

# ***"Someone Like Me" !***

Senior Peer Mentors Promoting  
Physical Activity with Older People

*A national programme and a partnership  
between Ageing Well UK and the British Heart  
Foundation National Centre for  
Physical Activity and Health.*

Network update  
Special edition - February 2004



department for  
**education and skills**  
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**Welcome to this update (a special edition) for the  
“*Someone Like Me* Project !”**

**This is the fourth in a series of regular updates which  
will keep all those involved in the learning network up  
to date with the work of the programme.**

**In this update we are releasing details of**

- 1. A new funding stream for the promotion of  
physical activity that may provide an  
opportunity for the development of new local  
programmes**
- 2. New ! - Draft guidelines on funding bids for  
local programmes**
- 3 New ! Draft guidelines on programme  
evaluation**
- 4. Details of training opportunities and events  
that are currently available.**
- 5. Other useful information**
- 6. Programme impact assessment and  
monitoring – can you help us ?**

## **1. Active England Funding for Senior Peer Mentoring and Physical Activity**

### **Active England fund gives over £108 million to create new and improved community sports facilities**

Active England is a joint £108.5 million community sport investment programme from the New Opportunities Fund and Sport England. The scheme aims to be flexible enough to encourage creative approaches that will begin to drive up physical activity levels and sports participation rates in England.

The Government strategy for delivering its sport and physical activity objectives, Game Plan, set a target of 70 per cent of the population in England being reasonably active by 2020. This investment programme seeks to begin the step-change required in physical activity and sports participation levels by supporting a number of innovative projects that demonstrate their ability to work towards this vision.

The Active England fund will seek to create and support sustainable innovative multi-activity environments in areas of social, sport and health deprivation in England by 2005 and to increase participation in sport and physical activity among all the sections of society, but particularly those which are typically under-represented in sport and physical activity participation.

Sport England will manage the delivery of the programme and grant application process through its nine regional offices in England. The regional sports boards will have a fixed amount of funding for the programme to manage and projects will be assessed against local priorities and the overall programme objectives.

Further information on the Active England fund can be accessed from [www.sportengland.org/funding](http://www.sportengland.org/funding) - where you can access and Active England Prospectus, details on how to apply, an initial bid form and Frequently Asked Questions

## Policy direction

One of Sport England's 7 key **policy drivers** is described as "***the impact of an ageing population***" and Senior Peer Health mentoring is one strategy through which older people can become actively engaged in increasing levels of physical activity among the older population.

The objectives of the Active England Programme are ;-

To create and support sustainable innovative multi-activity environments in areas of social, sport, and health deprivation in England by 2005

2. To increase participation in sport and physical activity among all the sections of society, but particularly those sections of society which are typically underestimated in sport and physical activity participation

## What are the Key Outcomes of the programme?

1. Introduce new and creative solutions that will engage people in sport and physical activity and to ***address the perceived barriers to participation in sport and physical activity*** (such as a lack of money, lack of transport, cultural differences and constraints of time)

2. Create ***new working partnerships*** both between sports and between sectors (for example sport and health)

3. Create ***new training and development opportunities*** for key people (coaches, voluntary workers)

## How will the programme be delivered?

Active England went live on the 2nd December 2003. Sport England manages the delivery of the programme and grant application process through its 9 Regional Offices in England. Funding decisions on projects will be made by a joint NOF/Sport England Project Board, advised by the recommendations of the Regional Sports Boards.

## **What are the timescales for the delivery of the programme?**

### Invited Applications

To speed and simplify management of the programme and ensure that it meets regional strategic needs and local priorities, Regional Sports Boards will identify a number of partners from whom bids will be invited. Initial bids will be assessed against the programmes objectives. Support will be announced by late January 2004, and applicants will be asked to develop detailed project proposals working to agreed milestones.

### Open Applications

***Applicants will submit initial bid proposals through an open application process to the Sport England Regional Office. Projects will be assessed against the programme objectives. A number of applicants will be invited to develop detailed project proposals working to agreed milestones.***

### Summary - What should I do ?

Visit [www.sportengland.org](http://www.sportengland.org)

Look at the Active England Programme and criteria for funding, applications forms and Frequently Asked Questions.

Talk to your Sport England Regional Office about your ideas

Consider making an open application

Use item 2 below which gives details on compiling a budget for a local Senior Peer Health Mentoring Programme

***All with the purpose of developing a your own local  
“Someone Like Me” programme !***

## 2. New ! - Draft guidelines on funding bids for local programmes

In response to a number of requests, the following guidelines have been developed to assist local partnerships to think about the funding requirements to develop a local Senior Peer Health Mentoring Programme involving physical activity.

Based on experience to date, the following give some indication of possible budget heads for a programme. These guidelines should be used in conjunction with the Senior Peer Health Mentoring “Guide to Practice” published by the British Heart Foundation National Centre for Physical Activity and Health at Loughborough University and available at [www.bhfactive.org.uk](http://www.bhfactive.org.uk). Our experience suggests that

- (a) most local SPM programmes are ***under-resourced***
- (b) such programmes are ***person resource*** intensive and not a cheap option
- (c) Such programme require ***dedicated*** and clearly identified resources
- (d) Senior Peer mentors are entitled to ***quality training*** and ***promotional materials*** and an ongoing programme of support.
- (e) Programme require (from initial planning) a ***minimum of 12 months*** development and implementation time to permit the capturing of sufficient and appropriate information for the purposes of evaluation

Some costs will also depend upon

- a) the numbers of mentors recruited (most local programme begin with 15 as a manageable size and few drop out !)
- b) the frequency of their mentoring activity e.g. one morning or three afternoons a week.

**The draft guidelines are included in this communication as a separate attachment. We would also welcome additional comments and ideas that may help to make these guidelines more useful for future funding bids.**

### **3. New ! - Draft guidelines on programme monitoring and evaluation**

This document has been drafted following discussion with a number of local programmes and is based upon the “Someone Like Me !” project “10 steps” planning guide and designed to:

- Provide simple and practical guidance on monitoring and evaluating senior local programmes
- track the local programme development process i.e. to target, recruit, induct, train, match, support Senior Peer Mentors and their role in initiating physical activity
- reflect the needs and purposes of local programmes

#### **Key learning**

Experience suggests that it is possible to evaluate a number of key components in a local projects e.g.

- The quality of education and training of Senior Peer Mentors and appropriateness of educational materials
- Intention to take up physical activity by participants
- Activity levels of participants
- The local programme partnership

However

An evaluation strategy must be agreed by programme partners during planning process with possible different endpoints for different outcomes.

Planning must include collective agreement on what types of outcomes will satisfy the expectations of different agencies.

**A copy of this draft guidance is included with this communication as a separate attachment. We would also welcome additional comments and ideas that may help to make these guidelines more useful.**

## **4. Future development activities and training events**

National one day training courses

Designed for those developing local programmes, these events will cascade training to professionals who want to train their own Senior Peer Physical Activity Motivators.

### **Venues and dates**

**London and South - Tuesday 17<sup>th</sup> February 2004 (London)**  
**North and East Midlands – Tuesday 9<sup>th</sup> March 2004 (Sheffield)**  
**North West – Tuesday 16<sup>th</sup> March 2004 (Manchester)**

***NB New and re-arranged date***  
***South West and Wales – Thursday 22<sup>nd</sup> April***  
***(Southville Centre Bristol) to replace Tuesday 2<sup>nd</sup> March***

### **Bespoke Training for specific localities, settings and populations**

Bespoke training is also available, designed to support the development of new local Senior Peer Health Mentoring partnerships and programmes. Training can take place over a series of days and designed to meet local needs and provide solutions to local problems.

### **Evaluation seminars**

Senior Peer Health Mentoring - does it work and how do we know ?

One-day events that will look at the monitoring and evaluation of local programmes, the range of indicators that might be used and methods of capturing such information.

These events are being re-scheduled and will now take place in late June and July 2004. Details and application forms for these events will be available from Later Life Training in April 2004

For further details of all these events and application forms contact Later Life Training at [www.laterlifetraining.org.uk](http://www.laterlifetraining.org.uk) or on 0208 998 7672

#### **4. On the BHFNC website**

##### **Making the Case for *Someone Like Me* !**

Our apologies, due to a technical error, this presentation did not appear on our website as indicated last month. This will now be available from February 13<sup>th</sup>.

How do you make the case for a local programme and establish local working relationships ? Some local partners may be unfamiliar with the concept of working with Senior Peer Health Mentors and volunteers and may need a little more convincing. In this section you will find materials (including a powerpoint presentation) designed for use with a range of local agencies with the purpose of encouraging them to become involved as partners to a local programme. Download and off you go !

#### **5. Other useful information**

##### **Chief Medical Officers Report on Physical Activity and Health.**

Additional information concerning the benefits of physical activity for older people is likely to be contained in the Chief Medical Officer's Report on Physical Activity, currently being drafted and due to be published in the Spring of 2004. It is anticipated that this document will strengthen the case for the promotion of physical activity with older people.

##### **Health Development Agency**

The Health Development Agency has produced three separate briefing sheets for the NHS, local authorities and voluntary sector. The different versions of ***Improving the health and wellbeing of people in mid-life and beyond: Making the Case***

can be downloaded via the links below.

NHS leaflet [http://www.hda-online.org.uk/documents/midlife\\_nhssector.pdf](http://www.hda-online.org.uk/documents/midlife_nhssector.pdf)

Local authorities leaflet

[http://www.hda-online.org.uk/documents/midlife\\_localauth.pdf](http://www.hda-online.org.uk/documents/midlife_localauth.pdf)

Voluntary sector leaflet

[http://www.hda-online.org.uk/documents/midlife\\_volunsector.pdf](http://www.hda-online.org.uk/documents/midlife_volunsector.pdf)

### The **ACTIVE for LATER LIFE** Resource

Published by the British Heart Foundation in June 2003, the **ACTIVE for LATER LIFE** Resource provides a comprehensive guide to the promotion physical activity with older people of all ages.

It has been designed to be used :-

- As an advocacy tool with managers and commissioners of health services and those who work in their strategic development of programmes for older people
- As a guide to planning for a range of providers to help increase opportunities for older people

- and includes summaries of evidence and physical activity recommendations, policy and strategic connections and well as a series of working papers and practical ideas on programming physical activity opportunities for older people.

Copies of the **ACTIVE for LATER LIFE** Resource are available for a suggested donation of £20.00. To order your copy, please contact the BHF order line Tel 01604 640016 or email [ds-bhf@mail.dataforce.co.uk](mailto:ds-bhf@mail.dataforce.co.uk) and quote reference G152

### **National Mentoring Network**

The National mentoring Network was set up in 1994 and is funded by membership fees and support from the DfES and the Home Office.

The Network promotes the development of mentoring, offers advice and support to those wishing to set up or develop mentoring programmes and set up a forum for the exchange of information and good practice.

For further details contact  
National Mentoring Network, First Floor, Charles House,  
Albert Street, Eccles, Manchester M30 0PD  
Tel 0161 787 8600  
Email [natment@globalnet.co.uk](mailto:natment@globalnet.co.uk)  
[www.nmn.org.uk](http://www.nmn.org.uk)

## **Major Conference**

Major moves for physical activity promotion in the UK –  
1 and 29 April 2004

Speakers: Profs Ken Fox and Chris Riddoch (advisors to the CMO's review), Felicity Porritt (co-founder of Move4Health), Carol Healy (Department of Health), Niall MacKenzie (Department of Culture, Media and Sport), Dr Melvyn Hillsdon (senior research fellow, physical activity), Mike Parker (Funding Manager for South Sefton PCT).

Dates: 1<sup>st</sup> April at Leeds United Football Club and 29<sup>th</sup> April at Bristol conference centre

Conference Synopsis: The one day programme includes an overview of the Chief Medical Officer's review due to be published in February. We will also look carefully at how this review can help you and what it means to your work.

The Government's Activity Coordination Team (ACT) will be present to tell us about their Delivery Plan, due to be launched in April, outlining how they intend to get 70% of the population active by 2020. This will be the first public airing of these plans and will ensure you're ahead of everyone with this information. Mike Parker will then help direct you to potential sources of funding, to help you implement these plans and Dr Melvyn Hillsdon will take a very practical approach on physical activity surveillance and evaluation.

Cost: sportEX subscribers £135.13 (inc VAT); non-subscribers £146.88 (inc VAT)

To book Tel: 020 8287 3312 (we can invoice for delegate places however the place will only be confirmed on receipt of payment). There are only 200 delegate places at each venue so don't delay in booking. For more information visit:

[www.bhfactive.org.uk/Roadshow%20prog%20LR.pdf](http://www.bhfactive.org.uk/Roadshow%20prog%20LR.pdf)

## 6. Programme impact assessment and monitoring – can you help us ?

Following two years of joint working, the BHF National Centre for Physical Activity and Health at Loughborough University and the ActivAge Unit, Age Concern England wish to assess the impact of the Senior Peer Health Mentoring programme.

The purpose of this impact assessment is to

- a) establish the number, status and scope of local programmes
- b) Assess the impact of different local programmes
- c) enhance the knowledge of those in the Someone Like Me ! information network

with the purpose of sharing information and identifying future training and development needs and establishing the case for future development

### Gathering the evidence

Senior Peer Health Mentoring and the training and support of Physical Activity Motivators has the potential to make a significant impact upon older people's health. However, future developments and sustainability will remain dependent upon the accumulation of **sufficient and different** types of evidence that will continue to persuade service managers and funders that such programmes can make an impact upon the health of older people and in this case, motivate and encourage older to become physically active

We are aware of the impact that such programmes can have upon the quality of lives of volunteer Senior Health Mentors but in answering the question **Does it work ?** we also need to capture more

**evidence of successful mentoring** which has **turned theory into robust practice**.

This request for information is being sent to all those local partnerships and professionals who

- a) have undertaken Senior Peer Physical Activity Motivator cascade training
- b) are part of the Someone Like Me learning network

We would be grateful if you could take time out to complete and return the request for information. Which is attached as a separate email to this update and also featured at the following websites [www.bhfactive.org.uk](http://www.bhfactive.org.uk) and [www.laterlifetraining.org.uk](http://www.laterlifetraining.org.uk).