

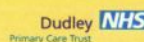
Green Spaces to Healthy Places

The Dudley Healthy Towns Story

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Valerie A Little – Dudley Director of Public Health



- Background
- What we've done
- What we found out
- Where next?



Background

- £30m National Pilot Programme
- Prevention of Obesity – Environmental Change
- Why Parks? Our approach
- Partnership/existing Activity
- A Borough wide Initiative



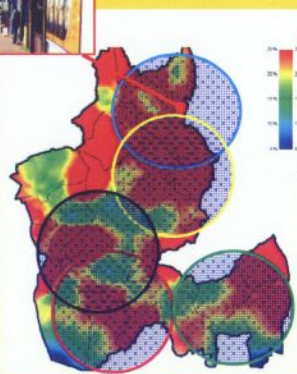
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What We've Done



Environment tiers

- Healthy hubs (specific local)
- Active Corridors (wider general)
- Service reform
(Borough wide and sustainable)



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Healthy Towns

Typical Hub Building New Build



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Activity Room



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Unisex and Disabled Toilets with Baby Change Facility



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Covered Outside Space



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Outdoor Gyms



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Other Infrastructure New and Improved Play Areas



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Other Infrastructure Internal Walking Routes



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Active Corridors Off Road

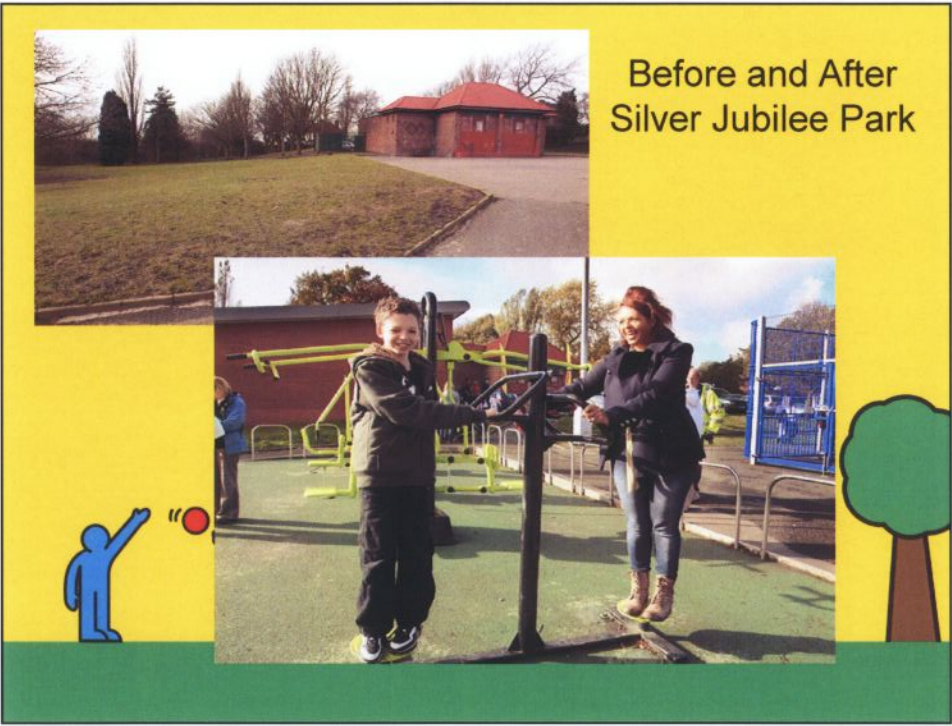


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Service Redesign

Park Keeper → Park Ranger

- Changed job focus (people and plants)
- Changed JD and person specification
- Changed working practices
- Impact on staff



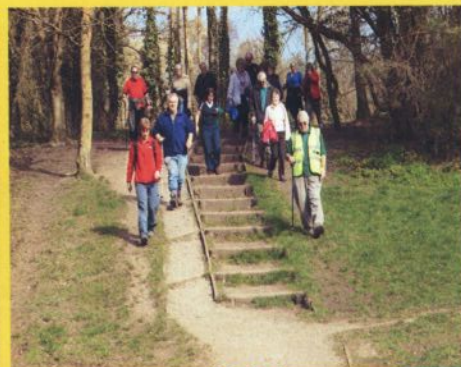
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Is it Working?



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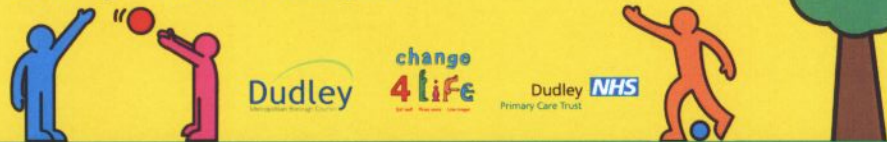
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Evaluation

What are our Aims?

- More children and families more active over initial base line.
- An Increase in Parks/ Hub usage over baseline
- Increased perceptions of safety in and around the Hubs.
- An increase over baseline of numbers of children and families walking and cycling.
- An increased awareness and understanding of the Change 4 Life messages.



Evaluation

- What people local to the parks (1.5km) told us (population surveys)
- What people using the parks told us (visitor and gym surveys, comment book)
- What local school children told us (Qwizdom)
- Measurables (attendance/park use observation figures)

(National evaluation – process)



Is it Working? Some Initial Findings

- Increases in general park usage
- Improved rating of 9 park's facilities
- 24,645 structured attendances Sept 2010 – Sept 2011
- Increase in play week attendances.
- Increased visits to park, especially children
- Physical Activity levels up (outdoor gym a key feature)
- Walking levels increased.
- Little impact to date on active transport
- Perceptions of daytime safety improved (but not primary school children)
- Positive shift in Change 4 Life awareness.
- Reported increase in confidence to manage own weight
- Site by site differences
- On site staff are critical

Is it Working? User Comments

*'I feel healthier because I am outdoors and I am physically more active'.
(male aged 46)*

'Nice to be able to be active with the whole family'. (male aged 41)

*'It has inspired me to generally lose weight and spend more time with my kids'
(female aged 34)*

'I go with my husband and daughter. She sees mum and dad being active and it encourages her also to be active. She goes on to the park and also socialises with other children which is great. We can all keep fit now and it doesn't cost a penny'. (female aged 27)

'Single person can get out more, mixing with other people of all ages in a friendly environment'. (female aged 55).

'I can use this now for free instead of paying for the gym'

'I think it's great, I only came over with the baby and now I've done a workout, I really think its brilliant'

'I use it because it keeps me healthy, it's free and I can't afford to use other gyms. It's really good because I think people of all ages will now be able to get fit outdoors and people can also strengthen their muscles'

Where Next?

- Complete evaluation
- Local/national dissemination of learning
- Embed into core business
- Programme sustainability



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The National Weight Management Programme

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The Last Word



"I started over the park in April 2010, I was overweight at 18.5 stone. My weight now is just under 13 stone. My daily activity on the park now lasts between 1-2 hours. I do health walks and have been trained as a walk leader and have introduced my own routes. I must say that since coming on the park I have never felt so fit in all my life, I've lost about 5.5 stone in weight and feel like I can do just about anything"



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