

The Objective 1 Programme for West Wales and the Valleys

Building a healthier future by
taking health into account
as part of Objective 1 projects



This guide

The Assembly is committed to improving people's health and to reducing the variations in health that exist between people living in different communities. The Objective 1 Programme for West Wales and the Valleys has considerable potential to contribute to that goal.

This guide has been produced to help organisations and groups in the public, private and voluntary sectors to take health into account when developing and implementing projects as part of the Objective 1 Programme.

The Objective 1 Programme

Between 2000 and 2006, Wales will receive substantial support from the European Community's Structural Funds. Over the period, some £1.2 billion will be available towards a total programme costing £2.4 billion. The support includes Objective 1 funding for West Wales and the Valleys, an area covering 15 of Wales' 22 local authority areas. About 64% of the population live in the Objective 1 area.

The Programme has seven priorities:

1. Expanding and developing the base of small and medium sized enterprises/businesses.
2. Innovation and the knowledge-based economy.
3. Community economic development.
4. Developing people.
5. Rural development and the use of natural resources.
6. Strategic infrastructure development.
7. Technical assistance.

A series of actions has been developed under each of the above headings in order to achieve the Programme's aim of economic development and growth.

Is the Objective 1 Programme relevant to health?

Yes. The Objective 1 strategy identified the need to tackle poverty, social exclusion and the health problems they cause. It highlighted the need to integrate action to improve health into local community development projects and into wider economic development action.

How?

People and the jobs they do are vital to the Welsh economy. Action that helps people live healthy and economically productive lives will bring economic and social benefits.

Broadly speaking, economic growth – more job opportunities for example – is good for people's health. As the main aim of the Objective 1 Programme is economic development, the whole programme can be expected to lead to better levels of health in the areas it covers.

However, investing in action to improve people's health can also contribute to economic development. For example, helping people to develop healthier lifestyles may enable them to take advantage of new job and training opportunities that are created. It can also help to reduce the levels of sickness and absence from work that are due to preventable illness.

Two of the Programme's priorities – Priority 3 Community Economic Development and Priority 4 Developing People – will support action to improve people's health and to promote healthier lifestyles. The Programme's other priorities offer opportunities to take into account the impact on people's health and well being and opportunities to take positive steps to add value to projects and programmes by developing their health benefits as an integrated part of action.

What affects people's health?

Some of the factors that affect health, such as our age, sex and the genes we inherit, are outside our control. Other factors we definitely can influence. The broad, often interrelated, factors that affect people's health are:

- The economy, culture and the environment.
- Employment and where people live.
- Family and the local community.
- Personal skills, knowledge and lifestyles.
- Age, sex and genetic make-up.

We have much more control over some factors than others. For example, it is generally easier for us to take steps to change elements of our lifestyle, such as stopping smoking, than to change our employment, or find a job if unemployed.

The Assembly's national health promotion strategy and its action programme includes action to promote healthier lifestyles as a priority but only as part of much wider action to address the social, economic and environmental factors that affect people's health and well being.

How important is people's health to Wales' economic success?

Very important. The Health & Safety Executive estimates that workplace accidents and work-related ill health alone costs Britain some £11 billion each year. That is without the cost of absences for ill health caused by other reasons.

The research undertaken during the development of the Objective 1 Programme identified sickness and ill health as a contributory factor to lower levels of economic activity in Wales. It also stressed that ill health was something that could prevent or hinder future economic development. Poor health or health problems related to lifestyles can prevent people from being able to compete for jobs and from taking advantage of new job and training opportunities. Poor health is also the reason why some people have to end their working lives prematurely.

What can we do to help to improve people's health?

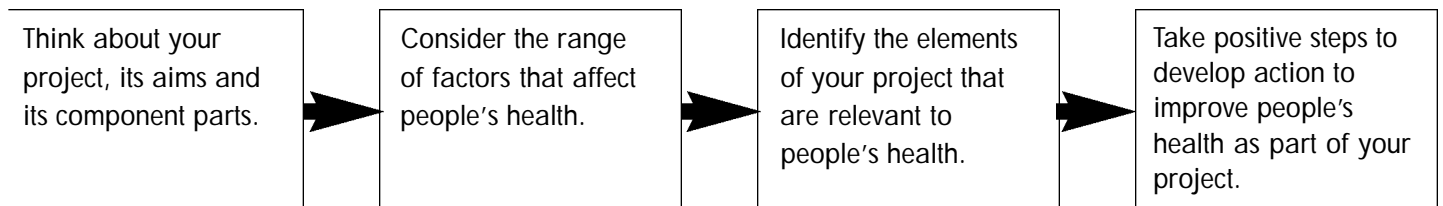
There are two main things. First, think about health not simply as the treatment of ill health but in terms of how people's health can be improved by addressing some of the factors listed above. Second, think about how you can build health into your project in a way that achieves your main aims but which at the same time, enhances and adds value to the project. Using this guide and its assessment tool will help you to take health into account when developing your ideas and proposals for projects as part of the Objective 1 Programme.

For example, in developing an education and training programme, what could be included to give people the knowledge and skills they need to improve their health and to feel better about themselves? Or

in a business development programme, what could be done to encourage employers to help their employees improve their health with the aim of minimising the costs of sickness and absence due to ill health and leading to improvements in the company's productivity and competitiveness as a result.

How you can take health into account

There are some easy steps you can take to do this. It means running through a simple initial assessment process. This will help you to identify the relevance of your project to people's health and the impact it has or could have.



This initial assessment is designed to be quick and easy. You can do it alone or, better still, through discussion with others involved in your project. This could include agencies or organisations and, importantly, those that your project plans to help.

Pages 5-7 provide additional information you may find useful including contact details for advice and guidance.

Assessment tool

Think about your project and the people you aim to help. Work your way down the list, preferably in discussion with others, to consider how your project might help to improve people's health and well being. Consider what action you could take to develop further the health benefits as added value for your project.

Elements of projects that can help to improve people's health, well being and quality of life		Already part of your project and/or possible scope to develop it further as part of your project	
		Tick (✓)	Notes and/or action
People	<ul style="list-style-type: none"> ● Developing or expanding businesses to provide new jobs, improve working conditions and/or business practice. ● Improving access to education and training opportunities, and access to information technology. ● Helping people to get back into work. ● Helping people to develop a healthier lifestyle. ● Helping people to overcome specific problems such as drug or alcohol misuse. ● Giving people new personal skills and knowledge so that they can make informed choices on health issues and can put their knowledge into practice. ● Helping people to improve their confidence and how they feel about themselves. ● Providing people with information, advice and guidance. 		
Communities	<ul style="list-style-type: none"> ● Improving people's access to services and facilities. ● Setting up groups or organisations that help and support people. ● Providing opportunities for voluntary work and activities within the community. ● Supporting people who look after or care for others. 		
Environment	<ul style="list-style-type: none"> ● Increasing opportunities for walking, cycling or other leisure activities that involve physical exercise. ● Developing the physical aspects of the area and improving the way it looks. ● Creating environments which encourage and support better health e.g. smoke-free premises where people live, work or take leisure activities; healthy eating choices in restaurants and workplace canteens. ● Developing safer communities. ● Reducing air pollution, noise, improving water quality. 		

Sources of information and advice on health in areas covered by the Objective 1 Programme

Anglesey

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General Manager
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Denbighshire

Siwan Jones
Health Policy & Public Health
Department
Denbighshire County Council
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RUTHIN
LL15 1YN
Tel 01824 706191

Blaenau Gwent

Dr Jane Layzell
Public Health Policy & Planning
Gwent Health Authority
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Promotion Department
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Caerphilly

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Ceredigion

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Denbighshire

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Manager
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HM Stanley Hospital
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Gwynedd

Aled Hughes
Health Strategy Facilitator
Gwynedd County Council
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Tel 01286 679915

Merthyr Tydfil

Sam Crane
Merthyr Tydfil Local Health
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4th Floor, Castle House Offices
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Pembrokeshire

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Rhondda Cynon Taff

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Swansea

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Torfaen

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Torfaen Local Health Group
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Lead contacts on Objective 1 in Health Authorities

Bro Taf Health Authority:

Dr Julie Bishop Tel 01443 404342

Gwent Health Authority:

Andrew Jones Tel 01495 765166 or 01495 235349

North Wales Health Authority:

Gareth Morgan Tel 01352 700227

Iechyd Morgannwg Health:

David Cliffe Tel 01792 607391

Dyfed Powys Health Authority:

See Local Health Group Contacts in Carmarthenshire, Ceredigion and Denbighshire.

NHS Trusts

Bro Morgannwg

Paul Stauber
Director of Planning
Tel 01656 752752

Carmarthenshir e

Laugharne Griffith-Jones
Director of Planning and Development
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Ceredigion and Mid Wales

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Conway and Denbighshir e

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North Glamorgan

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North West Wales

Clare Jones
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Pembrokeshire and Derwen

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Company Secretary
Tel 01437 764545

Pontypridd and Rhondda

Paul Holland
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Tel 01443 486222

Powys Healthcar e

Kathryn Hudson
Corporate Affairs Manager
Tel 01874 711611

Swansea

Andrew Bellamy
Director of Corporate Development
Tel 01792 651501

Welsh European Funding Office

The Old Primary School
Machynlleth
SY20 8PE
Tel: 01443 471100

Cwm Cynon Business Park
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Website: www.wefo.wales.gov.uk

Government Buildings
Colwyn Bay
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Cathays Park
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E-mail: enquiries-wefo@wales.gsi.gov.uk

Relevant documents:

- The health potential of the Objective 1 Programme for West Wales and the Valleys:
A preliminary health impact assessment
http://www.wales.gov.uk/polinifo/health/keypubs/pdf/healthimpact_e.pdf
- Developing health impact assessment in Wales
http://www.wales.gov.uk/polinifo/health/keypubs/healthimpact/pdf/healthimp_e.pdf
- Promoting health and well being: A consultation document (national health promotion strategy)
http://www.wales.gov.uk/polinifo/health/consultations/promoting/healthwellbeing_e.pdf
- Promoting health and well being: Implementing the National Health Promotion Strategy
(3 year action programme. Printed version available from February 2001.)

Copies of the above documents are also available from: Lesley Simmonds, Health Promotion Division, The National Assembly for Wales. Tel: 029 2068 1266 (029 2082 5111 from March) or e-mail: Lesley.Simmonds@wales.gsi.gov.uk.