cultural Services, Tower Hamlets Council

Corporate Director, Adult Health and Wellbeing, Tower Hamlets Council

Corporate Director, Children, Schools and Families, Tower Hamlets Council

Service Head, Public Realm, Tower Hamlets Council

Tower Hamlets Housing Forum

Head of the Healthy Borough Programme

Head of Youth and Community Learning, Tower Hamlets Council

Service Head – 2012 Olympics and Paralympics, Tower Hamlets Council

Service Head, Planning and Development, Tower Hamlets Council

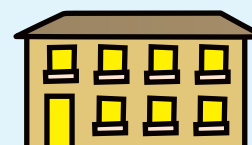
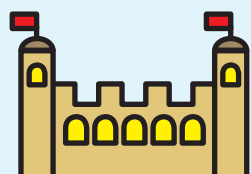
Dietetics Department, Barts and the London Trust

Corporate Director, Communities, Localities and Culture, Tower Hamlets Council

appendix: 3

Healthy Borough Programme Outcomes Progress

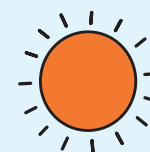
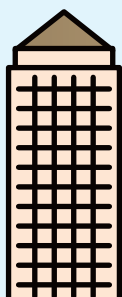
	Outcome By March 2011	Progress
	Programme Level	
1	Awareness of key messages of the Healthy Borough Programme and of the new opportunities it provides	<ul style="list-style-type: none"> Communications ran a three month, borough-wide campaign from January to March 2010 to encourage local people to adopt a healthier, more active lifestyle and promote the key Change4Life behaviour changes. The team worked in conjunction with the borough's eight Idea Stores to distribute Healthy Borough information through branded goodie bags containing leaflets, posters and other giveaways and this proved to be highly successful.
2	Strategic and operational learning and cultural change across Local Authority, NHS and partner agencies (about ways of tackling the environmental causes of obesity) and a commitment to partnership working to achieve improvements after the life of the programme	<ul style="list-style-type: none"> Commissioned external evaluation to assess the strategic and cultural impact of the Healthy Borough Programme across the Local Authority, NHS and partner agencies about ways of tackling the environmental causes of population weight gain and obesity. Two Evaluation and Learning workshops were delivered for project leads to share learning about what is working in project delivery, what is working less well and how things could be improved.
3	Children, families and adults at work will have greater knowledge, skills and confidence and healthier behaviours regarding active travel, healthy food and physical activity	<ul style="list-style-type: none"> The proportion of parents/carers who report an increase in knowledge and confidence, as a result of the Healthy Families project, is 100% (through end of programme parent evaluation questionnaires). An introductory workshop and training for 11 Health and Wellbeing Champions in Understanding Health Improvement was held in March 2010 and received very positive feedback from the participants.
4	The HBP reached communities at greatest risk of poor health outcomes	<ul style="list-style-type: none"> The demographic information collected suggests that the majority of the beneficiaries are women and a majority from BME communities. Projects have been geared to target those communities at the greatest risk of poor health. The Women and Girls Swimming Programme is an example of a project that has been targeted at a specific group and data shows that the participation of women from BME communities is proportionally much higher than the profile of the female BME population for the borough. Through the Community Led Projects, particularly the 'Can Do' community grants, good progress is being made in the reaching those communities most in need.



	Outcome By March 2011	Progress
	Healthy Environments	
5	Physical activity, healthy food and active travel needs have been built into urban planning	<ul style="list-style-type: none"> The Local Development Framework Core Strategy, for the first time, robustly considers health and incorporates the key themes of 'Strengthening Neighbourhood Well-Being' and 'Creating Healthy and Liveable Neighbourhoods,' which will help to promote active and healthy lifestyles. A report on actions through planning to limit the spread of unhealthy fast food shops went to the Leader's Advisory Board (LAB) on 20 January 2010.
6	Observable differences in the environment – amount of new or improved walking and cycling routes, new space for food growing projects	<ul style="list-style-type: none"> The Meath Bridge was opened in October 2009, linking Meath Bridge and Mile End Park, providing a safe and traffic-free link as a part of the Connect 2 cycling route. Cycle Route Improvement Stakeholder Plan (CRISP) reports were also completed which identified new and existing routes and improvements that could be made; these will be implemented from 2010-11. Preparatory work completed in March 2010 for commissioning food growing projects in 2010/11.
7	Improved access to physical activity in parks, leisure facilities and play areas	<ul style="list-style-type: none"> The Women and Girls Swimming Programme provides free access to swimming for women which is enabling women from a wider section of the community to take part in swimming activity. Two successful kite festivals were held during October 2009.
8	Food choices improved in restaurants and corner stores	<ul style="list-style-type: none"> 38 Tower Hamlets cafes, restaurants and fast food outlets offering customers healthier food choices. Increased healthy food choices in ten local areas of high social deprivation through affordable access to fresh fruit and vegetables.




	Outcome By March 2011	Progress
	Healthy Organisations	
9	More organisations will have workplace policies on physical activity, healthy food and active travel - starting with the NHS and LBTH	<ul style="list-style-type: none"> • Healthy Workplace programmes were initiated in 21 Tower Hamlets organisations between September 2009 and March 2010. • In September 2009, a pool bikes scheme was set up at the council with eight folding Brompton bicycles purchased. • A scheme was launched during the year to encourage NHS Tower Hamlets staff to develop projects that promote active lives in the workplace.
10	More Early Years Settings will have achieved quality standards with regard to healthy food, physical activity and emotional wellbeing	<ul style="list-style-type: none"> • Recruitment of Healthy Early Years Award scheme coordinator. • Implementation started on Breastfeeding Welcome Places accreditation scheme in Tower Hamlets venues. • Tower Hamlets accepted as an early adopter of the national Breastfeeding: Access All Areas Breastfeeding Welcome Scheme.
11	All schools will have healthy food and physical activity policies and more pupils will be leading related projects	<ul style="list-style-type: none"> • The 'Pupil Led Projects' scheme was developed and launched to tackle barriers to healthy food choices and physical activity. • School Resource Pack produced for active play. • Training for Playtime Supervisors in the basics of working playfully with children at break times.





	Outcome By March 2011	Progress
	Healthy Communities	
12	More children and adults are cycling and walking more often	<ul style="list-style-type: none"> • 446 adults took part in cycling training. • Over 500 pupils took part in Bike It cycling sessions at schools. • 15 women successfully completed the six-week Bike It: U Can 2 cycle training course, showing significant improvements in skill levels over that period and leading to overall increases in cycling levels. • 191 people took part in Walking Programmes including Walking on Prescription.
13	Parents and children have made health promoting changes to family behaviours relating to food and physical activity	<ul style="list-style-type: none"> • The number of parents reporting changes in behaviour or intended changes in family behaviour as a result of this programme is 91% with the remaining 9% indicating that they 'may' make changes. • School fruit tuck shops were identified by four schools as a means by which pupils could be instructed in the benefits of increasing their consumption of fruit and be encouraged to swap less healthy snack options during the school day for fruit.
14	Community and voluntary organisations have been supported to deliver local solutions to environmental barriers to physical activity, healthy eating and active travel and to secure funding after March 2011	<ul style="list-style-type: none"> • During 2009-10, 16 project grants and 24 small grants were allocated to community organisations from Healthy Borough funding. In addition, some 80 Can Do grants of up to £500 were awarded to individual community activists and small local community groups in the four paired LAP localities. • On a strategic level, the Community Engagement team has worked with the Change Up consortium to specifically look at funding options for the projects beyond the programme. • Building Tower Hamlets voluntary sector capacity through commissioning to deliver HBP activities for example: <ul style="list-style-type: none"> • Bikeworks for cycle training. • East London Business Alliance to develop and implement a healthy workplace accreditation scheme. • Cooperative Development Agency delivering fresh fruit to NHS Tower Hamlets staff at their workstations and supporting the Buywell scheme.
15	Effective engagement of local communities and community and voluntary organisations in 'bottom up' solutions to barriers to active travel, healthy food and active lives	<ul style="list-style-type: none"> • Community Led Projects are linked to all the other Healthy Borough Programme projects. • In terms of the community groups funded, a quarterly Provider's Forum is facilitated to come together, share how their projects are going and look at a specific issue or development area. • Account 3 have been commissioned to deliver capacity building work with voluntary sector organisations during 2010/11.



The Healthy Borough Programme takes a whole systems approach to tackling the environmental causes of obesity, looking at all the potential barriers to a healthier lifestyle and working to overcome them. Improving the local environment is central to the programme's implementation. There are three key themes – Healthy Environments, Healthy Organisations and Healthy Communities. Find out more by visiting www.onetowerhamlets.net

The illustration features a bright yellow background with a green ground line. On the left, there is a small grey building with yellow windows. In the center, a large white rectangular sign with a black border is being carried by two stylized figures: a blue one on the left and an orange one on the right. A small red and green bird is perched on top of the sign. There are two white clouds, one on the left and one on the right. The ground has some dashed lines indicating movement.

tower hamlets



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To find out more about the Tower Hamlets Healthy Borough Programme:

visit our website at

www.onetowerhamlets.net/healthyborough

or call **020 7364 4528**

For additional copies of this publication, please contact the Healthy Borough Programme team at healthy.borough@towerhamlets.gov.uk

