

## 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, Greater Manchester



*"The most relevant event in the physical activity calendar"*

*"Congratulations on another fantastically organised conference - I really got loads out of it."*

The North West Health and Physical Activity Forum (NWHPAF) Annual Conference will take place on 1st March 2012 at Leigh Sports Village. The conference is titled 'Exploring Effective Relationships in Physical Activity and Health.'

The event will share good practice and stimulate debate around relationships across all levels of the industry from commissioner to provider and delivery officers to clients. The theme is creating more effective relationships to achieve objectives. The day will include examples of relationships in the sector which are less well established, and examples giving a twist on what the idea of a "relationship" can mean.

To view the **conference programme** please go to: <http://bit.ly/wTl1Qt>.

To view the **parallel session overview** please go to: <http://bit.ly/zFrTg9>.

**To book your place at the event please go to:**  
<http://exploringeffectiverelationships.eventbrite.co.uk/>

### Who Should Attend?

The conference will be of interest to anyone with an interest in physical activity, sport and health. The content of the day is particularly practitioners, delivery officers, managers and commissioners.

### About the North West Health and Physical Activity Forum (NWHPAF)

The North West Health and Physical Activity Forum is a voluntary organisation based in the North West of England, promoting practice and influencing policy in the area of health, physical activity and sport.

For more information on the NWHPAF please go to <http://www.nwhpaf.org.uk/>

Find us on **Facebook** at <http://www.facebook.com/NWHPAF>

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Read our new **Blog** at <http://nwhpaf.wordpress.com/>



## Keynote Speakers

**Dr Ann Hoskins** was appointed as Director of Children, Young People and Maternity on 1st May 2009. This followed on from her post as Deputy Director of Public Health for NHS North West. She was previously Director of Public Health for Cumbria and Lancashire Strategic Health Authority, Manchester and Wirral Health Authorities. She has extensive experience of working in developing countries working on maternal and child primary health care services. She has a keen interest in both developing and ensuring implementation of evidence based practice and tackling health inequalities. She is a trustee of the Liverpool School of Tropical Medicine, and a member of the Public Health Intervention Advisory Committee and the QOF Indicator Advisory Committee of NICE. From April 11th 2011, Dr Hoskins has been Acting Regional Director of Public Health for NHS North West.

**Dominic Harrison** is the Director of Public Health, Engagement and Partnerships for NHS Blackburn with Darwen and Blackburn with Darwen Borough Council. Dominic has worked in health promotion, public health and health policy at community, local, regional and national levels since 1980. He has also managed the World Health Organization (WHO) English Health Promoting Hospitals Network in Europe from 1992-1998. He has undertaken a wide range of international health development work in Central and Eastern Europe mostly on the development of public health systems at national and regional levels and contributed to the development of the WHO European Investment for Health and Development Programme, working closely with the WHO Venice office.

**Jane Ashworth** is founding CEO of StreetGames, the groundbreaking national charity which brings sport to young people in disadvantaged neighbourhoods. Having always harboured a passion for sport, Jane was awarded an MSc in the Sociology of Sport. Through a career in sport and youth development, Jane has earned a reputation as one of the leading voices and opinion shapers in Community Sport. Jane's work in sport began in Newcastle-upon-Tyne as the Leisure Centre's Recreation Development Officer then moving from sport to broader anti-poverty work, Jane worked in Newcastle, Salford and Knowsley on innovative community engagement strategies. Jane then worked for Sport England followed by three years in the Neighbourhood Renewal Unit of The Office of the Deputy Prime Minister. From a pub back-room in Waterloo, Jane and three colleagues came together with a vision to close the gap between sport participation and the economic status of young people. StreetGames charity was born in 2007 as a pilot partnership between the Football Foundation, Sport England and the New Deal for Communities Team within the Neighbourhood Renewal Unit.

**Karen Keohane** graduated from Liverpool John Moores University with a degree in Sport Science. Karen led a highly innovative and well regarded sports development team at Stockport MBC between 1987 and 1998 which developed a number ground breaking programmes – exercise on prescription, swim bus, youth referral programmes and a Corporate Challenge. Karen worked for Sport England from 1998 to 2010 on Sport Action Zones, Active Communities Development Fund and the framework for Sport and Physical Activity Alliances in the North West. Karen is currently managing the Active Women Consortium which is led by the national charity StreetGames.

**Dr Nick Cavill** is a director of an independent public health consultancy, a research associate of the University of Oxford BHF Health Promotion Research Group, and an honorary senior research fellow at the University of Salford. He specialises in the development of policy and programmes on sustainable transport and the links to physical activity.

Nick is currently a specialist advisor to the National Obesity Observatory, and a member of the National Institute for Health and Clinical Excellence Programme Development Group on walking and

cycling. He was one of the core team for the WHO Health Economic Assessment Tool (HEAT) for walking and cycling; a member of the Dept of Health's Physical Activity Editorial Group; and a member of the World Cancer Research Fund policy panel. He has worked at both Departments of Health and Transport, and was formerly at the Health Education Authority, where he was head of the physical activity programme from 1994 – 2000. Nick recently completed his PhD at the University of Salford, focusing on national policy approaches to promoting physical activity, and was made a member of the Faculty of Public Health through distinction.



## Keynote Presentations

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 April 2013.

Directors of Public Health will be managing the Transition. 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**, Director of Public Health for Blackburn with Darwen, will explore the new opportunities for promoting physical activity arising from these changes.

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 from **Jane Ashworth** and **Karen Keohane** 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.

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. **Dr Nick Cavill** 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?



## Event Rates

**Full Members** of the NWHPAF can attend the event **free of charge**, however you must register online to confirm your place.

**Subscription only rate members** can pay a top up amount of **£80** to attend the conference (no VAT).

**Non NWHPAF Members** are very welcome to attend the event at the following rates:

Voluntary Sector/Registered Charity/Student Rate	£70 (no VAT)
Public and Private Sector Rate	£110 (no VAT)

If booking a paying place at the conference you will automatically receive weekly health and physical activity updates from the Forum for the remainder of the membership year (until end of March 2012).

To book your place please go to <http://exploringeffectiverelationships.eventbrite.co.uk/> and select the correct option and number of places from the top of the registration page.

## Feedback about the NWHPAF

Members consistently report that the Forum is vital in terms of communication, the annual conference, networking, raising awareness and consultation/lobbying.

*"The NWHPAF is leading the way forward nationally as a network that is proactive, member led and strategically visionary"*

Annual Conference Feedback 2011:

*"Brilliant, thought provoking, innovative"*

*"The most relevant event in the physical activity calendar"*

*"Congratulations on another fantastically organised conference - I really got loads out of it."*

*"Congratulations on delivering such a great conference. I thought the venue was good, the food was excellent, the organisation as slick as usual and the bus service to and from the venue was extremely convenient. The speakers were great."*

## More Information

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