Kim McGarry is Health Promotion Specialist (Young People) employed with County Durham Primary Care Trust. Mike Powell is Director of Learning Services with Derwentside College. Dr Anne Low is Acting Director of Public Health County Durham Primary Care Trust. Louise Unsworth is a Senior Epidemiologist with County Durham Primary Care Trust. For correspondence and a copy of the Derwentside College student lifestyle report email: kim.mcgarry@cdpct.nhs.uk

**Kim McGarry, Mike Powell, Anne Low and Louise Unsworth**

**Derwentside College Health Promotion Strategy: a whole college approach to promoting health**

Derwentside College, in partnership with County Durham Primary Care Trust, is planning to launch (early in 2007) the Derwentside College Health Promotion Strategy 2007-2010.

The Specialist Health Promotion Service has been working with the College for a number of years, assisting with campaigns, health events and training for staff. With the growing interest in the healthy college concept and the need to reduce health inequalities in Derwentside, which is a major PCT and Local Strategic Partnership objective, a more strategic approach to promoting health within the college has been realised (see diagram below).

### Strategic approach

The strategy provides background information on the healthy college concept and the whole college approach. It gives information about the College, the lifestyles of students and current College activities and services, that support health and which are available to students and staff. The strategy has a clear aim and related priorities and contains initial action plans, which have been developed using a multi-agency approach. The strategy includes the organisational framework and communication structure required for implementation of the strategy.

<table>
<thead>
<tr>
<th>Leadership, Management and Managing Change</th>
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<tbody>
<tr>
<td>• Healthy College Task Group</td>
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<tr>
<td>• Action linked to Derwentside College Strategic Development Plan</td>
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<tr>
<th>Policy Development</th>
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<tr>
<td>• Whole student community involvement</td>
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<tr>
<td>• In line with legal requirements and statutory and non statutory guidance</td>
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<th>Provision of Student Support Services</th>
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<td>• Internal student support services</td>
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<tr>
<td>• e.g. monitoring and counselling</td>
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<tr>
<td>• Information and signposting to local support services</td>
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<th>Giving Students a Voice</th>
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<tr>
<td>• Student needs assessment informs</td>
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<tr>
<td>• curriculum planning / teaching and learning</td>
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<tr>
<td>• Mechanisms established for active student involvement in college life</td>
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<tr>
<th>College Culture and Environment</th>
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</thead>
<tbody>
<tr>
<td>• Values</td>
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<tr>
<td>• Spiritual, moral, social and cultural (SMSC)</td>
</tr>
<tr>
<td>• Healthy college activities reflected in appropriate documents e.g. college prospectus</td>
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<th>Curriculum Planning and Resourcing</th>
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<tr>
<td>• Schemes of work</td>
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<td>• Student learning outcomes</td>
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<td>• Links with other curriculum areas</td>
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<td>• Student assessment informing planning</td>
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<tr>
<td>• Target setting</td>
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<tr>
<td>• Celebration of achievement</td>
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<tr>
<th>Partnerships with Parents/Careers and Local Communities</th>
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<tbody>
<tr>
<td>• Partnership involvement is welcomed and actively developed</td>
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<td>• Code of practice for working with external agencies</td>
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<th>Staff Professional Development</th>
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<td>Needs, Health and Welfare</td>
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<td>• Relevant CPD opportunities</td>
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<tr>
<td>• Positive working environment</td>
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<td>• Advice and support for individuals</td>
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</tbody>
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### A Whole College Approach (adapted healthy schools model)

- **College Culture and Environment**
  - Values
  - Spiritual, moral, social and cultural (SMSC)
  - Healthy college activities reflected in appropriate documents e.g. college prospectus

- **Curriculum Planning and Resourcing**
  - Schemes of work
  - Student learning outcomes
  - Links with other curriculum areas

- **Teaching and Learning**
  - Teaching and learning styles
  - Peer support

- **Assessing, Recording and Reporting Students’ Achievement**
  - Student assessment informing planning
  - Target setting
  - Celebration of achievement

- **Partnerships with Parents/Careers and Local Communities**
  - Partnership involvement is welcomed and actively developed
  - Code of practice for working with external agencies

- **Staff Professional Development Needs, Health and Welfare**
  - Relevant CPD opportunities
  - Positive working environment
  - Advice and support for individuals

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**Diagram:**

- **Leadership, Management and Managing Change**
- **Policy Development**
- **Provision of Student Support Services**
- **Giving Students a Voice**
- **College Culture and Environment**
- **Curriculum Planning and Resourcing**
- **Teaching and Learning**
- **Assessing, Recording and Reporting Students’ Achievement**
- **Partnerships with Parents/Careers and Local Communities**
- **Staff Professional Development Needs, Health and Welfare**

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**Notes:**

- The strategy is an adaptation of the healthy schools model.
- It includes a whole college approach to promoting health.
- The strategy has a clear aim and related priorities.
- Action plans are developed using a multi-agency approach.
- The organisational framework and communication structure are crucial for implementation.

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**References:**

- County Durham Primary Care Trust.
- Derwentside College.
- Healthy schools model.
The aim

The aim of Derwentside College Health Promotion Strategy is to promote healthy lifestyles and reduce health inequalities through interventions in the College. The main requirements to achieve the aim are:

1. The strategy is endorsed by the College, recognised and developed as a strong strategic framework towards a whole college approach

2. The strategy is owned through establishing a multi-agency Healthy College Task Group, that includes College staff and students, and actions are successfully carried out

3. The College develops in line with the strategy so that it is in a favourable position should the College decide to apply for a National Healthy College Status

4. The key actions that are outlined in the action plans are integrated into the Derwentside College Strategic Development Plan (DCSDP) and are included in line with progression and DCSDP reviews

Derwentside College and health-related data

There have been several recent initiatives, which have provided information on health and health related behaviour and attitudes of the students in the College, which have helped to inform the priorities and initial action plans. These have included a lifestyle survey, a sexual health questionnaire, a food and catering audit and chlamydia screening events. These reveal that there are high numbers of students who continue to make unhealthy lifestyle decisions.

The main findings

Student Lifestyle Survey

The lifestyle survey was carried out to establish the current prevalence of behavioral risk to health of students at the College.

In September and October 2004, all full time students at the College were asked to fill in a lifestyle questionnaire and 89% responded (613 students) 67% were 16-17 year olds. Postcodes were used to identify whether students lived within Derwentside and which electoral wards they lived in. 91% of respondents were Derwentside residents i.e. over 10% of the local 16-19 year old population. Specifically the information from the survey was used to:

1. Compare the prevalence of behavioural risks to health between Derwentside College students and other populations of similar age

2. Identify any relatively high prevalence of behavioural risk among Derwentside College Students

3. Compare the prevalence of behavioural risk to health between groups within Derwentside College

4. Establish baselines against which future progress can be assessed

5. Inform the development of Derwentside College Health Promotion Strategy

The survey results revealed that there are high numbers of students risking their health through unhealthy lifestyles e.g. low fruit and vegetable consumption, lack of physical activity, excessive alcohol consumption, high levels of smoking and unprotected sex

"Younger males were least likely to eat the recommended five portions of fruit and vegetables every day, and only 6% of the total respondents consumed the recommended 5-a-day"

Sexual Health Questionnaire & Chlamydia Screening Events

171 students completed a sexual health questionnaire during ‘Fresher’s Fayre’ at Derwentside College.

"Of 146 students who were sexually active 85
always used contraception (58%) 54
sometimes did (37%) and seven never did
(5%)”

There have been three Chlamydia
screening events at the College with varying
numbers of students coming forward for a
test.
“25% of students from the last event tested
positive for Chlamydia compared to the
national average of 10% indicating high levels
of infection”

Priorities of the strategy
Priorities have been identified and
informed via the health related data, the
Kirklees Pilot Healthy College Standard
criteria, and also through a number of
national and local policy drivers including:

• Every Child Matters

• Choosing Health: Making Choices Easier

• County Durham and Darlington Healthy
  Schools Programme

• The Derwentside Tackling Teenage
  Pregnancy Action Plan

• The County Durham and Darlington Obesity
  Strategies for Children and Young People
  and Adults

The priorities are:
1. To promote whole college awareness of the
   concept of the health promoting college

2. To work towards an eco friendly college
   environment

3. To ensure a smoke free environment

4. To promote healthy eating awareness and
   opportunities

5. To further develop physical activity
   opportunities

6. To promote sexual health

7. To develop drugs, alcohol, tobacco
   awareness to encourage informed choice
   and harm minimisation

8. To promote the mental health and emotional
   well-being for staff and students and de-
   stigmatise mental ill health issues

9. To emphasise and encourage active
   participation as a key life skill

After the Health Promotion Strategy is
launched a multi-agency Healthy College
Task Group will be established to take
forward the strategy. We will be mindful of
the fact that a whole college approach means
thinking about how things are done, as well
as what is done. The process of achieving
the outcomes will need to ensure
meaningful student participation is at the
core of the work.

Education and Health has published a number of articles about
the health developments taking place in 6th Form and FE
Colleges. The Editor would like to invite others to write about
the activities in their college.
For further details please email: david.mcgeorge@sheu.org.uk or
telephone 01392 667272.