

**NORTH LINCOLNSHIRE COUNCIL**

**NEIGHBOURHOOD, ENVIRONMENT & COMMUNITIES  
CABINET MEMBER**

**SUCCESSFUL FUNDING BIDS - LPSA REWARD GRANTS**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 To inform the Cabinet Member of the successful bids against the LPSA Rewards Fund for a total of £79,440 towards 3 projects involving Health Improvement.

**2. BACKGROUND INFORMATION**

- 2.1 An announcement was made in March 2010 that there was money available to bid for from the LPSA Rewards Fund for projects which supported the WHIP (Wellbeing and Health Improvement) priorities.
- 2.2 Three bids were submitted by the Health Improvement Team for funding for projects around Obesity, Smoking and Home Safety.

**3 DETAILS OF THE SUCCESSFUL PROJECTS**

- 3.1 Childhood Obesity (£49,440)
- 3.1.1 This project is to jointly commission with NHS North Lincolnshire the MEND (Mind, Exercise, Nutrition...Do it!) programme locally to offer tailored packages to children and their families (programmes designed for ages 2-4, 5-7, 7-13).
- 3.1.2 MEND is a multi-component weight management programme designed specifically for children and their families that has achieved excellent results in other areas. The programmes are specifically designed to consider the social, cognitive, emotional and physical growth and development of children in each of the age ranges and the programmes vary accordingly.
- 3.1.3 Local professionals are trained to deliver with the resources and comprehensive support available over the longer term to ensure future sustainability.
- 3.1.4 Part of the project also includes working with the MEND programme to develop a programme for local 14-17 year olds to promote a healthy body weight as this is a gap locally and these young people are perhaps at the highest risk of becoming overweight/obese adults.

### 3.2 Smoking in Pregnancy Development Worker (£15,000)

3.2.1 Smoking in pregnancy poses significant health risks for both mother and baby and the smoking in pregnancy rate in North Lincolnshire is higher than the national average and shows no signs of reducing without the introduction of targeted action. This funding will create, for a 12 month period, a post to tackle smoking in pregnancy rates in the wards where the rates are highest (Brumby).

3.2.2 The postholder will be responsible for developing a network through which pregnant women, women who are planning pregnancies, and the partners of such women can be provided with information about the dangers of smoking and encouraged and supported to stop smoking. Specific tasks will include delivering industrialised brief intervention training, working to change attitudes to smoking and developing a referral network.

3.2.3 The postholder will be based in Riddings Junior School and will make far-reaching links throughout the Brumby ward. The post will be 0.5 fte. (The creation of this post is the subject of a separate report to the Corporate Services Cabinet Member.)

3.2.4 This project will complement the targeted delivery and promotion of stop smoking services, and in particular of stop smoking services for pregnant women, by the local NHS stop smoking services.

### 3.3 Hazard House (£15,000) (this has also been covered in a separate more detailed report to the Housing and Strategic Planning Cabinet Member)

3.3.1 This project involves the use of the Hazard House (a domestic property furnished and organised so as to illustrate typical hazards which front line staff may come across when visiting homes) to develop an online training package.

3.3.2 The training material will be available on the council's website to be used by staff and members of the public to help identify common hazards which occur in the home, to give help and advice in such circumstances as well as signposting to other services where appropriate.

3.3.3 In some situations, the training material may be used as part of an induction process for staff in all parts of the council.

3.3.4 The project is being run by the safety in the home task group, which also developed the Hazard House and which is a partnership between Neighbourhood and Environmental Services and social services staff as well as the fire service.

#### **4. OPTIONS FOR CONSIDERATION**

4.1 This report is for information only and recognises the work of the Health Improvement Team to work with partners to achieve the joint priorities that have been set locally.

4.2 There are no staffing implications for these projects and they will be managed within existing resources by members of the team with relevant partners.

#### **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

5.1 Only one bid involves a temporary appointment but if approved this will be situated in a school building that will provide all necessary support. All other bids have no impact on current staffing levels or office accommodation.

5.2 There are no financial implications.

#### **6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

6.1 There are no other implications.

#### **7. OUTCOMES OF CONSULTATION**

7.1 Partners and relevant groups have been kept informed of developments and have given their agreement.

#### **8. RECOMMENDATIONS**

8.1 That the Cabinet Member notes the content of this report, supports the initiatives therein and approves the use of the funding in the areas as described.

SERVICE DIRECTOR NEIGHBOURHOOD AND ENVIRONMENT

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#### **Background Papers used in the preparation of this report**

None