

## Foreword

As we move towards the latter end of year two, the portfolio faces even greater challenges with the impact of the recession creating inevitable cutbacks in expenditure. However, support for our work can be found around the development of policies such as the New Horizons work on mental well-being. The message that 'there is no health without mental health' is an important one. The cost of not looking after peoples physical health and mental wellbeing before crisis point has been reached is high, not only in terms of direct cost to services but also in terms of social cohesion.

This year has seen a huge rise in activity levels across the portfolio and the success of a number of our projects has been recognised both regionally and nationally. Highlights have included Healthy Retail in Dudley attending the Social Marketing Learning Demonstration Site Awards Ceremony at the House of Lords, where they were formally acknowledged for their hard work and Women in Motion, who were awarded Project of the Year at the first Telford & Wrekin Advisory Council Sports Awards. In addition to this, many of our projects have been involved in presenting at a number of leading regional conferences.

Creating opportunities and preparing Living Well West Midlands successful projects for sustainability has been one of the portfolios underlying aims from the beginning of the programme. The evaluation evidence being produced by GHK is very important in this respect and we continue to develop this work. Finally, we look forward to our second annual conference in October where we will be looking at the challenges to all surrounding commissioning mental well-being services.

**Zena Lynch - Director  
Living Well West Midlands**

## Living Well West Midlands Conference looks at Mental Well-being Agenda

The second Annual Living Well Conference, 'Mental Well-being and Commissioning', will be taking place on the 22nd October at the Birmingham Centennial Centre. The conference will be discussing the New Horizons Strategy on mental wellbeing, challenges for commissioners and service providers and will also look at developing work around commissioning guidance.

Speakers will include Alan Turley, Director of Stoke on Trent's Local Strategic Partnership, who will be discussing commissioning from the viewpoint of Local Authorities, the Medical Director for the West Midlands Strategic Health Authority, Dr Neil Deuchar, will give a perspective from the Strategic Health Authority. Gregor Henderson from the National Mental Health Development Unit will be sharing his perspective on the New Horizons work, followed by Karen Newbigging from the University of Central Lancashire who will outline developments on commissioning guidance for public mental health and wellbeing.

Delegates will have the opportunity to attend two workshops during the conference that will focus on a number of different approaches to mental wellbeing, including; older people, Black and Minority/Majority Ethnic Communities, mental wellbeing in the workplace, schools and the voluntary and community sectors. There will also be an opportunity to discuss the issues facing commissioners and service providers.

Olwen Dutton, Chief Executive of the West Midlands Leaders Board and the West Midlands Regional Assembly, chairing this year's conference said,



"good mental health and wellbeing relies on a range of community based provision from individuals, employers, Councils, PCT's and many other organisations. The projects within the Living Well portfolio offer a range of services which help promote mental wellbeing and this year's conference provides an opportunity to look at the policy context and commissioning challenges from a number of different perspectives"

For further information as it becomes available please visit the Living Well website at [www.livingwellwestmidlands.org](http://www.livingwellwestmidlands.org)

# Living Well Shows Taste of Birmingham How to be Healthy

Living Well West Midlands recently attended the 2009 Taste of Birmingham for the 2nd consecutive year at Cannon Hill Park. The event saw Living Well West Midlands join in the culinary fun alongside a variety of national and regional businesses. During the four days Living Well promoted the links between healthy eating, physical exercise and mental well-being to over 20,000 visitors across the region.

Living Well's Farm to Fork took a starring role on the second day when Woodfield Junior School, one of the schools involved in the project, joined top Worcester chef Felice Tochini in a live cookery demonstration at the Heart of England Fine Foods Cookery Theatre. Prior to the show Felice had also visited the children at the school to get first hand experience of what the children had been growing in their allotment. During the demonstration the children used the fruit and vegetables grown in their own school allotment to cook the delicious dishes.

On the Living Well stand, staff from Coventry Body and Mind and Solihull's SHINE carried out health checks with members of the public, looking at everything from BMI to blood pressure. The SHINE team attended the taste of Birmingham 2009 event to support the work of the portfolio towards tackling obesity and encouraging healthy eating. The team were continuous busy from the moment the doors opened right through to the end.

"A common theme from the event was that the general public was worried about health issues mainly around weight and blood pressure but did not take any direct action due to busy daily schedules. But the advice the SHINE trainers provided ensured people went away feeling much more positive, as the simple tips the trainers provide make healthy lifestyles an easier choice than people actually believed. With this in mind I feel that the approach of offering free informal health checks and advice at events is an effective way of raising the issue of an improved healthy lifestyle," said Mark Roscoe, SHINE Programme Manager, Solihull.



Children from Farm to Fork on stage with Felice

Visitors also had the opportunity to make their own healthy smoothies, with a little bit of pedal power, on Blendavenda - the cycle powered smoothie machine. Finally, visitors were invited to test their knowledge on food, drink and health with a healthy eating quiz. The winner, revealed on the last day of the show was Julie Summerfield from Birmingham who managed to answer all of the questions correctly. Julie received a voucher to be used at the award winning Saffron Restaurant on Wolverhampton Road, Birmingham. The event was once again a huge success and Living Well looks forward to returning again next year to showcase it's work.

## Wellness Works to Offer New Qualification

Worcestershire project Wellness Works, part of Living Well West Midlands, will be hosting a training course, which aims to award participants an "ILM Award in Health and Well-being Management". The qualification is endorsed by the Institute of Leadership and Management and delivered by Lifecraft.

The course will focus on the ways to implement health and well-being into workplace environments through sharing information, learning new tools and techniques such as mind-mapping and learning styles. Mental, physical, emotional and spiritual well-being will all be covered during the course.

The participants attending will range from HR Managers to Senior Advisors and the majority are coming from companies that have already worked with Wellness Works. The course itself will take place over 6 days and conclude with a final written report on how the attendees will implement health and well-being across their working environment.

Amanda Wright, Business Adviser for Health and Well-being at Community First, said, "Our aim is to offer support and to promote positive emotional and mental well-being in the workplace. This qualification is a great way of providing companies and employees with the knowledge and the tools to be able to sustain health and well-being awareness in their workplaces."

# Living Well Projects Scoop Awards

Two Living Well West Midlands projects have recently received awards recognising their success and the positive impact they are having in their communities. Telford and Wrekin's Women in Motion project was awarded Project of the Year, while Healthy Retail in Dudley was acknowledged at an awards ceremony at the House of Lords for their role in a Social Marketing Learning Demonstration pilot.



Women in Motion collect Project of the Year Award

Women in Motion, which works to encourage more women across Telford and Wrekin to become active and increase both their motivation and confidence, was awarded Project of the Year at the first Telford & Wrekin Advisory Council Sports Awards. The award specifically recognises dedication, inspiration to others and most importantly community relationships. The judges were impressed with the considerable excellence Women in Motion showed in all of these areas and especially for its work in building and strengthening relationships within the community. Women in Motion, along with the other winners from the night will now go forward to The Energize Shropshire Telford and Wrekin Awards Evening to be held in October.

Claire Lojko, Community Activator for Women in Motion' said, "We are thrilled with the result! The award recognises all of the hard work and commitment from those involved – especially our volunteers. We are proud to be named Project of the Year and

have our dedication in offering women qualifications and training to lead sports classes in their local communities recognised, it is a great honour."

Dudley Healthy Retail project received an award at the Social Marketing Learning Demonstration Site Awards Ceremony, held at the House of Lords. Healthy Retail works to encourage residents of deprived areas to consume healthier foods and was formally acknowledged, alongside nine other demonstration sites, for their hard work and progress in the scheme as social marketing champions of England.

"These awards provide further evidence that these projects are not only valued within their own communities but also that they are recognised by professional organisations for having a positive impact and being delivered with such success," said Zena Lynch, Director of Living Well West Midlands.



Dudley's Healthy Retail team at the House of Lords

## Workshop Connects Projects and EU Funding

Living Well West Midlands held a beginner's workshop this month on access to EU funding for members of its portfolio.

The workshop was hosted by EU Connects Manager, Tatiana Panteli, who explained the new EU-funded regional resource for the West Midlands and discussed how they can assist organisations in applying for European funding to deliver trans-national projects.

European trans-national funding encourages an exchange of best practice with partners from other European countries across a wide spectrum of activity such as vocational education and training,

business support, renewable energy, biodiversity, environment and developing strategic policies. Unlike Structural Funds, trans-national funding programmes are open to any organisation in any geographic location. The workshop covered the various types of funding available, including partnering with European organisations and the stages of applying for funds.

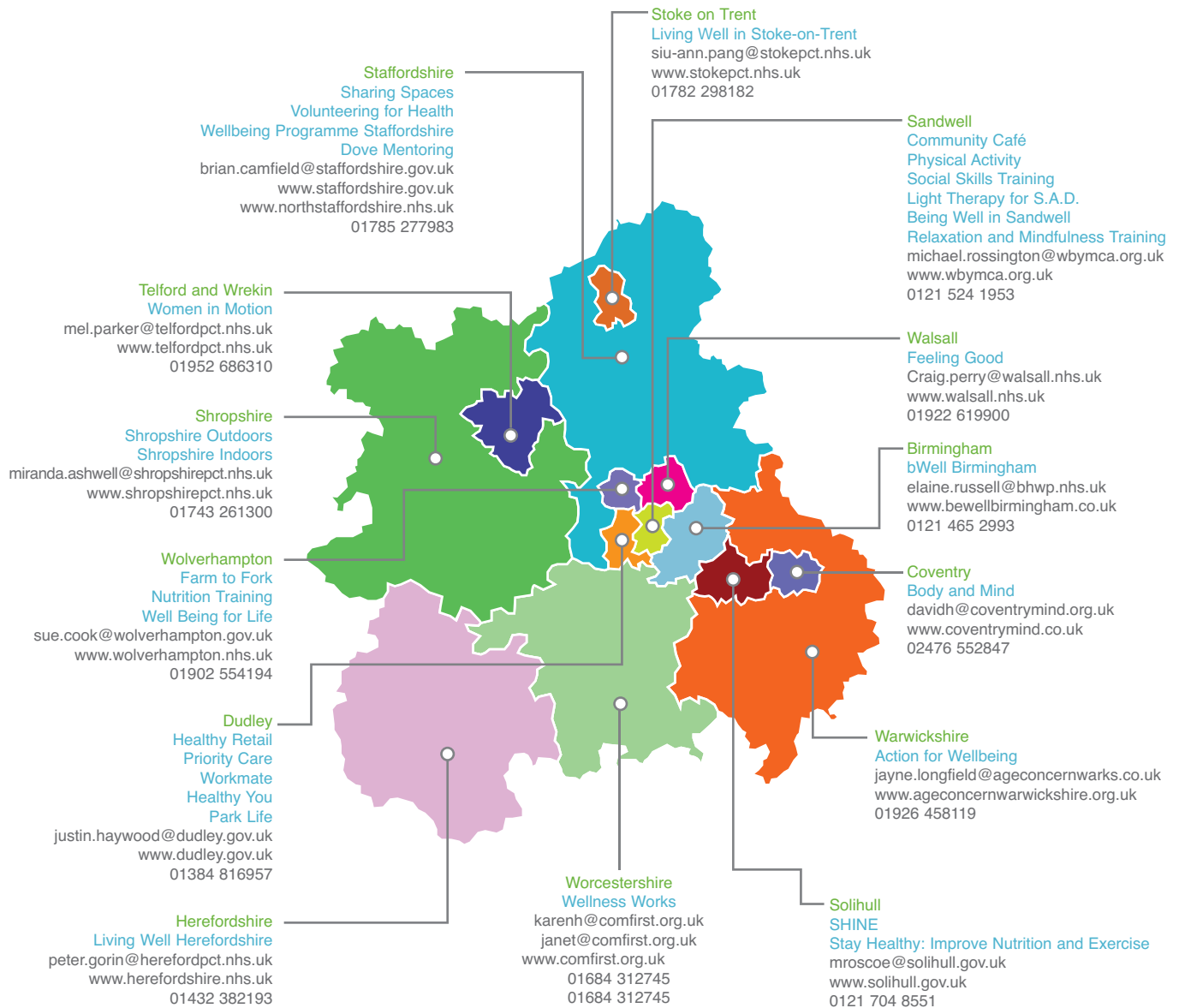
The project lifecycle was also examined including getting started, putting ideas into

actions and tools for delivery. Finally, a case study on a Herefordshire organisation that entered into a European partnership was presented, giving an example of how successful it can be to both the projects involved and the communities the project is reaching out to.

The workshop was held as part of Living Well's continued commitment to support its portfolio to access vital information in relation to sustainability.

# Getting in touch

Living Well West Midlands has 29 projects across the region. Listed below are the names of the projects and the contact details for the 14 Regional Communication Leads.



## Dates for your Diary

29th September 2009 - World Heart Day  
[www.world-heart-federation.org](http://www.world-heart-federation.org)

10th October 2009 - World Mental Health Day  
[www.mentalhealth.org.uk](http://www.mentalhealth.org.uk)

22 October 2009 - Mental Well-being & Commissioning  
Living Well West Midlands Annual Conference  
[www.livingwellwestmidlands.org](http://www.livingwellwestmidlands.org)

4th November 2009 - National Stress Awareness Day  
[www.isma.org.uk](http://www.isma.org.uk)

# Living Well West Midlands

For More Information

Telephone

0121 245 0196

Email

[e.smith@wmra.gov.uk](mailto:e.smith@wmra.gov.uk)

Website

[www.livingwellwestmidlands.org](http://www.livingwellwestmidlands.org)