**Healthy Norwich Grant Funding March 2017**

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**Supporting documentation**

In previous years, Healthy Norwich has delivered a valuable programme

of specialist projects via a funding scheme. Healthy Norwich is immensely proud of

the contribution the grants programme has made to supporting Norwich to

be a healthier place to live. In 2016/7 Healthy Norwich is delivering its grants programme in collaboration with Norfolk Community Foundation. For more information about the success of previous funded projects please see [www.norwichccg.nhs.uk](http://www.norwichccg.nhs.uk).

In addition to the grants programme, Healthy Norwich has numerous work steams which are delivered in conjunction with its partners. The following information is provided to give applicants an overview of some existing and planned Healthy Norwich initiatives, which operate alongside the grants programme. Applicants may wish to consider how existing Healthy Norwich activity could underpin project proposals. Please note it is not considered essential that proposals provide a direct contribution to existing and planned work, but understanding the background against which funded projects will be operating could be of benefit.

Healthy Norwich has three clear priority areas of activity, as agreed by the Healthy Norwich steering group. These are

1. **Promote healthy weight and lifestyles**– through improved awareness of the benefits of an active lifestyle and providing services to people seeking to achieve a healthy weight.
2. **Encourage smoking cessation and prevention** – by reducing the numbers of young people who take up smoking, by denormalising smoking.
3. **Support affordable warmth** – by reducing fuel poverty for Norwich residents through affordable warmth activities.

Promoting good mental health and reducing health inequalities amongst vulnerable groups and deprived communities are themes which underpin all Healthy Norwich work.

1. **Promoting Healthy Weight and lifestyles**

Healthy Norwich is working in collaboration with its partners at Active Norfolk , to deliver an initiative to encourage all Norwich primary school children to run a Daily Mile. This concept is based on a national ‘Daily Mile’ health initiative. For further information please see [www.thedailymile.co.uk](http://www.thedailymile.co.uk)

Healthy Norwich is planning to work with secondary schools to deliver a programme to raise awareness of the presence of hidden sugars especially in fizzy drinks. It is anticipated this programme will incorporate:

* Commissioning a promotional film to support the delivery of the sugar awareness message.
* Promoting drinking water, especially linked to the Daily Mile project
* A fizzy drink challenge – replacing high sugar drinks with water
* A social media campaign - ‘Healthy Selfies’.
* A school debate concept to ignite interest in the risk of too much sugar in a diet may pose.

As an off-shoot of the work of Healthy Norwich on childhood obesity, a **Breast Feeding Friendly accreditation** for Norwich GP surgeries is being developed in 2017.

A further project has been the roll out of the **National Diabetes Prevention Programme,** which commenced in January 2017. The programme will help individuals make lifestyle changes to avoid Type 2 diabetes from developing.

Healthy Norwich is working closely with Norwich City Council on its locality based **inequality programme** in Lakenham. During 2016/7 there have been several projects including **Food and Fun in a local primary school.** Between July and August 2016 the Fun and Food, programme was delivered in conjunction with the Foodbank. The project was planned to address food poverty during the six week school summer holiday. The model of including advice providers alongside food is one the Foodbank plan to offer again in future.

During 2016/7, Healthy Norwich has been involved in developing a social prescribing pilot from within a GP surgery. A ‘Social Prescription’ is tool for clinicians to support their patients address wider social and lifestyle aspects of their health, in addition to their medical prescription. This project will trial the delivery of advice sessions within Tuckswood and Gurney Surgery’s to support patients to access wider (non-clinical) support services and local activities which may improve their health and wellbeing.

1. **Smoking Cessation and Prevention**

Working with Norwich City Council, in summer 2016 Healthy Norwich delivered a programme of smoke-free play areas and children’s zones in Norwich parks. This initiative is underpinned by the national ‘7 steps out’ campaign, which understands the significant benefits of denormalising smoking for our youth.

1. **Affordable Warmth**

To support local residents to access affordable warmth, Healthy Norwich is working closely with Norwich City Council to pilot a targeted prevention programme of ward based activity which will help to identify and address individuals vulnerable to fuel poverty**.**