

## Exploring Effective Relationships in Physical Activity & Health

The NWHPAF Annual Conference 2012

<http://exploringeffectiverelationships.eventbrite.co.uk/>

Thursday 1<sup>st</sup> March

Leigh Sports Village, Leigh

### Conference Programme

- 9.00 onwards Arrivals, refreshments and networking
- 10.00 – 10.10 **Welcome from the Chair**  
Ian Duckmanton, Chair of the NWHPAF
- 10.10 – 10.25 **The Regional Perspective**  
Dr Ann Hoskins, Interim Regional Director of Public Health/Director of Children, Young People & Maternity Services, NHS North West
- 10.25 – 10.50 **Making Physical Activity Everyone's Business - integrating Physical Activity into all local authority departments**  
Dominic Harrison, Joint Director of Public Health, Engagement and Partnership for Blackburn with Darwen Borough Council and PCT

The NHS Reforms will pass the budget and programme responsibility for commissioning physical activity and healthy weight/obesity prevention from local PCTs to Local Authorities. The NHS will still have responsibilities to collaborate in delivery of these objectives but leadership will go with the Director of Public Health and the Specialist Public Health Services, which will be a new statutory function of Local Government from 1/4/2013.

Directors of Public Health will be managing the Transition during 2012/13. They will be exploring new commissioning arrangements, new partnerships for delivery, new capacities for policy leverage with non NHS budgets such as transport and planning and new referral pathways for citizens and patients to newly designed wellbeing services. Above all they will be trying to realise new capacities for health and wellbeing across the public sector by integrating health objectives into every Local Authority's directorates and political portfolios.

Against this background the World Health Organisation European Office will be issuing a new European Health Strategy in the Summer of 2020 informed by a new 'Marmot Review' of the social determinants of health at the European Level. This will focus on the development of new governance and delivery systems for health taking a 'whole of government' and 'whole of society' approach.

Dominic Harrison, DPH for Blackburn with Darwen, will explore the new opportunities for promoting physical activity arising from these changes.

- 10.50 – 11.15 **Developing and Working within a Consortium**  
Jane Ashworth, Chief Executive, StreetGames and Karen Keohane, National Manager for The Active Women Consortium

The Active Women Consortium delivers 'Us Girls' - a programme which aims to create a significant long term impact on women's participation in sport & physical activity in disadvantaged areas across England. The Consortium, led by StreetGames, brings together more than 60 organisations to pool resources in order to effectively and efficiently mobilise and retain c30,000 women and girls in sport & physical activity. The presentation will discuss the Consortium approach, how it came about, how it was set up & developed, how it works and why it works. It will explore the relationship between consortium members at various levels and how these relationships are managed. The presentation will talk about the continuing development of the Consortium and why this approach brings added value, synergy and significant economies of scale and how managing effective relationships between consortium members is key to its success.

11.15 – 11.40 Refreshments and networking

11.40 – 12.25 **Parallel Session 1** (*Delegates choose to attend one session from a choice of 8 sessions in Workshops A – as outlined below*)

- A1: London 2012 in the Northwest - Capitalising on a once in a lifetime opportunity and One Future – an Olympic Legacy Project inspired by London 2012
- A2: The Power of the Badge
- A3: You and I are more than you and I, because it's we!
- A4: Physical activity in the workplace - a partnership
- A5: Exploring relationships the experience of the Provider Readiness Programme (PRP)
- A6: Are you a Connector, Maven or Persuader? Using modern approaches to innovation as a basis for developing health based services and products
- A7: Sport and Health Getting the Nation Active
- A8: Community Sport – promoting a healthy lifestyle

12.30 – 13.15 **Parallel Session 2** (*Delegates choose to attend one session from a choice of 8 sessions in Workshops A – as outlined below*)

- A1: London 2012 in the Northwest - Capitalising on a once in a lifetime opportunity and One Future – an Olympic Legacy Project inspired by London 2012
- A2: The Power of the Badge
- A3: You and I are more than you and I, because it's we!
- A4: Physical activity in the workplace - a partnership
- A5: Exploring relationships the experience of the Provider Readiness Programme (PRP)
- A6: Are you a Connector, Maven or Persuader? Using modern approaches to innovation as a basis for developing health based services and products
- A7: Sport and Health Getting the Nation Active
- A8: Community Sport – promoting a healthy lifestyle

13.15 – 14.15 Lunch, networking

14.15 – 15.00 **Parallel Session 3** (*Delegates choose to attend one session from a choice of 8 sessions in Workshops B – as outlined below*)

- B1: Developing a Productive Commissioner- Provider Relationship
- B2: Forever Manchester
- B3: Making Every Contact Count in Salford – NHS Salford
- B4: Building Partnerships to Promote Health
- B5: The NHS and Children's Physical Activity Challenges
- B6: Peak performing individuals equals peak performing teams
- B7: Relationships with Clinical Commissioning Groups – where are we now and what might we need to consider for the future?
- B8: Active Cumbria - PAD Physical Activity Directory, The engine for marketing physical activity in Cumbria

15.05 - 15.50      **Parallel Session 4** (*Delegates choose to attend one session from a choice of 8 sessions in Workshops B – as outlined below*)

- B1: Developing a Productive Commissioner- Provider Relationship
- B2: Forever Manchester
- B3: Making Every Contact Count in Salford – NHS Salford
- B4: Building Partnerships to Promote Health
- B5: The NHS and Children's Physical Activity Challenges
- B6: Peak performing individuals equals peak performing teams
- B7: Relationships with Clinical Commissioning Groups – where are we now and what might we need to consider for the future?
- B8: Active Cumbria - PAD Physical Activity Directory, the engine for marketing physical activity in Cumbria

15.55 – 16.20      **Evidence-based policy on physical activity: the tale of the Emperor's New Clothes**  
Dr Nick Cavill, Cavill Associates

In the current economic climate it is even more important that we implement policies and programmes that are based on the best available evidence; we simply cannot afford to waste public money on ineffective programmes. Nick will explore the notion of 'evidence-based policy making' for physical activity and explore how much of our current practice has a solid evidence base. From exercise referral programmes to the 2012 Olympic legacy, are we prepared to challenge conventional wisdom and act on the real world evidence?

16.20 – 16.30      **Final words from Chair**  
Ian Duckmanton, Chair of the NWHPAF