

MEDWAY JOINT HEALTH AND WELLBEING STRATEGY DELIVERY PLAN 2014/15							
	THEME	5. Reduce health inequalities	LEAD HWB MEMBER		Cllr Vince Maple Dr A Barnett		
	PRIORITY ACTION	5. Increase targeting of disadvantaged groups for promotion of healthy lifestyles. (Focus on promoting healthy eating and physical activity and the control of tobacco, drugs and alcohol).	LEAD OFFICER		Rachael Horner		
No.	Action	Who responsible	Completion date	Outputs and measures	Outcomes	Contributing toward national outcome indicators	Progress to date
1	Healthy Eating - To advertise nutrition education sessions (teaching cookery skills and increasing confidence in cooking healthy recipes) more heavily in areas with higher prevalence of obesity. Delivering workshops within schools, areas with high deprivation and specifically targeting adults at high risk of developing type two diabetes. To expand documentation to improve monitoring of at risk groups. To investigate access to equipment. To ensure social landlords tied in.	PH Health Improvement team and local and community organisations	Mar-15	<ul style="list-style-type: none"> No. of nutrition education workshops delivered per area No. of people participated. (service data) improved documentation to enable closer monitoring of participants 	<ul style="list-style-type: none"> *Improved knowledge and ability of healthy eating in at risk populations * Improved focussing of programme on at risk groups. 	A, B, C, 1, 2, 6, 7, 14, 15, 18	<p>Rationale developed and priority wards & schools identified. 24 2-hour healthy eating workshops have been booked in libraries across Medway from September 2014. Libraries include: Strood, Hook Meadow and Luton. Sessions are open to all to find out about how to start making small changes to their diet.</p> <p>11 healthy eating focused cookery courses have been booked. 1 has been delivered at Luton Infant School between June – July with 9 families completing the course (16 attendees children and adults). Other courses begin from September 2014. Focus is on using cooking as a medium to bring up healthy eating changes.</p> <p>Advertising is being put up in local areas and sent through community networks for advertising, If anyone feels they can assist with promotion or recruitment please can they contact Grace Wilson (grace.wilson@medway.gov.uk) for materials.</p>
2	Training and awareness - Obtain RSPH accreditation for four training programmes for decision makers, partners and community members that promote healthy lifestyles - Let's talk weight, Alcohol IBA, Smoking Cessation level 2 and A Better Medway Champions.	Public Health, H&WB board members, community members and health professionals	Mar-15	<ul style="list-style-type: none"> Number of training programmes developed Number of key decision makers, community members and health professionals attended training. Training recruitment strategy 	PH awareness disseminated widely to key members of the community	all	<p>Alcohol IBA, Lets Talk Weight and Smoking Cessation Level 2 training have all been RSPH accredited. Evaluation of course attendance is underway.</p> <p>Training Brochure is due for imminent publication- includes around 13 courses for the general public and around 20 courses for professionals.</p> <p>The training recruitment strategy is being developed. In July it was both reviewed by senior management and peer reviewed and is currently being revised following comments.</p>
3	Contribute to increasing the physical activity and improving the wellbeing levels of more deprived populations by promoting and developing transport corridors that encourage personal movement by walking, cycling and bus travel.	RCC Integrated travel team	Mar-15	<ul style="list-style-type: none"> number of road traffic accidents in pedestrians and cyclists trends of cycle usage on the strategic cycle network; number of walking buses and approximate number of children number of bikeability training sessions delivered / pupils achieving Level 2 	<ul style="list-style-type: none"> Accessible bus services Encouraged walking Encouraged cycling Green Grid Improved air quality 	B, C, 1, 2, 3, 4, 5, 7, 8, 13, 15, 16, 17, 19, 20, 24	<p>BIKE - The eight week "Think Bike!" Campaign was launched in April. The scheme is a multi-agency campaign designed to highlight the vulnerability of cyclist and bikers to drivers. New cycle path on Wood Street together with two new Toucan crossings have been constructed, linking the cycle network from National Cycle Route 1 on Dock Road to Mid Kent College, Medway Park and Gillingham town centre.</p> <p>WALK - The Safer Journeys Team supported an event at Leeds Castle on 16/6, recognising the walk to school commitment of a number of schools in Kent and Medway. Certificates were presented to the following schools with PR to follow: Bligh Infants, Bligh Juniors, Cuxton Juniors, Walderslade Primary and Wayfield Primary.</p> <p>AIR - Government announced funding deal for South East Local Enterprise Partnership, which included £2.5m funding over 6 years for Medway's Cycling Action Plan.</p> <p>BUS - Medway Council are currently engaged in an ongoing process of improving bus-stops in Medway, including the implementation of more raised curbs for ease of access to bus stops.</p>

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4	Develop targeting of smoking cessation services to vulnerable groups	PH, benefits team, housing, other council programmes as evolves	Ongoing	* increased knowledge of vulnerable groups * increased number of vulnerable groups accessing smoking cessation services	Reduced smoking prevalence in vulnerable groups	A, B, C, 1, 2, 9, 10, 18, 19, 20,	Public Health is collaborating with the Benefits team to take forward an initiative to design targeted correspondence to benefits recipients identifying cost and health savings for vulnerable groups and promote smoking cessation services available. The Smoking Cessation and Tobacco Control Teams are collaborating to produce a report which considers the following: o What the smoking cessation programme does o What the SCP has done in relation to vulnerable groups in the past o What are the challenges and barriers to progress This report will help to inform work against the Health Inequalities Scrutiny Review Action Plan Recommendation which relates to exploring barriers to access/ uptake of health and social care services.
5	Piloting a treatment programme focussing on reducing smoking in adult patients with moderate to severe mental health needs.	KMPT, PH	May-15	•specialised training course for KMPT staff •#KMPT staff trained •a set of tools and resources for staff to use with patients	• a greater understanding of the support needed by patients with mental health needs in quitting smoking that can inform future service delivery	A, B, C, 1, 2, 9, 10, 18, 19, 20,	• Specialist Advisor employed • Tailored resources for patient support have been produced • Bespoke training package booked for all KMPT staff • Strong levels of support to staff and patients provided. Plan for next 3 months is to deliver the 16 separate training sessions to all KMPT staff working in Medway across October and November. Continue with high levels of support.