

FLEXIBLE FUND

NHS Newham and
voluntary & community
groups tackling local
health inequalities
together



Newham



Aston-Mansfield

Generating community wealth for social change

Community Involvement Unit

**Report on
funding in
2010-11**

The Flexible Fund

WHAT IS THE FLEXIBLE FUND?

NHS Newham's Health Improvement and Prevention Programme (HIPP) sub-group set up the Flexible Fund to help voluntary and community organisations to support the NHS locally in achieving its strategic objectives and to improve links with voluntary sector organisations by:

- building closer relationships between voluntary organisations and NHS commissioners
- complementing NHS Newham commissioning decisions
- funding projects that add to efforts by NHS Newham to tackle health inequalities and improve access and quality.

The Flexible Fund is not a substitute for mainstream commissioning of voluntary sector service providers. The intention was instead to provide funding that is primarily for one-off, time-limited funding proposals that address locally-identified needs in relation to one of the following NHS Newham strategic priorities:

- Reducing heart disease and stroke mortality across the borough
- Reducing adult smoking prevalence in the White British population (both men and women) and amongst Bangladeshi men
- Reducing infant mortality
- Halting the increase in child obesity
- Improving the early detection and treatment of diabetes
- Improving cancer survival rates to better than London average
- Halting the increase in incidence of Sexually Transmitted Infections (STIs)

THE FLEXIBLE FUND IN 2010-11

In 2010-11, the most significant change to the Flexible Fund was the decision to have a single application deadline, closing on 6 August 2010. With a reduced budget and the experience of having spent all the previous year's funding after

two grants panel meetings instead of four, it was felt that it was fairer for all applicants within the seven strategic areas to compete against each other in one round.

Applicants had been asked to consider how NHS commissioners might be involved in the delivery of their activities and to include this within their funding proposals, but the HIPP sub-group felt that it was important to take a more proactive approach. Another change in 2010-11 was therefore to provide a named contact to mentor each successful organisation.

An assessment of this experiment with mentoring is covered later in this report.

In order to encourage more applications for one-off health & wellbeing events, last year's guidance also specifically highlighted that requests for funding between £1,000 and £5,000 could be used for this purpose and would be welcomed.

This year's Flexible Fund was launched at an event at Durning Hall Community Centre on 23 June 2010. Over the following six-week period, eighteen organisations received support in preparing their bids from the Forum for Health & Wellbeing, who were sub-contracted to provide Flexible Fund-specific capacity-building support.

By 6 August, forty four applications with a total value of £485,686 had been received – close to five times the £100,000 available in the fund.

The initial assessment by the Community Involvement Unit rejected four applicants who were ineligible, either because their applications did not relate to the NHS Newham strategic priorities, because their proposal did not meet the requirement to finish by 31 March 2011 or, in one case, because their project was a duplication of funding they had already received from NHS Newham.

Each of the remaining forty applications received a technical assessment by commissioners within NHS Newham and then was considered by the Grants Panel, who met on 8 September 2010.

The panel was made up of representatives from both the voluntary sector and NHS Newham and included the following members:

Malathy Muthu	Bonny Downs Community Association
Sarah Ruiz	Newham Voluntary Sector Consortium
Mustafa Arrale	Forum for Health & Wellbeing
Monica Thomas	NHS Newham
Soraya Bowen	Hearty Lives Newham (NHS Newham)

They assessed and selected eleven applicant groups for funding of seven projects (out of thirty four applications) and four events (out of six). The total value of these projects and events was £99,143.02

	Applicants	Grants
Reducing heart disease and stroke mortality across the borough	11	1
Reducing adult smoking prevalence	2	1
Halting the increase in child obesity	12	4
Improving cancer survival rates to better than London average	2	1
Reducing infant mortality	1	0
Halting the increase in incidence of sexually transmitted infections (STIs)	9	3
Improving the early detection and treatment of diabetes	3	1
	40	11

MENTORING

The eleven organisations who received funding were each allocated a mentor. Both Tim Baker (Assistant Director of Health Improvement) and Thara Raj (Public Health Manager) mentored four groups: whilst Helen Page, Janet Tucker, Meghna Vithlani and Sally Parkinson each provided support to one group.

Where comments were provided in feedback from groups, they were generally positive. One project worker said:

The support provided by the mentor was a very good idea, especially as we are planning to take the work we do with young parents forward. My mentor has been able to provide me with contacts and encourage partnership working with local children's centres.

Others felt that mentoring should in future be reviewed midway through the funding period to check on its effectiveness and that communication with mentors was difficult when an individual officer was very busy and had a number of groups to support. One group felt that the application process should have made much clearer reference to the mentoring process from the start, so that successful applicants could more effectively factor this into their project and event planning.

The provision of mentors has been assessed internally by NHS Newham and comments from organisations will help to shape the way this type of support is provided in future.

WHO RECEIVED FUNDING?

Events

Age Concern Newham
 Association of Prostate Awareness
 Harold Road Centre
 Newham Carers Network Young Carers Project

Projects

Alternatives Trust East London
 Black Chilli Productions
 Bridges Community Project
 Community Links
 Newham New Deal Partnership
 New Choices for Youth Trust
 Roma Support Group

ADMINISTRATION

The administration of the Flexible Fund was carried out by Kevin Blowe, the Coordinator of the Community Involvement Unit at Aston-Mansfield. This involved revising the application form and guidelines for the Fund; producing and distributing publicity; recruiting Grants Panel members and administering the Panel; issuing funding letters; undertaking monitoring visits and providing project

updates for the HIPP Steering Group. Capacity-building support for applicant groups was undertaken by Abdul Malik from the Forum for Health & Wellbeing.

By December 2010, four of the eleven projects and events (35%) had received a monitoring visit and by February 2011, nine groups had received a visit. Unfortunately, due to an absence for hospital treatment, it was not possible for the CIU Coordinator to see either Newham New Deal Partnership or Community Links.

Meeting project workers proved particularly important when it came to the preparation of this

report. It became evident as end-of-grant forms were returned that a number of the groups who had delivered interesting and successful activities had nevertheless struggled to fully explain the real value and impact of their projects. The monitoring visits therefore played an important role in filling in the gaps, understanding the projects' strengths and the obstacles they faced. The visits also identified the recurring problems that projects had in publicising their activities and the CIU was able to offer the use of its networks and mailing list to help them promote their work more effectively.



Flexible Funded Supported Health Events

Age Concern Newham

Age Concern Newham received £3,174 to set up a 'Diabetes Tent' at its annual Pampering Day event on 28 January 2011. Flexible Fund money would provide a percentage of the overall costs of the event, with the remainder funded from Age Concern Newham's council-commissioned 'Health Activities Network' contract.



As well as tent hire costs, the funding covered the costs of trainers and staff from Diabetes UK who carried out diabetes risk assessments; staff to carry

out Health MOTs; a workshop on healthy eating and shopping; and the cost of bags containing nutritional information that were distributed to local people attending the event.

Throughout the day, the Diabetes Tent saw 230 people (out of 270 who registered for the Pampering Day). Of the ninety five people who undertook Health MOTs, thirty five were referred to their GPs because of raised sugar levels or high blood pressure, whilst 78% of the fifty four risk assessments were rated moderate or high risk and also led to a GP referral. Thirty five people attended the healthy eating workshop.



Two nurses from Shrewsbury Road Diabetic Clinic were on hand with advice covering all aspects of diabetes management and they reported that the event had identified and referred more people than any other they had attended.

Association of Prostate Awareness (APA)

The Association for Prostate Awareness received £4,925 to plan and host a Men's Health and Well-being Conference in March 2011, focusing on prostate and testicular cancer.

The conference took place on 19 March at East Ham Town Hall. It was attended by 176 people, mainly from the African Caribbean community. NHS Newham speakers included GP Board member Dr Philip Abiola and Assistant Director of Health Improvement Tim Baker, as well as representatives from Macmillan Cancer Support, The Prostate Cancer Charity and Orchid. Five workshops covered issues ranging from the impact of ill-health

Pampering day

For men and women over 50

Explore what's good for you inside and out

Visit the tent for workshops on diabetes management, assessments and advice from professionals.



Enjoy a manicure • Buy tickets for our tombola • Take part in food-tasting
Have a health MOT • Sign up for a seated massage • Experience henna painting

Friday 28 January 2011
10.00am–3.30pm
East Ham Town Hall E6

For information call
020 8586 8853 or
020 8586 8858



on individuals and families to complementary therapies and patient information.

As a result of publicity for the conference, three APA members contributed to a Radio London programme on prostate cancer awareness.

Newham Carers Network Young Carers Project

Newham Carers Network received £4,950 for a four day event, originally from 25-28 November 2010, for young carers, which involved meal planning, a workshop with a dietician, food taster sessions and a variety of physical activities.



The event took place a month earlier than had been planned and despite a last minute change from Sarah Bonnell School to Eastlea School, it involved twenty one young people aged 10 to 15 years old over the half-term. They participated in workshops on healthy eating, practical cookery skills and a variety of different exercise sessions including roller-blading and street dance.



There was a feedback session in February 2011 for families and other young carers, during which participants devised their own healthy eating menus, tried out their new cooking skills and discussed the impact of the event. Fifteen

participants committed to a series of gym and tai chi sessions between November 2010 and February 2011.

Harold Road Centre

The Harold Road Centre in Upton Park received £4528 to hold two Health Days – one in November 2010 and one in February 2011 – in partnership with a number of mainly black & minority ethnic groups based within its building. The two events included activities focused around reducing heart disease, including information, exercise and healthy food.



Originally, the Harold Road Centre had planned to hold two long days from 10am to 8pm so that local people could attend after work, but they found that health advisors and health promotional teams were already overstretched and were unable to make a commitment to attend for so many hours. The first Health Day that took place on 24 November was therefore from 10am to 5pm, with the morning session open for women only. Around 140 people attended this first event, which was very lively – there were long queues for the Health MOTs.

In order to overcome these difficulties, the second event was split into two sessions on the evening on 2 March 2011 and the morning of 3 March. Harold Road Centre reported that both sessions were again busy with around 100 attending, many of whom had also taken part in the event in November 2010.

Overall, there were 170 participants, mostly from migrant and refugee communities with women making up the overwhelming majority (over 90% of attendees). The Centre felt that its engagement with community groups in planning the two days and in working with them to encourage their members to attend was vital to the success of both Health Days.

Flexible Funded Supported Projects

Alternatives Trust East London

Alternatives Trust East London received £15,000 to add to funds it had already received from Faiths in Action to develop a 'Faith, Relationships And Young People' website, which aims to provide confidential, impartial advice to young people about sex and allows them to email their questions in confidence to an "online advisor". The contribution from the Flexible Fund covered costs for extra professional help to work on the final stages of the website and for its launch.



The website has been under development since October but due to a number of unforeseen factors, including the absence of a key member of staff and technical problems, it was not possible to complete all the content before the launch on 31 March 2011. Alternatives Trust East London had to bring in an extra member of staff to keep the project on track, obtaining a grant from Transform Newham to cover the additional cost. The online advisor facility, called 'Ask Jaz', and the additional content is due to go online in July 2011.



The launch took place at Stratford Circus and was attended by around 80 people during an afternoon session for health and education professionals and by another 70 young people in the evening.

Black Chilli Productions

Black Chilli received £9,597 for the creation of a short 'infomercial' in Bengali that targets reducing adult smoking prevalence specifically in Bangladeshi men.



UP IN SMOKE

Do you smoke? Have you ever thought about how you could quit? Would you like to work with filmmakers on an exciting short viral film project that helps smokers to quit?

We want to work with a group of smokers, mainly from the Bengali community in Newham on a dynamic anti smoking viral that is from a smokers perspective. We want to hear about your ideas and turn one of them into short viral film for the internet.

The project takes place over four Saturdays, starting on Saturday 22nd January to Saturday 12th February 2011. Four sessions, between 2.00pm to 6.00pm in Stratford, Newham. Refreshments and materials will be provided.

We will maintain confidentiality and respect the wishes of the participants throughout this project.

For more details contact:
Parmjit Singh on 020 8534 8585, 07951 066634
email info@blackchilli.org or info@agitatefilms.co.uk



The group ran workshops in mosques and colleges and outreach sessions in Green Street, Stratford Shopping Centre and Gerry Raffles Square in Stratford to distribute anti-smoking information to over 100 young people. It eventually recruited fifteen young smokers to participate in the project, although it had considerable difficulty in persuading them to appear on camera, for fear of 'exposure' within their community.

From the feedback the project received, five scripts were developed and eventually not one but two films were made: a general 'viral' advertisement ('Boy Racer') and one focusing on shisha smoking.

Black Chilli is working with Newham Stop Smoking Service to market and promote both films, which are available online.

Bridges Community Project

Bridges Community Project received £9,441 for two activities targeting parents in Britannia Village in Royal Docks: weekly music and movement for under-fives and healthy eating sessions for an existing parent/toddler group with family cooking workshops, learning and play activities for children and information for parents.

The project became 'Ready Steady Tots' and included two elements – taught exercise ('Ready Steady Move') through singing and dancing and family cooking workshops ('Ready Steady Cook'). Both activities involved children under five years old and their carers, parents or grandparents. During an enjoyable monitoring visit to the cookery workshop, the children were learning how to prepare fruit and make mini pizzas and were trying food that they had never eaten before.

The programme registered 57 children in the 22 weekly sessions and a further 46 adults took part. One of the unexpected outcomes was the number of grandparents who brought their grandchildren to the activities, which made the Bridges Community Project far more aware of their role in raising children in the Royal Docks area.

One of the main difficulties faced by the project was how to successfully measure the impact of the activities they provided, as the paediatric nutritionist they worked with advised that the BMI Index was unreliable for work with young children. Instead, the project focused on changes in behaviour and attitudes through surveys, conversations and diaries.

Community Links

Community Links received £14,278 for a project researching levels of sexual activity among young people locally and their current level of engagement with sexual health services.

The organisation proposed to employ a part-time youth worker to engage young people in the E16 area in forming a steering group to oversee the research; produce an interactive DVD; and use this to deliver 30+ workshops to year 10 and 11

students, both within and outside mainstream education.

The steering group was set up in October 2010. The group of 17 young people then met weekly to take part in health awareness workshops and on the development of the DVD, which features the group members making a range of choices and illustrates the impact that these decisions have upon their lives. Participants worked with a media company on the themes and scripts, acted in the film and were trained in research skills and youth leadership. The DVD was completed in February 2011.

The DVD was then used workshops in schools and youth groups and will be available online on YouTube. The delivery of workshops remains ongoing, in co-operation with Shine.

NCY Trust

NCY Trust received £8,820 to extend an existing accredited training programme for 18 mothers and expectant women under 19-years old, to include extra units aimed at providing information on sexual health. This would include drop-in sessions and training.

The funding enabled NCY Trust to add two extra units – on Understanding Sex & Relationships and Caring For Your Baby – to the National Open College Network accredited course it runs for young parents. Due to the adverse weather in December, the course was extended until January 2011.

In total 19 young women took part, although recruitment was harder than expected because of the lack of referrals from the Connexions shops in Newham. This meant that NCY Trust had to call each teenage parent directly themselves and is planning on using its volunteers to carry out this recruitment for future courses.

The funding also provided for a weekly drop-in session, which began in November 2010.

Newham New Deal Partnership

Newham New Deal Partnership (NDP) received £9,820 to tackle the 'chicken and chips' food culture in Canning Town by working with health professionals, food retailers and schools to encourage children to change some of their eating patterns. NDP planned to offer four workshops with young people and a further four with parents and

carers. These would be followed by an assessment session and a community event.

NDP worked in partnership with Newham's Family Services Team to set up its workshop programme and organised additional workshops for adults with Living Medicine, an organisation that promotes alternative ways of healthy eating.

The project was delivered in Eastlea and Rokeby Secondary Schools as well as three Primary Schools – Portway, Gainsborough and Hartley.

The workshops were delivered to children aged between 5 and 15 years as well as parents/carers. In total, 415 children attended the nine schools workshops, including 200 Year 9 and 10 pupils at a Great Fast Food Debate at Eastlea Community School, whilst forty five adults attended three parent/carer workshops



The workshops including the screening of excerpts from the film 'Super Size Me', highlighting the physical and mental effects of a fast food diet and raising awareness of the marketing techniques associated with fast food on a local, national and global basis. There were also interactive games and activities around nutrition and healthy eating. After each workshop fruit (supplied by Community Food Enterprise) was handed out to participants.

From the 420 evaluation questionnaires completed, NDP identified that the percentage of workshop participants meeting 5-A-Day targets is low at only 10%. After the workshops, 80% (368) indicated that they would consume less fast food and make fewer visits to fast food outlets.



NDP learned some of the inherent difficulties accommodating the heavy workloads of teaching staff and support workers within the limited timescale of the project, which slightly over-ran. It intends to organise a public seminar in July 2011 to disseminate the project's findings and recommendations.

Roma Support Group



Roma Support Group received £14,605 for three activities targeting the Roma community over a 5 month period, including:

- Football, karate and traditional Roma dance at three weekly sessions in three community centres, aimed at 7 – 16 year olds
- Outreach work with Roma parents that involves weekly individual contact and groups sessions; two health seminars and two cooking workshops
- The production of information, in consultation with Roma parents, on healthy living, which will be translated into three community languages



Roma Support Group recruited a part-time worker to deliver the three strands of the project, with the programme of after school physical activities taking place at the Hartley Centre in East Ham and Woodgrange Park Community Centre in Manor Park. Between November 2010 and March 2011, 81 children took part in these activities, including 6 non-Roma children.

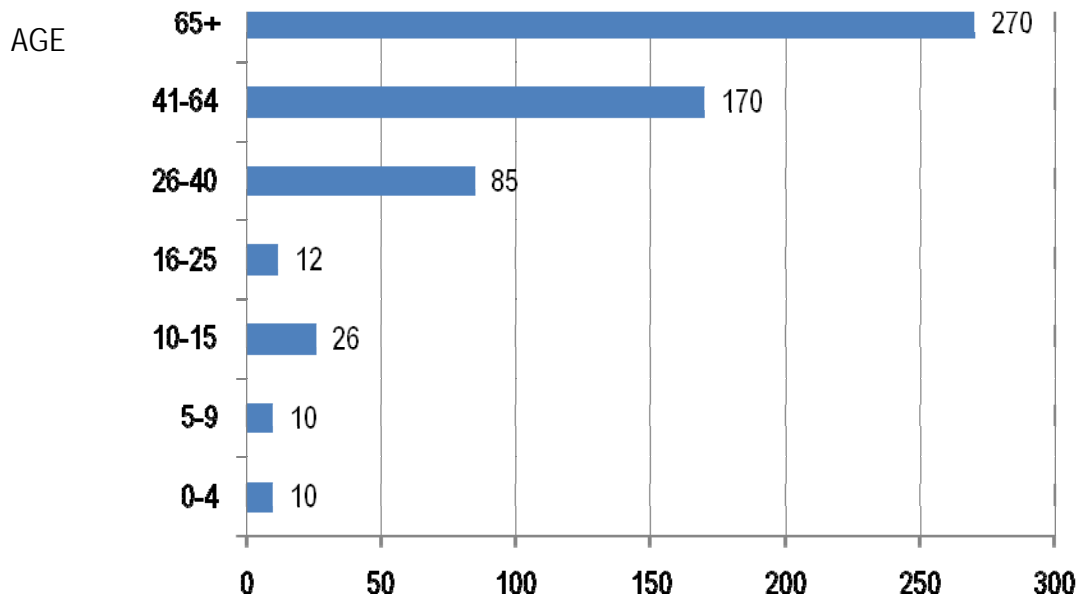


The Project Worker worked closely with 38 Roma parents through one-to-one and group meetings and a Parents Forum and 26 parents took part in cooking seminars with a dietician and nutritionist from East Potential's Stay Well Healthy Living Network. Roma Support Group has also produced a Healthy Living Pack translated into Polish, Romanian and Slovak and distributed 80 copies.

This project gave considerable thought to recording baseline information on the BMI Index of the young people who took part in its activities. In November 2010, 42% of the children who joined its weekly activities were at the top of the BMI scale in relation to their height; 44% were overweight and 6% were obese. By March 2011, the Project Worker had noted that 72% had lost weight by approximately 1.6 kilos.

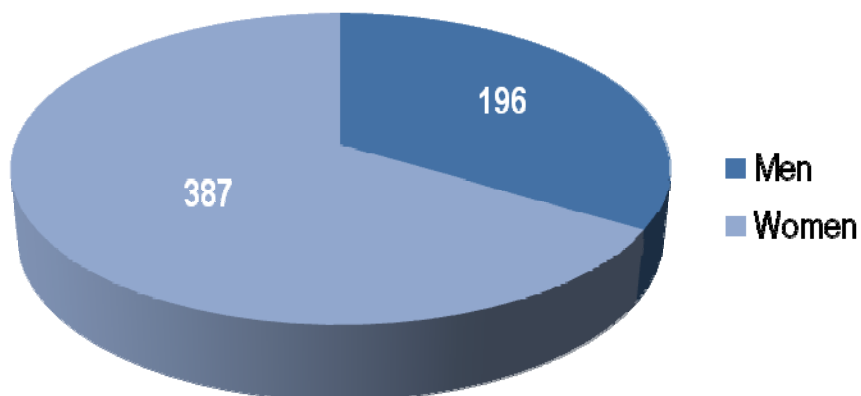
Participant data – Events

There were a total of 583 recorded participants in Flexible Fund supported events, with data received from three of the four events held.



AGE GROUPS

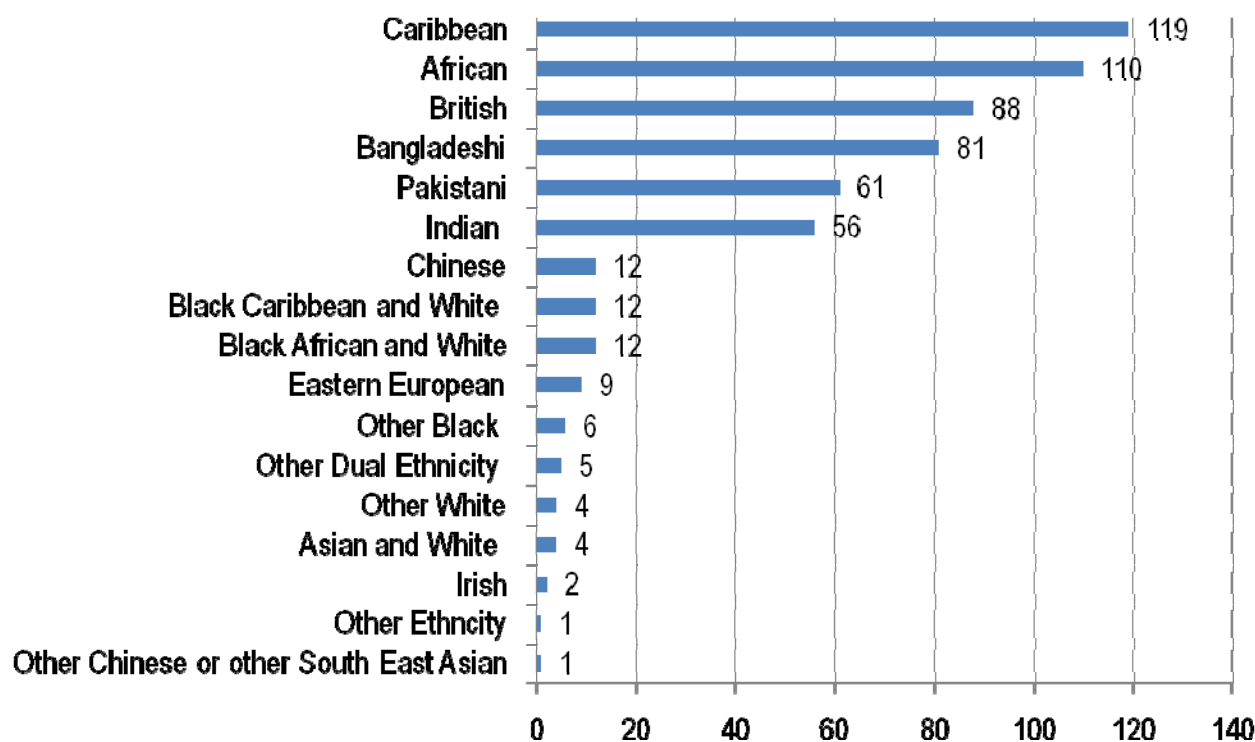
0-4	10	5-9	10	10-15	26	16-25	12
26-40	85	41-64	170	65+	270	TOTAL	583



GENDER

Men	196	Women	387	TOTAL	583
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Participant data – Events (continued)



ETHNICITY

Asian or Asian British

Indian	56
Bangladeshi	81
Pakistani	61

Black or Black British

African	110
Caribbean	119
Other Black	6

Dual Ethnicity

Asian and White	4
Black African and White	12
Black Caribbean and White	12
Other Dual Ethnicity	5

White / European

British	88
Irish	2
Eastern European	9
Roma, Gypsies & Travellers	113
Other White:	4

Chinese or other South East Asian

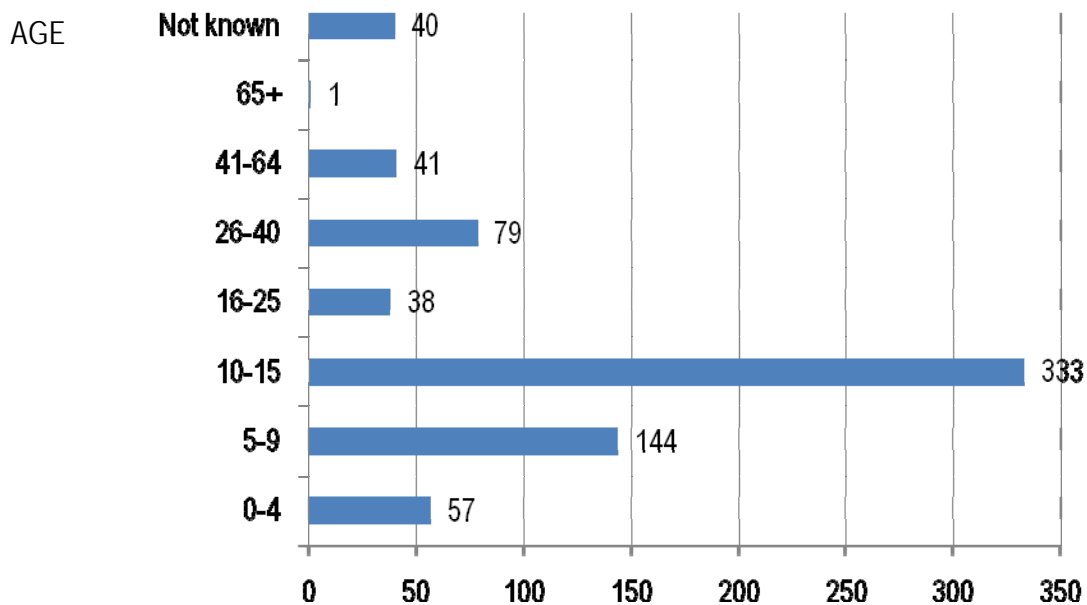
Chinese	12
Other	1

Other Ethnicity

Other ethnicity	1
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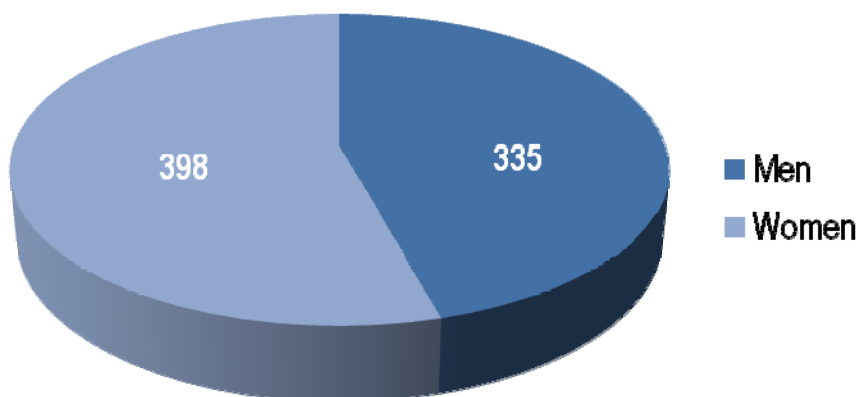
Participant data – Projects

There were a total of 716 recorded participants in Flexible Fund supported projects. Data was received from six of the seven projects, although ethnicity information was incomplete from one and included as 'not known'.



AGE GROUPS FOR ALL PROJECTS

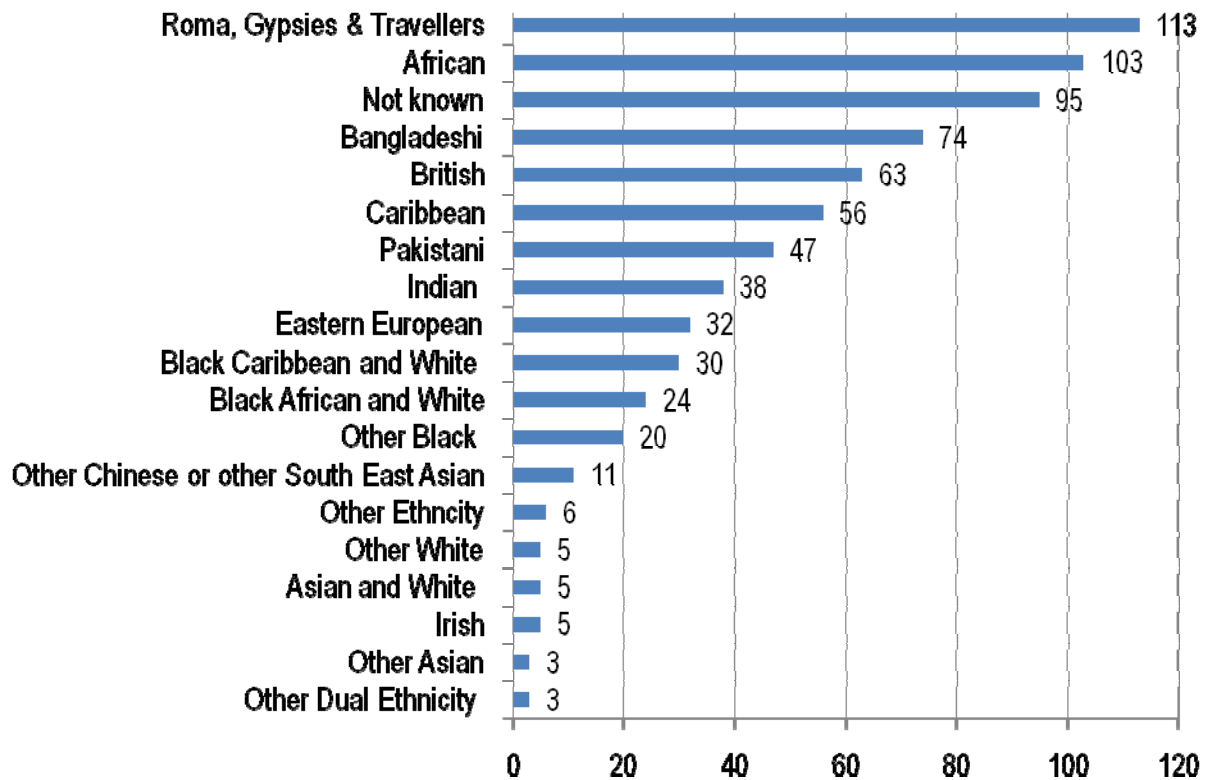
0-4	57	5-9	144	10-15	333	16-25	38
26-40	79	41-64	41	65+	1	Not known	40
TOTAL	733						



GENDER FOR ALL PROJECTS

Men	335	Women	398	TOTAL	733
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Participant data – Projects (continued)



ETHNICITY FOR ALL PROJECTS

Asian or Asian British

Indian	38
Bangladeshi	74
Pakistani	47
Other Asian	3

Black or Black British

African	103
Caribbean	56
Other Black	20

Dual Ethnicity

Asian and White	5
Black African and White	24
Black Caribbean and White	30
Other Dual Ethnicity	3

White / European

British	63
Irish	5
Eastern European	32
Roma, Gypsies & Travellers	113
Other White:	5

Chinese or other South East Asian

Other	11
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Other Ethnicity

Other Ethnicity	6
Not Known	95