

# The Smart Community Management Manual

## Chapter 1 - 1.1a) Physical Health



Email [info@etownz.com](mailto:info@etownz.com) for queries or visit us at [www.etownz.ie](http://www.etownz.ie)

## Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on [info@etownz.com](mailto:info@etownz.com). This manual can be used as a standalone document or used along with eTownz Community Management Portal.

# Who is involved and what is the structure?

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## Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



## Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.



## Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

## Core Town Teams x4

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Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

**1. Health, Recreation & Quality of Life**



**2. Environment & Sustainability**



**3. Business & Employment**



**4. Infrastructure, Planning & Governance**



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

## Town Teams

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Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

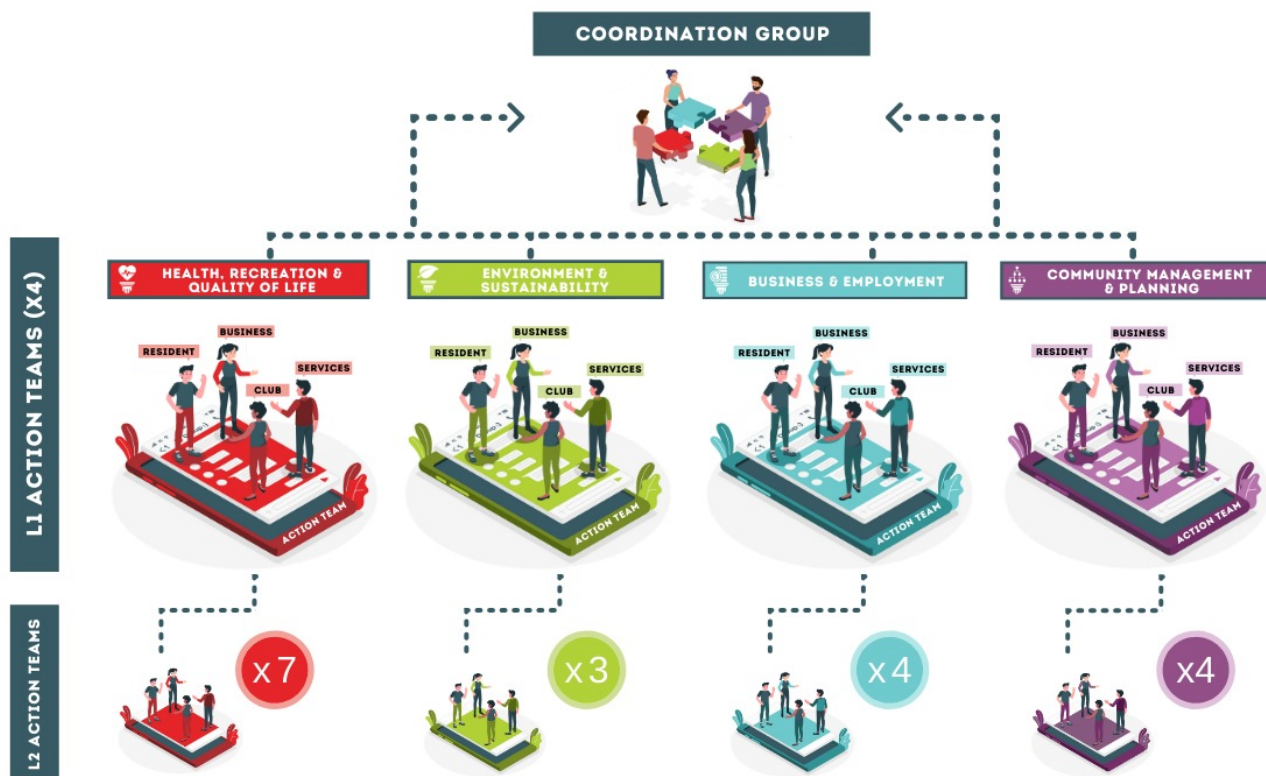
## How to use this manual to build a local action team?

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The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



## Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

### Actions





















- Manage a register of local assets
- Survey local opinions/ideas
- Recruit & engage local action team










































### Outcomes








- Top down understanding of local stakeholders
- Bottom up understanding stakeholder perspectives
- Expand team, increase ambitions, plan succession

	Title	Type	#	Comment
	Alternative Medicine ( <a href="#">S498</a> )	Business		
	Cardiologists ( <a href="#">S499</a> )	Business		
	Chemists ( <a href="#">S45</a> )	Business		
	First Aid Training ( <a href="#">S384</a> )	Business		

	Hospitals <a href="#">(S506)</a>	Business		
	Pharmacy <a href="#">(S173)</a>	Business		
	Physical Therapist <a href="#">(S758)</a>	Business		
	Physiotherapists <a href="#">(S174)</a>	Business		
	Council Cycling Officer <a href="#">(S768)</a>	Public Service		
	Local Development Company <a href="#">(S146)</a>	Public Service		
	Regional Sports Partnership <a href="#">(S769)</a>	Public Service		
	School - Primary / National <a href="#">(S161)</a>	Public Service		
	School - Secondary <a href="#">(S203)</a>	Public Service		
	Acrobatics Club <a href="#">(S271)</a>	Club / Group		
	Archery Club <a href="#">(S336)</a>	Club / Group		
	Badminton Club <a href="#">(S258)</a>	Club / Group		
	Basketball Club <a href="#">(S337)</a>	Club / Group		
	Boxing Club <a href="#">(S259)</a>	Club / Group		
	Breakdancing Club <a href="#">(S319)</a>	Club / Group		
	Camogie Club <a href="#">(S32)</a>	Club / Group		
	Canoeing Club <a href="#">(S343)</a>	Club / Group		
	Climbing Club <a href="#">(S320)</a>	Club / Group		
	Cycling Club <a href="#">(S363)</a>	Club / Group		
	Field Hockey Club <a href="#">(S324)</a>	Club / Group		

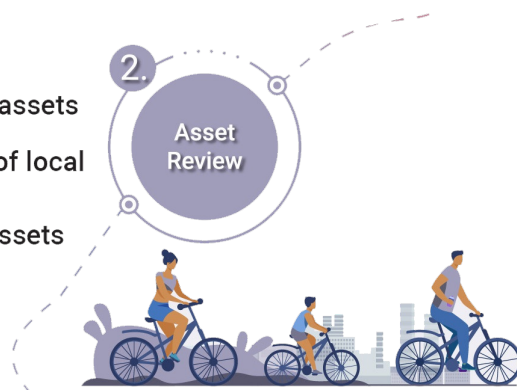
	First Aid responder <a href="#">(S92)</a>	Club / Group		
	GAA Club <a href="#">(S96)</a>	Club / Group		
	Gardening Club <a href="#">(S346)</a>	Club / Group		
	Golf Club <a href="#">(S581)</a>	Club / Group		
	Gymnastics Club <a href="#">(S266)</a>	Club / Group		
	Handball Club <a href="#">(S347)</a>	Club / Group		
	Hiking Club <a href="#">(S313)</a>	Club / Group		
	Jogging Club <a href="#">(S349)</a>	Club / Group		
	Judo Club <a href="#">(S327)</a>	Club / Group		
	Kayaking Club <a href="#">(S350)</a>	Club / Group		
	Kitesurfing Club <a href="#">(S352)</a>	Club / Group		
	Meditation Club <a href="#">(S309)</a>	Club / Group		
	Mountain Biking Club <a href="#">(S356)</a>	Club / Group		
	Mountaineering Club <a href="#">(S357)</a>	Club / Group		
	Netball Club <a href="#">(S358)</a>	Club / Group		
	Orienteering Club <a href="#">(S359)</a>	Club / Group		
	Powerlifting Club <a href="#">(S361)</a>	Club / Group		
	Rock Climbing Club <a href="#">(S364)</a>	Club / Group		
	Rugby League Club <a href="#">(S330)</a>	Club / Group		

	Rugby Union Club ( <a href="#">S195</a> )	Club / Group		
	Running Club ( <a href="#">S366</a> )	Club / Group		
	Sailing Club ( <a href="#">S367</a> )	Club / Group		
	Scouting Club ( <a href="#">S368</a> )	Club / Group		
	Set Dancing Club ( <a href="#">S207</a> )	Club / Group		
	Soccer Club ( <a href="#">S212</a> )	Club / Group		
	Squash (sport) Club ( <a href="#">S331</a> )	Club / Group		
	Surfing Club ( <a href="#">S332</a> )	Club / Group		
	Swimming Club ( <a href="#">S326</a> )	Club / Group		
	Table Tennis Club ( <a href="#">S304</a> )	Club / Group		
	Taekwondo Club ( <a href="#">S372</a> )	Club / Group		
	Tai Chi Club ( <a href="#">S373</a> )	Club / Group		
	Tennis Club ( <a href="#">S333</a> )	Club / Group		
	Triathlon Club ( <a href="#">S334</a> )	Club / Group		
	Volleyball Club ( <a href="#">S268</a> )	Club / Group		
	Walking Club ( <a href="#">S374</a> )	Club / Group		
	Water Polo Club ( <a href="#">S335</a> )	Club / Group		
	Wrestling Club ( <a href="#">S270</a> )	Club / Group		
	Yoga Club ( <a href="#">S307</a> )	Club / Group		
	Youth Clubs ( <a href="#">S256</a> )	Club / Group		

Group				
	Pregnant women ( <a href="#">S829</a> )	Individual		
	Primary School Student ( <a href="#">S843</a> )	Individual		
	Retired persons ( <a href="#">S827</a> )	Individual		
	Secondary School Student ( <a href="#">S844</a> )	Individual		
	Teenagers ( <a href="#">S825</a> )	Individual		
	University Student ( <a href="#">S845</a> )	Individual		
	Young Adults ( <a href="#">S826</a> )	Individual		






## Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.



- a Update register of local assets
- b Undertake assessment of local assets
- c Profile & discuss local assets

- a Thematic database of all local assets
- b Better understand, develop & maintain local assets
- c Forum for cross community collaboration

	Title	#	Comments
	Community Health Scheme ( <a href="#">A63</a> )		
	Defibrillator ( <a href="#">A80</a> )		
	Doctor's Surgery ( <a href="#">A82</a> )		
	Gym ( <a href="#">A107</a> )		
	Leisure Centre ( <a href="#">A139</a> )		





Leisure Centre ([A137](#))



Mountain Bike Trail ([A773](#))



Nursing Home ([A164](#))



Private Hospital ([A787](#))



Soccer Pitches ([A95](#))



Tennis Courts ([A597](#))



Walk Ways ([A246](#))

## Step 3: Goals & Metrics Review



Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.



Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
Number of local health and well-being community services currently in place (M86)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of facilities dedicated to increasing access to sport and recreational activity for older members of the community (e.g. bowling, swimming pool etc.) (M87)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of organisations in the community	Through feedback from relevant		<input type="checkbox"/>



in the community, promoting sport and recreation for older community members (M88)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		
Number of community programmes specifically dedicated to sport and recreation for the actively retired and elderly in the community. (M89)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number and type of health related groups in the community (M90)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of people interested in becoming involved in a local health and community group. (M91)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
The level of official medical assistance (number of medical professionals, distance from local hospital, number of defibrillators in the community. (M92)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>
Number of health and well-being training or information programmes in the community (M93)	Through feedback from relevant members of the community (via surveys, interviews or other feedback mechanisms).		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G1)	* Bring together and organize local stakeholders to drive action * The team should plan and coordinate projects and volunteers * Collect key information, feed and monitor progress	<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G2)		<input type="checkbox"/>	
		The health and well-being of all individuals, irrespective of age or diversity should be of key importance in all communities. All members of a community should be able to enjoy physical and mental health and well-being to their full potential. To ensure this occurs	<input type="checkbox"/>	

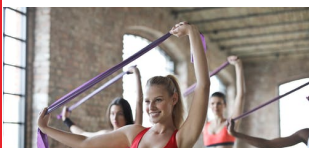


### Preserve, Support & Develop - (G3)

each community should attempt to establish a task force or committee or alternatively assign a sub-committee to an existing community group to realise the aim of community health and well-being. The community group should protect, conserve and develop existing local stakeholders, support the creation of relevant new asset, stakeholders and services and to develop new ways of extending and improving local capacity \*\*\*  
Improve Recreation for the Elderly  
Improve health and access to recreation facilities for older residents  
An active community should focus on all members of that community including those actively retired and elderly. For older members of the community, some physical activity is better than none, more is better than some, and if you take part in any amount of physical activity you gain some health benefits. This needs to be the guiding policy relating to sport and recreational activity for older people within the community.

## Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.



### Goal: Team Building, Management & Metrics - (G1)

\* Bring together and organize local stakeholders to drive action \* The



team should plan and coordinate projects and volunteers \* Collect key information, feed and monitor progress

Related Project Ideas	Rate	Comments
<b>Establish Community Health Goals (P18):</b> Using the survey results identify key aims and objectives for improving community health and well-being  (Case Study: 214) Healthy 'n Happy Community Development Trust (Scotland)		
<b>Community Health Charter (P20):</b> Draw up a community health and well-being charter. This will outline that all residents have a right to health and wellbeing and pledging them to help others with their health.  (Case Study: 29) Review of Current Research on the Health of		
<b>Health Exercise Programmes (P355):</b> A program of exercise programs for older people and those with chronic conditions. This can help them to have a better quality of life  (Case Study: 443) Siel Bleu Ireland		
<b>Healthy Eating Project (P457):</b> A collaboration between farmers, locals and the schools that will educate young people on healthy eating. For example, demonstrate how food is grown and this will encourage healthy eating among school children.  (Case Study: 188) Foodskool - Promoting Healthy Eating		



## Goal: Awareness, Understanding & Skills - (G2)

Related Project Ideas	Rate	Comments
<b>Individual Health &amp; Well-Being (P498):</b> Focused on improving both community and individual health and well-being using a community development approach.  (Case Study: 255) Niche's Community Arts for Health Programme (NCAfHP)		



## Goal: Preserve, Support & Develop - (G3)

The health and well-being of all individuals, irrespective of age or diversity should be of key importance in all communities. All members of a community should be able to enjoy physical and mental health and well-being to their full potential. To ensure this occurs each community should attempt to establish a task force or committee or alternatively assign a sub-committee to an existing community group to realise the aim of community health and well-being. The community group should protect, conserve and develop existing local stakeholders, support the creation of relevant new asset, stakeholders and services and to develop new ways of extending and improving local capacity \*\*\* Improve Recreation for the Elderly Improve health and access to recreation facilities for older residents An active community should focus on all members of that community including those actively retired and elderly. For older members of the community, some physical activity is better than none, more is better than some, and if you take part in any amount of physical activity you gain some health benefits. This needs to be the guiding policy relating to sport and recreational activity for older people within the community.

Related Project Ideas	Rate	Comments
<b>Consultations On Elderly Recreations (P22):</b> Seek advice from experts on the most suitable recreational activities for older members of the community . This can help in providing them with the outlets and facilities that they need for their wellbeing.		
<b>Funding For Elderly Activities (P23):</b> Seek funding for facilities dedicated to recreational activities for active aged and elderly.  <a href="#">(Case Study: 444)</a> Active Retirement & Shannon Tidy Towns		
<b>Promote Health (P488):</b> A organisation which goal is to promote healthy lives and encourage well being within our town and re capture the word community.  <a href="#">(Case Study: 445)</a> Claremont Stadium – Sports – Social – Educational		
<b>Promote Hiking (P565):</b> An innovative LEADER project promoted hiking by means of an online hiking planner tool, GPS navigation and a smartphone app.  <a href="#">(Case Study: 281)</a> Rural hiking trails in Belgium		
<b>Physical Health Community Audit (P704):</b> Undertake a baseline audit in the community to		

Undertake a baseline audit in the community to determine peoples opinion regarding this theme and also to profile the related assets and challenges locally. Some suggested steps include: \* Survey physical health of local residents \* Determine which physical health problems are the highest in community Determine what kinds of health issues people may be at risk for

**Organise A Walking To School Initiative ([P730](#)):** Studies show that fewer children are walking and cycling to school and more children are at risk of becoming overweight. Changing behaviours of children and parents require creative solutions that are safe and fun and implementing a walking to school initiative can be both!

[\(Case Study: 544\)](#) Walking School Bus -

## Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.



## Appendices: Additional Info


### Quick Win Projects

Summary	<input checked="" type="checkbox"/>
Define all local sports clubs/teams/gyms facilities: Define all local sports clubs/teams/gyms facilities	<input type="checkbox"/>
Map locations of local defibrillators: Map locations of local defibrillators	<input type="checkbox"/>

Organise training/event schedule: ☐  
Organise training/event schedule -  
minimise time clashes

Review condition of local sports  
facilities: ☐  
Review condition of local sports facilities

## Relevant/Supporting Organisations

Title		Comment
 <b>Get Ireland Active</b> Our page is part of the <a href="http://www.getirelandactive.ie">www.getirelandactive.ie</a> project, supported by the HSE and a range of partner organisations. We aim to help people in Ireland to get active and become healthier.		

## Supporting Research

Here we provide links to related research papers which your local action team may find useful.

Title		Comments
<b>Lay People Training in CPR and in the Use of an Automated External Defibrillator, and Its Social Impact: A Community Health Study</b> <a href="#">Click here</a> This training programme improved knowledge and skills in basic CPR and in the use of an AED and had a high social impact at community level. We think that it is very important to evaluate the level of knowledge and skills in CPR and use of an AED. Training in basic CPR and use of an AED is a key element of the chain of survival for OHCA, early activation of emergency medical services, immediate bystander provision of CPR, and rapid defibrillation could improve survival outcomes and quality of life for OHCA victims.		
<b>Just get out the door! The importance of walking outside of the home for maintaining mobility</b> <a href="#">Click here</a> The strength, consistency, and specificity of the association between walking behavior and maintenance of mobility provide strong evidence that even a small amount of regular walking can confer short-term protection from further mobility loss in functionally limited women. The observation that most women capable of walking at least eight blocks per week were not doing so indicates the need to get more women “out the door” and to encourage those who walk a little to walk a little more.		