

Partnership working – A settings approach

Tool 9

Potential partners	Potential role of partners	Potential benefits for partners
HOME (under-5s)		
Parents and children, midwives, health visitors, social workers, Sure Start children's centres, GPs, community dietitians, community pharmacists, dentists, playgroup leaders, voluntary and community groups, food retailers, health promotion and public health specialists, play leaders, leisure services, healthy living centres, town planners, health commissioners	<ul style="list-style-type: none"> Promoting breastfeeding and healthy nutrition for young children Providing access to fresh and affordable healthy food choices such as fruit and vegetables Promoting safe, active play 	<ul style="list-style-type: none"> Providing safe places to play Individual health improvement and wellbeing Implementation of the 'Be healthy' strand of <i>Every child matters</i>¹ Achievement of breastfeeding target Achievement of under-11 obesity target
SCHOOL		
Pupils and students, parents, school nurses, teachers, head teachers, school governors, school travel advisers, local education authority, Healthy Schools Partnership, local communities, road safety officers, community dietitians, leisure services, local sports clubs, health promotion and public health specialists, health commissioners	<ul style="list-style-type: none"> Creating a whole-school health-promoting environment – both curricular and non-curricular Providing healthy choices in school meals and snacks (including vending machines) Developing food choice skills and cooking skills Creating opportunities for sports and physical activities Encouraging active travel to and from school Developing family and community involvement Advising on children's personal health guides 	<ul style="list-style-type: none"> Individual health improvement and wellbeing Achievement of National Healthy School Standard Achievement of Food in Schools targets Satisfying OFSTED requirements Achievement of under-11 obesity target
WORKPLACE (including colleges)		
Employees and their families, managers, human resources staff, occupational health professionals, facilities managers, leisure services, catering providers, trade unions, health promotion and public health specialists, health commissioners	<ul style="list-style-type: none"> Providing healthy choices in catering Providing opportunities and facilities for sports and games Encouraging active team pursuits Encouraging active transport Developing family and community involvement in initiatives – eg work sports days, or cycle challenges Promoting and supporting employee health checks 	<ul style="list-style-type: none"> Individual health improvement and wellbeing Achievement of life expectancy target Less sickness absence Improved staff relations Better staff retention Enhanced corporate image

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Resources

Potential partners	Potential role of partners	Potential benefits for partners
COMMUNITY		
Community group members and leaders, faith groups, voluntary organisations, outreach workers, project workers, primary care staff, health trainers, planning and regeneration officers, community safety officers, road safety officers, neighbourhood renewal workers, local businesses, supermarkets, leisure providers, local sports clubs, commercial slimming organisations, health clubs, local media, healthy living centres, health promotion and public health specialists, health commissioners	<ul style="list-style-type: none"> • Engaging local people in healthy lifestyle initiatives • Encouraging local advocacy for culturally appropriate, health-promoting environments and facilities • Developing awareness of overweight and obesity and its prevention and management among vulnerable, at-risk communities • Fostering a culture of prevention and adherence to health checks • Making changes to the built environment and improving safety and security in order to increase opportunities for physical activity 	<ul style="list-style-type: none"> • Individual health improvement and wellbeing • Achievement of life expectancy target • Increased social cohesion • Improved quality of the local environment • Greater choice of healthy eating options • Improved local leisure and sports facilities • Improved community safety and road safety • Greater use of parks and open spaces • More walking and cycling, and less use of cars • More stair-climbing, and less use of lifts
PRIMARY CARE		
Patients and carers, practice staff, community pharmacists, community dietitians, health trainers, exercise facilitators, fitness coaches, leisure providers, commercial slimming organisations, patient groups, health clubs, secondary care providers, health promotion and public health specialists, health commissioners	<ul style="list-style-type: none"> • Contributing to the primary prevention of hypertension, type 2 diabetes, coronary heart disease and stroke, etc by providing appropriate lifestyles advice and motivation • Fostering a culture of prevention and adherence to health checks • Setting up an overweight and obesity case-finding management programme • Referring suitable patients for specialist dietetic advice or an exercise programme • Setting up a weight control programme for the most at-risk patients 	<ul style="list-style-type: none"> • Individual health improvement and wellbeing • Achievement of life expectancy target • Links with chronic disease management • Reduced demand for hospital treatment • Achievement of National Service Framework targets • Achievement of Quality and Outcomes Framework (QOF) targets

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MEDIA AND MARKETING		
General public, local media, health commissioners, leisure providers, marketing and advertising agencies, supermarkets, local businesses	<ul style="list-style-type: none"> • Media campaigns – eg articles, features and interviews in local newspapers and on radio and TV programmes • Marketing – eg promotion of local health days and other events • Advertising using a combination of various media including broadcast television, cable networks, DVDs, video games, computers, internet and mobile phones • Agreements preventing children from exposure to unnecessary marketing of high-fat, high-sugar foods and drinks • Agreements with local leisure outlets such as cinemas and promotional events to provide healthy food options for visitors 	<ul style="list-style-type: none"> • Individual health improvement and wellbeing • Achievement of life expectancy target • Increased involvement in community activities and events • Increased participation in sports and active pastimes • Increased sales of healthy food choices • Higher public profile of health initiatives • Improved corporate image

Reference

- 1 Department for Education and Skills (2003) *Every child matters*. London: TSO.
www.everychildmatters.gov.uk/_files/EBE7EEAC90382663E0D5BBF24C99A7AC.pdf

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Resources

