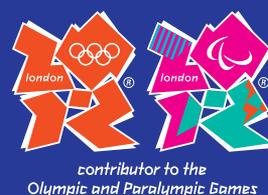




Go London

The London 2012 Games Legacy:
Better Health for Londoners

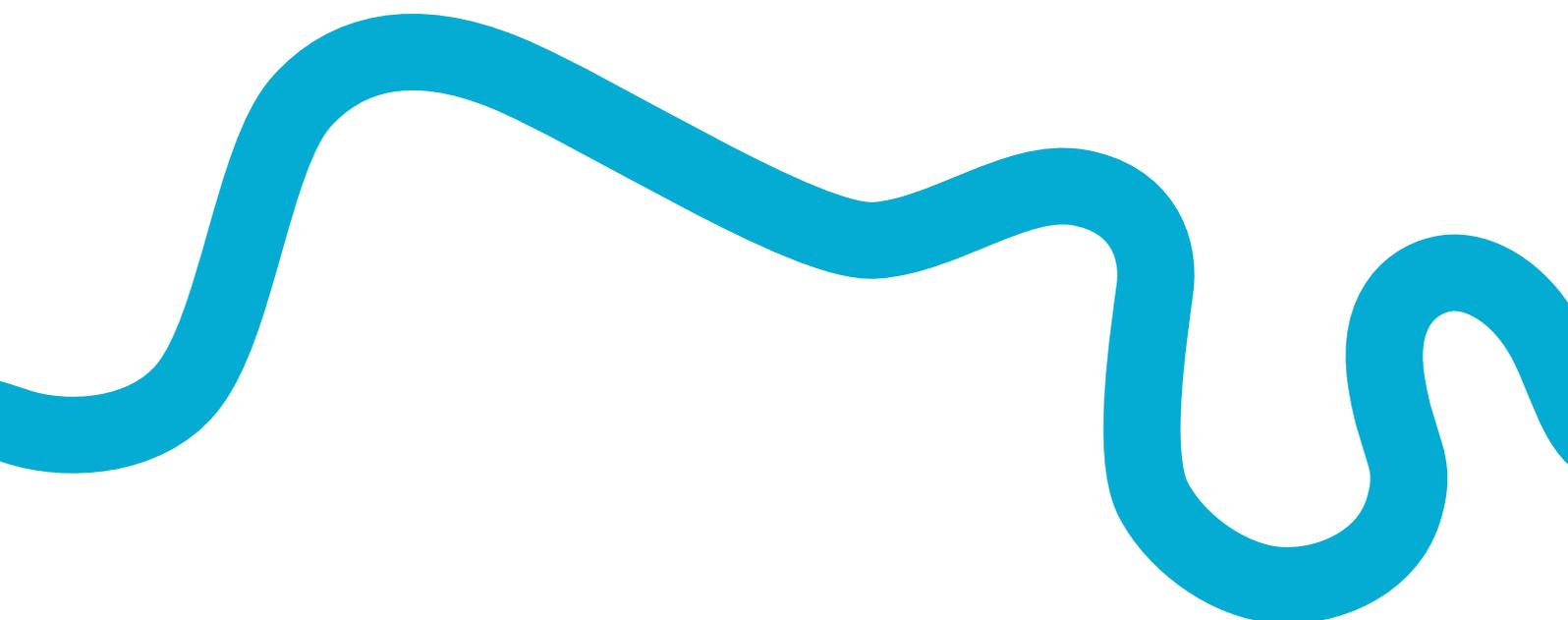
Third Directory | July 2012





Contents

Foreword	4
Introduction	5
London 2012 Games health legacy: featured projects	
Your Personal Best and My Best Move	6
Active travel	8
Brain Train	10
East London Convergence Programme	12
Get Active	14
Healthy Event Principles	16
Heartstart	18
Inclusive and Active 2	20
The NHS Sport and Physical Activity Challenge	22
NHS Preparedness	24
Team Up	26
A-Z of the London 2012 Games health legacy projects	28-34



Foreword

Why we are proud of the health legacy of the London 2012 Olympic and Paralympic Games

In 2009 we pledged to work with our partners to capitalise on the London 2012 Olympic and Paralympic Games to improve the health of Londoners through the Go London strategy.

Then, the 2012 Games seemed a long way off and the task of encouraging organisations and people to harness its potential to drive health benefits, a challenging role.

This third edition of the Go London directory was compiled as the Olympic Torch was touring the UK, the 2012 Games are now just weeks away and the cultural celebrations are beginning.

The case studies in this edition show that the 2012 Games are beneficial to the health of Londoners. They also show that the 2012 Games have driven improvements to NHS systems and process: from training doctors to prescribe physical activity to people with long-term conditions, through hastening the detection of the spread of communicable diseases in accident and emergency departments, to creating sustainable jobs in east London.

Everyone who has been involved in working on the featured 2012 Games-related projects, and many others that we have not been able to include, should be proud of their achievements. The directory illustrates there are excellent examples across London of individuals and organisations using the 2012 Games as a springboard to improve health.

The challenge now is for us to consider how we sustain activities once the 2012 Games are over. This is an area we are already working on and we hope others are addressing also.

I hope you find this directory both useful and informative. The final edition in the autumn will form part of our evaluation of the National Health Service's 2012 activity in London. But most importantly, I hope everyone who has worked on health-legacy projects has time over the summer to enjoy the event that catalysed them, the London 2012 Olympic and Paralympic Games.

Hilary Ross
2012 Programme Director, NHS London

Introduction

The 2012 Games health legacy



The ambition to deliver a health legacy from the 2012 Games was enshrined in the commitments made when London bid to host them.

But what does it mean?

As the National Health Service, our focus at the start was to work in partnership with other organisations from the public, private and third sectors to harness the effect of the 2012 Games and generate a significant shift in physical activity in London up to and beyond the event.

The NHS London health legacy framework, Go London, was developed in response. A range of projects were developed, inspired by three themes:

- **Healthy Londoners:** This theme embraces local ideas and initiatives to improve the health of individual Londoners through work on a very local to pan-London activities
- **Healthy NHS:** This theme supports the development of a fitter, healthier and more

productive NHS and the delivery of the QIPP (Quality, Innovation, Productivity and Prevention) agenda

- **London 2012 Olympic and Paralympic Games-Inspired:** These are opportunities arising directly out of the 2012 Games including volunteering and national initiatives.

The NHS in London, the pan-London body which is NHS London and local commissioning organisations, and the wider NHS and local authorities are working in partnership with the London Organising Committee of the Olympic Games and Paralympic Games; the capital's executive body, the Greater London Authority; and Transport for London. Many projects are partnering with sponsors, helping to secure longevity.

Go London embraces a breadth of locally-led pilots and projects precisely because there is no one answer to improving Londoners' health, one size will not fit all.

The time is also upon us to find ways to capture the spirit of the 2012 Games and ensure changes are sustainable.

The final directory, to be published shortly after the 2012 Games finish, will take a candid look at the projects' potential for longevity and learning.

The suite of directories will represent a record of London's health legacy, a reference tool to inform future commissioning and partnership plans for London and the wider UK.

Tell the health legacy team about existing and new activity by contacting Shelley Aldred, Head of 2012 Health Legacy, NHS London, shelley.aldred@london.nhs.uk

“Let's all take this once-in-a-lifetime opportunity to deliver a lasting health legacy for every Londoner as a result of the London 2012 Olympic and Paralympic Games.”

**Dame Ruth Carnall,
Chief Executive,
NHS London**

Striding towards better health for the over-55s with long-term conditions

Your Personal Best and My Best Move get Londoners moving

Many patients with a long-term condition, such as diabetes, cardio-vascular disease or mental or physical difficulties, see their ill-health as a barrier to being more active, and look to their doctor for permission to do more.

This picture emerged from UK research conducted as part of the **Your Personal Best** campaign, developed and funded by GlaxoSmithKline, official laboratory services provider for the 2012 Games, in association with NHS London.

Your Personal Best, a national campaign, aims to inspire an increase in activity levels amongst the 7.8 million in the UK who have a long-term condition and are over 55 through online patient information as well as materials to support healthcare professionals to discuss the importance of physical activity.

Additional research found GPs wanted tips to get willing patients started and to understand why others hesitate.

The findings triggered NHS London to establish a separate project, **My Best Move**, aimed at the capital's general practitioners, known as GPs, who are the doctors based in communities.

Since November 2011, GP practices in 24 London boroughs have received training. Participants in the remaining nine boroughs are scheduled for training before the 2012 Games begin. So far 150 GPs, 150 healthcare professionals

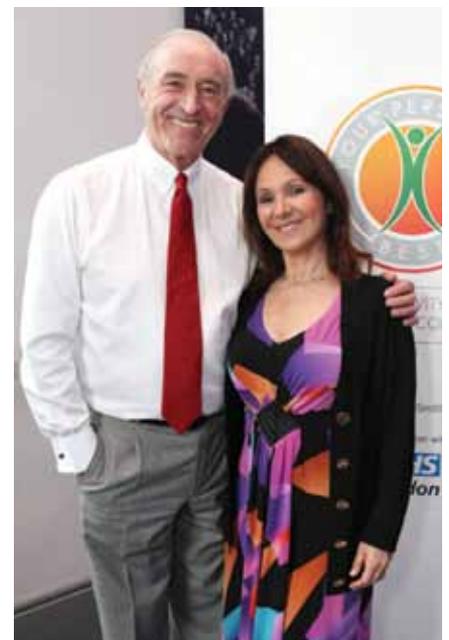
and 100 administrative staff have attended a short training session about the value of activity to this group of patients. Follow-up information was sent about helping patients change behaviour and activities locally.

Dr Noel Baxter, a GP in the London Borough of Southwark, said: "We all felt quite galvanised by the talk. I myself have discovered two patients this week who have been phobic about activity because of their predisposition to, or fear of, sweating. I hadn't really explored this as a blocker before so that was a really important learning point for me."

Organisations running physical activities in the London boroughs report better relationships and understanding with GPs.



Celebrity dancers Len Goodman and Arlene Phillips back Your Personal Best



“I feel more energetic,
I wish I had started sooner.”

Theresah Peprah, patient



focus

Paula Peatey, community physical activity coordinator, pictured above right, runs her **Let's Get Moving** clinic at Star Lane Surgery in Newham, a host borough for the 2012 Games.

It is one of the Newham practices participating in **My Best Move** and an example of how the 2012 Games influences the lives of ordinary Londoners with 130 referrals since January 2012.

Being based in a GP surgery is a new approach which is working, she says: “GPs now know what we do and patients no longer have to wait months for us to see them.”

Since Newham started the **Let's Get Moving** GP referral system six months ago, it has more than doubled the numbers of patients referred to the clinic by GPs or healthcare assistants.

Patient John Blazey was depressed after being diagnosed with diabetes and losing his job. The diabetes nurse referred him to Paula. John now walks regularly. His sugar levels are better controlled, he feels happier and has a new job.

Others have lost weight, or improved their fitness or their mental health. Theresah Peprah is one, she said: “I feel more energetic, I wish I had started sooner.”

Find out more:

Your Personal Best and My Best Move,
Lily Makurah, NHS London,
lily.makurah@london.nhs.uk
www.yourpersonalbestcampaign.co.uk



Find out more:

2012 Games Walking and Cycling Routes:

Jeanette Baartman,
Transport for London,
**jeanettebaartman@
tfl.gov.uk**

NHS travel: Lily Makurah,
NHS London, **lily.makurah@
london.nhs.uk**

Driving up demand for alternatives to the car, tube and bus

Walking and cycling take top priority in Games travel planning

London is no exception to two of the major challenges faced by most capital cities: how to help everyone keep fit and travel more efficiently?

The expected influx of visitors to the 2012 Games has made this a priority. **The London 2012 Active Travel programme** aims to encourage more people to walk and cycle, before, during and after the event. The programme hopes to achieve a 16 per cent increase in walking and cycling journeys by Londoners during the 2012 Games, which would translate into almost a third of all journeys being made by bike or on foot.

Major investment by Transport for London (TfL), the authority which manages the transport network, coupled with strategic planning and a practical approach by the pan-London health body, NHS London, is beginning to provide a coherent solution for the issue.

One barrier to people simply walking more is the disorientating effect of trying to navigate around London with its myriad tiny streets and byways, a relic from its long history back to Roman times.

The **Legible London** pedestrian way-finding system is one way TfL has tackled this issue. For the first time there is a tested pedestrian-friendly map system which takes into account the Underground network, bus routes and the capital's cycle-hire scheme. A pilot study found pedestrians identified faster walking routes with their journey times falling by up to 16 per cent. **Legible London** maps are on street corners and key navigation points, such as Underground stations. Messages promoting physical activity are incorporated too.

Twelve different paper pedestrian maps, called **Why not walk it?**, will be distributed widely to national rail stations as well as businesses and NHS premises before and during the 2012 Games. **The Legible London** way-finding system is also utilised on Olympic and Paralympic spectator maps and on the magenta 2012 Games way-finding signs directing spectators along the route to the venue.

The Olympic Delivery Authority and TfL have invested £10m in the **2012 Games Walking and Cycling Routes**. There has been an immediate local impact with more women, children and people from black and minority ethnic groups walking or cycling. The eight routes were chosen to give lasting benefits for these groups and other leisure users beyond the initial purpose of giving spectators options to walk or cycle between venues.

focus

The NHS in London is one of the capital's major employers and is helping staff to find alternative travelling methods and routes throughout the 2012 Games, called **retime, reroute, remode**.

All NHS organisations in London are either taking part in health initiatives for NHS employees, **The NHS Sport and Physical Activity Challenge** (see page 23) and, or, running active-travel programmes.

Others advocating activity for patient groups, such those described in **My Best Move** (see page 6), are also promoting walking to staff.

Local NHS organisations in London also have

schemes to promote active travel to patients. Examples in the boroughs of Tower Hamlets, Hackney, Newham, Waltham Forest and Kensington and Chelsea include **All Ability Cycling Clubs**.

Other schemes include: Harrow's **Walk, Run, Cycle your way across a tube line**; and in Newham there are **Walks on the Olympic Park**.

In north-west London 12 NHS organisations are collectively producing a suite of 20 tailored maps based on the **Legible London** series to help people make their own way to key services in the area.

Moving the body to give the mind a workout

Finding the best local activities to keep Londoners in peak mental health



Keeping active has long been accepted by medical professionals as one of the best ways to improve mental health.

Mental health specialists are constantly looking for the best ways to harness the potential of activity. This is vital work in London where levels of mental illness are high¹.

The NHS nationally runs an innovative programme called **Improving Access to Psychological Therapies (IAPT)**, which is for people with mild to moderate mental-health problems such as depression and anxiety.

The programme in London operates in 30 out of 31 of its boroughs and many incorporate activities or exercise as part of treatment. Statistics show 100,000 Londoners have used the programme and the recovery rate is nearing 50 per cent².

The 2012 Games, and the anticipated ripple-effect of increased public participation in sports and activity, inspired **Brain Train**. It will identify and develop, through grants up to £4,000, the local activity programmes in London that have the biggest impact on mental health.

Brain Train was developed by the IAPT programme team and NHS London. It launched in March 2012 marking the start of the six-month period from April that local professional teams have to collect the evidence

demonstrating the success of their activities.

After September, **Brain Train** will evaluate the results of local activities favouring those that are most effective. Important factors will be results, how easy the project is to keep going, its set-up and running costs and how well it is embedded in other services. They are also on the look-out for novel approaches and work that targets specific groups.

Rod Holland, London regional clinical adviser to IAPT, said: "Brain Train uses the unique draw of the London 2012 Olympic and Paralympic Games to reinforce messages of the benefit physical activity brings for improving mental health.

"It is about encouraging exercise programmes to form part of or be linked to IAPT services. We have launched a competition that will find the best service examples in London."



¹ <http://www.londonhp.nhs.uk/services/mental-health/>

² *ibid*



Brain Train launch marked with a 5k run

The debilitating impact of even mild mental illness cannot be underestimated. Similarly, the true value of activity in helping people to recover is also significant as one service user from south London explains.

Keira* felt so low 12 months ago that she often stayed home. She was referred for treatment with Christine, who is a therapist with the IAPT programme.

Reflecting on her experience, which included prescribed activity as part of her treatment, she said: "This time last year I could barely go outside my own home and now I have been offered a part in the opening ceremony for the 2012 Games."

* name has been changed to preserve service user's anonymity

"Through Christine's support I've been exercising and joining in classes with other people – it's given me my confidence to dance and perform."

Keira*



Find out more:

Shaun Crowe, London Health Programmes, shaun.crowe@londonhp.nhs.uk



Find out more:

Jane Connor,
NHS North East London and the City,
jane.connor@elc.nhs.uk
Dr Justin Varney, NHS Barking and
Dagenham/London Borough of
Barking and Dagenham,
justin.varney@lbbd.gov.uk

focus

Celebrate and Protect launches this summer in five host boroughs, led by the London Borough of Barking and Dagenham in partnership with the vaccine manufacturer Sanofi Pasteur MSD.

Targeting 38,000 children in these boroughs, where immunity is below the World Health Organization target of 90 per cent, the year-long project aims to raise immunisation levels by two or three per cent.

Richard Stubbins, vice president, Sanofi Pasteur MSD, said: "Boosting the uptake of childhood vaccines will help to give infants and young

children the best start in life. We are delighted to be contributing to this unique partnership that will leave a genuine and lasting health legacy for families living in these communities."

The project gives GPs celebration cards flagging key immunisation milestones to send to parents or carers who are prompted to make an immunisation appointment at birth, and the first and fourth birthdays.



East London Convergence Programme: Supporting Healthier Lifestyles

Tackling the underlying causes of poor health in the Olympic host boroughs

Within 20 years the communities hosting the 2012 Games will have the same social and economic chances as their neighbours across London.

There are 1.25 million residents in the six host boroughs. Overall they are less likely to do well at school, get a good job, earn a living wage or feel they live in a good place than people who live in any other area of London or the UK³.

The Strategic Regeneration Framework seeks to redress this through the **East London Convergence Programme**. It is a vision and a strategy to improve the socio-economic conditions of the people who live in Barking and Dagenham, Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest in line with the average for London – the principle of convergence.

The framework is centred on three key themes, which also inform an overall convergence action plan:

- creating wealth and reducing poverty
- developing successful neighbourhoods
- supporting healthier lifestyles.

Work is in progress to improve educational attainment and raise aspirations, reduce worklessness, reduce child poverty, develop affordable housing, reduce crime and anti-social behaviour, enhance health and wellbeing, and maximise the sports legacy and increase participation in physical activity.

The convergence action plan is owned by the mayors and leaders of the host boroughs and the Mayor of London, supported by a wide range of public and private agencies as well as the Government.

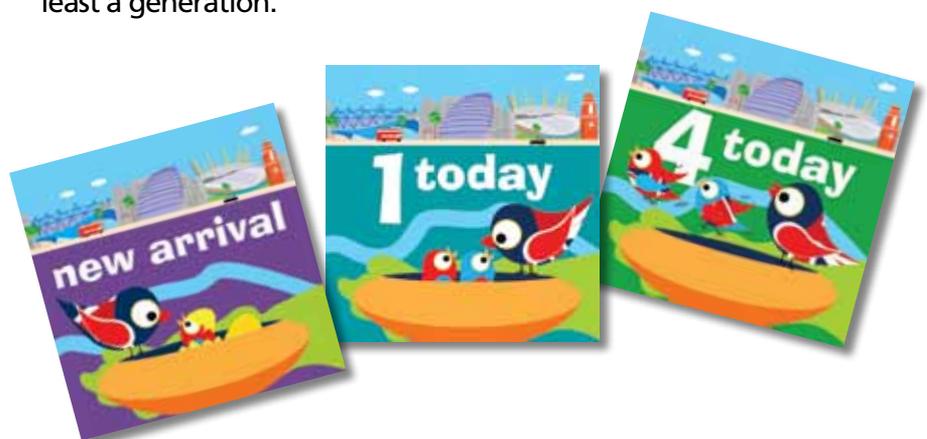
The Strategic Regeneration Framework is a 20-year vision and strategy; this kind of transformation will take at least a generation.

NHS North East London and the City, a body with responsibility for improving health and health services within the area of the host boroughs, is leading on the Supporting Healthier Lifestyles-themed workstream, supported by NHS London.

Projects tackle premature death from preventable causes and the number of people whose health affects their ability to secure or maintain employment.

Other projects will increase participation in sport and physical activity, using the 2012 Games momentum to inspire communities and give children in the host boroughs the best start in life.

Data is being collected and will be formally evaluated as the work progresses.



³Strategic Regeneration Framework: an Olympic legacy for the host boroughs (2009)

Communities Get Active with festivals of sport and activity

2012 Games invigorates plans to help residents do more

Londoners inspired by the spirit of the 2012 Games will not have to look far for ideas about how to become more active in and around their local neighbourhoods.

Festivals of activity and sport are springing up throughout London boroughs allowing local providers to let thousands try out a new activity during the summer or even longer. NHS London is funding part of the work in partnership with local authorities and NHS organisations.

Sutton and Merton local authority has embarked on a year-long programme **Get Active South London** delivered by **Pro-Active South London** which began last November. It is jointly funded by NHS South West London. The programme reached half way in May 2012 and has almost met its final target of engaging 3,000 residents in sport and physical activity. It also aims to get 300 previously inactive people doing up to three 30-minute periods of exercise a week while the 2012 Games takes place. The programme raises standards through additional qualifications for sports providers.

Pro-Active South London, part of a network of local organisations promoting sports in London, is running additional events in six boroughs, such as tennis (player pictured on next page) from early June over the summer.

Pro-Active Central London is staging a series of Community

Activity Festivals, **Get Active Central London**, with the host boroughs in Islington, Wandsworth, Kensington and Chelsea, Southwark and Camden beginning in mid-July until September. Some mark the arrival of the Olympic Torch, while later events celebrate the 2012 Paralympic Games.

Greenwich is adopting a social-marketing approach to identify those within its borough who are inactive and tailors its offer to appeal based on information it receives about the kinds of activities preferred. Its work is closely allied to the national Department of Health campaign, **Change4Life**. Greenwich Council

and NHS Greenwich, who are jointly leading the project, have developed a model called **Greenwich Get Active** which may be useful to other boroughs.

The boroughs of Haringey and Enfield plan to use local people as community health champions to spread the word about the benefits of exercise supported by motivational interviews by health trainers in the **Active with Ease** scheme starting this summer. It targets people recovering from drug and alcohol problems, people from black and minority ethnic groups, lower socio-economic groups and unemployed people. They can choose from a range of multi-sport free programmes. They are encouraged to transition into other local activities.



One of the London communities' events to celebrate the 2012 Games

A detailed analysis of the needs of people living in Camden showed those in receipt of state benefits were more likely to be inactive.

Tackling inactivity in a group where cost is a major barrier requires a tailored approach.

The **Give It A Go Fitness** scheme offers time-limited, free membership of sports centres providing unlimited access to fitness gym, group-exercise classes and swimming. The second phase started at the end of May, to coincide with the 2012 Games, following an evaluation of the pilot.

The scheme has been updated to add rigour to the monitoring of take-up and use of the incentives scheme; this will reduce costs.

The project is led by Camden Council Sports and Physical Activity Service supported by Pro-Active Camden and NHS North Central London. The Royal Free Hospital, Jubilee Halls Trust, and The Central YMCA are also involved.

Data is being collected by participating leisure providers (demographic, physical activity pre-scheme and activity levels throughout scheme) and an independent evaluation funded by NHS North Central London. This will help activity planning in future.



Find out more:

Lily Makurah, NHS London,
lily.makurah@london.nhs.uk

Healthy Event Principles

How a new approach to mass-event planning reduces on-site casualties

As well as the official sporting events taking place at the Olympic venues across the country, there will be a plethora of parallel events and smaller mass gatherings during the summer months. Across London and the UK there will be locally organised celebrations for all types of audiences.

According to one literature review of mass gatherings, 75 per cent of people seeking medical help at these sorts of events, such as a festival or a large public event, are caused by respiratory illnesses, minor injuries, heat-related injuries and minor problems including headaches and sunburn⁴. These could be avoided if health-promotion initiatives are considered at event-planning stage.

While there are some clear and precise responsibilities for event planners on areas such as health and safety, environmental health, emergency services and first-aid requirements, it became apparent there was little official guidance for promoting healthy behaviours at events and preventing the need for treatment of avoidable conditions such as sunburn and the effects of too much alcohol or dehydration.

NHS London has developed a proactive approach to reduce the numbers needing treatment for such conditions. The approach aims to help organisers of the local celebrations and festivals (see page 14) taking place all over

London to mark the 2012 Games, keep visitors safe and healthy.

NHS London's **Healthy Event Principles** are based on an analysis of the best practice from UK and international events.

The most successful planning mirrors health promotion and improvement goals. Attendees will be healthier at the event but will also be reminded about ways to improve their long-term health by stopping smoking and reducing alcohol consumption.

NHS London believes the new guidance will improve all events that adopt its principles during Games time and beyond, giving lasting benefits to all who attend mass gatherings in future.

The principles were included in the NHS London Games planning packs (published to help NHS organisations plan for the Games) and have been shared by NHS London with 2012 health leads, event organisers and other stakeholders for consideration. Discussions are in progress to embed this into mainstream planning around mass gatherings.

The Healthy Event Principles include:

- Actively promoting responsible drinking
- Mitigating the impact of heat and sun by providing shaded areas and free drinking water
- Availability of clean and accessible facilities, for example catering and adequate toilets
- Considering banning smoking in areas not covered by relevant legislation
- Having adequate first-aid provision
- Signposting to the right health services, for example listing local pharmacies for further advice about non-urgent medical problems
- Displaying health messaging and having access to health information, for example reminding visitors to use suncream or drink water regularly
- Allowing health-promotion outreach teams to promote long-term healthy behaviours.

Find out more:

Lucy Furby, NHS London,
lucy.furby@london.nhs.uk

⁴Enock K E, Jacobs J, The Olympic and Paralympic Games 2012: Literature review of the logistical planning and operational challenges for public health (2008)



“We need to encourage event promoters to include policies, interventions and practices to promote health and help prevent illness and injury.”

Hilary Ross, 2012 Programme Director



focus

Hilary Ross, 2012 Programme Director, stressed the importance of effective event planning for good health. She said: “Event planners, health commissioners, providers, local authorities, the third sector and industry all of have a key part to play in promoting a healthy and safe experience for visitors enjoying celebrations during Games time.

“We should therefore aspire to go beyond simply adhering to the usual health and safety considerations when planning events. We need to encourage event promoters to include policies, interventions and practices to promote health and help prevent illness and injury.

“The **Healthy Event Principles** provide guidance to reach this goal to keep people healthy and ultimately contribute to improving the health of local populations.”



Find out more:

Chris Hartley-Sharpe, London Ambulance Service,
chris.hartley-sharpe@lond-amb.nhs.uk

Lucy Furby, NHS London,
lucy.furby@london.nhs.uk

London Ambassadors receive Heartstart training

Heartstart and the London Ambassadors

How emergency life-saving training is spreading throughout London

A report, *A heartbeat away – emergency life support training in London*, published in 2007 by an elected regional body, the London Assembly, found a high level of need for better coordination of emergency life-support training in London.

It stated only 21 per cent of the capital's residents had some cardio-pulmonary resuscitation (CPR) training compared to 27 per cent nationally; it concluded more Londoners must be trained in emergency life support⁵.

As part of its 2012 health legacy programme NHS London is keen to address the issue and so initiated the idea to train the Mayor of London's volunteers for the 2012 Games, known as **London Ambassadors**, in emergency life-support skills.

To develop and deliver the initiative NHS London is working jointly with the London Ambulance Service, the British Heart Foundation and the Greater London Authority,

which carries out the policies of the Mayor of London and the London Assembly.

Around 1,000 **London Ambassadors** are being trained in **Heartstart**⁶, a British Heart Foundation model of emergency life-support training. The two-hour training session teaches participants what to do while an ambulance is on its way. The London Ambulance Service community training team that run the sessions also familiarises participants in the use of the 750 publicly available machines, called defibrillators, to restart a heart.

As part of the initiative, there is a further opportunity for some individuals to receive more training, on-going support and

mentoring to become **Heartstart** trainers. They will then be able to teach **Heartstart** to others on an on-going basis.

The **Heartstart** programme equips people with a number of life-saving techniques including how to deal with someone having a cardiac arrest. The early application of CPR prior to arrival of an ambulance or other medical care more than doubles the chances of survival.

Much work has been done to improve London's out-of-hospital cardiac-arrest survival rate. London Ambulance Service's latest figures show it rose from 2.5 per cent in 1999 to 22.8 per cent last year.

NHS London, the London Ambulance Service and the British Heart Foundation are keen to emulate the success of places like Seattle in the USA, where the out-of-hospital cardiac-arrest survival rate is 40 per cent.

focus

London Ambulance Service first responders manager Chris Hartley-Sharpe believes the initiative will embed life-saving skills into the communities in and around London.

"We know that even more lives can be saved if more people learn emergency life-support skills, and are then familiar with defibrillators.

"Training **London Ambassadors** not only know how to use life-saving skills, but how to teach those skills to others too, will help us become one of the best cities in the world for cardiac-arrest survival."

There are signs that this approach, the train-the-trainer style of delivering **Heartstart**, may be taken up more widely with other organisations such as sports clubs showing interest.

⁵ A heartbeat away – emergency life support training in London, London Assembly report 2007 <http://legacy.london.gov.uk/assembly/reports/health/els-report.pdf> p 8

⁶ For more general information on Heartstart courses visit www.bhf.org.uk/heart-health/how-we-help/training/heartstart-uk.aspx

Included and active: the vision for disabled Londoners

Improving access to sport and physical activity

Ensuring that people, whether they have a disability or not, have an equal chance to take part in different sports and activities is the aim of Inclusive and Active 2, a strategy for disabled Londoners.

Seventy-eight per cent of disabled people in London are inactive and do no sport or physical activity compared to around less than 48 per cent of non-disabled people⁷.

The strategy is a partnership between NHS London, the Greater London Authority, the body which executes the policies for London, and Interactive, an organisation which promotes disabled equality in sport.

One of its aims, which chimes with the ethos of the 2012 Games, is to get those working within the sport and physical activity sector to undertake disability equality training. However, project managers found no suitable courses.

There was a particular lack of entry-level training to help those with little prior knowledge to grasp the issues around equality, such as avoiding a tendency to make decisions about a person's life or activities without their involvement.

Existing courses were focused on sports coaches and trainers, and there was little for policy-makers and managers whose decisions often shape opportunities at a strategic level.

Be Inclusive and Active is an online training course, the



first of its kind in the UK. From September 2011 to March 2012, 8,100 training packages were allocated across 76 London local authorities and community groups, with demand for further courses due to be fulfilled in the next wave.

Within three years all mainstream sport and physical-activity providers should have staff trained. This will open up activities at a grassroots-level for people with all types of disability and impairments.

focus

The Legacy Trust UK, an organisation set up to secure a cultural and sporting legacy from the 2012 Games, chose **Big Dance**, which promotes dance in all forms to participants and spectators across the capital, as its London programme.

Big Dance – which includes Sadler's Wells in north London and East London Dance – was keen to ensure that it was accessible to all and made deaf and disabled people a priority group to engage.

It found the **Inclusive and Active 2** strategy highly constructive in supporting the training of instructors, and ultimately increasing the reach of **Big Dance**.

⁷APS, Sport England 2009-2011. This is Sport England's recent compiled data on its Local Profile's tool based on Active People Survey (APS), Annual Population Data and the Office of National Statistics



focus

Hockey for people with disabilities was not available widely in the London Borough of Waltham Forest, in common with the rest of the capital and the south-east.

When a disabled participant joined the youth section, **Forest Flyerz** realised the potential for it to become more inclusive. It used **Inclusive and Active 2** principles to expand.

Twelve participants now attend regularly. One parent commented: "My child doesn't usually join in with things, but that's not the case with hockey."

The club has since been contracted to run sessions at a nearby special school, which educates pupils with disabilities.

Find out more:

Laura Davies, Interactive,
laura.davies@interactive.uk.net
Anne Hartley, Big Dance,
anne@bigdance2012.com



focus

Charmaine Yankey is driving the challenge locally within her place of work, Whipps Cross Hospital in east London, which is part of the larger organisation, Barts Health NHS Trust.

Staff such as Charmaine are essential to ensuring that the national Challenge becomes part of the local culture of the NHS, is sustained beyond the 2012 Games, and is not only about sports.

“I actively look into ways of encouraging staff to keep fit and healthy at work, from walking up the stairs instead of taking the lift, to lunchtime walks. Although staff are a little apprehensive at first, after our activities, they always remark how energised they feel. I am living testimony that physical activity reduces sickness levels.”

Charmaine Yankey

The NHS Sport and Physical Activity Challenge

How local NHS organisations are tackling a national activity goal

British industry lost 23.4 million days to work-related ill-health costing an estimated £100 billion per year, according to the latest statistics⁸ cited by the Department of Health.

Fred Turok, Chair of the National Physical Activity Network, recently noted that on average an inactive person spends 38 per cent more days in hospital than an active person⁹.

This adds weight to the findings of the Boorman Report in 2009 which described the impact of health trends in the workforce of the NHS.

It found that the NHS had higher sickness absence than other British public-sector organisations and concluded reducing it by one third would equate to recouping 3.4 million working days.

NHS Chief Executive Sir David Nicholson challenged the organisation nationally to "... get over 300,000 more NHS employees actively engaged in sport or physical activity as part of, or associated with, their NHS employment"¹⁰.

This equates to up to 30 per cent of the total workforce. Trusts are encouraged to set up activities in the workplace.

NHS London is promoting the **NHS Sport and Physical Activity Challenge**, which has been awarded the Inspire mark by the

London Organising Committee of the Olympic Games and Paralympic Games. Individual organisations within the NHS, such as the trusts which run hospitals, are awarded formal accreditation marks of bronze, silver or gold to reflect the level of commitment and success, such as staff engagement and improvements to morale.

Trusts in London are reporting improvements in staff morale, improved working relations and reduced sickness rates.

Ellie Thom, human resources manager and NHS Challenge lead for the Kings College Hospital NHS Foundation Trust in central London, said: "Whilst there are a number of factors which contribute to overall sickness absence, the trust's rate has reduced over the last 12 months, since we have had the health coach and have been promoting our programme **ActiveKings**. We are experiencing a downward trend with this, which hopefully will lead to us meeting our annual target of a three per cent reduction in sickness absence."



⁸ <http://responsibilitydeal.dh.gov.uk/tag/fred-turok/>

⁹ *ibid*

¹⁰ www.sportandphysicalactivity.nhs.uk/images/library/files/Sport_Physical_Activity_Challenge_Newsletter_Issue_1.pdf

Find out more:

NHS Challenge in London:

Lucy Furby, NHS London,

lucy.furby@london.nhs.uk

The National NHS Sport and Physical Activity Challenge: Sue Henry,

sue.henry@northwest.nhs.uk

NHS Preparedness

How the UK health service has been readying its systems and resilience

The NHS in London has been preparing for the London 2012 Olympic and Paralympic Games for many years. This has included using evidence from previous Games and mass gatherings, such as the annual Notting Hill Carnival, to calculate the impact of the 2012 Games on the NHS.

To ensure the NHS continues to provide its usual performance levels, as well as meets any additional demands that might be placed on it during the 2012 Games, it has bought new equipment; installed new

software; strengthened processes and improved ways of working, all of which will contribute to improving health-service provision in London and leave a lasting legacy.

focus

Training, testing and exercising: To ensure the NHS is prepared for all eventualities and continues to run effectively throughout the summer, NHS organisations have been through a comprehensive programme of training, testing and exercising. As well as preparing staff for major incidents and emergencies when they may have to act outside normal roles, the programme has also helped ensure the NHS workforce is proficient and skilled for their day-to-day business.





focus

Surveillance systems: A new mechanism for collating anonymous information about the symptoms of patients attending hospital emergency departments is helping to make sure infectious diseases or clusters of illness are more rapidly identified and responded to.

Developed for the London 2012 Games and introduced into hospitals around the country, the system is based on identifying trends in symptoms from syndromic indicators taken from the electronic records doctors make when a patient is seen.

It helps experts spot the spread of meningitis, respiratory, gastrointestinal and cardiac illnesses, and the impact of environmental factors such as heat. The information from the system, the first of its kind, will improve the speed with which the NHS and the Health Protection Agency respond to outbreaks of infectious disease, as well as incidents such as heat waves.

A new national GP out-of-hours surveillance system will provide daily, real-time monitoring of general practice out-of-hours and unscheduled care consultations.

Supported by NHS London and developed by the Health Protection Agency, both systems have been launched to meet the enhanced surveillance requirements of the London 2012 Games and beyond.

Find out more:

Chloe Sellwood, NHS London,
chloe.sellwood@london.nhs.uk

Training and Exercising/
Surveillance Systems:

Nicki Smith, NHS London,
nicki.smith@london.nhs.uk

focus

Meeting demand for services: The NHS is excellent at meeting fluctuations in demand for its services during difficult periods such as severe weather conditions or major incidents. Every winter demand for beds increases because of the illnesses and injuries associated with cold weather. But flexibility requires detailed planning: if there are additional patients to be treated, additional staff are needed, sometimes at short notice.

NHS London has led a comprehensive programme of work with the NHS in London to make sure that business continuity can be maintained throughout the summer. This has included developing a business-continuity strategy and toolkit, providing training and dedicated expert support to the local NHS. It will continue to be used after the 2012 Games.

Team Up

Trainee doctors, dentists and public-health professionals volunteer for community-health work

Engaging the next generation of health professionals to work with the communities where they are based to promote health and wellbeing is the simple idea behind Team Up.

London Deanery, the clinically-led organisation with responsibility for around 12,500 doctors and dentists in training in the capital, developed the volunteer programme to connect communities with trainees and Deanery staff.

Team Up is involved in 25 individual projects across London to promote residents' health and wellbeing, more are set to launch by July. The initiative is inspired by the 2012 Games.

In addition to benefitting local communities, **Team Up** will also provide opportunities for trainees to broaden their teaching and leadership

skills and gain experience in community development.

Team Up focuses on those projects promoting health and wellbeing which would benefit from input from doctors and dentists. These include projects that promote healthy lifestyles, are exercise-based, nutrition-based, or generally raise awareness about health, wellbeing and fitness or how to access and use the NHS.

Specifically, trainees contribute to the project planning, management, monitoring and evaluation, and health education as well as developing a range of supporting materials.

Team Up selects projects that go beyond the normal everyday business of an organisation, and can extend through this partnership the reach, depth, breadth and evaluation of work to reduce health inequalities.

The London Deanery envisages that **Team Up** will have lasting benefits for volunteer trainees, as well as communities, because they have the opportunity to understand the value of community development and champion this proactive approach to health and wellbeing during their careers.

The initiative runs until March 2013 when it will be evaluated. The Deanery plans to hold an award ceremony in 2013 to celebrate the achievements of the programme.

focus

Wheels for Wellbeing is a runaway success story that equally inspires both its volunteer **Team Up** trainees as well as those who use the services of the charity, which supports disabled people to cycle.

Four London Deanery staff, a public-health trainee and a trainee doctor specialising in paediatrics are involved in the partnership with **Wheels for Wellbeing**.

The charity found most referrals came from doctors so the trainees' task is to help promote the charity more widely within medical networks. The charity wants to improve uptake of sessions in Lambeth where it has recently moved to the 1948 venue for Olympic cycling, Herne Hill velodrome.

People who have taken up cycling through the charity's sessions, which also run in Croydon and Southwark, speak passionately about the difference it has made to their mental and physical health, independence and enjoyment of exercise.

Team Up volunteer Emma Cruickshank said: "This project provides a great opportunity to help **Wheels for Wellbeing** promote the benefits of cycling to those who may not otherwise have the chance to access the sport, or may not realise that cycling is an option for them.

"I have been inspired by the stories of some of the participants and am keen to spread the message about the valuable work this charity is doing."



Find out more:
Kirsty MacAndrew,
London Deanery,
[kirsty.macandrew@
londondeanery.co.uk](mailto:kirsty.macandrew@londondeanery.co.uk)

A-Z of the London 2012 Games health legacy projects

There are many high-quality and locally-tailored projects throughout the capital inspired by the 2012 Games.

This section gives a brief outline and a contact email address for a sample of projects known to NHS London but not featured earlier in this edition.

If you cannot find a listing for a particular project, then contact us with the details so it can be included in the final edition of the directory, email: shelley.aldred@london.nhs.uk

2012 Activators

A daily exercise programme to increase physical activity among primary school children in Bromley.

Khamis Al-alawy, NHS South East, khamis.al-alawy@bromleypct.nhs.uk

A City Transformed Through Sport

A programme to increase volunteering in sport and physical activities in Westminster.

Esther Lumby, Volunteer Centre Westminster, esther@volunteer.co.uk

A Star League

Provides workshops, events and tournaments to give every child local activity opportunities.

Ken Bonsu, A Star League, pr@astarleague.co.uk

Active Travel Champions

The charity Sustrans is recruiting active travel champions to inspire others to walk or cycle.

Sustrans, info@sustrans.org.uk

All Ability Cycling Club

Opportunities to cycle for members of all abilities in different London boroughs.

Jim Blakemore, Bikeworks, jim.blakemore@bikeworks.org.uk

Breeze Network

British Cycling's volunteer-led national network of bike rides by women for women.

Natalie Justice, British Cycling, nataliejustice@britishcycling.org.uk

Brent Inspires Award

An online competition aimed at Brent's under-19s to recognise the achievements of those inspired by the 2012 Games.

Mick McDonnell, London Borough of Brent, mick.mcdonnell@brent.gov.uk





Dare2Dance

A London-wide project for young women aged 14 to 24 to encourage dancing.

Laura Robinson, Exercise Movement and Dance Partnership, laura@emdp.org

East London Health Makers

Free training for volunteers to qualify in advising others about improving health.

Jane Connor, NHS North East London and the City, jane.connor@elc.nhs.uk

Fitbug Trial

London NHS Travel Network pilot using a device to record data to help participants be more active.

Stephen Eachus, Fitbug, stephen.eachus@fitbug.com

Get Active Exercise Referral

Kingston's GPs and health professionals can refer patients to exercise specialists at one of its leisure centres.

Shirley Piotrowski, NHS Kingston, shirley.piotrowski@kpct.nhs.uk

Get Active London

A website matching preferences to activities available throughout London.

Adrian Ledbury, Pro-Active North London, a.ledbury@mdx.ac.uk

Get Set

The official London 2012 education programme to help under-19s explore the values of the 2012 Games.

Education Team, LOCOG, education@london2012.com

Go London 50 plus campaigns

Linked local campaigns to increase activity among over-50s.

Lily Makurah, NHS London, lily.makurah@london.nhs.uk

Great Greenwich Everest Challenge

Staff from two supermarkets compete against each other to scale a virtual peak first by accruing steps on a device; data is then uploaded to a website.

Helen Deaton, NHS Greenwich, helen.deaton@greenwichpct.nhs.uk

Green to Gold

A campaign to encourage, engage and inspire communities to use open space for physical activity across London.

Simon Lee, City of London Corporation, simon.lee@cityoflondon.gov.uk



Greenwich Get Active

Increasing physical activity levels for the over-50s through free or low-cost taster sessions.

Ruth Shaw, NHS Greenwich,
ruth.shaw@greenwichpct.nhs.uk

Hackney Bike Across the Borough

An organised six-mile cycle ride for children to the new Olympic Park.

Laura White, London Borough of Hackney,
laura.white@hackney.gov.uk

Harrow Lunchtime Walkshops

Local business staff are encouraged to take up lunchtime walking by NHS Harrow.

NHS Harrow, media@nw.london.nhs.uk

Health Trainers

Tower Hamlets programme to recruit and develop local people to help others to be healthier.

Dave Godden, NHS North East London and the City,
david.godden@elc.nhs.uk

Healthworks Homerton

A programme based at Homerton University Hospital Foundation Trust led by athlete Shani Anderson to improve staff physical-activity levels.

2020 Health, info@2020health.org

Healthy NHS Walks

A network of mapped walks around major sites in Greenwich to encourage office workers to take a daily stroll.

Helen Deaton, NHS Greenwich,
helen.deaton@greenwichpct.nhs.uk

Hounslow Active Travel

Cycle training and walks for people who live or work in the London Borough of Hounslow with interactive support on a members-website.

Jennifer Anderson, London Borough of Hounslow,
jennifer.anderson@hounslow.gov.uk

Institute of Sport, Exercise and Health

Patients whose condition would benefit from an exercise regime are to be treated under the same roof as elite athletes.

Professor Fares Haddad, Institute of Sport, Exercise and Health, ortho@fareshaddad.net

Jamie's Ministry of Food Stratford

Ten-week cooking skills courses for local people at community venues.

Tim Baker, NHS North East London and the City,
tim.baker@elc.nhs.uk



Lambeth Health Walks

Encourages people to walk more in three specific areas of the borough.

Marcia Dillon, London Borough of Lambeth,
mdillon@lambeth.gov.uk

Lead Walks on Olympic Park

Two-hour walks with a community physical activity coordinator to the Olympic Park in Newham.

Paula Peatey, London Borough of Newham,
paula.peatey@newham.gov.uk

Let's Get Moving

Aims to improve physical activity for patients utilising specialist motivational interviewing techniques in Harrow and Newham.

Sally Hone, NHS Harrow,
sally.hone@brent-harrowpcts.nhs.uk

Tim Baker, NHS North East London and the City,
tim.baker@elc.nhs.uk

Lewisham Dance Picnics and Walk Out

Three dance picnics will celebrate different cultures and encourage activity.

Carmel Langstaff, Lewisham Council,
carmel.langstaff@lewisham.gov.uk

Living Streets Fitter for Walking

A project aimed at hard-to-reach and sedentary groups to improve the local environment to encourage walking, completed in March.

Jack Skillen, Living Streets,
jack.skillen@livingstreets.org.uk

Living Streets Steps Out

Identifies barriers including fear of crime, poor knowledge of routes and car ownership to help get more people walking throughout London.

Julia Crear, Living Streets,
julia.crear@livingstreets.org.uk



London Greenways

A collection of projects creating a joined-up network of routes for walkers and cyclists through green spaces in London.

Matt Winfield, Sustrans,
matt.winfield@sustrans.org.uk

London NHS Cycling Strategy

A pan-London approach to promoting cycling for NHS staff.

Gemma Hagen, London Health Programmes,
gemma.hagen@londonhp.nhs.uk

London Youth Games

This scheme is now part of the new Sainsbury's School Games which aims to inspire every child in the UK to take part in competitive sport by providing competitions.

Russell Findlay, London Youth Games Foundation,
russell@londonyouthgames.org

Long Distance Walkers

A project establishing a long-distance walking route and shorter walks plus a challenge event in June.

Paul Lawrence, Long Distance Walkers Association,
paulmlawrence@aol.com

Mental Health Awareness in Small Businesses

Helps small business and social enterprise understand and approach common mental health issues.

Jane Connor, NHS North East London and the City,
jane.connor@elc.nhs.uk

Mental Health First Aid

Training instructors to deliver mental health intervention skills to the public to reduce stigma.

Bernice Cole, Mental Health First Aid England CIC,
bernice@mhfaengland.org

NHS Blood and Organ Transplant Donor Register

Aims to increase signatories to the Organ Donor Register by the end of the 2012 Games.

NHS Blood and Organ Transplant,
partnerships@nhsbt.nhs.uk

Nursing and Islam

Project aims to increase the numbers of Muslim nurses including a live TV show on Channel 5.

Sadhek Khan, Barts Health NHS Trust,
sadhek.khan@bartshealth.nhs.uk



Operation Footfall

The Department for Transport's scheme to reduce staff travel by 50 per cent including a trial week dubbed Operation Footfall.

Lily Makurah, NHS London,
lily.makurah@london.nhs.uk

Parks for Life

A programme to inspire Hackney residents to use local green space with free one-hour activities.

Sam Parry, London Borough of Hackney,
sam.parry@hackney.gov.uk

parkrun

All-year round weekly five-kilometre run, jog or walk sessions from 14 to 89 years in various London boroughs including Kingston and Lambeth.

parkrun, www.parkrun.org.uk

Passing the Baton

Aims to improve communities by bringing different groups together to share their cultural and generational experiences.

Rudi Page, Sporting Futures, rudi@raffa.org.uk

Physical Activity Peer Activation

Using volunteers to make the most of outdoor gyms in Camden.

Sarah Ruane, Camden Council,
sarah.ruane@camden.gov.uk

Recycle A Bike

Service users recycle bikes in this community mental-health project, using its workshop.

Nick Gore, Recycle A Bike, nick.gore@nhs.net

Run!

England Athletics promotes running in a number of London boroughs where access to athletics has previously been limited.

Rhian Horlock, England Athletics,
rhiorlock@englandathletics.org

Southwark Health Factor

Thirteen local people, selected from fifty applications from people most at risk of ill health, make healthier choices and share experiences online to spread the word.

William Palmer, Southwark Council,
william.palmer@southwark.gov.uk



Sport for Health

Training to help volunteers teach others how to improve health and increase activity.

Gina Mohajer, Royal Society for Public Health,
gmohajer@rsph.org.uk

Street Games

Two-year scheme to improve physical-activity levels of 11-25 year olds in economically deprived areas.

Ceris Anderson, Street Games,
ceris.anderson@streetgames.org

Strictly Cycling

Opportunities in Richmond and Twickenham to receive coaching.

Chris Jones, London Borough of Richmond-upon-Thames,
c.jones@richmond.gov.uk

Us Girls

Sport England-funded scheme to increase and sustain women's participation in sport.

Claire Wheeler, Pro-Active in London partnership with Street Games,
claire.wheeler@brunel.ac.uk

Walk for Life Miles

Over 2,012 easily accessible one-mile walks across the country.

Jim Walker, Walk England,
jim.walker@walkengland.org.uk

Walk, Run, Cycle

NHS Harrow's active-travel project for staff.

Sally Hone, NHS Harrow,
sally.hone@brent-harrowpcts.nhs.uk

Walking Works

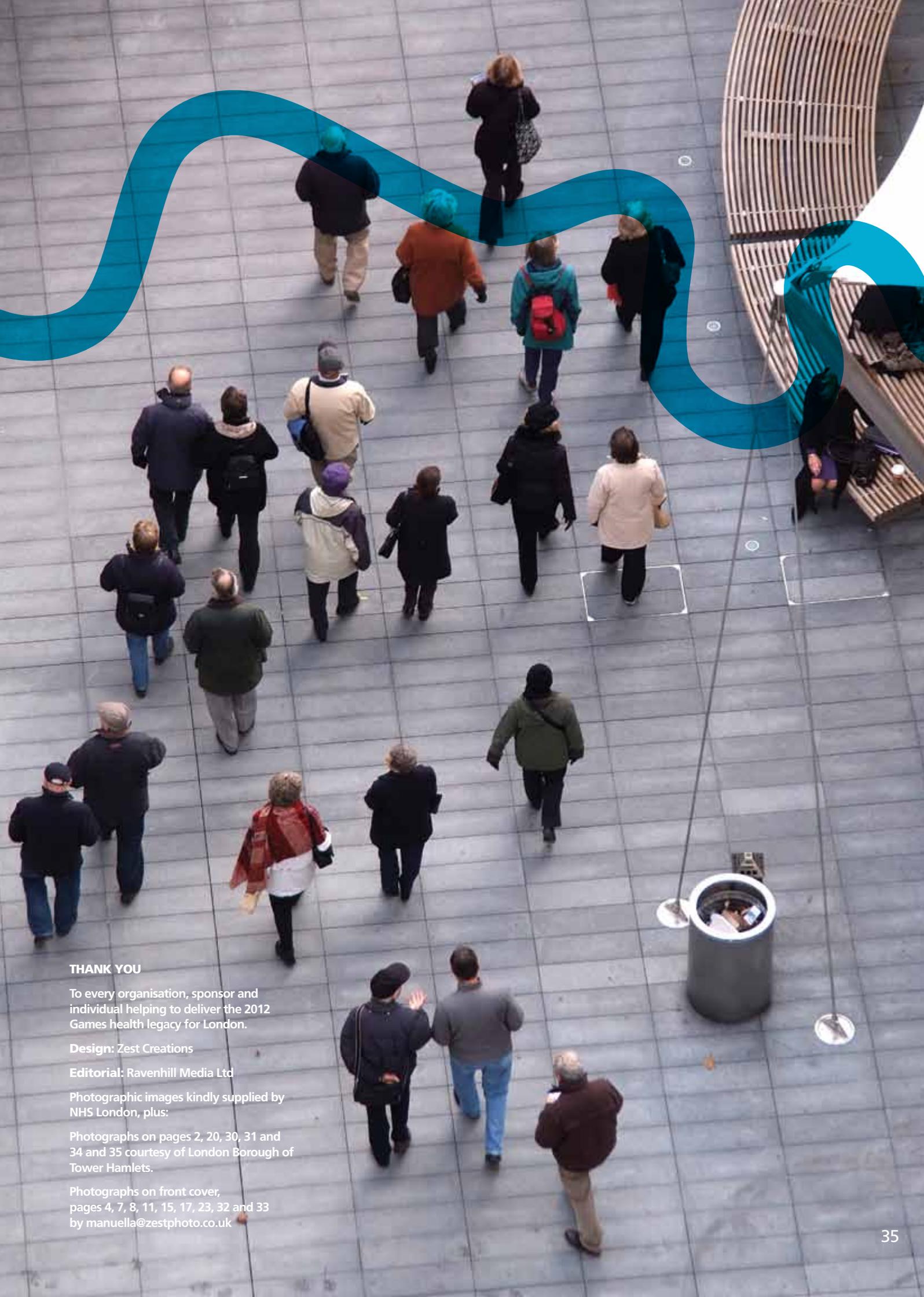
Living Streets project to encourage London organisations to promote walking to staff.

Andrea Lee, Living Streets,
andrea.lee@livingstreets.org.uk

Welcome Back to Netball

Netball sessions for returners and new participants in Lambeth.

Naomi Lewis, Lambeth Council,
nlewis@lambeth.gov.uk



THANK YOU

To every organisation, sponsor and individual helping to deliver the 2012 Games health legacy for London.

Design: Zest Creations

Editorial: Ravenhill Media Ltd

Photographic images kindly supplied by NHS London, plus:

Photographs on pages 2, 20, 30, 31 and 34 and 35 courtesy of London Borough of Tower Hamlets.

Photographs on front cover, pages 4, 7, 8, 11, 15, 17, 23, 32 and 33 by manuella@zestphoto.co.uk



Celebrity dancers Arlene Phillips and Len Goodman back Your Personal Best campaign, inspired by the 2012 Games. See inside for more details

NHS London

NHS London
Southside
105 Victoria Street
London
SW1E 6QT
0207 932 3700
www.london.nhs.uk



July 2012