

Report to: Executive
Date: 16 December 2008
Report of: Executive Member for Social Inclusion and Culture
Subject: Family Initiative Supporting Children's Health (FISCH) Programme in Easington
Ward: All

1.0 Purpose of Report

1.1 The purpose of the report is seek permission to appoint a Physical Activity Officer as part of the Family Initiative Supporting Children's Health (FISCH) programme which is to be introduced by The County Durham and Darlington Primary Care Trust within Easington

2.0 Consultation

2.1 In preparing this report I have consulted with Management Team, Executive Member for Social Inclusion and Culture, Director of Community Services, Head of Neighbourhood Initiatives and Head of Personnel

3.0 Background

3.1 Obesity poses a major public health challenge and risk for future health, wellbeing and life expectancy in County Durham and is a key priority for the County Durham and Darlington Primary Care Trust. Levels of obesity in County Durham and Darlington are amongst the worst in England.

3.2 Following a recent national screening programme conducted in schools which calculates Body Mass Index (BMI), 14% of Reception Year children in County Durham schools were overweight and 10% were obese. Amongst Year 6 pupils (9/10 year olds) 14% were overweight and 20% were obese.

3.3 In Easington 13.4% of reception year children are classified as being obese compared to a national average of 10% and in Year 6, 21% are classed as obese compared to a national average of 17%. Easington, along with Sedgefield have the highest levels of childhood obesity in the county.

3.4 In 2004 the Primary Care Trust published a key strategic document "Tackling Obesity in Children and Young People in County Durham and Darlington: A Strategy for prevention and Treatment" which recommended a whole family approach to tackling obesity and working with children and families from an early age.

4.0 Position Statement and Option Appraisal

4.1 Following the success the success of the Family Initiative Supporting Children's Health (FISCH) programme that has been operating in Durham City and Chester-le-Street areas, the Primary Care Trust now intend to roll out this programme across County Durham. As

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part of this roll out process the Primary Care Trust intent to commission local authorities to host and deliver the physical activity elements of this programme.

- 4.2 It is proposed that the FISCH project team that will operate in Easington will consist of a Health Advisor, who will employed and based with the Primary Care Trust and a Physical Activity Officer, which subject to approval will be based within the sports development team. The project will work within primary schools in our area, delivering a programme of intervention to children in Years 4 to 6. The post holder when not delivering this programme will be available to undertake activities as part of the sports development programme and will be another member of the team, for example, during school holiday periods
- 4.3 The project will operate where targeted schools will participate part in a 10 week programme which will include physical activity and class room based work in relation to healthy lifestyles. Families of children who fall within the target of the highest levels of obesity will be offered a programme of support to develop and maintain a healthy lifestyle. This will be the role of the health visitor and may involve visits to the child's home.
- 4.4 The Primary Care Trust are proposing to provide all funding for the Physical Activity Post until March 2010, to include all training and potential redundancy costs if applicable. After this date the Primary Care Trust intend to provide permanent recurring funding to cover the costs of these posts across the county. Subject to approval, the Head of Personnel has recommended that this post would be advertised as a fixed term post until March 2010. In order to ensure consistency across the county the Primary Care Trust are proposing to provide funding to the council for a Scale 5 post (subject to Job evaluation process)
- 4.5 As part of the funding arrangements the Primary Care Trust have developed a service level agreement and service specification. The documents have being considered by the Councils Monitoring Officer and subject to minor alterations, which are currently subject to discussion; he advises they can be agreed by the Council, if agreement is reached to proceed with the appointment of this post.

5.0 Factors Affecting Service Delivery

- 5.1 There are no factors affecting Service Delivery

6 Implications

6.1 Financial

There are no additional costs for the Council arising out of this report, Durham and Darlington Primary Care Trust will provide all funding for this post

6.2 Legal

The Service Specification and Service Level Agreement have being considered by the Councils Monitoring Officer and subject to minor alterations can be agreed and signed. This is subject to the Councils approval to proceed with the employment of this post.

6.3 **Policy**

There are no policy implications arising out of the report

6.4 **Risk**

A risk assessment has been carried out and actions to manage the risks have been implemented.

6.5 **Communications**

A joint communication plan will need to be developed between the Primary Care Trust and the Council to publicize the FISCH project

6.0 **Corporate Implications**

7.1 **Corporate Plan and Priorities**

The appointment of a Physical Activity Officer and the involvement with the FISCH project will help meet the council's objective of providing "Quality Services for our people" and "Building a healthy Community"

7.2 **Equality and Diversity**

None

7.3 **Local Government Review**

The LGR Community Recreation and Sport workstream have agreed to the principle of appointing FISCH Physical activity officers within County Durham. All other District/Borough Councils have either appointed or are in the process of appointing these officers

7.4 **E-Government**

None

7.5 **Procurement**

There are no procurement implications arising from the report

8.0 **Recommendations**

8.1

Executive are asked to recommend the appointment of a Physical Activity Officer as part of the FISCH project within Easington on a fixed term contract until March 2010.

Background Papers/Documents Referred to

Service Level Agreement and Service Specifications

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