

HEALTH AND WELLBEING BOARD

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HEALTH AND WELLBEING STRATEGY

PUBLIC HEALTH ACTIVITY TO ADDRESS THE 2014/15 KEY PRIORITY ACTIONS

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Summary

In January 2014 the Joint Health and Wellbeing Board (JHWB) agreed seven key priority actions for the Joint Health and Wellbeing Strategy (JHWS) in the forthcoming year. Partners to the strategy are required to outline how they will address the priority actions within their own business plans.

The purpose of this report is to provide details to the Board of how the Public Health business plans support the delivery of these priority actions.

1. Budget and Policy Framework

- 1.1. The Health and Social Care Act 2012 places a statutory duty on the local authority and CCGs to develop a joint health and wellbeing strategy (JHWS).
- 1.2. The JHWS requires annual review to identify priority actions for the Board for the forthcoming year and to inform annual commissioning plans.

2. Background

- 2.1. The Public Health Directorate as a whole will provide:
 - 2.1.1. Leadership, analytical and technical support for the on-going updating of the Joint Strategic Needs Assessment
 - 2.1.2. Outcomes monitoring of the Joint Health and Wellbeing Strategy for Medway 2012-17

- 2.1.3. Specialist public health advice to all areas of the Council to ensure that health and health outcomes are promoted and health inequalities reduced.
- 2.1.4. Specialist public health advice to the Medway Clinical Commissioning Group.
- 2.2. In addition to this leadership and facilitative role, the Public Health Directorate works in 5 main areas:
 - 2.2.1. Health improvement: The health improvement team within the Public Health Directorate continues to lead, facilitate and deliver public health programmes including smoking cessation, healthy weight, chlamydia screening, sexual health outreach, mental health promotion and suicide prevention.
 - 2.2.2. Public health commissioning: Public health commissions a wide portfolio of services. These include - sexual health services, drug and alcohol treatment services, NHS health checks, health trainer services and services for the Healthy Child programme (5-19) – school nurses.
 - 2.2.3. Healthcare public health: The public health directorate has a Memorandum of Understanding with Medway Clinical Commissioning Group (CCG), which sets out the requirements of the CCG, and how the CCG will support the directorate. This includes public health advice to programme management groups, needs assessment, support for equity audits, and support for service redesign and development.
 - 2.2.4. Health protection: Public health is responsible for ensuring that appropriate plans are in place for health protection and dealing with public health emergencies.
 - 2.2.5. Public health intelligence: Key areas that the public health intelligence team will support are the Joint Strategic Needs Assessment, the Joint Health and Wellbeing Strategy, monitoring (particularly the Public Health Outcomes Framework) and surveillance of public health data and equity audits
- 2.3. Key priority actions for 2014/15 by Theme are shown in Table 1 along with details of how these actions are currently being addressed by the Public Health Directorate.

Table 1: Key Priority Actions for 2014/15

Theme	Key Priority Action(s)	Public Health activity
1	1. Promote maternal physical and emotional health in pregnancy and in the early months of life through high quality antenatal and postnatal services. (Focus on increasing levels of breastfeeding and reducing smoking in pregnancy).	<ul style="list-style-type: none"> • Co-ordination of Infant Feeding Strategy Group and delivery of Infant Feeding Strategy • Facilitate the Breastfeeding peer support network • Delivery of 'Introducing Solid Foods' training in early years settings • Commissioning of breastfeeding training for the early year workforce • Support the co-ordination of Healthy Start voucher scheme • Commissioned service to support nurseries and pre-school setting in adherence to national guidance on food and nutrition standards • Specialist interventions for pregnant smokers to support them to quit • "Smoking in Pregnancy" training provided to primary care, children's centres and health visitors • Pilot project to support the families of pregnant smokers to quit • Targeted provision for pregnant women with substance misuse commissioned services • Transformational fund monies to provide master classes for multi-professional early years professionals in bonding, speech and language. • Continued input to A Better Start Big Lottery programme
2	2.1. Improve early diagnosis, treatment and care for people with dementia in line with increasing population need.	<ul style="list-style-type: none"> • Pilot project to support mental health service users to quit smoking, including partnership with KMPT to support them with the smokefree agenda • Support Medway Older Peoples Partnership with mental health promotion expertise
	2.2. Falls prevention and management	<ul style="list-style-type: none"> • Commissioning of specialist training on falls prevention in partnership

		<p>with Medway College of Social Care</p> <ul style="list-style-type: none"> • Facilitation of cross agency partnership to develop local Falls Prevention strategy
3	3. Reduce death rates from cancer (bowel, breast and lung). (Focus on improving prevention, awareness and increasing early diagnosis).	<ul style="list-style-type: none"> • Co-ordination of Tobacco Control Alliance to reduce smoking prevalence in Medway, and reduce the harm caused by tobacco • Delivery of comprehensive smoking cessation service • Co-ordination of Alcohol Partnership in order to reduce the harm caused by alcohol, especially the delivery of Identification and Brief Advice (IBA) training • Pilot project to identify and support harmful drinkers in secondary care setting • Partnership with Macmillan Cancer Support to increase physical activity among those living with cancer and beyond, therefore improving recovery and life expectancy • Wide range of programmes which support healthy weight, thereby reducing obesity • Flagship Health Walks programme
	Watching Brief: Reduce death rates from cardiovascular disease (heart disease and stroke)	
4	4.1. Increase awareness of MH conditions and support for prevention, early diagnosis and treatment. (Focus on MH promotion).	<ul style="list-style-type: none"> • Delivery of Mental Health First Aid training to targeted groups • Provision of evidence based suicide prevention training programme for appropriate frontline agencies in Medway • Co-ordinate mental health promotion campaigns to support World Mental Health day and World Suicide Prevention Day • Workplace Health programme supports mental wellbeing as part of healthy workplace • Provide mental health awareness training for school nursing team

	4.2. Reduce social isolation through a social isolation strategy developed and delivered jointly with key partners.	<ul style="list-style-type: none"> • Commissioning Men's Shed project • A range of community projects, which encourage physical activity, walking, growing, peer support network etc. • Community Health Trainers service • Substance misuse service specification to focus on recovery and integration into the community
5	5. Increase targeting of disadvantaged groups for promotion of healthy lifestyles. (Focus on promoting healthy eating and physical activity and tobacco, drugs and alcohol control).	<ul style="list-style-type: none"> • Use National Child Measurement programme data in order to target resources for childhood obesity interventions • Health equity audits completed across a range of services to ensure there is equitable access and outcomes • Stop Smoking services targeted towards BME populations and routine and manual workers, as well as pregnant smokers • Healthchecks Outreach programme designed to target those least likely to access the service via primary care (eg men, BME, working age) • Insight gathering for tobacco control and alcohol programme to ensure that services are targeted appropriately • Health promotion campaigns targeted towards the most deprived wards • Alcohol pilot – to reduce ED attendances and admissions that are related to excessive alcohol consumption
	Watching Brief: Improve uptake of screening and health checks in most disadvantaged areas.	

3. Risk management

Risk	Description	Action to avoid or mitigate risk	Risk rating
Lack of progress on development of delivery plans for 2014/15 key priority actions	This could result in lack of collective effort to address priorities and failure to address them through individual organisation commissioning plans	HWB members to support the process of development of delivery plans	D2 (Low, Critical)

4. Financial and legal implications

- 4.1. Activity in section 2 is funded by the Public Health grant with support from Macmillan Cancer Support for the physical activity programme for those living with cancer. There are no direct legal implications of this report.

5. Recommendations

- 5.1. The Board is asked to consider the information in this paper.

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Background papers

Medway Clinical Commissioning Group, NHS Commissioning Board and Medway Council, 2012. *Joint Health and Wellbeing Strategy for Medway 2012-2017*.