

LAA Delivery Plan

NI 56

Draft 25th June 2008

Delivery Planning for the LAA (2008/11): The Context

Please answer the following questions to help set the context for this LAA delivery plan. This will also provide assurance that the relevant, minimum standards have been met in terms of delivery planning.

What the plan is seeking to achieve? Please include details of the people and places it will affect, linking it back to the persuasive rationale.
The plan seeks to achieve better coverage in the measurement of children's height and weight and impact on the steadily rising trends in childhood obesity. Although the target focuses on one year group it is part of a wider plan to address childhood obesity from the earliest age and by working through families to have a wider impact. Schools, leisure facilities and local communities will be important settings the latter especially for under 5s. There is an important cross linkage with the Children and Young People's plan agreed by the Children's Trust. There is an intention to change the culture overall by using an evidence based approach which tackles the big issues for the county. We will adjust our plan as further evidence becomes available eg social marketing information.
Who is the activity intended to affect/benefit? Who else might the activity impact one? Please consider factors such as age, gender, religion, race, sexuality, disability. If there is likely to be a negative impact, what actions will you take to mitigate against this?
The activity is intended to benefit all children and families but there will also be a specific focus on those areas where children and their families have higher rates of obesity. Although the target is for year 6 the activities will affect children from birth in order to have a wider impact on obesity as a whole.
Are the activities set out in the plan, accessible and inclusive? Have you considered the barriers to access? How will you overcome these barriers?
The plan is yet to be developed. We will take into account the findings of Staffordshire Young Peoples Activity Research (2007), Staffordshire & City of Stoke on Trent Disability Research Project (English Federation of Disability Sport 2004) and PESSCL Survey results. The plan will include the specific needs of children and young people with disabilities linking into the work being undertaken currently to define the Staffordshire response to the core offer under Aiming High for Disabled Children.
Under Section 17 of the Crime and Disorder Act, all local authorities, police authorities and other agencies must consider crime and disorder reduction and community safety in the exercise of all their duties and activities. How have you met this requirement in developing this plan?
It is unlikely there will be negative impacts and likely positive impacts. Participation in Sport and active recreation contributes to strengthening community cohesion, engagement and capacity building. Activities contribute to the development of stronger social networks and cohesive communities. Sport and active recreation can be used as an engagement mechanism to build relationships with hard to reach individuals or groups and can open up alternative channels that enable local people, in particular those who may not access mainstream services, to obtain advice and information on a wide range of health, social, education and employment issues. Appropriately structured sport and active recreation activities can contribute to a reduction in the likelihood of a young person participating in crime or anti social behaviour by addressing some of the factors that have been identified as increasing the risk of youth offending. Sport and active recreation provides activity choices that prevent boredom, improve cognitive skills and present physical and mental challenges.

The provision of local facilities at a neighbourhood level and programmes of activities developed in consultation with young people, provide alternative activities for young people to participate in and can help ease tensions between generations and lead to perceptions of better community safety.

How have you considered the impact the activities in this plan may have on climate change?

The plan is to be developed

Delivery Planning for the LAA (2008/11): The Template

Delivery Cluster Lead	Dr Judith Bell Director of Public Health, North Staffordshire PCT (01538-487238) Judith.Bell@northstaffs.nhs.uk		
Name of Delivery Cluster (if applicable)	Healthier Communities and also Staffordshire Children's Trust		
Is an existing partnership to be used for delivery?	<p>The Children's Trust – Staffordshire School Sport partnerships Staffordshire leisure and Cultural officers Forum Sport Across Staffordshire and Stoke – on – Trent</p> <p>A specific multiagency Delivery Planning Group has also been established specifically for this piece of work</p>		
If no, please specify the other partners to contribute			
Please specify the plans already in place to deliver this	The plans are to be developed		
Please specify the plans to which you are going to add value in delivering this	Staffordshire Children & Young Peoples Plan(s) at District & County level PCT Obesity strategies Healthy Schools Plans PE & Sport Strategy for Young People Staffordshire School Sport Partnerships Evaluation and Planning Documents Sport Across Staffordshire & Stoke on Trent Delivery Plan 'A Healthy Future' North Staffordshire PCT Strategy South Staffordshire Physical Activity Strategy (in development) Sport England Strategy 2008/11 Staffordshire 2012 Legacy Action Plan Newcastle under Lyme Sustainable Community Strategy Staffordshire Moorlands District Council Sustainable Communities Strategy Cannock Chase Sustainable Community Strategy		

	South Staffordshire Sustainable Communities Strategy Tamworth Sustainable Communities Strategy Lichfield Sustainable Communities Strategy Stafford Sustainable Communities strategy East Staffordshire Sustainable Communities Strategy District and Borough Council Sport and Active Recreation Strategies Community Sport and Physical Activity Networks Delivery Plans				
Activities and Actions	Description	Completion Date	Lead Officer and Organisation		
	Develop a strategic framework for 'what works' Develop an action plan to increase coverage Partners to agree priorities and immediate implementation actions	July 2008 July 2008 September 2008	Dr Suzanne Jones SSPCT Dr Suzanne Jones SSPCT Dr Judith Bell NSPCT		
	Partners to agree process for sharing with District Children's Trust Boards	September 2008	Dr Judith Bell NSPCT		
Please specify the activities to be delivered /supported by the Third Sector	One of the partners in the above process and engaged in developing this delivery plan. When the strategic framework is developed the Third Sector through Staffordshire Community Infrastructure Organisations will consult its members to identify how they can contribute to delivery.				
Indicators / Baselines and Targets	Indicator(s)	Baselines	Target (2008/09)	Target (2009/10)	Target (2010/11)
	coverage	81.5%	87%	88.3%	89.3%
	prevalence	17.4%	17.7%	17.8%	17.8%
Impact on other LAA outcomes/priorities/indicators (not specified above)	NI 110 Young peoples participation in positive activities NI 8 Adult participation in sport (through working with families)				
Resources Required	Please identify any existing resources required	Please identify any additional resources required			
	Partners commitment to targeted activity	Resource for additional interventions in communities and schools and with families			

Risk Management	Description of any high level risk	Actions to mitigate the risk	Timescales	Lead Officer
	Turning the tide may take longer than 3 years			