

**Appendix 8
Saddleworth and Lees Districts
Public Health Project Proposals**

Name of project: Power to Resist
Project owner: Healthy Schools Team, Linda Collinge.
<p>What is the idea?</p> <p>Power to Resist aims to message parents more effectively to delay introducing alcohol to their children and to reduce the amount of alcohol they purchase for their children.</p> <p>Working with Saddleworth School and three primary feeder schools, Friezland, Knowsley, St Agnes the Healthy Schools team are in a good position to engage with parents.</p> <p>We will first meet with a group of young people in school and ask them what they think would be the best way to approach the issue and how we can work more closely with parents on this matter in order to bring about behaviour change. We will work with existing parent forums associated with the schools. These schools are already working on an alcohol education outcome as an Enhanced Healthy School priority and this project will fit appropriately with this work.</p> <p>A programme will then be designed to engage with parents, based on the feedback from the young people. This may take the form of delivering group work session, using available national resources, bringing in 'guest speakers' and professionals from local agencies such as Oasis - but it will be the feedback from the young people that will shape the programme. Funding permitting, we will ask the young people and parents to take part in a 'Education Video' which will be made and can be disseminated more widely (approximate cost £1,000). This is on the basis that we have previously offered sessions to parents based on what we think might work as 'professionals' and it has not had effective take up.</p>
<p>Estimated costs</p> <p>£4,000</p> <p>Resources: £500</p> <p>Staffing: 2,663</p> <p>Video: £1,000</p>
<p>Who will benefit? Parents, children & young people, schools in the participating establishments and the local community.</p> <p>How Many residents will benefit?</p> <ul style="list-style-type: none"> • Young people in consultation group: 15 – 20 • Parents taking part in the programme across the 4 schools: 24 – 40 (between 6 and 10 in each school) <p>Parents receiving the link to view the video through parent mail, social media and newsletters:</p> <ul style="list-style-type: none"> • Sadd 30 parents • Friezland 30 parents • Knowsley 30 parents • St Agnes 30 parents • Parents from other schools in the areas could also benefit from access to the video link
<p>What impact do we expect and how could we measure it?</p> <p>The Healthy Schools lead is designing a short questionnaire to capture parent's attitudes at the start of the programme and again at the end. This will assist us to measure possible impact by assessing values and beliefs, which as we know impact on behaviour in the longer term.</p>