



Working in Partnership with



# **DONCASTER ENHANCED PUBLIC HEALTH PROGRAMME (EHP)**

## **COMMISSIONING PROSPECTUS**

29<sup>th</sup> June 2009

# INCREASING PHYSICAL ACTIVITY

Scientific evidence is compelling, demonstrating that, people who are physically active reduce their risk of developing major chronic diseases – such as coronary heart disease, stroke and type 2 diabetes – by up to 50%, and the risk of premature death by about 20-30%. (At Least Five a Week, 2004).

In addition, obesity is associated with premature death and reducing life expectancy by between 3-13 years. Evidence suggests that the main reason for the rising prevalence of overweight and obesity is a combination of less active lifestyles and a higher than required intake of energy dense foods.

In Doncaster in 2006 only 17% of adults surveyed participated in regular sport and recreation, i.e. taking part at least 3 days a week in moderate intensity sport and active recreation (Sport England's Active People Survey). This has placed Doncaster with the lowest participation rates in Yorkshire and 19<sup>th</sup> from the bottom for the whole country. Doncaster also has some of the highest sedentary rates with 56% of people doing no activity at all. This increases to 75% of over 55s that do no moderate intensity sport and active recreation at all.

NHS Doncaster is interested in working with providers to encourage the residents of Doncaster to become more physically active and lead healthier lifestyles. These services will provide residents living in the 30% most disadvantaged communities in the borough with the opportunity to access low cost sustainable physical activity opportunities.

**REFERENCE NUMBER PA01**  
**COMMUNITY BASED PHYSICAL ACTIVITY IN DONCASTER**

The provider will work in partnership with various key individuals, organisations, groups and clubs to deliver quality assured physical activity sessions.

**Functional Requirement**

- To provide a range of community based physical activity opportunities within the identified Enhanced Public Health Programme areas (EPHP)
- Target the least active residents within the EPHP areas.
- Utilise local non-facility based venues eg community centres and halls
- Consult with local partners and residents to contribute to determine the activities to provide.
- Work in partnership with a number of key partner agencies to ensure a co-ordinated approach to delivery including Doncaster Active Partnership, Public Health Development Workers, Neighbourhood Teams.
- Provide signposting to other physical activity opportunities that are delivered within the borough.
- Aim to leave an active legacy within the communities by developing sustainable activity programmes.

**Key Performance Indicators**

- Minimum of 60 sessions per month delivered (4 delivered in each identified area)
- Minimum of 10 people per session
- Minimum of 70% of participants attending more than 3 sessions
- Minimum of 1 x 6 week taster session in the 15 identified areas per year

**Accessibility**

This service is for sedentary residents that live within the areas identified within the EPHP.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by NHS Doncaster.

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained. This includes ensuring that fitness instructors are entered on to the Register of Exercise Professionals, coaches hold relevant National Governing Body qualifications and that appropriate Criminal Record Bureau checks are performed.

The Provider will have access to a wide variety of appropriately qualified, experienced and skilled coaches and instructors in order to deliver a wide range of activities.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The sessions must be delivered at times that are suitable for residents with a degree of choice including evenings and weekends. The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe
- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers and Neighbourhood Teams in response to local consultation.

### **Promotion**

The provider will work in partnership with various key individuals, organisations, groups and clubs to market in an appropriate way by targeting the key population groups for the geographic areas.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000.

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER PA02**  
**COMMUNITY BASED PHYSICAL ACTIVITY FOR OLDER PEOPLE**

The provider will work in partnership with various key individuals, organisations and groups to deliver quality assured physical activity opportunities.

**Functional Requirement**

- Develop a programme of half-day physical activity sessions for residents over the age of 50 years.
- Provide a variety of sessions.
- Enable participants to enjoy the social element of physical activity.
- Ensure that sessions are developed to be sustainable.
- Promote the benefits of physical activity to residents.
- Provide signposting to other physical activity opportunities that are delivered within the borough.
- Aim to leave an active legacy within the communities by developing sustainable activity programmes.

**Key Performance Indicators**

- Minimum of 360 half day sessions delivered each year
- Minimum of 10 participants per session
- Minimum of 50% of participants to attend more than 3 sessions.
- Minimum of 5 areas with a half day session delivered

**Accessibility**

This service is for sedentary residents that live within the areas identified within the Enhanced Public Health Programme. The sessions are to be aimed at residents aged over 50 years and therefore ensure that the service provided is suitable for this target group.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by NHS Doncaster.

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

Exercise instructors must be registered with the Register of Exercise Professionals and hold qualifications relevant for the client group attending the sessions.

All staff will have had appropriate Criminal Record Bureau clearances.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The sessions must be delivered at times that are suitable for residents with a degree of choice including evenings and weekends. The venues must be accessible and convenient to target groups.

The provider would need to deliver the half day sessions in 5 areas covered by the Enhanced Public Health Programme which include:-

- Askern
- Hyde Park
- Moorends
- Stainforth
- Toll Bar

Specific venues will be determined to avoid duplication in partnership with local agencies including the Public Health Development Workers, Active Doncaster, Age Concern and Neighbourhood Teams in response to local consultation.

### **Promotion**

The sessions provided will be marketed in an appropriate way utilising Change4Life branding, social marketing techniques and by targeting the key population groups for Doncaster through market segmentation data.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000.

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER PA03**  
**COMMUNITY BASED WALKING FOR HEALTH IN DONCASTER**

The provider will work in partnership with various key individuals, organisations, and groups to deliver quality assured walking opportunities.

**Functional Requirement**

- Develop a programme of led health walks within the EPHP programme wards that do not already have an existing walk.
- Develop a programme of led buggy walks within the EPHP programme wards that do not already have an existing buggyfit or buggy walk session.
- Target the least active residents within the most deprived wards in Doncaster.
- Work in partnership with a number of key partner agencies to ensure a co-ordinated approach to delivery including Doncaster Active Partnership, Public Health Development Workers, local walking groups, Neighbourhood Teams.
- Deliver Walking the Way to Health Volunteer Walk Leader Training to deliver sustainable walks.
- Establish walking trails and routes within the EPHP areas to encourage people to participate in independent walking.
- Distribute and utilise the community based walking maps in partnership
- Promote the benefits of walking and local opportunities for walking to residents.
- Provide signposting to other physical activity opportunities that are delivered within the borough.
- Aim to leave an active legacy within the communities by developing sustainable activity programmes.

**Key Performance Indicators**

- Minimum of 10 walking routes/trails created over contract period
- Minimum of 6 Volunteer Walk Leader Training courses delivered over contract period
- Minimum of 11 walking groups established over contract period
- Minimum of 100 residents registered over contract period
- Minimum of 1000 attendances over contract period
- Production of a minimum of 11 maps (1000 maps per area)

**Accessibility**

This service is for sedentary residents that live within the areas identified within the Enhanced Public Health Programme.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by NHS Doncaster.

### **Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All volunteer walk leaders must have undertaken the national Walking the Way to Health Training. This training must be delivered by Cascade Walk Leader trainers and must be free of charge to attendees as stipulated by the national Walking the Way to Health Initiative.

All staff will have had appropriate Criminal Record Bureau clearances.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

In addition all walker related information will need to be inputted on to the Natural England database.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The sessions must be delivered at times that are suitable for residents with a degree of choice including evenings and weekends. The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe
- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

Specific venues will be determined to avoid duplication in partnership with local agencies including the Public Health Development Workers, Doncaster Health Walks, local walking groups and Neighbourhood Teams in response to local consultation.

**Promotion**

The sessions provided will be marketed in an appropriate way utilising Change4Life branding, social marketing techniques and by targeting the key population groups for Doncaster through market segmentation data.

**Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000.

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER PA04**  
**COMMUNITY BASED EXERCISE FOR HEALTH REFERRAL SCHEME IN DONCASTER.**

The provider will work in partnership with various key individuals, organisations, and groups to deliver quality assured exercise sessions.

**Functional Requirement**

- Provide patients referred for exercise by a health professional with a greater choice of sessions based within local communities.
- Develop a programme of community based exercise referral scheme sessions.
- Provide exercise consultations in those communities that do not already have the Exercise Referral Scheme.
- Offer individualised personal physical activity plans.
- Target the least active residents within the most deprived wards in Doncaster.
- Work in partnership with a number of key partner agencies to ensure a co-ordinated approach to delivery including Doncaster Active Partnership, Public Health Development Workers, and Neighbourhood Teams.
- Provide signposting to other physical activity opportunities that are delivered within the borough.
- Aim to leave an active legacy within the communities by developing sustainable activity programmes.

**Key Performance Indicators**

- Minimum of 130 sessions per year delivered (in 4 areas)
- Minimum of 100 people referred per year
- Minimum of 30% of participants completing 12 weeks

**Accessibility**

This service is for sedentary residents aged 16 years and over that live within the areas identified within the Enhanced Public Health Programme.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by the PCT.

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All exercise specialists must hold an Exercise Referral Qualification which is recognised by the Register of Exercise Professionals.

All instructors must be registered with the Register of Exercise Professionals and undertake continuous professional development.

All staff must have had an appropriate Criminal Record Bureau clearance

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

In addition all information will need to be inputted on to Doncaster's Exercise Referral Scheme database.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

- Carcroft
- Mexborough
- Rossington
- Stainforth

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers, Primary Care Staff and Neighbourhood Teams in response to local consultation.

### **Promotion**

The provider will work in partnership with various key individuals, organisations, groups and clubs to market in an appropriate way by targeting the key population groups for the geographic areas.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000.

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

## **REFERENCE NUMBER PA05**

### ***Diversionsary Activities for young people- physical activity***

The provider will work in partnership with various key individuals, organisations, and groups to deliver quality assured exercise sessions.

#### **Functional Requirement**

- To engage in street level consultation with targeted audience in identified areas across the Borough to ensure Public involvement.
- Provide a range of alternative activities within identified areas as requested by target audience at targeted locations and times.
- To actively engage with target audience on a weekly basis within their own communities.
- To reduce street drinking in identified hot spot areas.
- Reduce Youth anti-social behaviour in targeted audiences.
- Work with a number of key partner agencies to ensure a co-ordinated approach to delivery.
- Improve existing CYP knowledge of what activities are available in their neighbourhood.
- Devise an agreed exit strategy for each identified community.

#### **Key Performance Indicators**

- Minimum of 240 sessions per year delivered.
- Minimum of 10 CYP attending per session
- Minimum of 70% of CYP engaged to attend more than one session.

#### **Accessibility**

This service is aged 18 years and under that live within the areas identified within the Enhanced Public Health Programme.

Services must be advertised in a clear sensitive manner, engaging with and using the views of CYP at every available opportunity. CYP should also be consulted and included in the development of any promotional material.

Service opening times should reflect the needs of service users and should include the opportunity for early evening's access. There should be clear and appropriate signs highlighting the location of activities.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by the PCT.

#### **Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All staff must have had an appropriate Criminal Record Bureau clearance

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe
- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers, Primary Care Staff and Neighbourhood Teams in response to local consultation..

### **Promotion**

The provider will work in partnership with various key individuals, organisations, groups and clubs to market in an appropriate way by targeting the key population groups for the geographic areas.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000.

Full service specification available by contacting  
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# ENCOURAGING AND SUPPORTING SENSIBLE ALCOHOL CONSUMPTION

Alcohol represents a major public health challenge in Doncaster. It is estimated that around 49,094 (21%) of young people aged 15 years or over in Doncaster misuse alcohol. Around 38,000 are estimated to be hazardous drinkers and may not be aware that they have a problem. However, 10,000 adults in the borough are totally dependent on alcohol and only 337 of them accessed support or specialised services in 2004/05.

The rate of alcohol related deaths is significantly higher also, at 14.1 per 100,000 higher than any other district in Yorkshire and Humber. The death rates are also higher than the national average. Alcohol also impacts on hospital admissions, with 594 alcohol related admissions accounting for 4880 bed days in 2004/05. This is a massive impact on health resource, and given the current increase in young people misusing alcohol, we can predict that there will be a significant increase in demand on services in the future.

South Yorkshire has higher than the national figure of men and women who regularly drink over the 'recommended' level of alcohol. In Doncaster 30.7% of men and 16.9% of women drink over the recommended weekly limits. Also 27.8% of men and 15.5% of women drink on 5 days or more per week. The average percentage of men drinking over 50 units per week is 14.5% compared with a national average of 7.1%. Young people are drinking twice as much as they were 10 years ago. NHS Doncaster aims to reduce alcohol related problems, through partnership working, in order to improve the quality of life for Doncaster residents, workers, businesses and visitors.

The Doncaster Alcohol Strategy addresses the following priorities:

Reducing alcohol related crime, disorder and anti-social behaviour.

Tackling health inequalities related to alcohol misuse.

Improving the capacity, range and quality of alcohol services for Doncaster

Protecting young people from alcohol related harms through education, early intervention and support in addressing alcohol problems.

Redressing the negative impact that alcohol misuse has on the economy and workforce

Informing and communicating with all stakeholders to ensure we are making an impact where it is most needed.

**REFERENCE NUMBER AL01**  
**SELF MANAGEMENT COURSES FOR RECOVERING DRUG AND ALCOHOL USERS**

NHS Doncaster seeks to commission this service in order to provide structured opportunities for people who are recovering from drug and alcohol misuse to self manage and sustain their ongoing recovery.

**Functional Requirement**

- 10 structured 6 week courses over an 18 month period for 10 recovering drug and alcohol users per course, i.e. a total of 100 clients per year.
- The model of service delivery is rolling structured 2 hourly sessions comprising 6 weeks courses specifically tailored to meet the recovery needs of drug and alcohol users.
- The course will be structured to deliver, through group work:
  - Improved confidence and self esteem
  - Greater independence
  - Improved quality of life
  - Improved relationships
  - To encourage reflective thinking and problem solving
  - Lapse prevention
  - Anger and sleep management
  - Relaxation methods and skills training
  - Peer support
  - Role play acting out opportunities

**Key Performance Indicators**

- A minimum of 10 courses of 6 weeks duration each, delivered over a period of 18 months
- A minimum of 10 clients per course
- A minimum of 70% of participants attending 3 or more sessions of a course

**Accessibility**

Drug and Alcohol users who have been through a period of structured treatment, have achieved a level of lifestyle stability, who can describe themselves as being 'in recovery' and who are seeking to develop their self management skills to sustain this ongoing recovery.

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All staff must have had an appropriate Criminal Record Bureau clearance.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The sessions must be delivered at times that are suitable for residents with a degree of choice including evenings and weekends. The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which includes:-

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe
- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers and Neighbourhood Teams in response to local consultation.

### **Promotion**

The provider will work in partnership with various key individuals, organisations, groups and clubs to market in an appropriate way by targeting the key population groups for the geographic areas.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER AL02**  
**DIVERSIONARY ACTIVITIES FOR YOUNG PEOPLE**

NHS Doncaster is interested in working with a number of providers to deliver a broad range of leisure/arts based activities for children and young people in community based settings. This specification forms the framework of a service to be delivered in one geographical location.

**Functional Requirement**

- To engage in street level consultation with targeted audience in EPHP areas to ensure Public involvement.
- Provide a range of alternative leisure and arts activities within identified areas as requested by target audience at targeted locations and times.
- To actively engage with target audience within their own communities.
- To reduce street drinking in identified EPHP areas.
- Reduce Youth anti-social behaviour in targeted audiences.
- Work with a number of key partner agencies to ensure a co-ordinated approach to delivery.
- Improve existing Children and Young People knowledge of what activities are available in their neighbourhood.
- Devise an agreed exit strategy for each identified community.

**Key Performance Indicators**

- Minimum of 3 sessions per week delivered in **1 geographic area**
- Minimum of 1.5 hours per session.
- Minimum of 10 CYP attending per session
- Minimum of 70% of CYP engaged to attend more than one session.

**Accessibility**

This service is to be provided to children and young people aged 18 years and under that live within the areas identified within the Enhanced Public Health Programme.

Services must be advertised in a clear sensitive manner, engaging with and using the views of CYP at every available opportunity. CYP should also be consulted and included in the development of any promotional material.

Service opening times should reflect the needs of service users and should include the opportunity for early evening's access. There should be clear and appropriate signs highlighting the location of activities.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by the PCT.

### **Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All staff must have had an appropriate Criminal Record Bureau clearance.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

- Askern
- Denaby Main
- Hexthorpe
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Woodlands

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers, Primary Care Staff and Neighbourhood Teams in response to local consultation

### **Promotion**

The sessions provided will be marketed in an appropriate way to target key staff groups.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £30,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER AL03**  
**ALCOHOL AWARENESS AND BRIEF INTERVENTION TRAINING**

NHS Doncaster is interested in working with a provider to develop and deliver a programme of targeted alcohol awareness and brief intervention training to key staff across the Doncaster health and social care community.

**Functional Requirement**

- Deliver a rolling programme of alcohol awareness and brief intervention training within the identified Enhanced Public Health Programme.

**Key Performance Indicators**

- Minimum of 2 X 2 day sessions per month
- Maximum of 15 people per session

**Accessibility**

This training will be for key staff that may come into contact with clients who have alcohol issues.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups..

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All staff must have had an appropriate Criminal Record Bureau clearance.

**Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

**Location and time of delivery**

The sessions must be delivered at times that are suitable for Doncaster health and social care community.

**Promotion**

The sessions provided will be marketed in an appropriate way to target key staff groups.

**Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

**REFERENCE NUMBER AL04**  
**ALCOHOL SOCIAL MARKETING AND AWARENESS CAMPAIGNS**

NHS Doncaster is interested in working with a provider to develop and deliver an alcohol social marketing and awareness programme. The focus of this will be to raise awareness of alcohol units, recommended daily limits and health risks of exceeding these limits to the residents of Doncaster, healthcare professionals and other key stakeholders by providing product development and support to deliver measurable and innovative social marketing in Doncaster

**Functional Requirement**

- Provide a range of alcohol marketing and awareness initiatives within the identified Enhanced Public Health Programme.
- Target the residents within the most deprived wards in Doncaster.
- Work in partnership with a number of key partner agencies to ensure a co-ordinated approach to delivery.

**Key Performance Indicators**

- Minimum of 4 alcohol awareness campaigns per annum.
- Clear project plan outlining key timescales and deliver dates for products.
- Clear evaluation methodology to identify impact of campaign material and activities.
- Doncaster owned materials and resources developed to enable campaign sustainability beyond the life of this project.

**Accessibility**

This service is for residents that live within the areas identified within the Enhanced Public Health Programme.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by the PCT.

**Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained.

All staff must have had an appropriate Criminal Record Bureau clearance.

**Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

**Location and time of delivery**

The campaigns must be delivered in a timely manner as agreed with NHS Doncaster across the Enhanced Public Health Programme areas which include:-

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe
- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

**Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

# REDUCING THE NUMBERS OF PEOPLE WHO SMOKE

NICE guidance PH10 shows that higher levels of smoking prevalence and tobacco addiction are found in the most disadvantaged areas and there is a high percentage of smokers amongst manual workers (NHS Stop Smoking Services 2009/10).

Smoking is associated with a number of factors:

- Deprivation – areas of deprivation have higher smoking rates than affluent areas
- Socio-economic grouping – routine and manual workers have higher levels of smoking than professional and managerial groups, estimated to be around 32% in Yorkshire and Humber
- Exposure to smoke through parental smoking and smoking within the home environment

Stop Smoking Services for those wanting to quit are provided for people living and working in Doncaster by a number of providers in a variety of locations however Doncaster is currently not attracting sufficient smokers within the areas of higher deprivation and those within the routine and manual groups to stop smoking.

## **REFERENCE NUMBER SM01**

### **THEATRE IN EDUCATION-SMOKING**

The aim of this project is to support the work taking place within schools and by the Stop Smoking Services to raise the awareness of the dangers of smoking and second hand smoke. It is intended that the performance and workshop will be used to stimulate behavioural change.

#### **Functional Requirement**

- To provide a theatre in education play and interactive follow up workshop.
- Recruitment and rehearsal of actors for delivery of performance
- Joint training of actors by service provider and the stop smoking service in preparation for delivery of workshops
- To co-work with existing services in line with local arrangements.
- To work in close partnership with children, young people and families service, the stop smoking services, smoke free homes services, public health development workers.
- All evaluations sent to NHS Doncaster after each session and by the end of the project

The Service provider will deliver a series of short community based short plays that will encourage the audience to consider the impact of smoking and second-hand smoke on themselves and their families with an emphasis on the benefits of being smoke free.

The accompanying workshop will explore how the audience can apply the messages within the play to their own lives and homes and provide information to enable the audience to access the stop smoking and smoke free homes services.

#### **Key Performance Indicators**

- To provide 2 theatre in education play and interactive follow up workshop in each of the 15 identified areas- 30 in total.
- Evaluation for performance and workshop in each of the identified communities using an evaluation sheet developed jointly with the partners identified above.–minimum of 60% returns across the 30 events.

#### **Accessibility**

Available to all families and adults within the areas specified. It is expected that any children attending the play and workshop will be accompanied and supervised by a responsible adult.

The service should be delivered in a format and style which recognises the needs and preferences of target groups which may include different cultural or faith groups, physical/learning disabilities, black and ethnic minorities and other key cluster groups specified by the PCT.

### **Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained. All staff must have had an appropriate Criminal Record Bureau clearance.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The venues must be accessible and convenient to target groups.

The location of service delivery will be within those covered by the Enhanced Public Health Programme which include:-

Denaby Main  
Clay Lane  
Highfields  
Stainforth  
Carcroft  
Askern  
Hyde Park  
New Rossington  
Toll Bar  
Woodlands  
Mexborough  
Hexthorpe  
Thorne  
Moorends  
Edlington

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers, Primary Care Staff and Neighbourhood Teams in response to local consultation.

### **Promotion**

The provider will work in partnership with various key individuals, organisations, groups and clubs to market in an appropriate way by targeting the key population groups for the geographic areas.

### **Contract Management**

The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

# REDUCING OBESITY AND IMPROVING DIET AND NUTRITION

The scientific evidence is compelling, demonstrating that, people who are physically active reduce their risk of developing major chronic diseases- such as coronary heart disease, stroke, and type 2 diabetes- by up to 50%, and reduce the risk of premature death by about 20-30% (At Least Five a Week, 2004).

In addition, obesity is associated with premature death and reducing life expectancy by between 3-13 years. Evidence suggests that the main reason for the rising prevalence of overweight and obesity is a combination of less active lifestyles and a higher required intake of energy dense foods.

In Doncaster in 2006 only 17% of adults surveyed participated in regular physical recreation activities, i.e. taking part at least 3 days a week in moderate intensity sport and active recreation (Sport England's Active People Survey). This has placed Doncaster with the lowest participation rates in Yorkshire and 19<sup>th</sup> from bottom for the whole country. Doncaster also has some of the highest sedentary rates with 56% of people doing no activity at all. This increase to 75% of over 55's that do no moderate intensity sport and active recreation at all.

The national physical activity strategy be active be healthy (2009) has estimated the cost of physical inactivity for each individual primary care trust with Doncaster PCT's estimate of the primary and secondary care costs attributable to inactivity per year being just over £5m (£5,108,800). The strategy aims to energise delivery by ensuring local authorities and Primary Care Trusts take ownership for delivering physical activity initiatives that address the needs of the local population.

Lord Darzi in his Next Stage Review final report states that "Every primary care trust will commission comprehensive well-being and prevention services, in partnership with local authorities, with the services offered personalized to meet the specific needs of their local populations" Our efforts will be focused on (six) key goals: tackling obesity, improving mental health and behaviour problems, reduce sedentary behaviour, provide outdoor physical activity opportunities, improve physical fitness, and reducing the risk of future chronic diseases such as Coronary heart disease, diabetes and cancer.

NHS Doncaster states in their Commissioning Prospectus (Better for you) 2008 - 2013

- Develop and improve services to enable all adults to have access to physical activities across Doncaster
- To commission well being prevention services, in partnership with DMBC to tackle inequalities and realize the benefits of better prevention and management of the main diseases that affect local people such as cancer, coronary heart disease, respiratory disease, obesity and diabetes.
- To work with other organizations to develop services that improves peoples access to physical activity opportunities.

## **REFERENCE NUMBER OB01**

### **COMMUNITY ALLOTMENT PROJECTS IN DONCASTER**

NHS Doncaster is interested in working with a provider to deliver health based growing, planting, community allotment/green gym type activities for local schools and children's centres and other groups.

#### **Functional Requirement**

- Provide a range of community based allotments for young people to learn from, work with and engage with elderly local residents within the EPHP areas to educate young people on the benefits of community growing schemes.
- Target the least active schools and children's centres within the most deprived wards in Doncaster to increase provision for community allotment activities for young people in schools, children's centres, local allotments under the management of local Council.
- Provision of growing tubs for small gardening projects for schools and children's centres to include and engage with young people within Doncaster.
- Utilize local non-facility based venues.
- Consult with local partners and residents to determine the activities to provide.
- Work in partnership with a number of key agencies to ensure a co-ordinated approach to delivery including Doncaster Active Partnership, Public Health Development Workers, EPHP coordinators, Neighborhood Teams, DMBC and Allotment officer, BTCV, Forestry commission, voluntary groups, community groups.
- Provide signposting to other physical activity and healthy eating opportunities that are delivered within the borough.
- Aim to leave an active legacy within the communities by developing sustainable activity programmes by recruiting volunteers from the community to become self-sustaining so the programme has a long-term future and can run independently.
- To collaborate with the Department of Health Change4life campaign, and NHS Doncaster to produce promotional materials inline with National guidelines for the Change4life campaign.
- To prioritise and engage with local schools with little or no existing environment/gardening activity.
- To help schools achieve National Healthy School Status.

#### **Key Performance Indicators**

- A minimum of 12 sessions per month delivered within 3 of the EPHP areas.
- A minimum of 6 participants per session and 2 supervisors
- A minimum of 70% of participants attending 3 sessions per month
- Taster sessions for interested schools and individuals throughout the EPHP areas

### **Accessibility**

This service is for residents that live within the areas identified within the Enhanced Public Health Programme, both young and old.

The service should be delivered in a format and style which recognizes the needs and preferences of target groups which may include different cultural or faith groups, physical/learning difficulties, BME minority groups and other key cluster groups specified by the PCT.

### **Staffing Personnel**

All staff working within the service must have sufficient training, experience and insurance to deliver the services and ensure that appropriate qualifications are maintained. This includes ensuring that any employed staff has sufficient levels of expertise, knowledge, skills, and qualifications to train and educate adults and children in running an allotment and working on one. All individuals working with children and vulnerable adults should have had appropriate CRB checks performed.

The provider will have access to a wide variety of appropriately qualified, experienced and skilled instructors in order to deliver a wide range of activities such as vegetable growing, gardening, composting, garden art, and the provision of growing tubs for use with local schools and small gardening projects.

### **Monitoring & Evaluation**

The provider will develop and implement robust and efficient data collection systems to provide data to support efficient monitoring, audit and reporting to take place. Data shall be transmitted to NHS Doncaster in an agreed electronic format.

The provider will provide a report each quarter clearly demonstrating performance against the key performance indicators. In addition, the provider will produce required data and assist in a robust evaluation to take place **6 months** prior to the end of the contract.

### **Location and time of delivery**

The sessions must be delivered at times that are suitable for residents and children with a degree of choice including evenings and weekends. The venues must be accessible and convenient to target groups. The location of the service delivery will be within those covered by the Enhanced Public Health Programme making sure all areas have access and opportunity to attend the scheme:

- Askern
- Carcroft
- Clay Lane
- Denaby Main
- Edlington
- Hexthorpe

- Highfields
- Hyde Park
- Mexborough
- Moorends
- Rossington
- Stainforth
- Thorne
- Toll Bar
- Woodlands

Specific venues will be determined in partnership with local agencies including the Public Health Development Workers, Neighbourhood Teams, DMBC and Allotment officer

### **Promotion**

The sessions provided will be marketed in an appropriate way utilizing social marketing techniques and by targeting the key areas, schools and people within the local community areas highlighted. NHS Doncaster requires this project to be marketed inline with the National Change4life campaign utilizing current promotional resources available through the Change4life National web site such as breakfast4life, cook4life campaigns.

### **Contract Management**

- The contract will run from the date of agreement until 31<sup>st</sup> March 2011 and will not exceed £50,000

Full service specification available by contacting  
laura.ashton@doncasterpct.nhs.uk

## PHASE 2 PROGRAMMES

Below is an indication of the services to be commissioned under Phase 2 of the EPHP:

- Quit n Fit programme- smoking cessation sessions followed by taster exercise sessions
- Oral health early intervention programme
- Mobile gym pilot
- Community based theatre in education drug and alcohol awareness
- Low level mental health awareness raising, support and self management
- Brief intervention training on mental health issues for frontline staff
- Reducing social isolation in older people
- Community development and health programme pilot

See guidance notes for further information on timescales.