

P2. PHYSICAL ACTIVITY GUIDELINES – MONITORING TEMPLATE

About the monitoring template

As part of the agreed monitoring process for the Public Health Responsibility Deal, partners will be required to submit an annual update to the Department of Health, so that we can place this information on the website. In this annual update, partners will set out the progress they have made against each of the pledges they have signed up to. They will also have an opportunity to set out the next stage of their plans.

The Responsibility Deal networks have developed a standardised monitoring template for each of the collective pledges. Guidance notes, intended to assist partners in completing the templates, are included within the template.

This is the monitoring template for pledge **P2. Physical Activity Guidelines**, which supports the Responsibility Deal's core commitment on physical activity.

Further information on this pledge and how it might be delivered can be found at:

http://www.dh.gov.uk/en/Publichealth/Publichealthresponsibilitydeal/BecomingaResponsibilityDealpartner/DH_125222

and

http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_128844

This template has been made available in document platform. The Department of Health is in the process of developing a web-based solution, which would enable partners to complete their annual updates online. We expect this system to be available by the end of February 2012.

All the information that partners will be asked to provide in the monitoring templates will be made publicly available on the Responsibility Deal website -

<http://responsibilitydeal.dh.gov.uk/>. Consequently, partners should not include any information in their templates which cannot be disclosed.

The Department of Health will not provide any detailed analysis or commentary on the information provided by partners when they are published online.

Physical Activity Core Commitment

We will encourage and assist people to become more physically active.

P2. Physical Activity Guideline Pledge

We will contribute to the communication and promotion of the Chief Medical Officer's revised physical activity guidelines.

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Section A – Summary of pledge delivery plans

About Section A

In this section, partners are asked to set out their plans to meet the pledge. Partners will be asked to complete and return this section to the Department of Health within six weeks of signing up to the pledge.

Please indicate how you intend to meet this pledge.

Describe the specific steps/activity you intend to undertake to deliver this pledge highlighting any existing activities that support delivery of this pledge plus any new activity you are committing to as a result of becoming a Responsibility Deal partner.

Please specify your target beneficiaries (i.e. employees, consumers, local communities) and details of your rollout/implementation timetable. Please indicate what mechanisms, materials and routes of communication you intend to use to disseminate the key messages and any other organisations you plan to work with to deliver this pledge.

You may cross-refer to other documents or reports. Please provide web-links where appropriate.

There is a 500-word limit when completing this section. All of the information provided here will be published on the Responsibility Deal website.

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Section B – Progress Update: Quantitative

About Section B

This section includes a series of quantitative measures that are intended to map partners' progress on delivering against the pledge. Partners will provide information against each of the measures as indicated.

Partners will be asked to return this section to the Department of Health by the **end of April each year**. Partners will be asked to provide their most up-to-date information and to make clear the period to which their information applies.

All of the information provided here will be published on the Responsibility Deal website.

1. Please specify your target audience (please check at least one box):

- Employees
- Customers/Consumers
- Local communities

2. Please specify the guidelines you are communicating according to age group:

- Early years (under 5 years)
- Children and young people
- Adults
- Older adults (age 65+)

3. If you are focussing on employees, please indicate how many employees there are in your organisation.

- Fewer than 10
- 10 – 250
- 250 – 500
- More than 500

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4. If you are focussing on your customers/consumers/ local communities, what is your estimate of the numbers of people reached by your awareness raising activity?

- Fewer than 50
- 50 to 100
- 100 to 500
- More than 500 (please specify).

5. Have you included any materials or messaging relating to the CMO guidelines on your public-facing website?

- YES
- NO

6. If yes, approximately what number of unique hits does this section of the website receive each month?

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7. Has your organisation used any Change4Life materials to disseminate the CMO guidelines?

- YES
- NO

8. Are you working in collaboration with other Responsibility Deal partners to deliver this pledge?

- YES
- NO

If yes, please provide details.....

Commentary

If you wish, you may provide a short commentary on the data provided in this section. There is a 200-word limit when completing this section

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Section C – Progress Update: Qualitative

About Section C

Completion of this section of the template will be **optional**. Partners wishing to complete this section will be asked to return it by the **end of April** each year.

All of the information provided here will be published on the Responsibility Deal website.

Please set out the progress you have made this year on delivering this pledge.

This section provides you with an opportunity to describe the progress you have made on delivering against this pledge and the changes you have implemented in order to deliver on this commitment.

Please include here details of bespoke materials or campaigns your organisation has developed, together with details of the target audience. For example, if you are focusing on customers, have you targeted any specific demographic group (children and young people, adults, older adults, specific BME communities or disabled people)?

Please also describe how you are planning to measure the numbers of people reached and increased awareness of the CMO guidelines within your target audience.

You may wish to indicate if your delivery plans (as set out in your Section A) had to be modified and whether there were any unintended consequences that arose from your delivery of the pledge.

You may wish to direct interested observers to company documents or reports where you have already given details of progress on your Responsibility Deal pledges. If appropriate, please provide a web-link.

There is a 500-word limit when completing this section.

Please set out how you intend to make further progress on delivering this pledge.