

ALTOGETHER BETTER North Yorkshire and York

Background and Context

1 The Project is one of 17 projects within the Altogether Better Programme, funded by The Big Lottery Fund in the Yorkshire and Humber region. Altogether Better is a 5 year well-being programme to help individuals and communities to

- eat more healthily
- be more physically active
- improve their mental health.

The focus is on working in areas of disadvantage to improve the health of identified groups with an emphasis on community and individual empowerment. The Project will build community capacity and develop the skills of individuals to ensure long term success in sustaining improved health and making a lasting impact on health inequalities. The intention is to enable local people to take the lead in improving the health and well-being of themselves, their families and their local community.

2 The project will operate in two local authorities where a total of 12 Wards have been identified as meeting the criteria for involvement - **Scarborough Borough** (8 Wards) and the **City of York** (4 wards). In each of these areas the target groups are:

- Families with Children
- Lone Parents
- Teenage Parents
- Care Leavers
- Homeless young people

3 The aims of the Project will be achieved by a small project team working in partnership with local authorities, NHS organisations, voluntary organisations, community groups and volunteers to:

- deliver supported and accessible community health education to community members and frontline workers/ volunteers working with people in the target groups, which will increase their awareness and understanding of the factors that influence health and well-being. These groups of people are defined as **direct beneficiaries**
- develop the skills and knowledge of community members, volunteers and frontline workers to enable them to support others to make healthy changes to their lives as part of their ongoing work within their family, community or with their client group. These groups of people are defined as **indirect beneficiaries**
- provide support and signpost people to specific activities and/or further training to focus on one or more of the three key areas of health improvement - healthy eating, physical activity, mental health

- provide assistance to set up relevant community activities.
- 4 The project Team comprises a Project Manager, 2 Community Health Educator Development Workers and a Project Administrator, employed and managed by the NHS North Yorkshire and York (NHS NYY), within the Public Health Directorate.

ALTOGETHER BETTER - York

Target Areas/Wards

- Westfield (Foxwood)
- Clifton
- Guildhall
- Heworth/Hull Road (Tang Hall)

Funding

The Big Lottery Fund award is £124,000 over 3 years until June 2011 to cover expenditure on staff, training courses and the support/development of community based activities. In addition the City of York Council provides accommodation, IT, office equipment, telephone and stationary.

Staff

One of the 2 Community Health Educator Development Workers is dedicated to working in York, working 22.5 hours per week. The Project Manager (full time) and Administrator (half time) provide services across the City of York and Scarborough Borough and are based in Scarborough.

Partnership Working

A Steering Group, comprising of representatives of the City Council, NHS North Yorkshire and York, the voluntary sector and local community groups, oversees the work of the project.

Outcomes

- The aim is to deliver supported and accessible community health education to **190 direct beneficiaries** as described above
- The intention is that each direct beneficiary will make a commitment to work with at least 5 people in one or more of the target groups. This will result in **950 indirect beneficiaries** being positively influenced by the work of the project.

ALTOGETHER BETTER Healthy Coastal Communities

Target Areas/Wards

- Castle
- Eastfield
- Woodlands
- Falsgrave Park
- Ramshill
- Westcliffe (Whitby)
- Streonshalh (Whitby)
- Filey

Funding

The Big Lottery Fund award is £354,935 over 4 years until September 2012 to cover expenditure on staff, IT, training courses and the support/development of community based activities. In addition:

- Scarborough Borough Council provides accommodation, telephone and stationary and some office equipment
- Yorkshire Coast Homes have provided office equipment.

Staff

One of the 2 Community Health Educator Development Workers is dedicated to working in Scarborough Borough, working 30 hours per week. He is based at The Link Walk Centre, Eastfield along with the Project Manager (full time) and Administrator (half time) who both provide services across the City of York and Scarborough Borough.

Partnership Working

A Steering Group, comprising of representatives of the Borough Council, North Yorkshire County Council, NHS North Yorkshire and York, the voluntary sector and local community groups, oversees the work of the project.

Outcomes

- The aim is to deliver supported and accessible community health education to **300 direct beneficiaries** as described above
- The intention is that each direct beneficiary will make a commitment to work with at least 5 people in one or more of the target groups. This will result in **1500 indirect beneficiaries** being positively influenced by the work of the project.

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