

## **HEALTH AND WELLBEING BOARD**

**15 MARCH 2016**

### **JOINT HEALTH AND WELLBEING STRATEGY**

#### **MEDWAY COUNCIL- SUMMARY OVERVIEW OF ACTIVITY TO ADDRESS THE KEY THEMES IN 2016/17**

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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 in 2016/17. The Board is asked to consider and comment on this report.

#### **1. Budget and Policy Framework**

- 1.1 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 in the Joint Health and Wellbeing Strategy.

#### **2. Background**

- 2.1 The Children and Adults Services, Public Health and Regeneration, 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 (0-19) – health visitors and 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 residents through community safety
- Increased enforcement action
- Effective transport initiatives.
- Development and implementation of the cultural strategy

**TABLE 1: Medway Council planned activity for 2016/17**

<b>THEME</b>	<b>Directorate</b>	<b>ACTIVITY</b>
Give every child a good start	Children & Adults (C&A)	<p>An Early Help Strategy has been 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. An Early Help Strategic Board has been established to have oversight of the delivery of the Strategy. Additionally there is an Early Help Panel to discuss complex cases as well as those that need a multi-agency review. An Early Help trainer has been appointed to work with partners to improve assessment and plan and drive outcomes forward for families. Four Early Help Coordinators are now in place which is a significant increase in capacity to support partners. An Early Helps Outcomes Framework has also been agreed to measure impact.</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>We have undertaken an in-depth review of the Paediatrics Outpatients service delivered at Medway Hospital, and revised all of the service specifications. An Improvement Action Plan is in place and is being implemented by the Hospital.</p> <p>A joint team between Children’s Social Care and the Police has been established to identify young people at risk of Child Sexual Exploitation and ensure effective interventions.</p>
	Public Health (PH)	<p>Work is progressing in collaboration with partners across the council and Medway CCG around the integration of services relating to children and young peoples’ health and wellbeing services in Medway.</p> <p>We continue to develop the Medway Breastfeeding network to allow more people to access the peer support service.</p> <p>We support MFT and MCH to achieve the next available stage of UNICEF UK Baby Friendly Initiative</p>

		<p>(BFI) Accreditation for women and children's services in the acute (stage 2) and community (stage 3) settings.</p> <p>Best Beginnings have been commissioned to design and deliver a Normalising Breastfeeding Campaign in 2016. This campaign will specifically target lowest demographic groups with the lowest breastfeeding rates, in order to encourage more people to consider, initiate and continue to breastfeed. The campaign will run across numerous platforms and the Medway Infant Feeding Strategy group will be left with numerous materials and insights to implement the campaign beyond 2016.</p> <p>We are leading the implementation of Medway Smoking in Pregnancy Action Plan.</p> <p>We are co-ordinating delivery of Personal Social and Health Education and Relationships and Sexual Education delivery across secondary schools</p> <p>We are delivering Risk Avert – a risk management programme of early identification of young people to stop them going on to undertake multiple risk taking behaviour.</p>
	Regeneration, Community and Culture (RCC)	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
Enable our older populate to live independently and well	C&A	<p>In 2016/17 Medway Council will continue to support older and vulnerable citizens to live independently and well by focussing on the following key areas.</p> <ul style="list-style-type: none"> <li>• The development of an Adult Social Care Strategy which will drive action under 6 key themes – prevention, personalisation, partnership, integration, innovation and safeguarding</li> <li>• Develop a strategy and commissioning plan for assistive technology and technology enabled care services</li> <li>• Continue to ensure good support and care planning is offered through 'promoting independence reviews' for all adults receiving social care services.</li> <li>• To strengthen through re-commissioned services the provision of information, advice and advocacy arrangements.</li> <li>• To 'co-produce' a Carers Strategy during 16/17 with the Medway Carers Partnership Board.</li> <li>• To establish a Medway Adult Safeguarding Executive Group to oversee the effective delivery of adult safeguarding arrangements in Medway.</li> </ul>

		<p>Through the Better Care Fund in 16/17 we will work with health colleagues and others partners to strengthen joint working in the following areas :</p> <ul style="list-style-type: none"> <li>• To improve arrangements for the effective discharge planning for people from hospital</li> <li>• To minimise unnecessary delays in returns home or transfer to other care settings for people who have completed their treatment</li> <li>• To develop intermediate and reablement services to enable people to live at home independently</li> <li>• To deliver a single service for Community Equipment</li> <li>• To ensure a joint approach to assessments and care planning</li> <li>• To better share data across health and social care</li> </ul>
	PH	<p>We will continue to support the implementation of the dementia strategy and commissioning plans as required.</p> <p>We will provide Dementia Friends sessions through the year as part of the A Better Medway Champions programme.</p> <p>Dementia Friends information sessions will continue to be provided to Council employees on a monthly basis.</p> <p>Support will be provided to the Dementia Action Alliance to develop work to reduce social isolation for people with dementia.</p>
	RCC	<p>We continue our volunteering programme to increase engagement with greenspaces, heritage and libraries, helping to support social inclusion.</p> <p>We provide Free Swimming for the over 60's.</p>
Prevent early death and increase years of healthy life	C&A	<p>We will continue to work with housing colleagues to develop an accommodation strategy that will specifically address the housing needs of older people to include the commissioning of extra care housing</p>

	PH	<p>We will roll out breast, bowel and lung cancer awareness campaigns.</p> <p>We 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.</p> <p>We equip community pharmacists with skills to support the public around cancer symptom awareness</p>
Improve physical and mental health and well being	C&A	<p>We will deliver our Transformation Plan for CAMHS and jointly commission with the CCG a new Children's Health and Emotional Wellbeing Service that is Medway based.</p> <p>We will continue to work with other partners within the Mental Health Crisis Concordat to ensure around the clock access to support for those in mental health crisis and reduce the use of inappropriate detentions under S136 MHA (1983)</p> <p>We will develop an integrated care pathway with other mental health service providers to ensure that adults with mental health problems receive a holistic approach to their assessment and individual support needs and an effective range of health and social care provision to support a focus on 'recovery', including 'step up' and 'step down' levels of support and minimise the risk of frequent admissions to acute mental health care.</p>
	PH	<p>We 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"> <li>• Development of a local obesity framework and a whole system approach to preventing and treating obesity</li> </ul> <p>Healthy Workplace</p> <ul style="list-style-type: none"> <li>• Improve the health and wellbeing of Medway employees through Medway Healthy workplace programme.</li> </ul> <p>Substance Misuse</p> <ul style="list-style-type: none"> <li>• Increase the number of clients who leave services free from opiate dependency</li> <li>• Increase the number of clients who enter treatment for alcohol dependency</li> </ul>

		<p><b>Mental Health</b></p> <ul style="list-style-type: none"> <li>• Continuing provision of Mental Health First Aid (MHFA), MHFA Lite and other bespoke mental health awareness training.</li> <li>• Continuing support for the Men in Sheds programme.</li> <li>• Support for national Mental Health campaigns.</li> <li>• Implementation of Kent and Medway suicide prevention plan for Medway</li> </ul> <p><b>Social Isolation:</b></p> <ul style="list-style-type: none"> <li>• Continue to raise awareness about social isolation and its impact amongst the public and frontline professionals.</li> <li>• Develop and implement partnership project to support social isolation implementation plan with Kent Fire and Rescue Service.</li> <li>• Publicise and promote Staying Connected information resource in order to build referral partnerships with frontline staff, (GPs, community nurses, fire services and social workers) to reduce social isolation.</li> <li>• Scope additional potential partnership projects with supermarkets, housing providers, postal service and hairdressers</li> </ul>
	RCC	<p>We 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>We are developing a programme of Park Sports, offering a range of physical activities across our greenspaces.</p> <p>Further initiatives are being developed to help combat social isolation. The Arts Development Team work in collaboration with Public Health and grass roots cultural organisations.</p> <p>We will build on the Art Inclusive project and further develop the Energise Dance Nourish Art project</p> <p>As part of the Medway Festival of Music, we seek to promote and develop singing and choirs</p> <p>We 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	<p>A part of the Paediatrics Outpatients review, we have reviewed the LAC Health Service to improve health outcomes for our most vulnerable children. We will be working with the service to ensure improvements are made.</p> <p>We will continue to work to improve mental health outcomes for our LAC and Care Leavers through the commissioning of a new CAMH service.</p>
	PH	<p>We will formally integrate action on health inequalities into all public health services and programmes by setting specific health inequalities objectives and monitoring progress through the public health intelligence team and a health inequalities dashboard.</p> <p>We have supported the CCG to define deliver quantifiable levels of ambition to reduce health inequalities over the next five years and will support the CCG in achieving these aims.</p> <p>In addition we will continue and enhance the following actions from last year:</p> <ul style="list-style-type: none"> <li>• Use National Child Measurement programme data in order to target resources for childhood obesity interventions.</li> <li>• Complete Health Equity Audits across a range of services to ensure there is equitable access and outcomes.</li> <li>• Stop Smoking services targeted towards BME populations and routine and manual workers, as well as pregnant smokers.</li> <li>• Health promotion campaigns targeted towards those with greatest needs.</li> <li>• Alcohol pilot in Medway NHS Foundation Trust—to reduce Emergency Department attendances and admissions that are related to excessive alcohol consumption.</li> <li>• Commissioning of integrated sexual health service to include outreach to vulnerable groups and HIV treatment.</li> <li>• Targeted recruitment to the A Better Medway Champions Programme, engaging community leaders from organisations which can have the greatest impact on health inequalities. Review and redesign of the Champions Programme to support front-line workers.</li> </ul>



### 3. Risk management

<b>Risk</b>	<b>Description</b>	<b>Action to avoid or mitigate risk</b>	<b>Risk rating</b>
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

There are no direct financial or legal implications of this report.

### 5. Recommendations

The Board is asked to consider and comment on 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*.