

3rd September 2009

Dear Colleagues

Re: 2009 Health Promotion and Community Well-being Organisation and Partnership Awards - Suffolk

I am delighted to be able to provide the following feedback to you and those who worked with you on the submission for the Royal Society for Public Health's Award, and would wish to begin this feedback by thanking you all for all your hard work in developing your entry for the award.

There is no doubt in the mind of any of those involved in the Award process that Healthy Ambitions Suffolk has made a tremendously positive start in the process of promoting the health and well being of people living and working in Suffolk.

Staff within the Healthy Ambitions Suffolk team ensured that the information needed for the Award process was presented in a comprehensive and easy to understand manner. We would especially like to thank all those who participated in the peer review and panel discussion and the completion and the despatch of the documentation. This was all handled very efficiently and made the preparation for the review much less onerous than it might otherwise have been. The openness of those representing Healthy Ambitions Suffolk and their willingness to share their experience was very much appreciated throughout the review process.

The Health Ambitions Suffolk programme is a well presented, innovative and well developed approach to health promotion. A partnership involving a wide range of stakeholders with demonstrable commitment, the programme sets out an excellent strategy for improving the health of the population of Suffolk over the next twenty years.

The strengths of the programme include:

- That the long term strategy of Healthy Ambitions Suffolk is to move the NHS agenda from treatment to prevention
- The wide range and large number of partner organisations who have engaged in the programme – some 192 in total
- The outstanding support from decision takers and senior managers from within those organisations and the way in which Healthy Ambitions Suffolk is embraced by those organisations
- That the sustaining of Healthy Ambitions Suffolk is recognised as a key priority by the stakeholders
- That Healthy Ambitions Suffolk has engendered a common understanding of health and well-being among the stakeholders and has led to high level of integration resulting in the removal of obstacles and the adoption of a consensual approach

- That communication with partners / stakeholders and members of the target audience is excellent – the programme has a clear identity, communication is of the highest standard and the development of the interactive website facilitates information exchange with the target audience
- The steps that have been taken to involve and engage service users / target audience in the Healthy Ambitions Suffolk programme - including the use of Healthy Ambitions Suffolk 'champions' at a local level (this is soon to be extended to villages) which is an excellent way of engaging with local communities
- The innovative approaches to promoting health that have been adopted such as the Healthy Ambitions Bus and the development of an interactive website
- That the way in which the Healthy Public Policy is being addressed enables health topics and settings to be easily and positively addressed e.g. alcohol is seen as a multi-agency issue rather than a health problem alone
- That staff health and well being is recognised as being of vital importance and that a comprehensive workplace health promotion programme is in place

Points for consideration:

- Only one point stands out as warranting consideration by the Healthy Ambitions Suffolk team, namely how the relevant NICE Guidance on health and well being can be more fully embedded in the future development of the programme.

We hope that these points are helpful and we will be very happy to provide you with additional information / clarity should this be required.

We look forward to meeting you on the 15th September

Yours sincerely



John Griffiths
RSPH Consultant