The NHS in London supporting the 2012 London Olympic and Paralympic Games

Go London! The legacy of better health for Londoners

No. 4 in a series of four reports
Final directory | November 2012
As part of the NHS London reporting supporting the 2012 Olympic and Paralympic Games a suite of four reports have been published.

### REPORT TITLE

| The NHS in London supporting the 2012 London Olympic and Paralympic Games. | Programme Overview  
Number 1 in a series of 4 reports |
---|---|
| Summarises NHS London's programme of work for the London 2012 Olympic and Paralympic Games. This includes an explanation of the UK health system, and NHS London's work to prepare the health system in London for the Games. It also covers how the health system operated during the Games, the impact the Games had on the health service, how communications structures and processes worked during the Games, and how the Games were used as a springboard to promote the health of Londoners. |

| Health Service Planning and Delivery  
Number 2 in a series of 4 reports |
---|
| Covers work with the health system to prepare for the 2012 Games and also how the health system operated during the Games. This includes work to ensure business-as-usual performance levels were maintained for the public, and also how the bid commitments (health promises) made by the Government to the International Olympic Committee when it bid to host the Games, were met. |

| Health Emergency Preparedness, Resilience and Response  
Number 3 in a series of 4 reports |
---|
| Covers the health emergency preparedness, resilience and response activities associated with the NHS London's 2012 work programme. This includes training, testing and exercising, major incident and emergency planning, business continuity and command, control and communication. |

| Go London! The Legacy of Better Health for Londoners  
Number 4 in a series of 4 reports |
---|
| Covers work undertaken by NHS London and others to use the Games as a platform to improve the health of Londoners. This includes work to increase physical activity levels in the capital and also to improve the way the NHS works. The report provides a number of case studies illustrating the broad range of ways in which the Games contributed to improving the health of Londoners. |

Limited print copies are available and PDF files of the reports can be downloaded from www.london.nhs.uk until April 2013 and subsequently from www.myhealth.london.nhs.uk

An external evaluation of the entire NHS London 2012 programme was commissioned from the Department of Applied Health Research (DAHR) at University College London (UCL). This is the first independent external evaluation of a health services support programme during an Olympic or Paralympic Games and the report will be available in May 2013 from the DAHR website: www.ucl.ac.uk/dahr/research_pages/olympics

An additional four external evaluations of specific programmes have been commissioned by NHS London. A trio of reports relating to planning for and impact on sexual health services in London during Games-time will be completed by the Health Protection Agency (HPA), Southbank University and social research consultants MBARC Ltd. The impact of the 2012 Games on alcohol related illness and injury is being assessed by the Centre for Public Health at Liverpool John Moores University. All four reports will be completed by March 2013 and they will be available from their respective institutions.

This report can be cited as:

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When the UK bid to host the Olympic and Paralympic Games in 2005 it pledged to be the first country to use them to generate a health legacy by encouraging people to be more physically active.

At the time, many were sceptical about exactly how this aspiration could be turned into reality. In 2009, NHS London rose to the challenge publishing the Go London Strategy in which we promised to work with our partners to use the Olympic Games in the capital to boost the health of Londoners. The vision was to also use them to drive participation in physical activity up to and beyond the event as part of a unique health improvement legacy.

In response to this ambition NHS London worked with partners in the public and private sectors, including the Mayor of London, to develop and publish the Go London Strategy in 2009. The strategy aimed to stimulate organisations to develop health legacy projects inspired by three themes as follows:

- **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 Quality, Innovation, Productivity and Prevention (QIPP) agenda.

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

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By 2010 it had become clear the Games would bring about health benefits in ways which had not been envisaged in the early planning stages and the strategy and reporting mechanisms were extended to embrace these accordingly.

Now that the Games are over, we are continuing to work with our partners to try and ensure the best projects are sustained so they bring about lasting health benefits. The 2012 Games were inspirational in many ways. We hope the case studies in this directory inspire future host nations to use the magic of the Olympic and Paralympic Games to improve public health.

This fourth and final edition of the Go London Directory showcases and evaluates the innovative ways in which we and others have used the Games as a springboard to boost health. Importantly, it also provides recommendations on mainstreaming these health benefits for the future.

The case studies show the huge variety of schemes, projects and activities that have benefitted from the Games effect and the health improvements they have brought.

Many have focused on stimulating physical activity, whilst others have been beneficial to health in less direct ways such as through strengthening the NHS ability to respond to major incidents and hastening the detection of the spread of communicable diseases in preparation for the Games.

In reading the case studies there should be no doubt that with careful planning the magic of elite sports events can bring health benefits.

Everyone who has been involved in working on the 2012 Games-related health projects featured in this edition, and many others who we have not been able to include, should be proud of their achievements.

The directory illustrates there are fantastic examples across London of individuals and organisations that have benefitted from the 2012 Games in extraordinary ways.

The London 2012 Games are now over and I know no one who was not entranced by their magic and the inspirational achievements of the athletes who took part in them. We are working hard to ensure that the very best projects, schemes and activities are sustained in the future.

We hope you find this directory useful. We also hope that our experiences of harnessing an elite sporting event to bring about health benefits prove useful to others.

Dr Simon Tanner
Director of Public Health, NHS London

NHS London’s 2012 Programme was formed in 2008 to ensure the NHS in the capital met the health-related commitments and guarantees the UK made to the International Olympic Committee when it bid to host the Games. It was also responsible for making sure the Games left a lasting health legacy for Londoners.

The bid commitments related to providing healthcare and ambulance services to people involved in the Games, including athletes and team officials, and making sure the NHS continued to provide its usual standards of service throughout the summer of 2012.

For those who followed the London 2012 Games, it would be difficult not to have been impressed by the drama of the sport and human endeavour, by the spectacle of the opening and closing ceremonies and cultural events, by the efficiency of the organisation and dedication of the volunteers, and by the regeneration they catalysed in East London, including the iconic buildings which remain in the Olympic Park.

This final edition of the Go London Directory explains through case studies, the health legacy of the London 2012 Games in the capital. It does not claim to provide a complete picture of the impact of the Games on the health of the UK population but it does provide an excellent representation of the huge range of projects, schemes and activities associated with the Games that will benefit health.

Each of the case studies covers a project, scheme or activity, explores its impact on health and how and whether the project will be sustained.

So what do we mean by the term health legacy?

Firstly, we wanted to ensure that there was a legacy approach running through everything we did in planning, taking
treating the long term conditions (LTCs)

Dr Bird, a GP, said: “If physical activity was

physical inactivity can increase risk factors

well known is the fact that a lack of

physical activity is one of the main risk factors

for heart disease and diabetes. But less

known is that a lack of regular physical activity

affects the very core of the disease process.

Physical activity has now been shown to

reduce the high risk for cardiovascular disease,

including heart disease and diabetes,

and treat arthritis; change in hormones

including protection of cartilage to prevent

and treat arthritis; change in hormones

can prevent breast cancer and prostate cancer; improvement in cholesterol; reduction in blood pressure; thinning of the blood; and treatment of depression, possibly due to the release of endorphins. The greatest discussion was around the new research that shows that physical activity attenuates the effect of osteoporosis. Someone who has a healthy cardiorespiratory fitness, but yet becomes

obeese, will have virtually no change in their mortality risk, were as any decrease in fitness has a significant increase in their risk irrespective of any change in weight1. In fact only ten per cent of the cardiovascular benefits of physical activity are due to weight loss, with 90 per cent of benefits being the anti-inflammatory effect, lowering blood pressure, thinning of blood; and other mechanisms. The message is that physical activity should no longer be seen simply as a way of losing weight. It is much more important than that.

Physical activity therefore not only prevents illness but can treat it. Some of the newest evidence suggests that all patients newly diagnosed with cancer should become more, not less, active to prevent cancer recurrence and increase survival. Even people undergoing chemo or radiotherapy benefit considerably and are no more tired than those who remain sedentary. Hypertension, diabetes and arthritis are amongst those diseases that can be also treated with physical activity.

OUTCOMES

The Go London strategy is designed to build on existing projects to strengthen London's ability to create an active population. Creating many different and very local opportunities for physical activity is the way to slowly change a culture. As suggested there is no single, simple way of getting everyone active but walking is not far off the perfect solution.

Regular walking to work, school or the shops is the most effective way to get more people physically active. In the UK, 12 per cent of people walk to work compared to 23 per cent in Sweden and Germany. Walking has the fewest barriers to entry, the least side effects, the greatest tested benefits, it is free and can start at everyone's front door. It can be the start to give those who are completely sedentary the confidence to then move on to other activities.

LASTING HEALTH BENEFITS

We cannot avoid stating the cost benefit of physical activity promotion. If every GP in London managed to get two inactive patients active every month, the NHS would save £7.8 million each year. Using the Cabinet Office cost of inactivity® which includes social care and time off work, then the savings in London would increase to £60 million.

In order to realise this benefit, the myriad of projects across London should be encouraged and supported in the development of strategies to continue their activity after the 2012 games.

RECOMMENDATIONS

A number of lessons have been learnt which will help the NHS to better understand how to get more people active:

1. GPs need more training on the latest physical activity recommendations and the benefits of physical activity for their patients. Based on a survey of 169 GP practices, not a single nurse or GP knew the Department of Health physical activity guidelines of 150 minutes of moderate or 75 minutes of vigorous activity a week.

2. The emphasis is still around structured activities such as sport, gyms and exercise yet unstructured activities such as walking and cycling have the better evidence in lifting someone out of inactivity.

3. There is probably too much emphasis on the benefits physical activity rather than the health risks of inactivity. The emphasis should be on inactivity being as harmful as smoking.

4. There needs to be better communication between GPs and local authorities regarding signposting of local activities. It is often too complicated with no single point of contact.

5. With few exceptions all long term conditions need to have physical activity included in the care pathway.

6. Focusing on the inactive patient from doing nothing to something offers the greatest benefit. After that there are diminishing returns.

CONCLUSION

For the future we need to market this wonder drug of physical activity, teach health professionals how to promote it and encourage patients to take it regularly.
"Evidence shows that exercise can benefit low mood, anxiety and improve memory and concentration. IAPT Brain Train has harnessed the carnival effect of the London 2012 Olympic and Paralympic Games to ensure that exercise programmes form part of London IAPT services and are utilised by users as part of care plans."

University College London’s Professor Steve Pilling
Professional benefits, personal satisfaction

Team Up, a health legacy project inspired by the London 2012 Games, has given doctors, dentists and public health professionals in training the opportunity to engage with communities and promote the health and well-being of Londoners.

The project is being run by the London Deanery, which is responsible for the postgraduate training of London’s doctors and dentists. The opportunity is also extended to London Deanery staff.

Team Up supports a suite of individual projects across the Capital. The trainees contribute to the projects in various ways including providing expertise in health education, project management and monitoring and evaluation.

A wide range of groups are being supported to improve their health and well-being through the programme, including diabetics, people suffering from eating disorders and mental health conditions, the homeless and people from ethnic minority groups who have become isolated.

Through Team Up, medical, dental and public health trainees are given a unique opportunity to develop their leadership and teamwork skills by working voluntarily outside the hospital setting, with vulnerable community groups.

London Deanery will be evaluating and identifying lessons from Team Up that can be extended to future trainee doctors’ and dentists’ education programmes.

A new professional network of public health specialist mentors is also being created to support the health teams to deliver their projects successfully.

OUTCOMES TO DATE

- Total number of current Team Up health and wellbeing projects: 33
- Total number of medical and dental trainees taking part: 151
- Number of partner organisations taking part in Team Up programme: 30

MORE INFORMATION

www.londondeanery.ac.uk/teamup

Breaking down barriers

The Team Up project is designed to connect staff and trainee medical, dental and public health professionals with community organisations dealing with some of London’s more vulnerable groups.

HELPING STAFF FIGHT ORAL HEALTH DISEASE

Staff at St Mungo’s, a charity that helps thousands of homeless people each year to make life changes and avoid sleeping rough, are being trained to help homeless people access the right dental care and reduce oral disease.

Homeless people tend to have much poorer oral health than the general population, due largely to a lack of support, education and ability to access health services, which makes them vulnerable to developing tooth decay, gum disease and oral cancer.

The project aims to increase understanding about the link between oral health and diet, gum disease and smoking and alcohol consumption, and to increase understanding of eligibility, costing and access to NHS dentists.

A team of dental professionals from Barts Health NHS Trust has prepared a series of presentations which are being delivered to St Mungo’s sites in north and south London. A range of educational materials, supplied by GlaxoSmithKline, will also be distributed to staff and pinned to notice boards.

If the project is successful, St Mungo’s would like to form an on-going partnership with Barts Health so that dental students can continue to deliver the workshops.

MORE INFORMATION

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HELPING THE HOMELESS TO ACCESS GP SERVICES

London Deanery has been working with New Horizons Youth Centre, a drop-in centre in King’s Cross for homeless and vulnerable 16-21 year olds. The initial plan was to develop health-related workshops for the nurse working at the centre – in areas such as tuberculosis, sexual health, mental health stigma, communication, risk and psycho-education – has now been expanded to improve centre users’ access to primary care services.

Few of the centre’s service users are registered with a GP, and organisational structures. In particular, the Team Up members have been working with the local PCT to encourage GPs to see and register young people from the centre.

MORE INFORMATION

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THE NHS SPORT AND PHYSICAL ACTIVITY CHALLENGE

NHS staff rise to the Challenge

In the lead-up to the London 2012 Games, David Nicholson, chief executive of the NHS in England, challenged the NHS to get over 300,000 more NHS employees actively engaged in sport or physical activity as part of their NHS employment.

This challenge is important to the future effectiveness of the NHS as the health and well-being of its staff is key to delivering quality care for patients. This initiative is a practical response to Dr Boorman’s NHS Health and Well-being report[1]. The report set all NHS staff an ‘activity challenge’ to encourage NHS staff to get involved in physical activity, making ourselves fitter and a better role model to patients. The report also found that improvements in staff health and well-being can also help the NHS reduce sickness absence by up to a third, resulting in additional 3.4 million working days a year.

NHS London is promoting the NHS Sport and Physical Activity Challenge and has played a role regionally in brokering increased access to free and low-cost opportunities to help NHS organisations in London get more for their staff. This has included the promotion of active travel as a practical way to improve staff fitness whilst also contributing to NHS business continuity plans.

74 per cent of NHS organisations in London have currently accepted the challenge and have set about developing initiatives designed to get their workforces more involved in physical activities. Examples of successful programmes of activity include the establishment of an NHSTouch Rugby League, Netball League and Walking Clubs.

Other NHS organisations are running a range of programmes: Great Ormond Street Hospital (GOSH), for example, now has football, netball, touch rugby and running teams and also holds dancing and exercise classes, and laughter yoga courses. For GOSH the campaign has been highly successful in engaging staff, and in winning recognition within the hospital, the local area, and at a national level.

The NHS Challenge programme offers something for everyone and is designed to maximise participation and enjoyment. It includes a range of suggested activities designed to maintain and promote healthy lifestyles, encourage staff to get more physically active, and improve their health and wellbeing. The incentive for organisations to take part has been the opportunity to improve workforce productivity and reduce the cost of preventable sickness absence which, in turn, results in better patient care.

Kings College Hospital’s sickness rate, for example, has reduced over the past 12 months since the introduction of a health coach and promotion of ActiveKings. The hospital reports an ongoing downward sickness absence trend.

The NHS Sport and Physical Activity Challenge is a national programme and part of a wider remit of work led by Mike Farrar and the NHS Confederation on sport and health. Funding has been secured for 2012/13 with an expectation that support will also be available in 2013/14, subject to business case outcomes.

40 of these have received accreditation from the national programme, including six gold awards.

There have been reports of improvements in staff morale, improved working relations and reduced sickness absence.

COMMUNITIES AND SERVICE USERS BENEFIT FROM GAMES-EFFECT

Guy’s and St Thomas’ were one of the first NHS organisations (trusts) to maximise the opportunity to create a lasting legacy from the London 2012 Games.

The hospital’s 2012 Challenge programme was officially launched in June 2012 following a staff consultation which called for ideas on how the hospital could celebrate the London 2012 Games and leave a lasting legacy. Building on the values of the 2012 Games, staff identified five key challenge themes and launched a range of schemes and projects which demonstrated their skills, talents and creativity to volunteer, fundraise for charity, get healthy, change the way they work and celebrate and enjoy the Games.

As part of its health and wellbeing strategy, North East London NHS Foundation Trust (NELFT) is encouraging more physical activity among staff, service users and the local community through the NHS Sport and Physical Activity Challenge.

THE GREAT ORMOND STREET HOSPITAL WAY: HOW TO MAXIMISE THE SUCCESS OF YOUR PROGRAMME

Secure funding

Obtain executive support and cross-organisation cooperation

Have a coherent overview of the campaign and a definite goal

Have an effective brand and regularly communicate this

Actively seek feedback

Provide a wide variety of events, classes and sports – keep your ideas fresh

OUTCOMES

74 per cent of NHS organisations in London are signed up to the NHS Challenge

14 of these have received accreditation from the national programme, including six gold awards.

There have been reports of improvements in staff morale, improved working relations and reduced sickness absence.

MORE INFORMATION

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SPOTLIGHT

LEGACY COMMITMENTS

Guy’s and St Thomas’ were one of the first NHS organisations (trusts) to maximise the opportunity to create a lasting legacy from the London 2012 Games.

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Over 2,500 staff have taken part in the programme to date. One such volunteering project, in conjunction with Lillian Baylis Old School, has been a resounding success and will continue into future years, in line with legacy commitments. Hospital staff are participating in local community action zone project that aims to provide better opportunities for local young people, increase social inclusion and tackle gang culture. Efforts are being focused on creating new opportunities for young people to access mentoring services, and to participate in joint sports and arts projects with hospital staff. The hospital was also proud that a significant number of staff were selected to volunteer, perform or work at the Games – among these, 47 took part in the opening and closing ceremonies.

MORE INFORMATION

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As part of its health and well-being strategy, North East London NHS Foundation Trust (NELFT) is encouraging more physical activity among staff, service users and the local community through the NHS Sport and Physical Activity Challenge.

The trust held its first Fit for 2012 sports day in 2007, and invited users of its mental health services to join with staff for a day of sporting activity, including five-a-side football and tug of war. The event has been held annually ever since and its popularity has grown. At the 2012 event, Fit for 2012 activities also included running, zumba and foam javelin. There were also service information spaces from trust health promotion teams and local community groups.

Alongside the main trust-wide sports day, the trust’s adolescent mental health service also hosted a sports day in 2012 for service users and their families, with a focus on the particular interests of the age group. The day included activities aimed at promoting healthy living.

MORE INFORMATION

Jimmy Garber

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“An additional benefit the organisation has experienced is an improved synergy between staff and the people using the services. This has been through things such the sports days where activities were open to both staff and patients and their families. Staff became more aware of patient enjoyment and experience.”

Jimmy Garber,
Modern Matron, Brookside
Encouraging active workplaces

Move for Life was developed to help NHS organisations (trusts) across London develop healthier and more active workforces as part of the London 2012 Games health legacy.

The project, commissioned by NHS London, is being delivered by Pro-Active London, an organisation that supports sport and physical activity in the capital, in partnership with the Centre for Workplace and Community Health at St Mary’s University College.

Six trusts are participating in the project and share the aim of delivering a health legacy for London by:

- increasing the health, well-being and activity levels of their staff;
- encouraging the development of a sustainable ‘active workplace’ methodology, policy and capacity before the end of the project; and therefore
- improving sickness absence rates and productivity.

**THE SIX PARTICIPATING HOSPITALS**

- Barking Havering and Redbridge University Trust
- Barnet and Chase Farm Hospitals NHS Trust
- Barts Health NHS Trust
- Croydon NHS Trust
- Lewisham Hospital NHS Trust
- West London Mental Health Trust

Through Move for Life, participating trusts are being assisted to offer a range of new sport and physical activity opportunities as well as to increase awareness and participation in existing staff health and well-being initiatives. The production of a programme of sport and physical activity opportunities for each trust is a core component of the project. These are being developed through the Move for Life team’s existing working relationships with a range of sporting and physical activity providers.

Sustainability and legacy are key components of the programmes which is why the project has placed a high emphasis on linking with London 2012 inspired programmes, which will continue to be delivered beyond 2012.

For example, the Sport Maker training initiative has allowed the project to develop a network of 104 champions to lead on sports and physical activity within the workplace. In addition, 10 people from the six trusts have been trained in British Heart Foundation Health at Work training, and now act as project leads.

The Community Games – a programme that provides training, support, information and skills to people organising their Community Games events – has also enabled the project to run four events, attended by over 300 members of staff.

Over 500 email addresses have been collected and will become the basis of a mailing list.

Early indications suggest the project will encourage an increase of a physical activity through the introduction of a minimum of 18 new sporting opportunities, which will attract 270-360 trust employees.

In addition, 14 walking routes have been designed by Walk England and a further six Legible London maps will be designed by Transport for London, with the hospitals at their centres. British Cycling is also designing 18 cycle routes, and five English table tennis grants have been secured. These initiatives will allow individuals to take part in informal physical activity at times which are convenient to them.

The new walking routes / maps and outdoor table tennis tables will be accessible to both trust staff and the general public visiting the hospital sites.

The Move for Life project will be evaluated through a follow-up survey, which will be analysed alongside the baseline survey and data collected from trained Sport Makers, trust leads and individuals who have attended activities. This will allow conclusions to be drawn about the impact of the project on activity levels of staff and how trusts have gone about supporting active lifestyles.

**MORE INFORMATION**

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**Rallying the recruits**

Sport Makers makes sport happen. And it has been particularly successful in ensuring the NHS makes it happen too.

The Sport Makers programme, funded by the National Lottery, will recruit tens of thousands of new sport volunteers aged 16 years and over to organise and lead community sporting activities across the country. To date, 104 Sport Makers from the six NHS organisations (trusts) participating in the Move for Life programme (see table on page 16) have been trained to expand or create new sport and physical activities in their workplaces.

Becoming a Sport Maker gives people the knowledge, information and connections to make sport happen and to become one of 40,000 like-minded people who are making a difference to their communities across the country.

The Move for Life programme has linked with the Sport Makers programme to take the inspiration from the London 2012 Games to the NHS workplace to inspire workplace champions to volunteer their time to make sport happen. Working with Pro-Active London and the national governing bodies of Sport, Move for Life Sport Makers are given the inspiration, the tools and equipment to make a difference in their workplaces. Sport Makers ensure that the sessions are both fun and sustainable and providing more opportunities for their NHS colleagues to get involved in sport and physical activity.

**MORE INFORMATION**

www.sportmakers.co.uk

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The British Heart Foundation (BHF) Health at Work team has been hard at work training Move for Life coordinators.

The BHF’s workplace health programmes are designed to engender a healthy ethos across the workplace and break down barriers.

The Move for Life team partnered with the BHF Health at Work team to provide training sessions to the NHS staff who have a co-ordinating role on the Move for Life project. The sessions focused on promoting physical activity in the workplace, looking at how to recruit employees to become workplace health champions, and how to overcome barriers faced in the workplace. Barriers to physical activity ranged from lack of time, support and money, to morale, shift working patterns and the difficulty in reaching staff across multiple work sites.

Discussing solutions to the challenges gave coordinators the opportunity to share ideas, experiences and tips, and offer each other support. Other topics covered on the day included practical advice on what physical activities work well at work and action planning.

**MORE INFORMATION**

Email healthatwork@bhf.org.uk or visit www.bhf.org.uk/healthatwork

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“The workplace provides us with an ideal and unique opportunity to target large audiences, often with similar characteristics and barriers to healthy lifestyle behaviours. Using champions to develop workplace health programmes allows the workplace to lead from within to create an employee centred approach.

“This assists the creation of a healthy ethos across the workplace and in the breaking down of barriers. Workplace health champions are essential to spread the workload and create a sense of ownership across the organisation.”

Ann Persson
Project Officer, British Heart Foundation
ACTIVE CELEBRATION

Sutton and Merton get motivated

In 2011 NHS South West London and NHS London commissioned PRO-ACTIVE South London to deliver a programme of activity that would increase sport and physical activity participation in the London boroughs of Merton and Sutton before, during and after the London 2012 Games.

The programme set out to target the least active members of the population. According to According to Sport England's Local Sport Profile4, 48.3 per cent of people in Merton and 44.1 per cent of people in Sutton are inactive, and do not participate in 30 minutes of sporting activity every week.

As a result, PRO-ACTIVE South London, the regional County Sports Partnership, launched Active Celebration, a 12 month programme to design and deliver projects that stimulated participation in sport and physical activity, contributed to improved health and wellbeing, and would leave a lasting legacy by retaining participants in sport and physical activity once the programme was finished.

Active Celebration aimed to get 3,000 residents more active and train 144 coaches and 250 volunteers to increase the capacity of clubs and local organisations to deliver quality activities to local people. PRO-ACTIVE South London decided that delivering the Active Celebration programme in partnership with existing sport and physical activity providers in Sutton and Merton would ensure that the programme built upon existing strengths, was sustainable and left a lasting legacy.

Using the Active People survey data, several demographics were identified as being particularly inactive. These included women, people aged over 65, people with physical and mental health disabilities and people from ethnic minority groups. PRO-ACTIVE South London looked to design projects that would target these groups and capitalise on existing programmes that had successfully delivered to them in the past. PRO-ACTIVE South London has arranged 61 projects, with activities ranging from tennis and athletics to dance and tai chi. Of these projects, 10 have focused primarily on older participants, 12 have focused on female participation and 11 have been aimed at participants with disabilities. A total of seven projects have offered coaching bursaries and a further three have pledged to train volunteers to make the programme sustainable and maintain an active legacy in Merton and Sutton.

Active Celebration is a unique and innovative programme designed around what local people want and need in order to make them more active. A wide range of delivery partners have been involved in the delivery of Active Celebration activities and a workforce of coaches and volunteers has been created to increase the opportunities available in the Merton and Sutton boroughs.

MORE INFORMATION

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Outcomes

To date, 29 activities have delivered to a total of 1,489 participants.

SPOTLIGHT

NEW THINKING AT NEW FACILITIES

Not your average gyms

Communities in Barking and Dagenham are benefitting from a free outdoor gym, developed in partnership with a major Olympics sponsor.

The Adizone complex, built by Adidas and funded by NHS Barking & Dagenham, gives local people of all ages the chance to engage in regular physical activity, particularly cardiovascular and resistance type activities.

The complex, located in Mayesbrook Park, includes a climbing wall, basketball ring, outdoor ring and mini amphitheatre for dance, aerobics and gymnastics. Each activity has instructions on how the equipment should be used, along with details about local clubs where skills can be developed.

The local authority undertook an extensive public consultation on plans to renovate Mayesbrook Park and to create a multi-sport hub at the site between 2013/2014. The consultation found that there was real demand for improved and more extensive opportunities for formal and informal sports/recreational opportunities in the area.

The Adizone complex is designed to break down barriers to participation in physical activity. Many people living in the borough find it difficult to afford to join a gym or access sports facilities.

The School of Psychology at the University of East London carried out a study of the facility in summer 2011, finding that local people used the facility to improve their fitness levels and enjoyed exercising in the outdoors. People have also been referred by health professionals to the complex as part of an improvement in lifestyle plan.

The Olympic theme is seen as a positive and inspiring factor and users report that free entry to Adizone’s is one of the major benefits.

MORE INFORMATION

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A detailed analysis of the needs of people living in Camden found that cost was a major barrier to taking part in physical activity for Camden residents.

The Give it a Go Fitness Scheme offers a time-limited, free membership of leisure centres, providing access to fitness gym, group-exercise classes and swimming. The second phase, which attracted over 1,200 residents, was launched to coincide with the London 2012 Games and rewarded regular attendance with more free membership.

The Pro-Active Camden project was supported by in-kind contributions from Greenwich Leisure Limited, Jubilee Halls Trust, and the Central YMCA. An independent evaluation, funded by NHS North Central London, will be available at the end of 2012.

MORE INFORMATION

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“Obesity is a significant problem among primary school children in Barking and Dagenham. According to the NHS National Child Measurement Programme (2011)19, 13.9 per cent of Reception class children and 24.3 per cent of Year 6 children are obese.”

An evaluation of the Adizone Outdoor Gym Complex. University of East London School of Psychology.

“Oh it’s great, mostly cos it’s free and it would cost a fortune to join a proper gym. Also, when you sign up to those gyms they take money whether you go or not, it costs loads of money. I like the gym in the park.”

Complex user, study participant
ACTIVE CELEBRATION

Greenwich gets going

In Greenwich, 83.5 per cent of the population are not achieving recommended levels of physical activity, which is directly linked to obesity, cardiovascular disease, cancer and poor mental health.

With data from the Sport England Active People survey showing that 52 per cent of the population would like to be more active, NHS Greenwich developed Greenwich Get Active to engage 7,000 people to try an activity and for 50 per cent of those recruited to stay active.

Priority lower-income segments, older people and families were targeted through a roadshow, bespoke website, outreach work, advertising, referrals and partnerships. Motivational interviewing techniques helped people identify if they were ready to get active, followed by support to help them find their ideal activity including active travel, incentivised by free vouchers. Future follow up support by phone was also offered.

After six weeks, 2,458 people had returned to the sport through Back to Netball and interest in netball continues to soar across London on the back of the London 2012 Games. New sessions have started in Harrow, Hounslow, Ealing, Hammersmith and Fulham, Kensington and Chelsea, Wandsworth, Southwark, Lambeth, City of London, Greenwich, Haringey, Islington, Barking and Dagenham, Havering, Newham and Brent. The City of London session saw 115 new women come back to the sport since the start of the Games. Back to Netball is one of three finalists in the National Lottery Awards Best Sport Project category 2012.

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www.englandnetball.co.uk/Back-to-Netball

Ambassadors have been raising awareness of health-improving activities and increasing the number of Camden residents advocating these activities.

The Pro-Active Camden Ambassadors Programme operates like a pyramid scheme, whereby trained ambassadors are encouraging others touched by new activities to spread the word even further. The borough currently has 16 trained ambassadors.

Ambassador San N’Krumh attended a social group for people aged 50+ at Holloway Library. One of the participants was immediately moved to join Camden’s Guided Walk programme. A member of the ‘Visually Impaired Camden’ group, she also enrolled herself on a Guided Walk Leaders’ training programme and is now a qualified walk leader.

Plans are now in place to establish an appropriate route for the ‘Visually Impaired Camden’ group and each of the walkers will be assigned to a volunteer walk buddy for the fortnightly guided walks.

The London 2012 Games have given the scheme a lift. Between April 2011 to April 2012 the ambassadors have successfully signposted 1,248 residents to a sport or physical activity.

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ACTIVE TRAVEL

Walking, pedalling: London gets moving

The London 2012 Active Travel programme has focused on increasing walking and cycling uptake in the lead up to, and during the Games, and as a lasting legacy for London.

The UK-wide programme, delivered by Transport for London (TfL) and the London Organising Committee of the Olympic and Paralympic Games (LOCOG), has capitalised on wider developments made by TfL to increase active travel levels, enhance infrastructure, and improve the contribution to health gain. The programme has established:

- Improvements to transport infrastructure and interchanges alongside a comprehensive way-finding and signage programme which included the use of Legible London mapping and way markers.
- The establishment of locally led projects through the London 2012 Inspire programme. Over 90 innovative projects have created new opportunities for walking and cycling and have been awarded the Inspire mark.

The London Legacy Development Corporation (LLDC) will be vital to ensuring a legacy from the active travel programme. Walking and cycling routes will criss-cross the Olympic Park, cycle hire facilities will be added and a commitment has been made to promote the park as a place for active recreation, showcasing healthy living through the LLDC’s Sport and Healthy Living Policy. In addition, the Velodrome (owned and operated by the Lea Valley Regional

TRAVEL FACTS

- 280 signs have been installed on the eight enhanced walking and cycling routes around Olympic Park.
- Over 90 new walking and cycling projects have been established across the UK through the London 2012 Inspire programme.
- There were 18,800 free secure cycle parking spaces for spectators and workforce at venues.
- 2,150 cyclists used the free cycle maintenance service during the Games.
- The police security marked over 1,000 bikes at Olympic Park.
- July 2012 was also the first month Barclays Cycle Hire recorded over one million users.

Park Authority) and surrounds are to be transformed into Europe’s biggest “Velo Park” with the addition of a mile-long road cycling track, mountain-biking trail, a reconfigured BMX track and leisure routes. Games-time travel patterns and network performance will be reported by TfL as a Spotlight chapter in Travel in London 5, to be published in December 2012. A Travel in London supplementary report due out in Spring 2013 will describe the findings and policy implications of the travel behaviour change monitoring.

MORE INFORMATION
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165 million steps forward

A collaboration between NHS organisations in north west London has moved active travel along at pace.

Under the banner Towards achieving a Fitter Healthier NHS, nine acute and five specialist hospital sites, two mental health trusts, four community care providers and eight primary care trusts (PCTs), set about changing their workforce’s perceptions of travel to work.

The focus on partnership working and capacity building has created a shift in staff attitudes about the best ways to get to work. In one event, in which 1,000 members of staff took part in a two-week experiment, Fitbug London to Rio pedometer challenges walking a total of 165,889,156 steps in the first eight weeks. A survey indicated that 48 per cent of participants changed the way they travelled to work, to increase levels of walking during the challenge.

Staff from across north west London also participated in regular running training and took part in a 5K your way event. ‘Walk to work week’ was popular and West London Mental Health Trust took top position with 52 participants walking 1,115 miles in a week.

The initiatives, packaged as part of a 2012 legacy programme, were launched at a well attended event by the Paralympian Chris Holmes MBE and Saman Jafar, the Westminster Olympic torch bearer.

The north west London NHS cluster worked in partnership with Transport for London (TfL), Westmins, Sustrans and the London NHS Travel Network to encourage active travel during the London 2012 Games and to help staff make informed travel choices in the future.

A total of 11 Active Travel Champions were trained across north west London and TfL provided 17 NHS sites with Legible London maps to encourage staff to increase their walking and cycling levels. Roadshows with active travel clinics were held in each organisation to promote the maps and answer staff questions.

In partnership with Greenwich Leisure Limited (GLL), a leisure services provider, the trusts are producing a workplace exercise video which will be available to 1,000 members of staff in a two eight-week induction session. The bike is collected at the induction and information on cycle maintenance, safety and security and cycle training is provided. At the end of the period they can buy the bike at 30 per cent off the Recommend Retail Price.

NHS Greenwich predicts that it can help at least 300 people try out a bike over a six month period.

MORE INFORMATION
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“I have joined the gym to go to cardio and resistance gym classes. Fitbug made me realise how inactive I was, particularly at weekends.”

Anon

OUTCOMES

75km of enhanced walking and cycling routes were created in east London ahead of the Games.
**INCLUSIVE AND ACTIVE 2**

Thousands more disabled people to get active

The London 2012 Games legacy aspiration of ensuring that all of the 1.5 million disabled people in London can access physical activity and sport to their desired level is driving a five-year strategy aimed at the health, sports and disability sectors that will transform health outcomes.

Inclusive and Active 2, created by the Greater London Authority (GLA), NHS London and Interactive, the lead strategic development agency for sport and activity for disabled people in London, aims to:

- change attitudes and raise awareness of sport for disabled people;
- improve and increase inclusive activity;
- make more people more active;
- increase training and employment opportunities for disabled people; and
- promote disability equality in sport amongst all sectors.

The aims will be met through the creation of organisation-specific Inclusive and Active 2 action plans, comprising a series of targeted outcomes that will result in disabled people in London being able to access sport and physical activity opportunities of their choice at the level of their choice.

Organisations adopting the strategy, such as local authorities, National Governing Bodies of Sport, leisure providers and disability charities, will receive expert advice and training to support the delivery of the targets and objectives set out in their action plans.

A total of 620 clubs and activity opportunities provided by adopted agencies, which include the Tottenham Hotspur Foundation, GLL, Royal London Society for the Blind and 14 local authorities, have become inclusive of disabled people in the past year, leading to 3,720 new active participants, far in excess of the initial target of 3,180. By year two, 6,360 will be physically active and in year three, 9,540, due to the increased opportunities being provided.

The strategy succeeds by agencies across the sport, health and disability sectors adopting the strategy and taking on the responsibility for including disabled people in their plans.

Action plans are unique to the adopting agency and reflect their capacity, focus and available resources. All are considered of equal importance in increasing participation levels of disabled people.

"I want London to be a city of aspiration and ambition and I am delighted that as well as looking at the provision of sport for disabled people, this strategy focuses on achieving integration with mainstream sport where possible. I am wholeheartedly in favour of this approach, which chimes with London's status as a genuinely inclusive and diverse city." Boris Johnson, Mayor of London

**SPOTLIGHT**

**REMOVING BARRIERS TO PARTICIPATION**

The Run! Activators who never stand still

The London 2012 Games have encouraged many more disabled people to participate in a project designed to tackle worryingly low levels of physical activity among disabled people across London.

A report published in March 2012 by the London Assembly urged schools and leisure services to improve the way they helped disabled people stay active and participate in physical activity.

Run! is the community athletics initiative focused on inner London and areas of high deprivation, established to increase awareness of and participation in athletics. As part of the Inclusive and Active 2 programme, Run! Activators reduce the barriers faced by disabled people when accessing sport by coordinating, organising or delivering informal athletics activity in a community setting. This includes adapting limited facilities to enable disabled athletes to take part, and changing traditional athletics clubs’ negative perceptions of disabled participants.

Run! has recruited 50 coaches with an impairment, and made Interactive’s Be Inclusive and Active online training resource available to 100 traditional club coaches.

Activators have set up new activity sessions in Hackney and Newham through a partnership with Access Sport, a wheelchair group in Haringey, funded by Sportivate, and a new Motivate Your Mate programme in Tower Hamlets as part of the East London Business Alliance Transformers project.

Also in east London, Greenwich Run! Activators established the Greenwich Inclusive PE initiative to ensure teachers have the right skills to keep disabled children involved in school sports.

In Brent, Run! Activators are taking Track Academy Athletes to visit residential care homes for the elderly to carry out inclusive stretching activities with 40 participants. Run! Activators are also showcasing inclusivity in three minute film documentaries – see www.run-london.org – and are launching the new Athlefit project which will showcase adults getting back into inclusive athletics fitness sessions.

Feedback from Newham Run! projects confirms that participants attending sessions in a variety of settings, such as housing estates, shopping centres and parks, have seen improved levels of confidence since attending the athletics sessions.

**MORE INFORMATION**

www.run-london.org

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**Find your sport in a few easy clicks**

The British Paralympic Association (BPA) and professional services firm Deloitte teamed up to develop an online service to make it easier for people to find a disability sport they could compete in.

Parasport provides postcode-generated information about sports and sporting opportunities in local areas via the Parasport Club Finder tool. Users can also find sports that best suit abilities via a Disability Sport Wizard, which allows users to input a disability and drill down to sports that are suitable for their condition including amputees, cerebral palsy, spinal cord injury, visual impairment, Les Autistes (a term used to describe athletes with a range of conditions which result in locomotive disorders that don’t fit into the traditional classification systems of the established disability groups) and learning disabilities.

Parasport is a tool that can be used by everyone, not just those who have ambitions of one day competing at a Paralympic Games.

**MORE INFORMATION**

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**MY BEST MOVE**

Doctors doing their best

A key lesson from London’s health legacy efforts is that to improve future health we need to market the ‘wonder drug of physical activity’, teaching health professionals how to promote it and encourage patients to take it regularly.

In 2012, My Best Move ran as a London specific scheme to get 50 per cent of London’s GPs to include discussions about being physically active as part of routine treatment of key long term conditions (LTCs) such as diabetes, osteoporosis, asthma, depression and osteoarthritis.

It was timed to partner the national NHS London and GSK Your Personal Best campaign, which built on the legacy from the London 2012 games to help promote healthy lifestyles and to attract older people into participating in exercise.

In London, around recommending physical activity to patients with at least one long term condition, and as the population ages, this proportion is likely to rise.

West London Medical Centre, in Hillingdon, has been inspired into action by My Best Move to create a lasting legacy from the London 2012 Games through a range of public-facing initiatives.

The practice has been promoting healthy exercise to its patients and staff and estimates that over 700 patients have now been given active lifestyle advice.

To promote of healthy lifestyles the practice has also set up a Facebook site and a dedicated web page. Physical activity messages, such as invitations for local people to participate in the practice’s Healthy Walks programme, are also displayed on posters and digital screens in the surgery. Banners positioned around surgery premises have also been used to further increase awareness.

GPs and nursing staff are promoting the walks to patients who they feel may be interested in or benefit from regular exercise.

The walks have been organised in conjunction with the London Borough of Hillingdon Healthy Walks, a scheme that achieved an Inspired by 2012 mark from Games organisers. The practice aims to educate and encourage as many patients as possible to participate and hopes to make the walks fun, social and inclusive events, creating the opportunity to meet people and make new friends as well as promoting fitness through exercise and getting out and about in the fresh air.

The practice plans to increase attendance at the Healthy Walks. It is also inviting feedback from walkers by inviting them to share their experiences of increased exercise. The programme will be evaluated every three months.

**MORE INFORMATION**

*My Best Move*

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**SPOTLIGHT**

**REMOVING BARRIERS TO PARTICIPATION**

Parents now included

A children’s outdoor centre has developed a scheme to attract older people into sailing.

**Never 2 Late Watersports**

came up with the idea of targeting parents of children who already attended its sailing courses to learn how to sail, or brush up on their technique.

The sessions, aimed primarily at the over 50s, attracted grant funding which paid for one instructor. Based on the interest levels, the sessions will continue after the term of the grant.

Although concerned with the initial uptake – the first session attracting only three people due in part to poor weather – attendances soared to 17 participants in good weather and, later, 47, far exceeding expectations.

The centre predicted that 25 participants would carry on sailing at the club after the training sessions. Now, 31 regular sailors attend on the Wednesday mornings.

David Gentles  
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Gavin Shaw  
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“My family are all sailors, when I tried to go sailing with them it ended in them shouting and me and losing my confidence. Having completed this course in these surroundings, I now know that sailing does not have to be full of shouting and aggression. It has been wonderful to learn at my own pace. The instructor was patient and very understanding. Thank you.”

Julie Keith

“I never knew sailing was for me, in Inner London you would not expect to be able to wander to your local lake and go sailing. I am 71 years old and wish I had found the sport earlier in life. I love it.”

Deborah Bishop, Wimbledon
SECTION 2: CHILD HEALTH IN THE OLYMPIC HOST BOROUGHS

The London 2012 Games provided a unique opportunity to address the deep-seated inequalities that currently prevent children and young people in the six Olympic host boroughs from achieving their full potential.

One of the most important challenges of the 2012 Games was to ensure that a health legacy was generated to make a real difference to wider health in the boroughs that hosted the majority of Games activity – Newham, Greenwich, Tower Hamlets, Hackney, Waltham Forest and Barking and Dagenham. However, major legacy goals such as this can only be achieved with strong evidence, sound evaluation and solid baseline health data that can be interpreted by a range of agencies.

Children’s Play?16 is a new health analysis from the London Health Observatory (LHO) that provides a baseline picture of health to support health legacy planning and evaluation in the various boroughs. It also demonstrates a crucial need for ‘convergence’ between all the agencies involved in making positive change happen for children and young people in order to tackle the wider determinants of health.

The LHO turns nationally available health data into meaningful information to help those responsible for commissioning and delivering local public health services with decision-making. Using the whole range of publications from across the network of public health observatories in England, the LHO has generated a comprehensive, baseline picture of the health prospects for the children of the Olympic boroughs on behalf of the Directors of Public Health.

Children’s Play? presents 18 measures – chosen as good predictors of growth, development and life expectancy – in line with the Marmot Review of health inequalities17. They cover the early years, beginning with the antenatal period, and ending with adolescence at the age of 18. To make these measures accessible to a wider audience, the LHO commissioned a unique illustration to accompany more conventional tables of data. Using a pictorial representation of a 400m running track inside a sports stadium, Children’s Play?, for the first time, uses standardised statistical methods to show a child’s journey from infancy to adolescence using “health hurdles” to illustrate the key challenges faced. See pages 30-31.

Children’s Play? also provides a “health forecast” by assessing the extent to which each of the health measures has changed across the life stages for each of the six boroughs. The example of child development – one of the critical early years’ measures – is given on page 29.

WHERE WE’RE AT

Promising beginnings

Children in the six host boroughs are showing signs of progress in both the causes and outcomes of good health, compared with the London average, and it appears antenatal investment is giving mothers and babies the best possible start in life. For example, it is particularly encouraging that the London borough of Tower Hamlets is achieving notable successes in some of its health outcomes. The borough’s low rates of smoking in pregnancy, high rates of breastfeeding initiation and rates of immunisation for measles, mumps and rubella (heading towards 100 per cent) indicate that it has acquired valuable expertise in both commissioning maternity services and children’s services – best practice that is worth sharing between London 2012 co-hosts.

A worsening picture in later life stages

As children progress through the life course, the health picture becomes more mixed and deteriorates significantly by the time they reach their teens. For example, just over half of school leavers in the host boroughs have five General Certificate of Secondary Education (GCSEs), significantly less than the average for London and they are less likely to be in education, employment or training by the age of 18.

Prospects for improvement

The LHO ‘health forecast’, shows that several positive gains have been made over the last few years. However, this forecast also shows that trends over time have been difficult to interpret. For example, some boroughs have experienced marked improvements in key areas that have a major impact on future life chances. This includes a 54 per cent increase in the proportion of children in Hackney who achieve a good level of development at the age of five years (measured by the ‘readiness for school’ indicator). In addition, the rate of first time entrants into youth justice system in Barking and Dagenham has halved over the past three years. However, despite local improvements, levels still fall below the London average in many cases.

Olympic legacy commitments

London 2012 offered a once-in-a lifetime opportunity to accelerate the life chances of the 360,000 children living in some of England’s most deprived circumstances. Children’s Play? will be fundamental to London 2012 health initiatives by:

• encouraging child health data to be easily accessed, digested and discussed;
• providing a standardised methodology for baseline data to assist future research;
• identifying priority areas for action and/or further investigation;
• engaging local authority and NHS commissioners and professionals across a range of disciplines; and
• highlighting the multifaceted nature of child health and the importance of joint working and decision making.

As you will see in this chapter, the London 2012 Games has already inspired a wealth of projects aimed at improving child health and reducing health inequalities including the promotion of childhood immunisations, enabling physical activity and empowering women to breastfeed. However, there will need to be a sustained effort from a wide range of partners to ensure an ongoing focus on improving the health and wellbeing of London’s children.

Moving forward

Without good evaluation and measurement of progress over the legacy years, it will not be possible to provide evidence of the impact of the legacy initiatives. This will require more than tracking indicators over time. The LHO commends commissioning a major cohort study representative of the children in the six host boroughs with follow up measurements to 2020. The last challenge highlighted by Children’s Play? will be delivering the legacy in the new commissioning arena. It is clear that progress will only be made collaboratively since no single body can have all the answers. Local authorities, Clinical Commissioning Groups (CCGs) and the London Health Improvement Board all have a part to play in a co-ordinated population-based health service.

If the “400m health hurdles” were to be redrawn for the Olympic and Paralympic Games of 2020, it would be encouraging to find most hurdles safely cleared, a sunny health forecast and a coherent, collaborative commissioning process for the London 2012 host boroughs.

MORE INFORMATION

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Girls born in the Olympic Boroughs live an average of 2 years less than the London average. Boys born in the Olympic Boroughs live an average of 2.5 years less than the London average. Up to half of children in the Olympic Boroughs live in poverty. More than 360,000 children live in the Olympic Boroughs. Over three quarters of children living in the Olympic Boroughs are from black or ethnic minority families. By 2020, 27% of all people living in the Olympic Boroughs are likely to be under the age of 20.

Adolescence: 13-18 years
Olympic teenagers seem to struggle most with some having high levels of smoking, pregnancy, and court appearances. They gain fewer good GCSEs and are more likely to be unemployed.

Child’s Play?
The Olympic legacy begins here!

Infancy: 0-1 year
Olympic infants have a promising start. Babies are as likely to survive as the London average. Three Olympic boroughs have breastfeeding rates higher than the London average.

Early years: 2-5 years
Olympic 2-5 year olds seem to lose early gains through higher levels of obesity, generally lower rates of MMR, and higher rates of Mumps and Rubella immunisation, and being less ready for school.

What do the hurdles mean?
- Significantly better than London average
- Significantly worse than London average
- Statistically similar to London average

Antenatal: Early midwife assessment gives Olympic women a good start to their pregnancies. Low birth weight and smoking in pregnancy remain issues in some Olympic boroughs.

Children: 6-12 years
Olympic children make up a little ground with good exercise levels in 2 boroughs, but peer support is no better than the London average.

Barking and Dagenham
Greenwich
Hackney
Newham
Tower Hamlets
Waltham Forest

© copyright, London Health Observatory
Immunisation uptake gets a boost

Celebrate and Protect

Promotes the uptake of childhood immunisation using birthday cards.

It’s a simple scheme, using an evidence-based tool proven in the US and Australia to boost vaccination rates.

Nine London boroughs were involved in the pilot in which GPs have been sending out colourfully produced birthday cards to parents at three key points in the immunisation cycle — at birth (to remind parents about six to eight week checks), one year and four years. The cards are designed to improve relationships with parents and give them a gentle nudge that it is time to schedule immunisation appointments for their children, along with providing useful information about how to contact the practice and book the appointment.

The scheme was designed to reach over 55,000 children in the first year of operation, and to raise immunisation levels by two to three per cent in the nine pilot boroughs. By September 2012, the project, supported by vaccine supplier Sanofi Pasteur MSD, had been rolled out across nine London boroughs. A total of 175 GPs (or 44.8 per cent of GPs in the nine boroughs) had taken part in the scheme. This equated to over 45,000 cards being distributed and a forecast that 46.9 per cent of the children in the target age groups would be reached by the project by July 2013.

GP practices participating in the scheme reported that the cards were having a positive impact on the attitudes of parents attending for immunisation. In tandem, the partnership project has also:

- established a new legal framework for public/private sector partnerships;
- shared learning on data collection and reporting across nine London boroughs;
- and
- standardised data extraction and administration processes at a practice level.

Immunisation coordinators have been fundamental to the successful delivery of the project and the engagement of practices has relied on the capacity of these coordinators to lead face-to-face engagement and training.

Formal evaluation of the project has been commissioned from the Collaboration for Leadership in Applied Health Research and Care at Imperial College London with a plan to report quantitative findings, based on reported data from General Practice, in August 2013. NHS London has also been exploring the potential for rolling out the system is simple for GP practices to implement with practices performing a monthly report on their patient databases to identify the children who should receive the card.

The pilot project was launched in June 2012 to run for an initial 12 months. A mid point evaluation will be undertaken in autumn 2012, when partners will consider the future of the project post April 2013. NHS London has considered the evidence base and the work done so far in the first wave of the pilot project and has expressed interest in supporting the second wave roll out of the pilot across London.

Vaccines supplier Sanofi Pasteur MSD will contribute another £50,000 to enable more Primary Care Trusts to participate in the project for the remainder of the financial year until March 2013. The second wave roll out is expected to start from October 2012.

If your GP practice wants to improve on its immunisation targets, engage better with local parents and reduce the number of parents not attending immunisation appointments, sending out a simple birthday card might just be the way to do it.

In addition to the health benefits generated by an increase in vaccinations, the system is simple for GP practices to implement with practices performing a monthly report on their patient databases to identify the children who should receive the card.

The first wave of the project was launched in June 2012 to run for an initial 12 months. A mid point evaluation will be undertaken in autumn 2012, when partners will consider the future of the project post April 2013. NHS London has considered the evidence base and the work done so far in the first wave of the pilot project and has expressed interest in supporting the second wave roll out of the pilot across London.

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OUTCOMES

- 45,000 cards were distributed and forecasts suggested that 46.9 per cent of children in the target age group would be reached
- Nine boroughs engaged
- 175 practices involved
- Formal evaluation due August 2013

MORE INFORMATION

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SUPPLIERS

Sanofi Pasteur MSD

MERCER BRAZIL

SANOFI PASTEUR MSD

NHS LONDON

BENEFITS TO PRACTICES

- Improved uptake in childhood vaccination thus improving practice immunisation targets
- Proactive engagement with parents resulting in lesser practice admin time
- Calling patients in for immunisations
- Reduce incidence of DNAS to immunisation clinic appointments
- Opportunity to train practice staff on the administrative pathway
- Opportunity for practices to review their call/recall protocols for immunisations and other areas

BENEFITS TO PARENTS

- Increased awareness of the importance of childhood immunisation
- Increased uptake within the community
Let’s get breastfeeding-friendly

Breastfeeding initiation and prevalence rates in Barking and Dagenham are well below the London and national averages but a new initiative designed to change this will give babies born in 2012 a better start in life, and create a legacy for future generations.

Breastfeeding can protect a child’s health, both as a baby and into their adult life, and is also recognised as being effective in the battle against childhood obesity. Yet London’s host boroughs have struggled to support women to continue breastfeeding up to their child’s six to eight week check, when the prevalence rates are recorded. A review of the national and international literature, along with local research, found that support was required throughout the breastfeeding journey including strategies to support breastfeeding in the weeks following birth and to make breastfeeding more accessible and acceptable in public.

The evidence suggested that a key barrier to continued breastfeeding was a lack of confidence about breastfeeding in public, due to the perceived negative opinions of onlookers. Local consultation with mothers in the borough mirrored the international evidence, with women reporting that they would feel less anxious about breastfeeding if they could easily identify businesses that were sympathetic to their needs and actively supported breastfeeding.

The absence of a single coherent visual identity across London for breastfeeding-friendly spaces was identified as a significant gap.

In response, the Love Mums – Baby Feeding Friendly initiative was born. Forming a key project within the overarching Love Mums strategy to improve the model of care and increase breastfeeding rates in the borough, the baby feeding friendly project engaged service users from a cross section of the local population in outer North East London, to fully understand the cultural barriers, values and beliefs that impact on breastfeeding. This informed conversations with key partners to improve service provision across the breastfeeding pathway.

The Love Mums – Baby Feeding Friendly initiative consisted of the creation of a visual identity to alert mums to breastfeeding-friendly spaces, and also to badge related literature, workshops and support services.

WHERE THE IDENTITY IS APPLIED

- Breastfeeding-friendly spaces, including packages for businesses
- Breastfeeding-friendly website, which enables women to rate venues
- Literature, including information leaflets and posters, distributed antenatally and via venues
- Feeding Your Baby workshops

OUTCOMES

Ten per cent increase in breastfeeding rates in Barking and Dagenham between April 2010 and April 2012

Although the Love-Mums strategy is in early stages of implementation, with evaluation not expected until January 2013, breastfeeding rates in Barking and Dagenham have started to improve. In quarter one 2010/11, breastfeeding rates increased from 55.4 per cent in quarter one of 2008/09 to 65.4 per cent in quarter one of 2012/13. Providing early indication that this holistic pathway approach is effective.

Looking ahead, landmark moves like ensuring all Transport for London buses are breastfeeding-friendly, engaging with businesses in the project and working with maternity providers to align breastfeeding support information, would move London towards being a globally recognised breastfeeding-friendly city.

MORE INFORMATION

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A Newham initiative set up in 2011 to address the risk of vitamin D deficiencies in mothers, and babies born in 2012, has generated some spectacular results.

Newham’s Healthy Start Vitamin scheme helps ensure that women are getting two important vitamins during pregnancy – vitamin D and folic acid. The scheme offers universal provision of Healthy Start vitamins free of charge for all pregnant women living in the borough, to ensure that all women, regardless of income, receive vitamin supplementation during pregnancy.

Vitamin D deficiency can cause health risks to both mothers and babies, such as rickets in infants and osteomalacia in adults23, and the problem is particularly pronounced in Newham, where a large proportion of the population is subject to risk factors (such as having darker skin, or routinely covering the face and body for cultural reasons).

Newham’s scheme now has the highest uptake of Healthy Start vitamins for women in London24. Since the scheme was launched, an estimated 4,200 pregnant women in Newham have accessed the programme, each receiving their first bottle of vitamins, and 73 per cent collecting their second and third bottles25. The Department of Health recommends a daily supplement of 10 µg/d of Vitamin D during pregnancy26,27.

The Healthy Start Scheme, a UK-wide initiative designed to improve the health of low income pregnant women and families through the provision of food vouchers and vitamin coupons, was the springboard for the Newham scheme, which was funded by Newham Public Health, North East London and the City, in partnership with Barts Health NHS Trust and Newham University Hospital.

Newham collaborated with Healthy Start Leads from other host boroughs, which helped to improve the uptake of vitamins in Newham as well as in the other host boroughs.

MORE INFORMATION

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US GIRLS

Getting 16-25 year olds more active

A Sport England segmentation analysis of inactivity levels among 16-25 year old women in Redbridge helped the Sport and Health team in the London borough focus a programme designed to encourage uptake of local sport and leisure services.

The Sports England market segmentation helped Redbridge to understand their local population’s attitude towards sport and their motivations and barriers to involvement in sporting activity. This tool identified specific areas in Redbridge that had high levels of inactive 16-25 year old women, a market segmentation group referred to as ‘leannes’. The target audience is particularly situated around areas of Redbridge that have high levels of deprivation, where the cost of accessing sport and leisure services, their locations and environments were identified as barriers to participation.

Using the insight from the segmentation, the London Borough of Redbridge’s Sport and Health team was able to adjust activity delivery to sub-groups of ‘leannes’ who were not participating in physical activities in traditional and mainstream leisure centres: for example, ensuring that physical activity opportunities were provided in environments that were appropriate and sensitive to religious and cultural needs.

The project, named Us Girls, started in June 2011 and now has over 400 members. It offers eight weekly sessions which are attended by 15-20 women on average. Zumba classes are popular, attracting 20-25 participants per week, many of whom are from the target 16-25 year old group.

Although the ‘Leanne’ segment is the main target for the Us Girls programme, activities can be accessed by all women who live in Redbridge. The London 2012 Games inspired project is generating a number of physical and psychological health benefits, including anecdotal reports that increased motivation is helping women with diabetes make significant lifestyle changes. Dietary improvement has also been reported.

Outcomes

400 new members have joined the Us Girls programme since June 2011.

By using sports and physical activity as a common language among women from various cultures, Us Girls is helping create a legacy of social harmony and community integration in Redbridge where women from various ethnic and socio-cultural backgrounds can enjoy community activities together.

More information

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US GIRLS brings diverse communities together, creating an understanding of cultures and the eclectic mix of Redbridge.

Y. Decarlia-Gibbons
(Us Girls member)

“I’m very new to this programme but it has given me a chance to do that little bit extra that I need. I have some mobility issues, and I am diabetic. Us girls is my chance to prove to myself what I can do.”

Sandra
(Us Girls member)

“I think the Us Girls scheme is a great way to encourage women to get active without the pressures that may come with going to a gym. The added incentives are that the events and activities are affordable, local, accessible to many, fun and achievable.”

Bharti
(Us Girls member)

Leanne doesn’t know how she’d survive without her mum or girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it’s hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

LEANNES SPORTS OVERVIEW

• Leanne is the least active segment of her age group.

• 72 per cent of this segment would like to do more sport, compared to 52 per cent of all adults.

• Leanne is most likely to engage in keep fit classes, gym, swimming and athletics.

• Leanne would be motivated to exercise to lose weight, as an activity to do with her children. She would exercise more in the morning if there was help with childcare, longer opening hours and cheaper admission.

Source: Sport England Market Segmentation 2010

The Wellcome In the Zone initiative harnesses the excitement of the Games to capture young people’s imagination to increase understanding of physical activity, health and science.

The scheme has delivered free In the Zone investigation kits to every primary and secondary school to provide teachers with everything they need to deliver inspiring and practical science lessons linked to the opportunity provided by the Games to see the human body in action.

Encouraged by Sir Steve Redgrave and backed by a growing network of volunteer STEM (science, technology, engineering, and maths) ambassadors, this year’s programme has already made an impact on the quality of lessons, and young people’s interest in the applications of science. This has short and long term potential to increase young people’s interest science professions.

More information

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Patients at the Evelina Children’s Hospital in Southwark and London’s primary and secondary schools have learnt valuable lessons from the London 2012 Games.

Get Set is the national London 2012 education programme inspired by the Olympic and Paralympic values and designed to help organisations make the most of the Olympic and Paralympic Games. Through membership of this programme, patients and their parents at Evelina Children’s Hospital school have been able to participate in a series of Games-inspired learning and recognition opportunities.

For example, patients at Evelina have created a miniature replica of the London 2012 Games stadium, complete with a running track, Royal Box, medal podiums, miniature athletes and crowd members. Around 30 patients helped with the creation. Play specialist Vicki Hoque said: “One of the patient’s mothers is a structural engineer and she helped the children create realistic supports for the stadium, so it doesn’t just look good, it’s structurally sound as well. It was a great project for the children to get involved in: it kept them entertained while in hospital, and helped them feel part of the 2012 Games celebrations.”
planning for the Games has:

An important legacy of the London 2012 Games was the commitment from the NHS and its partners to exploit every opportunity to develop and improve health systems and infrastructure, not just for the period of the Games but many years to come.

An array of case study examples have been captured which demonstrate how planning for the Games has:

- strengthened service provision;
- streamlined and transformed existing procedures and systems;
- developed innovative new ways of delivering improvements in health and expanded commitment and capacity and capability for health.

This has been achieved in a number of ways, from designing and building a new health centre to training volunteers to deliver life-saving first aid. The Games have also provided a platform for new partnerships and new ways of dealing with long-standing issues that will benefit generations to come.

Innovative service development, partnership working and the implementation of revolutionary facilities have been undertaken and will benefit the future delivery of health services improving health outcomes. This chapter provides examples of achievements that have been inspired by or made possible because of the London 2012 Games.

Preparations for the London 2012 Games capitalised on opportunities to develop and improve systems and capacity for health. These developments will leave London with a legacy of enhanced facilities, new and improved working relationships with a range of partner organisations, an increased skilled and dedicated workforce and a more resilient infrastructure.

Furthermore, the valuable lessons learnt from prioritising health in both the planning and legacy of mass events across a range of partners has important implications for future mass gathering in the UK and overseas.

**WHAT WE’VE LEARNT**

To seek out opportunities to leverage the energy and goodwill created by the Games to improve and transform health services.

Mass gatherings offer opportunities for innovation and for bringing together experts and resources to develop groundbreaking services.

Large events offer a unique opportunity to raise the profile of health. Health engagement in planning and licencing processes is key to unlocking this potential.

Utilising the energy and commitment of volunteers creates opportunities to expand the health workforce. Work with partners to provide Games volunteers with training and ongoing opportunities for engagement in the delivery of health services.

**OLYMPIC AND PARALYMPIC POLyclINIC**

An Olympic Legacy

The Olympic Polyclinic at Olympic Park, which was open round-the-clock during the London 2012 Games to provide on-site healthcare services to athletes, officials and staff, will form an important part of Games health legacy.

The purpose-built facility, designed in consultation with the NHS, is due to be converted and refitted into the Sir Ludwig Guttmann Health Centre after the founder of the Paralympics to benefit the local population after the Games and embody the spirit of health legacy in East London.

The centre will offer a full range of services including GP and pharmacy as well as a range of other activities run by the East Village community development trust.

The new GP practice will take an innovative approach to delivering primary care in line with the ethos of the Olympic and Paralympic health legacy.

Work is underway, led by a partnership including the Newham Clinical Commissioning Group, its commissioning support, and London Borough of Newham, to specify the full range of activities and services for the centre.

There is a clear aspiration that the centre embodies the ethos of the Games, including promoting sustainability and good health for the local population, and providing links to sports and exercise to encourage participation in physical activity.

There is also an opportunity to develop strong academic partnerships and research links for the improvement of health and quality of services across the Olympic Host Boroughs, and to develop innovative partnerships working between the legacy facilities on the site for the benefit of Londoners.

The health centre is scheduled to open in Summer 2013.

The building was built by the Olympic Delivery Authority (ODA), the public body responsible for developing and building the venues and infrastructure for the Games. The ODA contributed £6m of the cost and the NHS funded £17m.

**MORE INFORMATION**

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“There is a clear aspiration that the centre embodies the ethos of the Games, including promoting sustainability and good health for the local population, and providing links to sports and exercise to encourage participation in physical activity.”
**PHENOME CENTRE**

Phenomenal phenomes

Anti-doping facilities developed for the London 2012 Games are being deployed as a world-class resource to study the impact of genetics and environmental factors on metabolism.

The MRC-NiHR Phenome Centre, the first of its kind in the world, will use the cutting-edge facilities developed for the Games to help develop better and more targeted treatment for patients. Located in Harlow, Essex, the centre will be funded for five years by the Medical Research Council (MRC) and the Department of Health’s National Institute for Health Research (NIHR), who will invest £5m each. The facility will develop state-of-the-art equipment and expertise based on the anti-doping facilities provided for the Games by GlaxoSmithKline (GSK) and operated by King’s College London.

A phenotype describes a person’s chemistry – all the molecules in their blood, urine or tissues – that are the result of their genetics and lifestyle. This mixture of molecules is changing all the time and is influenced by factors such as diet, environment and even stress levels. It is linked to how a person responds to disease or to treatments such as drugs.

Researchers at the centre will investigate the phenotype patterns of patients and volunteers by analyzing samples – usually blood or urine – very rapidly and on an unprecedented scale. This will help them to discover new ‘biomarkers’ to explain why one individual or population may be more susceptible to a disease than another. This knowledge will aid scientists in finding new, safer and more targeted treatments.

King’s College London researchers will focus on targeted metabolite analysis by mass spectrometry. By taking advantage of recent advances in molecular research tools, sensor technologies, ‘omics’ platforms and bioinformatics, the King’s team will provide a deeper understanding of the ‘phenome’, the sum of phenotypic traits characterising the individual. The aim is to deliver access to a world-class capability that will benefit the whole UK biomedical community.

Chris Mottershead, Vice Principal for Research and Innovation at King’s College London, said: “Understanding how our environment influences health and causes disease is hugely important, and we are delighted to play an integral role in the development of the MRC-NiHR Phenome Centre, which will work closely with our two NiHR Biomedical Research Centres, which are partnerships with Guy’s and St Thomas’ and South London and Maudsley NHS Foundation Trusts, as they develop exciting new diagnostics and therapies.”

Dame Sally Davies, Chief Medical Officer, said: “This research centre will transform our understanding of people’s physical characteristics and disease, and enable us to pull through these discoveries into real benefits for patients. The advances that will be made by the researchers will help develop new treatments, including treatments specially tailored for the individual. This has the potential to revolutionise the way in which we treat a wide range of diseases.”

More Information

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**THE INSTITUTE OF SPORT, EXERCISE AND HEALTH**

Pure gold for athletes of all levels

A lasting legacy from the London 2012 Games will be delivered to support sporting achievements at all levels with the creation of a National Centre for Sport and Exercise Medicine composed of three networked facilities nationwide; of which the London facility is the Institute of Sport, Exercise and Health (ISEH).

The £10m Department of Health funded institute will be a national and international hub for clinical and academic work in sport and exercise medicine and sports injuries.

Developed in partnership with the English Institute of Sport and the British Olympic Association, the ISEH will deliver excellence in elite sports performance and sports injury prevention and management, and bridge the gap between elite sport, the weekend warrior and exercise prescriptions for the improvement of health.

The ISEH will lead research and offer expert teaching and training in sport and exercise medicine and surgery and allied fields.

Future generations of trainers / sports medicine specialists will receive their training at ISEH.

Through its work with elite sportmen and women, and in collaboration with related organisations, the institute will also develop a network from which excellence will be delivered nationally and internationally.

The ISEH will also function as a hub of clinical and research expertise to increase exercise in the community; develop strategies to prevent diseases related to inactivity; and prevent, diagnose and manage injuries for both professional and amateur athletes.

The ISEH will be located on Tottenham Court Road benefiting from a central location. It will cater for ambulatory diagnosis and treatment, including MRI, X-ray and ultrasound, and research facilities including laboratories, a gym and other research, teaching and administrative facilities.

The facility is planned to be available from February 2013, with the clinics opened by March 2013. It will be self-supporting, with all profits being ring-fenced for further development of the ISEH.

It is hoped that collaboration between the partners will yield significant research benefits on a number of topics exploring the complex interactions between health and levels of activity.

The partners making up the ISEH are the English Institute of Sport, British Olympic Association, University College London Hospitals (UCLH), University College London (UCL) and private hospital group HCA (also known as Hospital Corporation of America). The three facilities that make up the National Centre will share data and information on research and clinical practice. This will contribute significantly to the development of evidence based approaches, both for elite athletes and all those who participate in sport and exercise.

More Information

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“The ISEH plans to deliver improved health to the nation as a whole and medals to our athletes, by harnessing the clinical excellence already present in sport and exercise medicine at UCLH/UCL, and the research excellence that underpins our collaborating departments.”

Fares Haddad, ISEH Director

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**ISEH AMBITIONS**

- To improve the health of the local population through increased levels of physical activity.
- To improve uptake and reduce exclusion from physical exercise.
- To provide the healthcare needs of sport and exercise at both elite and amateur levels.
- To provide elite performance and training.
- To provide world class teaching and training in sport and exercise medicine.
- To deliver world class research in sport and exercise medicine.
- To have a substantial impact on the health of the nation through sport and exercise medicine.

“...”

Robert Naylor, Chief Executive, UCLH
HEALTHY EVENTS

Putting health promotion at the heart of event planning

As well as the official sporting events that took place at the Olympic and Paralympic venues across the UK, over 600 parallel and large public events in London occurred during the summer months.

Health commissioners, health providers, local authorities, the third sector and industry all had a key role to play in promoting a healthy and safe experience for visitors and local populations during the London 2012 Games. As part of the 2012 Programme, NHS London reviewed best practice from previous Games and other large public gatherings and worked with a range of stakeholders to consider the potential health impacts of these events.

According to a review of mass gatherings, 75 per cent of people seeking medical attention and resources are focused for a brief, intense period of time on health systems in all host communities and nations, with potential for real positive impact. But they also offer the opportunity to strain the health resources of host communities, and this is where planning is important.

Safe venues, food, water, clear and available health information and medical assistance are of critical importance in large events, and planning based on clear, recognised principles is key.”

Dr. Maurizio Barbeschi
Team Leader ADS/ARO
World Health Organization

However, the healthy event principles do not stop at keeping people safe and healthy on the day of the event. The principles encourage events to use the occasion to promote longer term health goals such as smoking cessation and partaking in sport and physical activity. These principles were shared with various stakeholders involved in event planning discussions during the Games, the main audience being Safety Advisory Groups (SAGs). These are local authority led groups that bring together multiple agencies to discuss resourcing and planning for events in London. During the Games these groups extended their membership to include representatives from health organisations in addition to ambulance personnel. Through these leads we were able to challenge event organisers at planning stage to incorporate the healthy event principles in to their event plans and ensure they were reflected in delivery. Work is being carried out to develop the principles in relation to other sporting events and cultural mass gatherings with the aim of strengthening health promotion and embedding health promotion principles into general public event planning. A more detailed document addressing each principle is under development which details each event’s unique characteristics and provides guidance on the actions to take.

Mass gatherings like the 2012 Olympic and Paralympic Games offer valuable opportunities for public health; unprecedented attention and resources are focused for a brief, intense period of time on health systems in all host communities and nations, with potential for real positive impact. But they also offer the potential to strain the health resources of host communities, and this is where planning is important.

Super Saturday success

A popular “live screen” site on the closing weekend of the London 2012 Games was the perfect location for the Lewisham Public Health team to encourage healthy behaviour and build awareness of the role of public health.

The Lewisham Big Screen Blackheath Live Site - Super Saturday was one of the most action-packed days of the Games, and enabled the team and volunteers to talk to visitors and handout giveaways.

The event provided a rare opportunity for Public Health, Community Health Services and Lewisham Healthcare Trust to work together to deliver a seamless healthcare package to Lewisham residents. During the planning stages of the event the health improvement themes that the teams wanted to promote were identified and agreed. Public health activity included:

- NHS health checks
  People took the opportunity to undergo health checks and be given advice.

- Stop smoking services
  The Community Development for Health Team (part of Lewisham NHS Healthcare Trust) had members of Stop Smoking Services on hand to provide help and advice to those who were thinking about or finding it a struggle to keep off the cigarettes.

- Healthy eating (smoothie bikes) and Games life
  The smoothie bikes proved to be one of the most popular attractions on the day with adults and children of all ages choosing their fruits and juices and getting on the bikes to make their own smoothies. The Smoothie Bike is a pedal-powered smoothie maker. Individuals cycle on this pedal powered smoothie maker which combines physical activity with health eating. Participants learn about the benefits of exercise and get rewarded for their efforts with the smoothie they have helped make.

- Healthy lifestyles
  There were a number of interactive activities including a game board that people could spin and respond to lifestyle quiz delivered by the Lewisham Community Development for Health Team.

- Alcohol
  Educational ‘know your limit’ scratch cards were available and staff were on site to help with signalling to alcohol services and advice.

- Cancer screening
  A number of postcard messages on bowel, breast and cervical cancer were provided, covering the spectrum of age groups.

- Physical activity
  Lewisham Council in conjunction with Public Health Lewisham produced five walking routes to Blackheath to help residents discover how convenient, healthy and quick it is to walk to Blackheath if they lived in Brockley, Catford, Deptford, Grove Park or New Cross. The routes also highlighted local landmarks, areas of interest and places to stop off for a cup of tea on route.
EMERGENCY PREPAREDNESS

Resilience for Games-time and beyond

An extensive work programme was organised to ensure the NHS in London was prepared for all possible eventualities during the London 2012 Games. This included robust planning for incidents which could: result in large numbers of casualties, affect the ability to provide healthcare or lead to increased demand for health services.

The programme, led by NHS London’s Emergency Planning team, strengthened the resilience of London’s NHS both for Games time and beyond, enabling it to efficiently respond to incidents such as outbreaks of infectious disease, terrorist attacks, severe weather and staff absences, and to continue providing quality healthcare services during an adverse event.

NHS London’s Emergency planning team led and contributed to an extensive programme of training, testing and exercising to ensure the NHS could respond to any additional challenges, particularly those arising from major incidents or emergencies. The team also:
- developed a business continuity toolkit and delivered bespoke training to organisations.
- prepared for the Games and included a focus on the NHS’ ability to respond to chemical, biological, radiological, nuclear and explosive (CBRNe) incidents.
- enhanced the NHS’ capability to do this by providing training and new decontamination equipment to acute hospital emergency departments across London.
- improved joint working, inter-agency and training packages developed, and in November 2011 Exercise Pamina centred on NHS community service engagement in managing a CBRNe incident.

Syndromic surveillance systems

With the Health Protection Agency, NHS London installed software systems into Accident and Emergency departments and GP facilities in London and further afield to monitor the symptoms of patients attending. The system collates anonymous information about patients’ symptoms to more rapidly identify and respond to infectious diseases or clusters of illness.

Developed for the 2012 Games and introduced into hospitals around the country, the system is based on identifying trends in 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, has improved the speed with which the NHS and the Health Protection Agency respond to outbreaks of infectious disease, as well as incidents such as heatwaves.

In a similar way, a new national GP out-of-hours surveillance system was installed to provide daily, real-time monitoring of general practice out-of-hours and unscheduled care consultations.

Training, testing and exercising

The NHS regularly takes part in tests and exercises to prepare for emergencies as staff often have to act outside their normal roles at such times. For the 2012 Games, the NHS in London was involved in a huge range of local, regional and national exercises to test the additional pressures and exceptional circumstances they may have had to face.

During the Games it was also vital that the NHS continued to provide healthcare to Londoners, matching its usual standards of service, whilst meeting any increases in demand that might result from them. To help it to develop robust business continuity plans NHS London developed a business continuity toolkit and delivered bespoke training to organisations.

Preparations for the Games also included a focus on the NHS’ ability to respond to chemical, biological, radiological, nuclear and explosive (CBRNe) incidents. NHS London enhanced the NHS’s capability to do this by providing training and new decontamination equipment to acute hospital emergency departments across London. Guidance was also developed for primary and community care organisations to respond to such incidents.

In 2010, Exercise Milo, a live exercise, considered the decontamination and treatment of disabled people, the learning of which was reflected in the guidance and training packages developed, and in November 2011 Exercise Pamina centred on NHS community service engagement in managing a CBRNe incident.

There is no doubt London is better prepared now for health emergencies than it was a few years ago. We have closer working relationships with key partners, better equipment in our healthcare organisations and more highly trained staff.”

Nicki Smith
Acting Head of Emergency Planning, NHS London

Spotlight

Exercise Hemera

Resilience partners united

Partners across Barnet and Enfield designed and delivered Exercise Hemera, an Olympic-themed, multi-agency, borough-level, emergency planning exercise to test a range of resilience issues in the run up to the 2012 Games.

The exercise, staged in February 2012, was designed by staff from five lead organisations for senior managers from the London boroughs of Enfield and Barnet; Barnet and Chase Farm Hospitals; Royal Free London; and the Health Protection Agency.

The exercise provided a valuable opportunity for all of Barnet and Enfield’s multi-agency partners to work together on the potential issues resulting from a heatwave. A range of senior staff took part in the exercise alongside staff who provided technical expertise on managing the delivery and aftermath of a range of resilience scenarios. Participants were involved in round table discussions which improved joint working, inter-agency familiarity and joint buy-in to problem solving.

Lessons from organising and delivering the exercise have formed a template for planning future events.

More information

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In 2007 the London Assembly published a report which stated that despite a high level of need for emergency life support training in London, only 21 per cent of people in London had some cardiopulmonary resuscitation (CPR) training in the past five years.

The report, A Heartbeat Away – Emergency Life Support Training in London, concluded that there was a real need to have more individuals in London trained in emergency life support. NHS London identified in 2010 that the 8,000 London Ambassadors, the Mayor of London’s volunteers for the 2012 Games, would be a significant group to receive CPR training as a result of their training at Heathrow locations and their responsibility for signposting visitors to appropriate health services.

NHS London successfully pitched the idea to the senior management of the London Ambassador Programme, administered by the GLA, that same year. After exploring options and different training models, NHS London approached the London Ambulance Service (LAS) in August 2011 to work together on the development and delivery of the training.

NHS London and LAS agreed that a development and delivery of the training of survival of cardiac arrest outside hospital. The early application of CPR prior to ambulance staff arriving increases the survival rate of patients suffering from cardiac arrest. The early application of CPR prior to arrival of an ambulance or other medical care has been shown to help save a life.

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London has the highest rates of sexual ill-health in England11 (South West Public Health Observatory). In 2008, around two in five diagnoses of HIV, infectious syphilis and gonorrhoea, one in five diagnoses of genital chlamydia and genital warts and a quarter of genital herpes diagnosed in England were made in the capital32.

In 2008, around two in five diagnoses of HIV, infectious syphilis and gonorrhoea, one in five diagnoses of genital chlamydia and genital warts and a quarter of genital herpes diagnosed in England were made in the capital.

REALISING A LEGACY FOR SEXUAL HEALTH IN LONDON

NHS London’s 2012 Programme Management Office along with the London Sexual Health Programme were keen to exploit the energy of the 2012 Games to inspire and direct change to improve sexual health in the capital. NHS London, therefore, commissioned London Sexual Health Programme to lead on the sexual health planning and legacy for the London 2012 Games.

A multi-agency 2012 sexual health management group was set up to direct the programme chaired by international sexual health expert Professor Mike Adler with NIBARC commissioned to deliver the programme. The sexual health legacy aims were to accelerate efforts to transform sexual health services; to build new relationships with key stakeholder and to use the Games as an opportunity to engage local people, in particular young people, in improving and managing their sexual health.

The key achievements of this programme include:

- Improving access to sexual health services through the development of:
  - A pan-London patient group direction and service level agreement for the free supply of Emergency Hormonal Contraception in community pharmacies to ensure a consistent approach broadens access for women across London.
  - A framework and business case for increasing Level 2 sexual health service provision in community settings such as pharmacies.
  - Promoting responsible behaviours through the Summer Lovin’ campaign with local adaptations for use nationally.
  - Pan-London HIV Prevention Programme providers working, for the first time, in partnership to jointly deliver sexual health outreach via Health and Wellbeing lounges at summer events and HIV testing in gay saunas.
- During winter 2012, the impact of the Games on sexual health and the legacy interventions will be evaluated to provide clear recommendations on effective approaches to improving sexual health in London and to provide evidence to support future planning for mass gatherings.

SEX FACTOR 2012

As part of the programme of youth engagement, a 2012 Sex Factor Ideas Competition was held. The competition was a radical project that made use of both the Further Education Sexual Health Youth Network (FESHyounNET) initiative and established partnerships with voluntary and community organisations to engage young people in developing cutting edge concepts that encouraged other young people to take responsibility for their own sexual health.

The finalist, shortlisted by health promotion experts and young people, presented to a panel of industry sponsors in a Dragon’s Den style Grand Final in London’s City Hall. Winners received a series of prizes that included internships and mentoring from sponsors to realise their concepts and the exclusive opportunity to attend the International Human Rights Olympics in Bulgaria.

The ideas generated by the competition included a mobile phone application to inform and educate young people about sexual health and services, a sexual health pop-up museum and Kiss Kiss condom packaging to engender the perception of condoms as a must-have fashion accessory and an anti-homophobia campaign.

Working groups have been formed to take these ideas forward for example:

- Geraldine Peclard’s Kiss Kiss condom design is being taking forward with support from two industry partners. Pasante are working with the young winner to produce a condom product. The winner has now designed templates for a condom foil, plastic carrying box and a match-book style plastic carrying sleeve. Pasante will be meeting with Freedoms in early October to talk about the possibility of producing Kiss Kiss designs. Boots UK are also providing input on what might and might not work in the consumer sector.
- Tanis Douglas’ (19) and Connor Hayes’ (18) idea for an anti-homophobia campaign is being supported by the Professional Footballers’ Association (PFA). The winners are supporting the PFA to tailor their anti-homophobia to the young audience. The winners have written a questionnaire, shown two anti-homophobia DVDs to their queer youth group and written up an evaluation of the viewers’ responses. The PFA have this evaluation. A visit to the PFA to discuss dissemination and promotion of the evaluation was scheduled for 3 September.
- Dave Strutt, Sales Director at Pasante, explained the reasons for their involvement: “Pasante Healthcare wanted to be involved in Sex Factor because it helps engage with and promote sexual health to young people and at the same time ask them for their creative ideas. It is vital to keep sexual health messages relevant to young people to ensure the continued improvement of sexual health in young people. Sex Factor also provides a platform for ideas that can be used by both healthcare workers and manufacturers.”

MORE INFORMATION

Hong Tan
Hong.Tan@londonscg.nhs.uk
INTEGRATED CARDIOVASCULAR SYSTEM

The heart of the matter

Cardiovascular disease and cancer account for two out of three premature deaths of people under 75 years old. To address this, a whole systems approach is being developed across north and east London which focuses on prevention, earlier diagnosis and effective use of specialist care.

The organisations where this programme is based see around 12,000 patients die from cardiovascular conditions each year. They estimate around 25 per cent of deaths could be prevented, resulting in around 3,000 fewer deaths through heart attack and stroke, as well as a reduction in the number of people who are disabled through cardiovascular-related conditions such as strokes.

Every heart attack and stroke can be considered to be a “failure of prevention” by the healthcare system, as proactive case finding and root cause analysis can allow people to access effective preventative treatment to radically improve health outcomes. Over 90 per cent of cases of cardiac disease could improve through treatments such as anti-hypertension therapy; statins antiplatelet therapies; but also through supporting people to live healthier lifestyles. This work will include smoking cessation; improved diets and physical activity, building on the excellent foundation provided by the Go London programmes. The integrated cardiovascular system led by UCL Partners, an academic health science system, has the potential to be an important part of the health legacy of the London 2012 Games. It is intended that the geographical focus would include the Host Boroughs and it would be linked to work to increase levels of physical activity.

MORE INFORMATION

Professor John Deanfield

j.deanfield@ucl.ac.uk

“We need to invest in our arteries as our retirement plan for a healthy heart. With this programme, we are bringing cardiovascular health into the community to make a difference to life expectancy.”

Professor John Deanfield, Olympian and Director Centre for Cardiovascular Prevention and Outcomes, UCL Partners

In this section we have concentrated on the evaluation of the Go London! programme as an approach, the lessons learned, recommendations and what next. We set out to deliver a legacy for event planning and delivery, as well as one that publicises the benefits of physical activity for all and inspires people to become more active in their daily lives.

In terms of legacy, this is the decade when numerous sporting events and mass celebratory gatherings will take place and we want to pass on the learning and expertise gained from the 2012 Games to help those planning other major events.

How it all began

Although there was great public excitement when the UK won the bid to host the London 2012 Games, for many people it was hard to see how the Games could play a key role in creating a fitter and healthier London. However, we were committed to leveraging maximum benefit from hosting the Games in London.

Our approach to the health legacy from the very start was to ensure that the concept ran through everything we did. While other host cities had demonstrated some evidence of improving systems as a result of the Games, none had been successful in creating a lasting legacy of health improvement. We were determined that London should be the first. Furthermore, we wanted to use the energy generated by the Games to inspire Londoners to become fitter and healthier and we wanted to enthuse future host countries to do the same by witnessing our success.

In 2009, we pledged to work with new and existing partners to capitalise on the London 2012 Olympic and Paralympic Games to improve the health of Londoners. This was our first big step. We were able to attract sponsorship from commercial marketing organisations to help us think through our strategy and approach.

In this final edition completes the suite of four Go London! directories designed to showcase some of the truly inspirational programmes that are delivering a health legacy from the London 2012 Games.
From this early thinking the Go London! programme was born. The programme was designed to raise the profile of the Games and grasp the potential to create a unique dimension to our health legacy centred on promoting physical activity for Londoners.

The first question we had to address was how could we tap into the power of what is essentially an elite sporting festival to contribute to healthier outcomes for all kinds of people with a range of abilities and interests. We knew that our approach had to be broader than sport to reach a wider audience and address health inequalities. This initial focus on ‘active’ groups has underpinned much of the work since, with strategies to get people active through walking, dancing, cycling and a range of other ways, in addition to sport. We had to capture the excitement and community spirit generated by the Games to encourage participation without necessarily expecting people to take up the kinds of competitive sport they would witness in the Olympic Park.

We also knew that many of the issues influencing how active people are in their daily lives sit outside the domain of health, including access to green spaces and leisure facilities, transport, and community safety. Partnerships with local government and Transport for London, for example, were going to be key to ensuring that the whole system was working together to promote active forms of travel. Influencing individual behaviour and culture right across society are also critical to promoting healthy, active lifestyles and it was unlikely that the NHS alone could resource a campaign with enough reach to make a difference. Hence partnerships with the corporate sector were also important for ensuring that skills and resources were deployed to promote a culture that reinforced the Go London message.

While it was important for health to work in partnership with others, it was also crucial to have some leadership within health to ensure the health system played its part. This leadership and co-ordination provided a range of benefits that served to energise the system: the development of a framework for action around a single message; the strengthened economic case for action; dissemination of best practice; innovative approaches to engaging the public through marketing and social media; and the provision of limited funding to generate momentum and innovation.

Leadership across the system was demonstrated in a number of programmes. For example:

- the pan-London scheme to promote a healthier NHS workforce in London by providing support to a variety of hospitals to implement healthy workplace initiatives for their staff, and
- the 32 Borough scheme, in partnership with GSK and Intelligent Health, to train GP staff to deliver physical activity interventions as a treatment for long-term conditions, linked to local authority provision.

We also knew there were many wonderful local initiatives aimed at creating fitter and healthier Londoners that Directors of Public Health and their teams were working with local authorities to deliver. We were able to capture and promote these programmes across London through the creation of the Go London! Directory.

INDEPENDENT EVALUATION OF HEALTH SERVICE PLANNING AND DELIVERY FOR LONDON 2012

Whilst previous Olympic and Paralympic host cities have published reports detailing health service planning processes for Games-times, the London 2012 Games will be the first to commission and publish an independent evaluation.

This evaluation will make a valuable and substantial contribution to the Olympic and Paralympic and mass gathering literature, supporting future host cities to plan and deliver evidence-based programmes. Despite the novel ambition of delivering a health improvement legacy, the health legacy workflow has been fully committed to participating in the independent evaluation.

Conducted by the University College of London (UCL) Department of Applied Health Research, the principle aim is to evaluate and describe the contribution made to health planning and health legacy of the 2012 Games by NHS London. More specifically the objective is to assess the impact of NHS London’s 2012 Programme, including activity delivered within the Games-time delivery, emergency preparedness, demand management and health legacy workflows.

Capturing a complex programme of work requires a detailed methodological approach. To evaluate NHS London’s work, UCL is gathering data from a wide range of sources from the ten months prior to, during and after the Games, including:

- key individuals working for and with the NHS London 2012 team, to analyse the detail of the planning and delivery;
- past Olympic reports from Sydney41, Athens42, Beijing43 and Vancouver44, to understand the key issues at past Games and enable comparison; and
- NHS London documentation since the beginning of the programme, to appreciate longitudinal factors.

Using a progressive qualitative analysis method, the team is analysing the data within the following domains:

1. descriptions of the plans to address the impact on local NHS routine and emergency health services, the emergency planning arrangements for participants and visitors to the Games, public health enhancement and protection during the Games and the diverse range of interventions and health legacy initiatives undertaken; and
2. a critical evaluation of the processes, barriers, facilitators and outcomes of the planning and delivery activities.

A key recommendation in undertaking an evaluation is to conduct timely data collection, as stakeholders and participants in the planning and delivery of the Games may complete contracts of employment in line with the completion of the Games.

MORE INFORMATION

UCL’s final report is due to be published on 31 April 2013. If you wish to receive a copy of report and updates about the project, please email your contact details to: Kostas Kononovas k.kononovas@ucl.ac.uk.

ALCOHOL EVALUATION

Hosting the London 2012 Olympic and Paralympic Games provided health benefits, but also challenges in terms of the public health effects of potential excessive alcohol consumption by the spectators and the general population.

It is known that international sporting events are linked with an increase in alcohol-related injury. However, evidence on the impact of previous Games and associated cultural events on alcohol-related harm is limited. Even less is known about which specific features of a varied and prolonged series of events, such as those associated with the Games, have stronger links with alcohol consumption and consequent harms. Specific cultural events and sporting activities may have differing relationships with alcohol consumption and harm, which may also be influenced by a number of factors, including the day of the week that the event is held and the national team’s success at a given event.

Liverpool John Moores University is conducting an evaluation to fill this important gap in the evidence base by assessing any change in alcohol-related and other public health-related illness and injury in London during the 2012 Games. The objectives of this research are to:

- Analyse the impact of hosting London 2012 on short term illness and injury in particular related to alcohol;
- Quantitatively measure changes in the level of alcohol consumption among the resident population during the Games and investigate the factors associated with any increase or decrease, and
- Produce recommendations for further research, evaluation and policy development.

Initial findings from the research project, based on interviews to date, highlighted the following key points:

- Interviewees perceived alcohol-related illness and accidents, increased incidence of communicable diseases, risky sexual practices and increased drug use as the main risks to health associated with London 2012.
- The Association of Licensed Multiple Retailers (ALMR) reported that in the first week of the Games in eight of its member companies, 75 per cent of its pubs experienced a downturn in revenue compared with last year. However, in the second week, 60 per cent of their members’ pubs experienced an upturn with 20 per cent seeing an increase in revenue compared with last year.
- A variety of measures taken at organisational or individual levels were described which may have played a role in preventing alcohol harm during the Games period. Measures described included providing advice and/or training, additional services to direct people to an appropriate service, including the Soho Alcohol Recovery Centre and the ‘Drunk Tank’, and commissioning incentives.
- In the pre-Games planning phase, to mitigate against the alcohol-related risks associated with the Olympic Live Sites and reduce the pressure on local healthcare services, NHS London developed a number of policies and recommendations. These included the production of a guide of best practice regarding alcohol at the Live Sites, the development of ‘healthy event principles’ (see page 42), fully briefing staff, and ensuring sufficient organisational policies were in place to deal with the increased healthcare service demand, such as the use of ‘field hospitals’. These initiatives may have reduced the incidence of alcohol-related harm during the Games period.

The outcomes of the Liverpool John Moores University research project will be available to inform future major event planning both in the UK and overseas from March 2013 and will be used to support the work of the London Health Improvement Board’s work on alcohol.
WHAT WE LEARNED ALONG THE WAY

We knew it wouldn’t be easy to create a programme focused on promoting physical activity, particularly in the context of a challenging economic climate. The Go London! programme has been on a journey that has included a change in government and policy frameworks, a lack of dedicated budget, having to compete for ‘air time’ with Games-time planning and delivery and now the impact of the NHS reforms.

What has been inspiring for us as a team is how, given the environment, numerous very special and committed individuals have found innovative ways to engage local communities in taking more responsibilities for their health through physical activity.

THE ROAD TO RIO

We all want happy healthy lives for ourselves, our families and the community we live in. We know that being fit and taking regular exercise has enormous health benefits for people of all ages.

The variety and sheer number of innovative initiatives developed in the lead up to the London 2012 Games, to encourage all individuals to commence or continue regular physical activity to improve their health outcomes has been compelling and inspirational.

In delivering the Go London! programme we hope to have created a legacy movement across London which will in time create fitter and healthier Londoners. Our challenge now, post-London 2012, will be to continue to encourage and support people of all abilities and ages to maximise their health and fitness.

For some this might mean taking a gentle walk each day; for others it might mean striving for excellence in sport. Whatever the activity, and no matter how much, we know that the effects of taking regular exercise have an irrefutable benefit to our health. We also aim to leverage a coalition of leadership from all key stakeholders in the health community to harness and fully embed the health legacy and maximise the benefits for London communities.

So how can we play our part?

We believe that public sector reforms can provide a platform for promoting health and physical activity. The newly formed Health and Wellbeing Boards have public health at their core, the Health Improvement Board for London has a real focus on healthy children and, nationally, there is emerging momentum spanning government agencies to capitalise on the Olympic spirit. Sporting bodies and the private and commercial sectors have also been able to showcase many of these programmes moving forward.

Similarly, as the Health Improvement Board for London becomes more established, we also aim to influence the agenda, supporting Londoners to become more physically active. We are also working closely with the British Olympic Association (BOA) as it takes over the London Organising Committee of the Olympic and Paralympic Games (LOCOG) ‘Get Set’ programme in schools. We also want to continue to support the development of the six London Boroughs as they roll out their ‘Convergence’ strategy, including the transition of the Olympic Polyfest used by the sporting stars of London 2012, to the Sir Ludwig Guttmann Health Centre serving the new residents of the Olympic Village and the existing local communities. Sustaining and developing these activities during a time of transition will not be easy, but we know that the opportunity to capitalise on the inspirational 2012 Games is too good to miss.

We hope that the ‘Go London’ Directors have been able to showcase many of these initiatives and do them justice. We have also learnt that commercial sponsorship is also possible if you can find a way to meet their objectives whilst delivering your own. There is also much to be learnt from their ideas and thought processes, in seeking opportunities to innovate.

As we watch the approach of the Rio 2016 Games, just four years away, we can reflect on the inspirational London Games and the lasting legacy that has emerged.

There are many high quality and locally tailored projects throughout the capital inspired by the London 2012 Games. This A–Z listing offers a brief outline and contact details for a sample of projects known to NHS London.

**A–B**

### 2012 Activators
Uses music and movement to increase physical activity levels among school children in Bromley.

Khamis Al-Alawy
NHS South East London
khamis.al-alawy@bromley.south.nhs.uk

### 5k Your Way
A mass participation event for public sector staff in London, developed as part of the East London Convergence Programme.

Jane O’Connor
North East London and City NHS Trust
Jane.Conner@el.nhs.uk

### A City Transformed Through Sport
Increases participation in volunteering in sport and physical activity in Westminster, by matching volunteers’ skills, interests and availability to available placements.

Esther Lumby
Volunteer Centre Westminster
esther@volunteer.co.uk
www.volunteer.co.uk/sportsvolunteering
www.youtube.com/watch?v=OOGyYCl2mOQ

### Active Celebration
Increases the number of people participating in sport and physical activity, and the length of time people engage in activities.

Barry Causer
NHS South West London
Barry.Causer@swlondon.nhs.uk
www.southweslondon.nhs.uk

### Active Travel Programmes
Programmes designed to increase uptake of walking and cycling activities in communities and workplaces:

ike Anya
NWL Legacy Group
ike.anya@nwlnhs.nhs.uk

Grinstein
Guy’s and St. Thomas’ NHS Foundation Trust
Nicola.Grinstein@gstt.nhs.uk

Ruth Shaw
Greenwich Cycle Loan Scheme
ruth.shaw@greenwichPCT.nhs.uk

Nicola Francis
Active Travel Programme 2012
nicola.francis@fl.gov.uk

### Active Travel Champions
Recruits champions to inspire people to walk and cycle more and to improve their health and the environment.

Sustrans
info@sustrans.org.uk
www.sustrans.org.uk

### Active with Ease
Increases participation in sport and physical activity among sedentary and inactive populations in the most deprived parts of Enfield and Harringey.

Vanessa Bogle
Public Health Harringey
vanessa.bogle@haringey.nhs.uk

### Adizones
Gives people in Barking & Dagenham the opportunity to engage in regular physical activity.

Paul Starkey
London Borough of Barking and Dagenham
Paul.Starkey@lbld.gov.uk

### Age UK Haringey Dance Workshop
Age UK
jains.needs@acharingey.gov.uk

### Alcohol Evaluation
An assessment of change in alcohol-and other public health-related illness and injury during the London 2012 Games to inform future major event planning.

### All Ability Cycling Club
Provides opportunities for members to engage, whatever their age or ability. Sessions are designed to include opportunities for people with learning and/or mobility disabilities.

### A Star League
Uses workshops, events and tournaments to give young people the opportunity to engage with positive role models, be active and shine.

### Back to Netball
A gentle re-introduction to netball for women of all ages.

### Balfour Beatty London Youth Games
A national scheme that aims to inspire every child in the country to take part in competitive sport.

### Big Dance
A UK-wide festival that celebrates dance in unusual spaces.

### The Legacy of Better Health for Londoners
55
Blue Light Responders
A scheme that recruits and trains volunteers in a nationally recognised First Responder qualification to improve the survival rates and outcomes of emergency patients across London.
Ben Dorsett
London Borough of Camden
Ben.Dorsett@camden.gov.uk

Brent Inspires Award
A unique mentoring project which uses the expertise and services to involve young people, typically in the most deprived communities, in sustainable sport.
Ray Vince
StreetGames Coca Cola
Ray.Vince@streetgames.org

Breeze Network
British Cycling's volunteer-led national network of bike rides by women for women.
www.breezebikerides.com

Cirque Nova
Circus Skills Workshop
info@circquenova.com
cirquenova@googlemail.com

City of Sport
Activity sessions for workers in the heart of the City looking to get back into sport or increase their fitness.
Carolyn Piper
City of London Corporation
carolyn.piper@cityoflondon.gov.uk
www.cityofsport.org

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info@circquenova.com
cirquenova@googlemail.com

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Community Chest Programme
NHs London facilitated the bid for funding for the development of local initiatives across all NHs organisations (trusts), supported by pan-London Physical Activity for Health Coordinators.

NHs Kingston: Pool bike scheme to promote active travel for staff, visitors and the general public.

Corporate Social Responsibility
Celebrate and Protect
Sanofi supports the Celebrate and Protect child immunisation promotion programme.

East London Health Makers
Free training for people already volunteering to increase their knowledge and skills around healthy lifestyles and behaviour change.
Jane O'Connor
East London and City NHS Trust
jane.connor@elc.nhs.uk

Evelina Children's Hospital School
Evelina Children's Hospital School is a member of the Get Set programme. Through participating in Get Set member of the school, and other young patients have participated in a series of Games inspired learning and recognition opportunities.

Exercise on Referral
A programme whereby GPs refer patients into physical activity services in Hackney and Barking and Dagenham.

Fitbug Trial
Access to a pedometer that records the number of steps a person takes as well as the calories they burn, to motivate staff to increase active travel and improve their health.
Stephen Eachus
Fitbug
stephen.eachus@fitbug.com
www.fitbug.com

Fit4 Health
An initiative addressing the exercise needs of people recovering from strokes.

London Borough of Haringey
wendel.shaw@lhc.ogley.gov.uk

BMD Legacy Project
A project that created five new BMX tracks in the boroughs of Greenwich, Newham, Waltham Forest, Hackney and Tower Hamlets.

Newham, Waltham Forest, Hackney

Brent Inspired Learning and Recognition

NHs London: Pool bike scheme to promote active travel for staff.

East London and City NHS Trust
jane.connor@elc.nhs.uk

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Get Active Central London

A programme of community focused physical activity and sport festivals

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim Copley</td>
<td>PRO-ACTIVE Central London</td>
<td><a href="mailto:copley@lsbu.ac.uk">copley@lsbu.ac.uk</a></td>
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Get Active Exercise Referral

A scheme enabling GPs and health professionals to refer patients to a qualified exercise specialist at one of Kingston’s five leisure centres

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<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
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</thead>
<tbody>
<tr>
<td>Shirley Pietrowski</td>
<td>NHS Kingston</td>
<td><a href="mailto:shel@lsbu.ac.uk">shel@lsbu.ac.uk</a></td>
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Get Active London Activity Finder

A website promoting opportunities to be active throughout London, making it easier to find clubs, facilities, activities and events that match individual needs

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<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
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<tbody>
<tr>
<td>Adrian Ledbury</td>
<td>PRO-ACTIVE North London</td>
<td><a href="mailto:A.Ledbury@nsh.ac.uk">A.Ledbury@nsh.ac.uk</a></td>
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Get Active South London

Joint programmes, events and activities that boost participation in sport and physical activity in Bromley, Croydon, Kingston, Merton, Richmond and Sutton

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<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
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<tbody>
<tr>
<td>Christine Double</td>
<td>PRO-ACTIVE South London</td>
<td><a href="mailto:c@lsbu.ac.uk">c@lsbu.ac.uk</a></td>
</tr>
</tbody>
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Get Set

London 2012 education programme helping 3-9 year olds explore the Olympic values of friendship, respect and excellence and the Paralympic Values of courage, determination, inspiration and equality.

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<th>Name</th>
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<tr>
<td>Education Team</td>
<td>The London Organising Committee of the Olympic Games and Paralympic Games</td>
<td><a href="mailto:education@london2012.com">education@london2012.com</a></td>
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Give It A Go London

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<th>Name</th>
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<tr>
<td>Giving It A Go 2012</td>
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<td></td>
</tr>
<tr>
<td>Give It A Go Fitness</td>
<td>London Borough of Camden</td>
<td><a href="mailto:nigel.robinson@camb.gov.uk">nigel.robinson@camb.gov.uk</a></td>
</tr>
</tbody>
</table>

GLL Greenwich Leaure

Works with the NHS in London to provide discounted NHS staff memberships to leisure facilities across London

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
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<tbody>
<tr>
<td>GLL Greenwich Leisure</td>
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</tbody>
</table>

Greater Greenwich Everest Challenge

A mass physical activity participation programme for all ages and abilities between 13 February and 31 March 2012

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cathy Carr</td>
<td>PRO-ACTIVE Central London</td>
<td><a href="mailto:carrj@lsbu.ac.uk">carrj@lsbu.ac.uk</a></td>
</tr>
</tbody>
</table>

Greenwich Get Active

Incorporating physical activity levels for residents aged 50 years by providing activity taster sessions for free or at low cost

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruth Shaw</td>
<td>NHS Greenwich</td>
<td><a href="mailto:r.s.shaw@greenwich.ct.nhs.uk">r.s.shaw@greenwich.ct.nhs.uk</a></td>
</tr>
</tbody>
</table>

Hackney Bike Across the Borough

A Hackney Council and The Learning Trust initiative enabling children to cycle six miles from Finsbury Park to the Olympic Park.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laura White</td>
<td>London Borough of Hackney</td>
<td><a href="mailto:laura@laurawhite.co.uk">laura@laurawhite.co.uk</a></td>
</tr>
</tbody>
</table>

Harrow Lunchtime Walkshops

Boosting activity and productivity by encouraging staff in local businesses to take lunchtime walks.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane O’Connor</td>
<td>North East London and City NHS Trust</td>
<td><a href="mailto:Janeconnor@elc.nhs.uk">Janeconnor@elc.nhs.uk</a></td>
</tr>
</tbody>
</table>

Healthy Events

Healthy event principles covering a range of initiatives, interventions and practices to promote health and prevent illness and injury at events.

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucy Furby</td>
<td>NHS London</td>
<td><a href="mailto:lucy.furby@nhs.net">lucy.furby@nhs.net</a></td>
</tr>
</tbody>
</table>

Healthwise

Physical activity programmes provided by NHS Greenwich aimed specifically at improving health.

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
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<td><a href="mailto:Janeconnor@elc.nhs.uk">Janeconnor@elc.nhs.uk</a></td>
</tr>
</tbody>
</table>
**PROJECT LISTINGS**

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**In2Hockey**
Hockey initiative being delivered across the east London Host Boroughs to reduce the number of sedentary adults.

Jane O'Connor
North East London and City NHS Trust
jane.connor@ecl.nhs.uk

**Inclusive and Active 2**
A five year strategy created in partnership between the Greater London Authority (GLA), NHS London and Interactive designed to increase opportunities for disabled people to participate in sport and physical activity.

Laura Davies
Interactive
laura.davies@interactive.uk.net

---

**Inspire Projects**
The Inspire programme was designed for everyone, using the power of the Games to drive change. Since the programme was launched as part of the Cultural Olympiad in 2008, more than 10 million people have been involved in one of the 2,700 Inspire projects across the United Kingdom. Listed here are the projects related to health legacy.

**City of Sport**
City of London Corporation
simon.lee@cityoflondon.gov.uk
www.cityoflondon.gov.uk/greentogold

**City Safe Youth Games**
London Citizens
Emmanuel gothor@londoncitizens.org.uk

**Croydon’s Get Active Challenge**
G. d.feist@lanfranc.croydon.sch.uk

**Dance is Key**
Kings College Students Union
Claire.jellisma@kcl.ac.uk

---

**Easy Cricket**
Jane.Hannah@ecb.co.uk

**Family Adventure Challenge**
Lee Valley Regional Park Authority
nchntt@leevalleypark.org.uk

**Get Active Wandsanxhol Festival Wandsanxhol Borough Council**
tfleming@wandsanxhol.gov.uk

**Get Inspired @ Aspire**
Harrow Council & Aspire
nadia.mansour@harrow.gov.uk

**Getting Ready for The Games and Beyond**
London Youth
zoe.mells@londonyouth.org.uk

**Give It A Go 2012**
C.E.Anderson@uel.ac.uk

**Go Enfield Go**
London Borough of Enfield
Ian.hickman@enfield.gov.uk

**Golden Years Dance Project**
Julie.creffield@visionerc.org.uk

---

**Harrow Mental Health Personal Trainers Project**
sally.hone@harrowxpt.nhs.uk

---

**Jump London**
Parkour UK
eugene.minogue@parkouruk.org

**Kids Go Live**
Sol Campbell Foundation
sky@slyl.etandrew.com

**Met-Track**
British Athletic Charitable Trust
Jason.husain@met.pnn.police.uk

**Paralympic Festival**
Maxine.Alexander@caneshealth.co.uk

**Premier League for Sport**
Arsenal Football Club plc
Chelsie FC Foundation
Felsham Football Foundation
Tottenham Hotspur Foundation

**Strictly Cycling**
Twichenham Cycling Club
Barbaravance10@aol.com

**Two2go (Sport)**
Sporting Bunnies
Edwin@globalnet.co.uk

**UT8s Islington Free Sport Programme**
Michael Bishop@aquastera.org

**Oystercard bird race**
nicola.francis@l8.f.root.co.uk

**Last Mile to Work**
Department for Transport
Sue.Knott@dfc.gsi.gov.uk

---

**Hike and Bike the Borough**
EDual@lambeth.gov.uk

**Hounslow Travel Active**
London Borough of Hounslow
Jennifer.anderson@hounslow.gov.uk

**Explore Hillingdon**
J_Heggie@hillingdon.gov.uk

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**Big WoW**
Nicola.francis@london2012.com

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**Institute of Sport, Exercise and Health**
A facility where patients are treated under the same roof as elite athletes and a hub of clinical and research expertise to increase exercise in the community, develop strategies to prevent diseases related to inactivity and prevent, diagnose and manage injuries for both professional and amateur athletes.

Professor Fares Haddad
FSH@fareshaddad.net

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**Integrated Cardiovascular System**
The application of UCL Partners’ integrated cancer system – involving patients, their carers, public health professionals, primary care practitioners and others – to improve cardiovascular disease outcomes.

Professor John Deanfield
j.deanfield@ucl.ac.uk

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**Jamie’s Ministry of Food Stratford**
Ten-week cooking skills courses for local people to enjoy and enthuse people to cook delicious food at home with fresh, healthy ingredients at an affordable price.

Tim Baker
NHS East London and the City
tim.baker@elc.nhs.uk
www.facebook.com/jamiesministryoffoodstratford

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**Kith & Kids – Zumba**
Zumba for children plus other activities.

Kith & Kids
marjolein@kithandkids.org.uk

---

**Lambeth Health Walks**
Promotes health by encouraging people to walk more. Specifically designed for people who are sedentary.

Marcia Dillon
London Borough of Lambeth
m.dillon@lambeth.gov.uk

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**Led Walks on Olympic Park**
Enables people to visit and learn more about the Olympic Park whilst being physically active.

Paula Peaty
London Borough of Newham
paula.peaty@newham.gov.uk
www.newham.gov.uk/letsgotemove

---

**Lee Valley Athletics Network Athletics including wheelchair racing**
jyf7@yahoo.co.uk

---

**Legible London**
A pedestrian wayfinding system to help people walk around the Capital.

Spencer Clark
Transport for London
spencer.clark@tfl.gov.uk

---

**Let’s Get Moving Harrow**
Provides physical activity opportunities to people accessing community-based mental health services in Harrow.

Sally Hone
NHS Harrow
sally hone@brent.harrowsxpt.nhs.uk

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**Let’s Get Moving Newham**
A personalised approach to promoting physical activity based on motivational interviews.

Tim Baker
NHS East London and the City
tim.baker@elc.nhs.uk
www.newham.gov.uk/letsgotemove

---

**Lewisham Dance Picnics and Walk Out**
Picnics designed to promote dance to celebrate different cultures and encourage people to be more active.

Carmel Langstaff
Lewisham Council
carmel.langstaff@lewisham.gov.uk
www.lewisham.gov.uk
Living Streets Fitter for Walking

Support for communities to improve their local walking environments and encourage more journeys on foot as part of a healthy lifestyle.

Jack Skillen
Living Streets
Jack.skillen@livingstreets.org.uk
www.livingstreets.org.uk

Living Streets Step Out

Encourages people to choose walking for local journeys by identifying local barriers to walking.

Julia Crear
Living Streets
julia.crear@livingstreets.org.uk
www.livingstreets.org.uk/sol

London Ambassadors ‘Heartstart’

Provided ‘Heartstart’ training to London Ambassadors and aims to train up to 1,000 (or more if viable) people in CPR and defibrillator usage.

Chris Hartley-Sharp
London Ambulance Service
Chris.Hartley-Sharp@lond-amb.nhs.uk

Lucy Furby
NHS London
Lucy.Furby@nhs.net

London Deaneary Team Up Programme

Encourages London’s trainee doctors, dentists and public health professionals to partner with community organisations to promote the health and wellbeing of their members and the people they work with during 2012 and beyond.

Stephen Mitchell
London Deaneary
stephen.mitchell@londondeaneary.ac.uk

Project 1 – Age UK Harrow
Chair-based mobility exercise programmes for older people

Project 2 – Anglo Asian Odontological Group (AAOG)
Management of Dental trauma – Development of a guide for parents and children

Project 3 – Bellingham Community Project
Developing a Health Improvement plan and increasing their profiles’ communications with local community

Project 4 – Chelsea and Westminster Hospital
Weight loss and obesity lifestyle with surgery service. Professional NHS dieticians, psychologists and physiotherapists.

Project 5 – Community Links Barking
Create and deliver cancer awareness materials

Project 6 – Croydon University Hospital
Vitamin D Supplementation in under fives

Project 7 – Evesley Medical Practice / E12 Health Project
Sweet Inspiration – Improving health & wellbeing of diabetic patients at a local medical practice

Project 8 – Doctors of the world UK (Project London)
Mental Wellbeing in East London

Project 9 – Downham Nutrition Partnership
Family Health Workshops (Mellot Road Family Learning Centre Health & wellbeing for children and their families)

Project 10 – Downham Nutrition Partnership
Phoenix Community Housing - Health Promotion events at Summer festival 2012

Project 11 – E12 Health / NLP Coaching
NLP Coaching with diabetic patients

Project 12 – East London Muslim Centre
East London Mosque/ Muslim Centre - cancer project

Project 13 – Hands on Hearts
Promotes health and wellbeing for school children

Project 14 – Holy Cross Centre Trust (HCCCT)
Peer support programme – Community Health Action Resource Team (CHART)

Project 15 – Housing for Women
Mental Wealth and Wellbeing for Women

Project 16 – Migrant Refugee Community Forum
Improving access to health services for refugees, asylum seekers and migrants in London through a mentoring project

Project 17 – New Horizon Youth Centre
Health & wellbeing activities with teenagers

Project 18 – New ID
Project targeting with eating disorders

Project 19 – North East London NHS Trust (NELFT) Goodmayes Hospital
Healthy Mind healthy Body - mental awareness in the community

Project 20 – QUIT smoking campaign
Anti Smoking campaign for teenagers

Project 21 v Sage Educational Trust
Downham Nutrition
Families and health & wellbeing

Project 22 – Selfless
Prostate Aware – increasing education and awareness of BPH/ prostate cancer

Project 23 – Seventh Day Adventists Health & Community Services
Health education in the community – promoting heart health

Project 24 – SLAM & Community Mental Health Services in West Croydon
South Asian Community Health education & Empowerment campaign – healthy living programme for ethnic local communities

Project 25 – St Mungo’s Community Housing
Dental Health Education training sessions for staff

Project 26 – St Mungo’s Community Housing
Improving access to memory & dementia services for Harrow Road Centre residents

Project 27 – The Family Centre
Develop parent/Staff / carer sessions on health & wellbeing

Project 28 – The Family Centre
Family Health workshops

Project 29 – The Sharp End
Promoting use of local community centre for older people

Project 30 – The Sharp End
Health talks for the elderly

Project 31 – The Sharp End
Evaluation and development of client case studies

Project 32 – The Twist Partnership
Health education for Bengali women

Project 33 – The Winch Project
Health education in the community – promoting heart health

Project 34 – TCL Care Services
Design and delivery of Level 3 training skills in promoting access to health care public health staff

Project 35 – Westlea School
Learning for Life – Make a Healthy Choice in 2012

Project 36 – Wheels for Wellbeing
Raise profile and building a bank of client case studies focusing on people who use the charity

Project 37 – Wheels for Wellbeing
Develop marketing materials/ promote services

London Greenways

Projects seeking to create a network of attractive and functional routes for walkers and cyclists and to improve access to and through green spaces across London.

Matt Winfield
Sustrans
matt.winfield@sustrans.gov.uk
www.sustrans.org.uk

London NHS Cycling Strategy

Promotes cycling for NHS staff and encourages and supports NHS organisations to provide better facilities and incentives for cyclists.

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

Long Distance Walkers

A long distance walking route, a one-off challenge event and a short walks series.

Paul Lawrence
Long Distance Walkers Association
paulmlawrence@ol.com
www.ldwa.org.uk/2012hundred

Love Mums

Breastfeeding promotion project, providing a unified visual identity for breast feeding friendly spaces across the host boroughs.

Jane O’Connor
North East London and City NHS Trust
jane.conner@elc.nhs.uk

MATE programme

Tottenham Hotspur Foundation
james.saad@tottenhamhotspur.com

Me2 Project

Football for deaf children
National Deaf Children’s Society
Thomas.Lyons@nids.org.uk
Sonya.Grinw Ade@nids.org.uk

London Health Programmes

Gemma Hagen
gemma.hagen@londonhp.nhs.uk

Mental Health Awareness in Small Business

Designed to help small businesses and social enterprises understand and approach common mental health issues of stress, anxiety and depression.

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

Mental Health First Aid

Courses to teach people how to recognise the signs and symptoms of common mental health issues in adults, provide first aid help and signpost people towards support services.

Bernice Cole
MHFA England CIC
bernice@mhfaengland.org
www.mhfaengland.org

Move for Life

Creating a healthier, more active NHS workforce through staff health and wellbeing initiatives which offer employees a range of physical activity and sport options that cater for their diverse workforce, with minimal resources.

Lucy Furby
NHS London
Lucy.Furby@nhs.net

My Best Move

Helps GP staff motivate patients with long-term conditions to improve their health through being more active.

Lily Mahurah
NHS London
lily.mahurah@nhs.london

New Baby New You

A six month programme which gives mums, with a body mass index of over 25, support from a specialist Maternity Dietician to improve their lifestyle.

Frances Austin
frances.austin@bartshealth.nhs.uk

PROJECT LISTINGS

L–N

London Ambassadors ‘Heartstart’

Provided ‘Heartstart’ training to London Ambassadors and aims to train up to 1,000 (or more if viable) people in CPR and defibrillator usage.

Chris Hartley-Sharp
London Ambulance Service
Chris.Hartley-Sharp@lond-amb.nhs.uk

Lucy Furby
NHS London
Lucy.Furby@nhs.net
Nursing and Islam
Providing advice and information on how Bangladeshi women can access nursing careers.

Older People's Swimming
Free access to swimming and other leisure activities in Banking and Dagenham.

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

Olympic Walking and Cycling routes
The development of new and improved walking and cycling routes to encourage healthy and sustainable travel.

Nicola Francis
Transport for London and The London Organising Committee of the Olympic Games and Paralympic Games
nicola.francis@tfl.gov.uk

Operation Football
A Department for Transport travel design to encourage staff to think about travel alternatives, e.g., walking and cycling and reducing the travel footprint without affecting business continuity

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

Pan-London Parkrun
Access to an all-year-round, free weekly 5km running, jogging or walking session in Kingston, aimed at people aged from 14 to 89 years.

Chas@parkrun.com
www.parkrun.org.uk

Parc for Life
Activities designed to inspire residents of Hackney to use the local green spaces to improve their health, fitness and wellbeing.

Sam Parry
London Borough of Hackney
sam.parry@hackney.gov.uk
www.hackney.gov.uk/parksforlife.htm

Para-Triathlon Workshops
Drop-in session, supporting participation in para-triathlon in Newham.

Jane Connor
NHS East London and the City
ejane.connor@elc.nhs.uk

Passing the Baton
Inspires peaceful neighbourhoods by bringing together children, young people and adults to share talents, cultures, experience and experiences across generations.

Rudi Page
Sporting Futures
rudisf@asfa.org.uk
07958 744660

Phenome Centre
A world-class resource to study the impact of genetics and environmental factors on metabolism to help develop better and more targeted treatment for patients.

Robin Wilkinson
robin.wilkinson@gstt.nhs.uk

Physical Activity Peer Activation
Building strong relationships with volunteers to encourage the use of outdoor gyms.

Sarah Ruane
Camden Council
Sarah.ruane@camden.gov.uk
www.camden.gov.uk/OutdoorsGyms

Polyclinic
The development of the 'Olympic Polyclinic' into a centre offering a full range of GP and pharmacy services.

Jane Mehta
jane.mehta@elc.nhs.uk

Pro Active Camden Ambassador
The use of ambassadors to increase the number of people involved in sport and physical activity by raising awareness of health-improving activities.

Laurence Hickmott
London Borough of Camden
Laurence.Hickmott@camden.gov.uk

Recycle A Bike
A mental health cycle workshop run by service users which recycles unwanted donated cycles and resells them as affordable secondhand bikes.

Nick Gore
Recycle-a-bike
nick.gore@nhs.net
www.recycleabike.co.uk

Run!
Promotes running in inner London boroughs where people historically have not had access to athletics opportunities.

Rhiannon Horlock
England Athletics
rhorlock@englandathletics.org
www.englandathletics.org

Rush Hockey
Hockey initiative being delivered across the east London host boroughs to reduce the number of sedentary adults.

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

Safeguarding Children
London Safeguarding Children Board initiative addressing child protection issues that arise during large scale events.

Ian Dean
London Safeguarding Children Board
ian.dean@londonbcouncil.gov.uk

Sexual Health Legacy
Accelerates efforts to transform sexual health services, to build new relationships with stakeholders and to engage young people in improving their sexual health.

Stephen Bitti
MBARC
stephen.bitti@mbarc.co.uk

Soul Family Fun Day
Raises fitness levels and community involvement with a focus on basketball, fitness and having fun through sports.
Anthony Rhodes
soulgroup1@gmail.com

Southwark Health Factor
Encourages Southwark residents, particularly those most at risk of ill health, to make healthier lifestyle choices.

Will Palmer
Southwark Council
william.palmer@Southwark.gov.uk
www.southwarkhealthfactor.co.uk

Special Needs Martial Arts
Sanjuro Training Martial Arts
anil@sanjurotrainingsystems.com

Sport for Health
A training programme specifically for volunteers who teach people how to help others make lifestyle changes and increase their level of physical activity.

Gina Mohajer
020 7265 7327
www.nph.org.uk/trainingsolutions

StreetGames
A scheme designed to improve the physical activity levels of around 2,000 11–25-year-olds and enhance sports provision in five economically deprived areas of the UK.

Ceris Anderson
StreetGames
ceris.anderson@streetgames.org
www.streetgames.org

Strictly Cycling
Promotes sustainable cycling opportunities across Richmond and Twickenham through coaching sessions, grass track racing and cyclo cross competitions and events.

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

Think Feet First
Delivered as a joint initiative between NHS London and Transport for London, promoting walking initiatives.

Shelley Aldred
NHS London
shelleyalderd@nhs.net

Tottenham Green Leisure Centre – Special Needs Tennis
Tottenham Green Leisure Centre
roz Stancl-Horton@haringey.gov.uk

Tottenham Hotspur Foundation – Special Needs Tennis
Tottenham Hotspur Foundation
sian.stephens@tottenhamhotspur.com

Tottenham Hotspur Foundation – Sports Training and Exercising
A training, testing and exercising programme for NHS staff to ensure that business continuity can be maintained and that they can respond to any additional challenges, particularly those arising from major incidents.

Nick Smith
NHS London
nich.smith@london.nhs.uk

TryASport365
Initiative with SportsDock, the largest university sports facility of its kind in London, which encourages students to take up sport.

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

UCL Evaluation
The first prospective evaluation of an Olympic Health services programme designed to make a substantial contribution to Olympic and mass gathering literature, enabling future host cities to plan and deliver evidence-based programmes.

Kostas Kononov
University College London
k.kononov@ucl.ac.uk
Understanding Health Improvement
An initiative delivering health improvement training to community organisations in Newham.
Jane Connor
NH Service London and the City
jane.connor@elc.nhs.uk
Us Girls
A Sport England funded scheme that aims to increase and sustain young women’s participation in sport in disadvantaged areas.
Claire Wheeler
PRO-ACTIVE London in partnership with StreetGames
claire.wheeler@brunel.ac.uk
07827 777 970
Us Girls Redbridge
Christina Millar
NH Service Newham
christina.millar@visordn.org.uk
Walk for Life Miles
Aims to help people get fitter through walking on easily accessible one-mile walks.
Jim Walker
Jim Walker Walk England
jim.walker@walkengland.org
www.walk4life.info
Walk, Run, Cycle
NH Service Harrow’s active travel project designed to encourage more staff to use active forms of travel to get from A to B.
Jane Connor
NH Service London and the City
jane.connor@elc.nhs.uk
Project Listings

Young at Heart Canoeing Project
Canoing sessions for the over 45s and people with learning disabilities, delivered in a fun and friendly environment.
Panagiota Angelopoulou
surreycanoeclub@gmail.com
Your Personal Best
A communications campaign developed by GlasnostKline and NHS London to inspire people aged over 55 with long-term health conditions to lead more active lifestyles.
Lily Makurah
NH Service London
lily.makurah@london.nhs.uk
References

23. Panagiota Angelopoulou
surreycanoeclub@gmail.com
Your Personal Best
A communications campaign developed by GlasnostKline and NHS London to inspire people aged over 55 with long-term health conditions to lead more active lifestyles.
Lily Makurah
NH Service London
lily.makurah@london.nhs.uk

Walking Away from Diabetes
An initiative providing to support people at high risk of developing diabetes and CVD to get more active.
Jane Connor
NH Service London and the City
jane.connor@elc.nhs.uk
Walking Works
An initiative to promote walking, based on staff pledges to increase the amount of walking they do to, from or during work.
Andrea Lee
Living Streets
andrea.lee@livingstreets.org.uk
www.livingstreets.org
Welcome Back to Netball
An initiative that encourages beginners and advanced players to reconnect with netball.
Naomi Lewis
Lambeth Council
e.nlewis@lambeth.gov.uk
w.sports@lambeth.gov.uk
Wheelchair Basketball
British Wheelchair Basketball
e.ryle@gbwba.org.uk
Workplace Health – Rugby
Supported rugby league and rugby union workplace health programmes rolled out across East London.
Jane Connor
NH Service London and the City
jane.connor@elc.nhs.uk
World Class Legacy Cycling
A festival of cycling across east London boroughs.
Jane Connor
NH Service London and the City
jane.connor@elc.nhs.uk

This edition of the Go London! directory was compiled by:

**Shelley Aldred**
Head of 2012 Health Legacy

**Lucy Furby**
2012 Public Health Project Manager

**Lily Makurah**
2012 Health Improvement Legacy Manager

**Helen Harrison**
2012 Public Health Programme Manager

**Oliver Berman**
Head of 2012 Communications

**With thanks to:**

Tracey Baldwin
Dr Mary E. Black
Dr Neel Bhaduri
Nikki Smith
Dr Chloe Sellwood

**Contributions from**

- Barts Health NHS Trust
- British Heart Foundation
- Intelligent Health
- GlaxoSmithKline
- Greater London Authority
- Guy’s and St Thomas’ NHS Foundation Trust
- Interactive
- London Ambulance Service NHS Trust
- London Councils
- London Deanery
- NHS Greenwich
- London Health Observatory
- NHS North East London and City
- NHS North West London
- London Programmes
- NHS Barking and Dagenham
- NHS Bexley
- NHS Kingston
- North East London Foundation Trust
- Pro-Active
- Sanofi Pasteur MSD
- Sport Makers
- Transport for London
- UCL Partners, Academic Health Science Partnership
- University College of London Hospitals, Department of Applied Health Research
- University College of London Hospitals, Institute of Sport, Exercise and Health

For further enquiries, please contact Shelley Aldred, Head of 2012 Health Legacy, on shelleyaldred@nhs.net