



Bogside & Brandywell
Health Forum An Fóram Sláinte

STRATEGIC PLAN 2019-2022



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Chairperson's Foreword

Bogside and Brandywell Health Forum has been operational since 1999 and is an active member of the Healthy Living Centre Alliance. We are committed to partnership working and lead on a number of local, council wide, regional and trans-country partnerships to reduce health inequalities.

We would like to acknowledge all those individuals, organisations and staff members who have contributed to the ongoing success of the Health Forum as a partnership and as a deliverer of health and social care improvements for our community.

It is the energy of our staff, volunteers, partners and local community in collaborative working that will enable us to influence policy and ensure fairer Health and Social care outcomes for our local population.

We hope the information in this document gives you a better understanding of our organisation and the strategic vision for our work until 2022.

Maureen Collins *Co-Chair*

Liam Hegarty *Co-Chair*

'The Bogside and Brandywell has changed my life completely. I even think differently, I think healthier. I have met fellow participants that I can now call friends and I have achieved goals that I never thought possible.'

John Hegarty, age 65





About Us

Bogside and Brandywell Health Forum (BBHF) is a Healthy Living Centre based in Derry but serving individuals from across the North of Ireland. It was registered as a company in 2007, but has been operational from 1999 when initially funded through the New Opportunities Fund.

BBHF is a charitable company limited by guarantee, incorporated on 12 April 2007 (Ni064504), registered as a charity on 26 July 2007 (XT1867). BBHF is registered with the Charity Commission in Northern Ireland (105248).

Funding Sources

The principal funding sources for the Health Forum are currently by way of grant aid and contracts with a range of external bodies. The principal funders are: Public Health Agency, National Lottery Community Fund, Western Health & Social Care Trust and a variety of other small funders and income generation.

Other funders include: Comic Relief, Children in Need, Derry City and Strabane District Council, Urban Villages and CAWT INTERREG.

OUR VISION

Advance education, relieve sickness, assist vulnerable people such as those with a disability and the aged to promote the preservation and protection of health



Our Services

BBHF regularly works with and delivers projects for multiple funders both at local level and across the country. In the last 12 months, BBHF have experience of project delivery with National Lottery Community Fund, Urban Villages, Western Health and Social Care Trust, CAWT INTERREG, Public Health Agency, Education Authority, Health and Social Care Board, Children in Need, Comic Relief, DCS District Council, and a number of other smaller funders. These

Partnerships, Service Level Agreements and contracts result in BBHF offering a wide range of projects, programmes and opportunities that help people become healthier, happier and connected in their communities.

We couldn't provide a full list of all the projects we offer but have included below a sample of some of our key projects so you can get an idea of the services we offer.



SPRING SOCIAL PRESCRIBING

Bogside and Brandywell Health Forum lead a National Lottery Community Fund project across the Healthy Living Centre Alliance and Scottish Communities for Health and Well-being. The project will create over 9000 social prescriptions from GP practices to the Community and Voluntary sector.

TEARMANN

Tearmann – one-to-one adult counselling service for a range of issues such as; alcohol and drugs misuse, gambling, family breakdown, historical trauma. We also provide psychotherapy interventions and low intensity intervention in partnership with the University of Ulster.

DRINKWISE AGEWELL

Drinkwise Agewell Project supports the over 50's through Resilience programmes including coping skills workshops, social activities and volunteering opportunities. We collaborate with C and V organisations to target, recruit and deliver interventions across the northern sector of the Western Trust area.

MOVING ON UP

Funded by Children In Need we provide young people with OCN qualification on Personal Success and Wellbeing (Entry Level & Level 1). This project has allowed us to train young people to sit on the BB Health Forum's Board of Directors as part of the youth subgroup.

OLDER HAPPIER CONNECTED

Funded by Comic Relief, Older Happier Connected provides physical activity interventions across the DCSDC area to reduce social isolation and support independent living for 50+ age group.

STEPPING UP FALLS PROGRAMME

Partnership with WHSCT and Western Healthy Living Centre Alliance. BBHF take referrals and offer, in partnership with WHSCT Physio teams, interventions to support independent living for those who have suffered or at risk of suffering a fall.

FACT (Families Achieving Change Together)

Funded by National Lottery Community Fund FACT will create health champions to deliver peer led health promotion messages for young people in post primary schools. FACT also receives referrals from year heads, social services and community to support young people and their families.

Organisational Structure



**BOGSIDE & BRANDYWINE
BOARD OF**

**FINANCE AND
EMPLOYMENT GROUP**

GENERAL MANAGER

**PROGRAMME MANAGER
YOUNG PEOPLE &
LOCAL SERVICES**

**PROGRAMME MANAGER
OLDER PEOPLE AND
MANAGEMENT**

**LEAD HEALTH
DEVELOPMENT WORKER**

**LEAD HEALTH
DEVELOPMENT WORKER
& DWA RESILIENCE**

**HEALTH
FACILITATOR**

**CIN SUPPORT
WORKER**

**HEALTH
DEVELOPMENT
WORKER**

**HEALTH
DEVELOPMENT
WORKER**

**FAMILY SUPPORT
CO-ORDINATOR**

**FAMILY SUPPORT
WORKER**

**FAMILY SUPPORT
WORKER**

WELL HEALTH FORUM DIRECTORS

MANAGER



Meet the Team

BOARD



MAUREEN COLLINS

*C and V manager and
local resident*



LIAM HEGARTY

*Retired Statutory
Health manager*



JEANETTE HUTTON

*Statutory health
manager focus
on management
development*



CAOMHAN LOGUE

*Lecturer at University
of Ulster with focus on
nutrition*



ANN MCDUFF

*Assistant Director
Community & public
health with particular
focus on children, young
people & womens
services.*



ROBIN PERCIVAL

*Retired Lecturer and
C and V Director*



LIAM QUIGLEY

*C and V Assistant
Director with focus on
mental health*



GARY WADE

*Business owner and
service user*

STAFF



AILEEN MCGUINNESS



AISLING HUTTON



BRONAGH COOPER



CIARA MCELHINNEY



DANIELLE KEENAN



GRAINNE HARGAN



GEORGE HARKIN



KAYLEIGH CARLIN



KEALAN O'KANE



LAURA MCGUNNISS



LEANNE MCBREARTY



LORRAINE KIVELEHAN



MARY BRESLIN



MICHAELA O'HAGAN



NORA MCGOWAN



OONAGH QUIGG



SARAH HARKIN



SINEAD MURPHY



SUSAN HARKIN

Key Successes over the past 3 years



Increased referrals from a range of health care practitioners and support organisations

Social Prescribing Pilot and funding secured from the National Lottery Community Fund

Enhanced reputation within the local health care and C&V sector

City and Regional partnerships

Mens programmes
Older Peoples Programmes

Ability to have high levels of staff retention

**Health
Champions
programme**



**Development of
the volunteer
strategy and
recruitment**

**Relationship
and partnership
working with the
health service**

**Increased
programmes
for youth within
schools**

**Implementation
of the
measurement
of outcomes
(OBA)**

**Tender to provide
Co-sync CAWT
INTERREG Project**



**Leadership
and Staff
resources / skills**

Core Competencies of Bogside and Brandywell Health Forum



Co
Compe



ore tencies

Key Staff and Board skills and experience

Professionalism throughout the organisation

Challenge function from the board and senior management

Community based (grass roots)

Ability to co-design their programmes and activities in partnership with local community allows for a 'people/needs-led' process

Genuine and regular engagement with the local community / target groups

Culture of organisation in providing a welcoming and supportive environment for staff to work in

Strong ethos of teamwork across all projects

Organisation is committed to continuous improvement and CPD of staff

How We Link

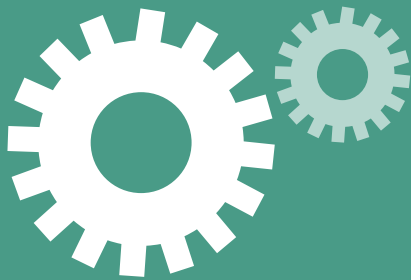
| PHA PRIORITIES BBHF SERVICES | GIVING EVERY CHILD THE BEST START IN LIFE <i>Parenting & Family Support Children</i> | EQUIPPED THROUGHOUT LIFE <i>Healthy Active Ageing</i> | EMPOWER HEALTHY LIVING <i>Improved health and reduction in harm</i> |
|---|--|---|---|
| FAMILY SUPPORT & YOUNGER PEOPLE SERVICES | FACT Extended Schools Moving on Up | | Moving On Up Health Champions |
| MENTAL HEALTH | Moving on Up | | |
| PHYSICAL HEALTH | Extended Schools Urban Village Resilience | Mens Health / Shed | Physical Activity Classes* NIHP |
| SMOKING | Urban Villages Resilience | HLCA Smoking Programme | HLCA Smoking Programme |
| NUTRITION | NHIP | NHIP | |

| PHA PRIORITIES | GIVING EVERY CHILD THE BEST START IN LIFE | EQUIPPED THROUGH LIFE | EMPOWER HEALTHY LIVING |
|--|--|---|---|
| BBHF SERVICES | <i>Parenting & Family Support Children</i> | <i>Healthy Active Ageing</i> | <i>Improved health and reduction in harm</i> |
| ALCOHOL & DRUGS | | | Drink Wise Age Well Drink Think Support Programme |
| HEALTH HECKS & SOCIAL ECONOMY | *Extended Schools Activities | | |
| SOCIAL RESCRIBING | NHIP Social Prescribing Programme | Social Prescribing Programme | CAWT Co-Sync Social Prescribing Programme |
| OLDER PEOPLES SERVICES | | Falls prevention programme Monday club Mens Activities Gardening club Older Happier Connected | Falls prevention programme |

Implementing Our Plan

Strategic Aims

Objectives



Deliver high quality services and programmes based on rigorous needs assessment



High quality and relevant preventative and early intervention programmes and services.

Develop current and seek new relevant partnerships to support our work.

Increase the reach off and support for peer led initiatives (Health Champions and others)

Strategic Aims

Objectives



Recruit the best staff and ensure continuous professional development

Retain and attract the best talent.

Strong team ethos.

Leadership throughout our structure.

Provide a flexible and supportive working environment.

Maintain the highest levels of staff training and development relevant to external trends.

Implementing Our Plan

Strategic Aims

Objectives



**Communicate
our message
effectively and
efficiently to
engage our local
population**



Commitment to regular community engagement and feedback.

Establish appropriate communication plan to engage all stakeholders.

Develop digital marketing strategy.

Recognised as key community stakeholder in Health sector nationally.

Communicate all outcomes/ outputs of programmes.

Strategic Aims

Objectives



**Ensure Financial
stability and
probity**

**Maximise funding
opportunities**



Increase income generation
from non-funding sources

Sustain and growth of
income streams to support
programming.

Manage reserves to mitigate
risk and support operational
activities.

Appendix 1

Linking Plan to Making Life Better - PHA Strategy



Public Healthy Agency Making Life Better

Investment in health in Northern Ireland until 2023 will be underpinned by the Public Health Agencies' "Making Life Better" strategy. This ten-year public health strategic framework provides direction for policies and actions to improve the health and wellbeing of people in Northern Ireland. The framework builds on the Investing for Health Strategy (2002/12) and retains a focus on the broad range of social, economic and environmental factors which influence health and wellbeing. It brings together actions at government level and provides direction for implementation at regional and local level.

The vision for Making Life Better is:

All people are enabled and supported in achieving their full health and wellbeing potential. The aims are to achieve better health and wellbeing for everyone and reduce inequalities in health

The strategy is endorsed by and has cross departmental support, encouraging collaboration and joined up thinking in the delivery of better health for citizens. The concept of connecting the health dots nationally, regionally and locally is a key concept of the strategy. To this end, the Inner South Health action plan has been designed to align to and complement the ambitions as set out by the Public Health Agency.

The 'Making Life Better' framework has been structured around 6 themes:

| NO | THEME | OUTCOMES | DESCRIPTION |
|----|--|---|--|
| 1 | GIVING EVERY CHILD THE BEST START | <ul style="list-style-type: none"> • Good quality parenting and family support • Healthy and confident children and young people • Children and young people skilled for life | "Giving Every Child the Best Start" and "Equipped Throughout Life", take account of particular needs across the life course and cover childhood and adulthood, with emphasis given to children and young people, and to supporting individuals' transitions into and through adulthood and older age. |
| 2 | EQUIPPED THROUGH LIFE | <ul style="list-style-type: none"> • Ready for adult life • Employment, life-long learning and participation • Healthy active ageing | |
| 3 | EMPOWERING HEALTHY | <ul style="list-style-type: none"> • Improved health and reduction in harm • Improved mental health and wellbeing, and reduction in self harm and suicide • People are better informed about health matters • Prevention embedded in services | "Empowering Healthy Living" addresses support for individual behaviours and choices, including embedding prevention across Health and Social Care services |
| 4 | CREATING THE CONDITIONS | <ul style="list-style-type: none"> • A decent standard of living • Making the most of the physical environment • Safe and healthy homes | "Creating the Conditions" and "Empowering Communities" address the wider structural, economic, environmental and social conditions impacting on health at population level, and within local communities. These will align with key government strategies such as those to develop the economy, tackle poverty and promote community relations. |
| 5 | EMPOWERING COMMUNITIES | <ul style="list-style-type: none"> • Thriving communities • Safe communities • Safe and healthy workplaces | |
| 6 | DEVELOPING COLLABORATION | <ul style="list-style-type: none"> • A Strategic Approach to Public Health • Strengthened collaboration for health and wellbeing | "Developing Collaboration" considers strengthening collaboration for health and wellbeing at regional and local levels. This theme identifies three areas of work (food, space/environments and places, and social inclusion). These areas have been recognised as being of importance in improving health and reducing health inequalities. They have the potential to bring together communities and relevant organisations at local level, supported where necessary at regional level. |

Appendix 2

DCSDC Inclusive Strategic Growth Plan and Moor Community Plan

The Moor Local Community Plan concentrates on those issues which are specific to The Moor DEA. During the community consultation and engagement some issues were highlighted which have

influenced and are best addressed by the Strategic Growth Plan. They will be delivered by the Council and partners in the statutory, community and private sectors. These are highlighted in the table below:

| HEALTH AND WELLBEING | |
|---|---|
| Promote active ageing and develop new programmes informed by engagement with older people. | Develop an age-friendly city and region through an integrated programme of action based on the eight World Health Organisation key themes. |
| Better mental health outreach provision and signposting | Promotion of positive mental health and wellbeing. |
| Improved quality of life and life expectancy of residents with particular focus on those with long term conditions. | Work with community to Design and implement a needs-led approach addressing inequalities in health and well being |
| Reduction on those smoking and younger people that start smoking | Work with community. PHA and WHSCT to reduce harm caused by smoking. |
| Develop high quality sports and leisure programmes | Deliver a sports development programme to promote greater activity by people with a disability, women, girls, older people and those living in areas of high social need. |
| | Build the capacity of local sporting and recreational clubs. |
| | New regional sport and leisure facility on Westbank and expansion of programmes of play areas, parks, open spaces and greenway/cycling network. |
| Develop services and programmes to facilitate long-term care support. | |
| Work with relevant Agencies/Organisations to devise a well-resourced publicity/information campaign on Dementia to cover all parts of the community. | |
| Work with relevant Agencies/Organisations to determine funding needed to ensure more areas/ buildings can become dementia friendly. | Proactive and ongoing health and social care service planning to implement measures to facilitate independent living. |
| Deliver a Compassionate Communities programme which recognises that end of life care is a social as well as a medical issue, builds capacity within communities to support those with life limiting illness to remain living independently in their own homes, makes a reality of a public health approach to end of life care and enables all of our citizens to age well. | |

In addition to these actions there will be local issues and outcomes which will be addressed through Local Actions, the Health and Wellbeing actions are detailed below. This re-enforces the links between the Local and Strategic Plans menu of actions for each theme is detailed and it is envisaged that this will evolve during the lifetime of the Local Community Plan as new opportunities or resources emerge.

Health and Wellbeing

Key Issue: Need to further develop work on key issues through a more co-ordinated approach by all relevant bodies

Outcome – Stronger collaboration for deliver projects and programmes which tackle key health inequality issues and for improving wellbeing of residents



ACTIONS TO ACHIEVE THIS OUTCOME

- Ensure co-operation between partners to deliver health initiatives and develop a comprehensive Local Health Improvement Plan led by Triax Health Sub Group
- Local health sub group to include a wider remit and to carry out an audit to identify gaps in services and tackle health inequalities
- Support the delivery of initiatives in partnership with community and statutory agencies (such as Health Literacy Programme, Cook IT Programmes)
- Develop a robust engagement plan to reduce harm of smoking
- Work in partnership with GP's to offer a 'Social Prescription' to improve quality of life and life expectancy
- Promote Council and community facilities within the area to tackle obesity especially childhood obesity with promotion of breastfeeding as a core component.
- Deliver programmes to improve health of older people and establish a befriending programme
- Development of an early intervention zone.
- Development of a support programme for carers.
- Develop and implement services to facilitate independent living
- Work in partnership with GPs, PHA and community to highlight problem of misuse of alcohol, prescription drugs, substances and illegal drugs
- Welfare advice provision maintained and developed
- Look at opportunities to link in with plans within wider infrastructure theme (eg Foyle Valley Greenway and rivers masterplan)
- Provision of appropriate supported employment initiatives for those with physical and learning disabilities





Bogside & Brandywell
Health Forum An Fóram Sláinte

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