

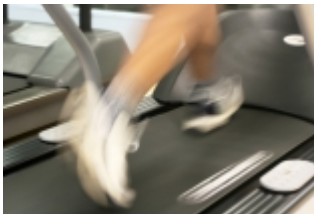
Case Study

Pennington Healthy Living Project

Health/physical
activity focus

What were our objectives?

To co-ordinate the awareness of obesity issues and to enable links with various community groups.



Project description

Sport England awarded New Forest District Council £62,000 revenue funding to employ an Obesity Issues Awareness Officer as part of the Pennington Healthy Living project. The total project cost £128,000. The project started in March 2005 and finished in March 2008.

The new post was created to enable links with various community groups. These included the local Primary Care Trust, Lymington Recreation Centre, other local recreation facilities and suitable Council outlets.

Rationale

The Pennington Healthy Living Project was developed in response to the Participatory Needs Assessment (PNA) that took place in Pennington (March 2001). The project was set up to work with the PNA action group and the local residents towards achieving the recommendations made in the report. The deprivation summary from the results of the PNA illustrate that Pennington's Health Domain is ranked 7th out of 33 New Forest Wards with 1 being the most deprived. This indicated an immense need to develop a plan tackling the health of the community.

Project aims

The project aimed to provide an integrated programme of outreach and in-centre initiatives to respond to the problem of obesity within Pennington. The action plan includes signposting people to existing groups within the Lymington centre. These include the Healthy Horizons programme (exercise referral programme), Cardiovascular Rehabilitation, Smoking cessation and Weight management.

Project performance

The project engaged with 650 participants and had a throughput of almost 9,000.

The project developed several activities:

- Healthy Outlines - GP referral programme for obese adults. A programme of 12 sessions that incorporate healthy lifestyle advice with exercise;
- Junior Referral – referral scheme for young people who are either overweight/obese, have social exclusion issues, learning difficulties or refuse to take part in Physical Education sessions.
- Club 816 - a six month membership scheme to any New Forest Health and Leisure centre for anyone aged between eight and 16 years, offering the opportunity to access a number of specified activity sessions at a reduced cost;
- Mental Health Exercise Pilot - pilot project to identify some of the benefits that people with mental illness can gain through regular physical activity;
- The project worked in partnership with Hampshire County Council (HCC) to deliver six-week taster activity sessions for council employees;
- Chair-based exercise classes for local sheltered housing residents; and
- Power-walks with the local Healthy Walks scheme.

Feedback from participants showed that they felt more confident and were happy to take part in other physical activity sessions.

The Future

The Obesity Issues Awareness Officer post will be funded until 2009 by New Forest District Council and Hampshire PCT. The role has changed to include all five health and leisure centres in the New Forest council area.



To get active visit
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