

HEALTH AND WELLBEING BOARD

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JOINT HEALTH AND WELLBEING STRATEGY MEDWAY COUNCIL- SUMMARY OVERVIEW OF ACTIVITY TO ADDRESS THE 2015-2016 KEY PRIORITY ACTIONS

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Summary

The Joint Health & Wellbeing Strategy for Medway 2012-2017 has five strategic themes. Partners to the strategy are required to outline how they will address the strategic themes within their own plans.

The purpose of this report is to provide a summary overview to the Board of Medway Council's commissioning and service plans which support the delivery of the Joint Health and Wellbeing Strategy.

1. Budget and Policy Framework

- 1.1 Section 116A Local Government and Public Involvement in Health Act 2007 (as amended by the Health and Social Care Act 2012) places a statutory duty on the local authority and CCG to develop a joint health and wellbeing strategy (JHWS).
- 1.2 All key partnership organisations are required to submit information to the Board on an annual basis as to how their commissioning and service plans will address the strategic themes and priority actions in the Joint Health and Wellbeing Strategy.

2. Background

- 2.1 The Children and Adults Services, Public Health and Regeneration and Community and Culture Directorates have all contributed to this joint submission from Medway Council.

2.2 Children and Adults Services Directorate covers four broad areas:

- Adult Social Care Services
- Children's Social Care Services
- Schools and Inclusion
- Partnership Commissioning (includes a joint commissioning team across Medway Council and Medway CCG commissioning health and social care services for children and adults. This is important to note, as some key actions will be delivered jointly with the CCG).

2.3. The Public Health Directorate covers five broad areas which are outlined below and as a whole also provides leadership, analytical and technical support for the on-going updating of the Joint Strategic Needs Assessment and the development and monitoring of the Joint Health and Wellbeing Strategy.

- 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.
- Public health commissioning: Public Health commission a wide portfolio of services. These include - sexual health services, drug and alcohol treatment services, NHS health checks and services for the Healthy Child programme (5-19) – school nurses.
- Healthcare public health: The Public Health Directorate has a Memorandum of Understanding with Medway Clinical Commissioning Group (CCG) which sets out the specialist public health support which will be provided to the CCG
- Health protection: Public Health is responsible for working with partners to ensure that appropriate plans are in place for responding to public health emergencies and protecting health.
- 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

2.4 Working through three divisions, Regeneration, Community and Culture is the lead for a number of key council priorities:

- Delivering major regeneration projects
- Improving the environment and quality of the lives of our citizens through community safety
- Increased enforcement action
- Effective transport initiatives.
- Development and implementation of the cultural strategy

TABLE 1: Medway Council planned activity for 2015-2016

THEME	Directorate	ACTIVITY
Give every child a good start	C&A	<p>We are working with key partners (schools policy, health, voluntary and community sector) to develop an early help offer. An Early Help Strategy is being developed to ensure the lives of children and families are transformed by identifying and resolving difficulties and giving them the resilience they need to thrive without professional support.</p> <p>Medway Action for Families is an “early help” service in the Council and continues to focus on children who need a more targeted approach.</p> <p>We are committed to high quality provision in Children’s Centres and early years’ providers to ensure the best start for young children. This includes sufficient education places for two year olds, as well as child care places and EYFS places in schools. We aim to achieve good or outstanding outcomes in Children’s Centres and schools and improve the quality of child care providers.</p> <p>We are working with Public Health to promote healthy outcomes for young children and we will seek to reduce obesity and increase the engagement of families with health professionals through Children’s Centres.</p> <p>A review of maternity services at MFT has been undertaken and an action plan is in place. Actions include:</p> <ul style="list-style-type: none"> • Establish robust governance and QA mechanisms • Undertake audits of clinical profiling to ensure the CCG and MFT of the risk profiling of women • Review pre-conception care across the whole system to ensure women receive optical pre-conception care and support

THEME		ACTIVITY
		<p>Implement the remodelled Speech and Language Therapy Service for school age children to improve outcomes for children with the highest level of need Remodel and recommission a Community Children's Nursing Service and deliver a comprehensive hospital at home service. The aim is to reduce reliance on emergency departments and improve referral pathways</p> <p>Following the development of the Medway Safeguarding Children's Board Strategic Group in Child Sexual Exploitation, work is taking place to identify the commissioning intentions for children and young people.</p>
	PH	<p>Ensure the safe transfer of commissioning responsibility for public health services for 0-5 years, maintaining stability of services during the transfer process and ensuring that opportunities are taken to develop services and foster joint working.</p> <p>PH support to MFT and MCH to achieve the next available stage of UNICEF UK Baby Friendly Initiative (BFI) Accreditation for women and children's services in the acute (stage 2) and community (stage 3) settings.</p> <p>Leading the implementation of Medway Smoking in Pregnancy Action Plan.</p> <p>Continued development of Medway Breastfeeding network to allow more people to access the peer support service.</p> <p>Co-ordinated delivery of PSHE and RSE delivery across secondary schools</p> <p>Delivery of Risk Avert – a risk management programme of early identification of young people to stop them going on to undertake multiple risk taking behaviour.</p>
	RCC	<p>Establish a 'youth offer' pulling together the wide range of activities for young people to enjoy, particularly over the summer, including free swimming for under 16s, workshops, sports camps, Under Siege and Rock School</p>
Enable our older population to live independently and well	C&A	<p>Medway Council has developed a joint Dementia Strategy with the CCG, the key aim of which is to ensure that Medway is a dementia friendly place. Key commissioning activity in 2015 will include:</p>

		<ul style="list-style-type: none"> • Commission a local Dementia Action Alliance • Improve post-diagnostic support • Ensure an integrated pathway is in place to provide a more seamless system • Improve early diagnosis <p>At the heart of the Better Care Fund is the ambition that people live in their homes for longer, where it is safe to do so. Commissioning intentions to support this include:</p> <ul style="list-style-type: none"> • A single Community Equipment Loans Service for the Council and CCG • Improved care co-ordination including piloting Care Navigators, including social care services within Map of Medicare • Enhanced re-ablement services is part of an integrated intermediate care pathway • Greater and smarter use of assistive technologies • Improved assessment and support for carers • Community Services redesign • Falls prevention
Enable our older population to live independently and well cont'd	C&A	<p>Medway Council is one of seven authorities participating in DERiC (Developing & Empowering Resources in Communities). DERiC seeks to ensure preventative activities are in place, particularly through the local voluntary and community sector, to combat social isolation. The development of community based services will support our older population to live independently.</p> <p>A key driver for Adult Social Care in 2015-16 will be the implementation of the Care Act. This will focus on prevention (to enable our most vulnerable residents to live independently and well) with a need for new arrangements for:</p> <ul style="list-style-type: none"> • assessment and eligibility • financial assessment • information and advice • greater emphasis on the needs of others

	PH	<p>PH support into JSNA and implementation of dementia strategy Ensure Dementia Friends awareness work integrated into A Better Medway Champions programme. Continue to provide Dementia Friends information sessions to appropriate statutory and voluntary sector organisations Embed awareness of links between lifestyle factors and dementia prevention into all relevant PH campaigns PH support into partnership commissioning specifically the intermediate care review and Frailty Programme.</p>
	RCC	<p>Continue our volunteering programme to increase engagement with greenspaces, heritage and libraries, contributing to social inclusion.</p> <p>Free Swimming for the over 60's.</p>
Prevent early death and increase years of healthy life	C&A	<p>In respect of improving access to decent housing, the Council is:</p> <ul style="list-style-type: none"> • Commissioning supported living for working age adults • Developing an Extra Care Strategy <p>In addition to the commissioning intentions listed above as part of the BCF, Medway CCG and Council, are working together to develop integrated pathways including intermediate care, frailty and dementia.</p>
	PH	<p>Roll out breast, bowel and lung cancer awareness campaigns.</p> <p>Public health will support the CCG in implementing the Infoscreen pilot aimed at improving bowel cancer screening uptake in Medway. This will be achieved through fostering links with the Bowel Cancer Southern Screening Hub and Kent and Medway Screening Lead. Equip community pharmacists with skills to support the public around cancer symptom awareness</p>

<p>Improve physical and mental health and well being</p>	<p>C&A</p>	<p>In 2015-16 we will develop an Emotional Health & Well-Being Strategy for children and young people. The strategy will drive the future model for commissioning CAMHS and the Council and CCG's commissioning intentions post September 2016, when the current contract ends.</p> <p>A recent review of services provided to adults with mental health needs identified that those using services had a high level of satisfaction with the social care services provided following the return of the adult mental health teams to the Council's management and that better outcomes were being achieved.</p> <p>Please see above work with DERiC in respect of facilitating better social connectedness and reducing social isolation.</p> <p>Following a review of the young people's substance misuse service, the service was re-tendered with a new provider starting in September 2014. Improvements to Open Road's service, in order to increase referrals from the most vulnerable groups of young people in more appropriate settings for young people, now include:</p> <ul style="list-style-type: none"> • Young people up to 19 years of age and 21 years for LAC accessing the service • Pharmacological interventions (substitute prescribing) in partnership with Turning Point (Medway's adult substance misuse service) delivered in a Healthy Living Centre • A Substance Misuse Worker based with Children's Social Care 2 days per week • A Substance Misuse Worker based with CAMHS 1 day per week • A Substance Misuse Worker based full time with the YOT <p>DUST (Drug Use Screening Tool) training sessions to professionals are being increased to ensure early identification of substance misuse and improved referrals to treatment.</p> <p>Currently we are reviewing the processes within police custody at Gillingham police station, for both young people and adults, to improve referral rates and subsequent entry into treatment.</p>
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	PH	<p>Continue to deliver and evaluate health improvement programmes which will support residents to lead healthier lives. This includes actions to reduce smoking, obesity and harmful alcohol consumption and increasing physical activity and mental wellbeing.</p> <p>Healthy Weight</p> <ul style="list-style-type: none"> • Development of a local obesity framework and a whole system approach to preventing and treating obesity <p>Healthy Workplace</p> <ul style="list-style-type: none"> • Improve the health and wellbeing of Medway employees through Medway Healthy workplace programme. <p>Substance Misuse</p> <ul style="list-style-type: none"> • Increase the number of clients who leave services free from opiate dependency • Increase the number of clients who enter treatment for alcohol dependency <p>Mental Health</p> <ul style="list-style-type: none"> • Continuing provision of Mental Health First Aid (MHFA), MHFA Lite and other bespoke mental health awareness training. • Continuing development of the Men in Sheds programme. • Support for 3 national Mental Health campaigns. • Implementation of Kent and Medway suicide prevention plan for Medway including actions to improve identification and management of people who self harm. <p>Social Isolation:</p> <ul style="list-style-type: none"> • Co-ordinate delivery off social isolation strategy implementation plan • Raise awareness about social isolation and its impact amongst the public and frontline professionals. • Utilise existing public health programmes to support social isolation implementation plan • Support the voluntary and community sector build referral partnerships with frontline
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		staff, (GPs, community nurses, fire services and social workers) to reduce social isolation.
	RCC	<p>Further delivery of the Sporting Legacy programme, maximising the opportunities the Olympic Games in Rio 2016 will bring for Medway</p> <p>Strood Sports Centre refurbishment worth £1.9million</p> <p>Continue with our mass participation events – Medway Mile, Big Splash and Big Ride and deliver against £2.5 million of funding for improved cycling routes and infrastructure heralding a major infrastructure and promotion for cycling in Medway</p> <p>Develop a programme of Park Sports, offering a range of physical activities across our greenspaces.</p> <p>Further initiatives to help combat social isolation. Arts Development Team work in collaboration with Medway’s Public Health Team and grass roots cultural organisations.</p> <p>Build on Art Inclusive project and further develop EDNA project</p> <p>As part of the Medway Festival of Music, seek to promote and develop singing and choirs</p> <p>Work with the Sydney De Haan Foundation to deliver a research project to explore the value of music and the arts in improving health and wellbeing among groups at risk of social isolation</p>
Reduce Health Inequalities	C&A	We will be reviewing the LAC Health Service to improve health outcomes for our most vulnerable children. In addition, we are working with Sussex Partnership to improve the CAMH Service for LAC and Care Leavers.

	PH	<p>Use National Child Measurement programme data in order to target resources for childhood obesity interventions.</p> <p>Complete Health Equity Audits across a range of services to ensure there is equitable access and outcomes.</p> <p>Stop Smoking services targeted towards BME populations and routine and manual workers, as well as pregnant smokers.</p> <p>Health promotion campaigns targeted towards those with greatest needs.</p> <p>Alcohol pilot in Medway NHS Foundation Trust – to reduce Emergency Department attendances and admissions that are related to excessive alcohol consumption.</p> <p>Commissioning of integrated sexual health service to include outreach to vulnerable groups and HIV treatment.</p> <p>Targeted recruitment to the A Better Medway Champions Programme, engaging community leaders from organisations which can have the greatest impact on health inequalities.</p>
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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 The Council has a statutory duty under section 116A Local Government and Public Involvement in Health Act 2007 to prepare a joint health and well-being strategy. Section 196 Health and Social Care Act 2012 makes this a function of the HWB. There are no direct financial or legal implications of this report as the recommendation is for the Board to note the report.

5. Recommendations

- 5.1 The Board is asked to note 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*.