

## **Health and Wellbeing Board**

**16 April 2026**

### **Review of Themes from Performance Indicators**

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#### **Summary**

At the 21 November 2024 Health and Wellbeing Board meeting, it was agreed to theme future board meetings in line with the strategic priorities set out in Medway's Joint Local Health and Wellbeing Strategy 2024-2028 (JLHWS).

The Strategy sets out four priority themes and is supported by a logical framework matrix ('logframe') with strategic indicators linked to underlying areas of work:

- Priority Theme 1 - Healthier and Longer Lives for Everyone
- Priority Theme 2 – Reduce Poverty and Inequality
- Priority Theme 3 – Safe, Connected, and Sustainable Places
- Priority Theme 4 – Connected Communities, and Cohesive Services

The logical framework approach was used to determine key strategic indicators to monitor the progress and success of the JLHWS and performance against these indicators shaped the specific agenda items suggested for discussion in meetings.

This report reviews the discussions and outcomes of topics discussed under each theme in 2025/26.

#### **1. Recommendation**

1.1 The Board is asked to note the activities and outcomes over the last year.

#### **2. Budget and policy framework**

2.1 Section 116A of the Local Government and Public Involvement in Health Act 2007 legislates for local authorities in partnership with integrated care boards to prepare a Joint Local Health and Wellbeing Strategy setting out how the assessed needs of the local population are to be met through the exercise of its respective functions.

### 3. 13 February 2025 meeting

- 3.1 The February Board meeting included a summary of the latest data for the strategic indicators in the Goal and Purpose sections of the JLHWS. The 'Goal' and 'Purpose' section of the JLHWS comprises 24 indicators, seven of which were red, indicating that Medway's latest value is worse compared to the England average. These indicators are linked to specific areas of work that are set out within each of the four priority themes of the strategy.

### 4. 10 April 2025 Meeting – Theme 1 Healthier and Longer Lives for Everyone

#### 4.1 **Topic 1 - Children and Young People's Mental Health and Emotional Wellbeing:**

4.1.1 The Board considered the report which highlighted that a sudden spike in self-harm figures had occurred in October 2022. Work was being undertaken to understand this spike, and it was believed that this may have been as a result of a recording issue, although this was yet to be verified. However, since the report was written, there had been a reduction in self-harm figures.

4.1.2 The report also detailed the work undertaken over the last three years to increase support for young people that presented with lower and moderate need.

#### 4.2. **Topic 2 - Vaccinations and NHS Immunisations Programmes**

4.2.1 The Board received the report which provided an overview of the importance of the system which worked to identify levels of vaccination and immunisation uptake. There were concerns regarding increased widescale anti-vaccination sentiments being promoted through social media. Vaccine uptake has been declining, threatening our ability to maintain herd immunity and had resulted in recent outbreaks of some diseases.

4.2.2 There were planned activities over the coming six months focused on improvement to Measles Mumps and Rubella (MMR) and Flu Vaccine uptake. Through discussions there were suggestions and ideas made which included:

- It was vital to target routes of access or places where people were in contact with public services as they could be utilised to promote the message.
- More work needed to be undertaken in family centres to promote awareness and increase uptake in 3- and 4-year-old children.
- Possibility of proactive programme with large employers to get the message across on the importance of vaccinations.

### 4.3 **Topic 3 Obesity**

4.3.1 The Board received the report on Obesity and discussions took place on some of the determinants such as choice, access to healthy food and barriers to active lifestyles. As well as the link between tackling Obesity and how it aligned with the One Medway Council Plan.

4.3.2 It was suggested that more effort was needed on exploration of sustainable food as well as local advertising policy on fast food on billboards. Additionally, there could be an avenue to be explored through Planning applications due to the increasing number of fast food applications being submitted.

4.3.3 Council officers have been working to strengthen the health and wellbeing policy within the new Local Plan since the Board meeting. This includes a recent meeting to strengthen the wording of the Hot Food Takeaway guidance note between planners and public health.

### 4.4 **Topic 4 NHS Cancer Screening Programmes - Breast, Bowel and Cervical**

4.4.1 The Board received the report on Cancer screening which highlighted that Medway performance for screening was below national average for all cancers.

- It was vital to gain better insight and understanding of hot spots of under screening in Medway in order to improve the culture around screening.
- Targeted work was needed to capture details of people that did not respond to invitations for screening.
- More work was needed on early intervention and access to screening for under 45-year-olds although it was recognised that screening rules were set nationally.
- There was a need for the Integrated Care Board (ICB) to explore improvements to screening at General Practices, how it would be commissioned and funded. It was often forgotten that GP commissioning has its own processes and way of being completed so any suggestions to improvements needed to be properly resourced.
- Some of the current Estates were not adequate or suitable and any support in ensuring appropriate funding support for improvements would be helpful and welcomed.
- It was suggested that consideration be given to development of Integrated Neighbourhood Teams as this would bring all partners together as well as the voluntary sector to work jointly on initiatives across communities. This was work that could be carried out across various healthy living centres.

### 4.5 **Topic 5 - Smoking at Time of Delivery (SATOD)**

4.5.1 The Board received a report on smoking at time of delivery and was informed that the data presented relied on information gathered from

midwives. The Medway Foundation Trust had undertaken work to change reporting systems and capture accurate data.

4.5.2 Discussions took place on the use and danger of illegal vapes, many of which contained chemicals that were not in vapes that were available in Europe and the United Kingdom. There was ongoing work being undertaken by Trading Standards in targeting shops that sold vapes to under aged children. There were also risks identified through the increase of young people purchasing vapes online which increased risk and exposure to unlicensed dangerous vapes.

4.5.3 This partnership work has resulted in the seventh consecutive year of SATOD rates reduction, with Medway's rate dropping to 7% in this year's data release.

## 5. 26 June 2025 Meeting - Theme 2: Reduce Poverty and Inequality

### 5.1 **Topic 1 – Homelessness Prevention and Better Quality and Supply of Affordable Housing: Strategic and Operational Activity**

5.1.1 The Board considered the update report on the activities by housing services and partners on homelessness prevention. There were a significant number of multidisciplinary teams in place to support people including the Multiple Disadvantaged Network Team, Making Every Adult Matter Team, Rough Sleepers initiative, and it was vital to ensure that the teams maximised their functions to work on broader health needs of the people they support.

5.1.2 Consideration needed to be given to how homeless people could access healthcare, and it was suggested that there may be an opportunity for this through the new reconfiguration of community services project. It was vital that there be good communication and engagement between the various services to identify links between health and homelessness.

5.1.3 Partners across the Board agreed to take away actions for their relevant organisations on access.

### 5.2 **Topic 2 – Improving Outcomes for Children in Care and Care Leavers**

5.2.1 The Board considered the report which provided an overview of health outcomes, initial health assessments, dental check-ups and reviews.

5.2.2 It was commented that it may be beneficial to conduct some research or tracking of progress of children who had left care. The Board was advised that whilst long term research was important, contrary to that was the prevention agenda which must remain a priority and focus as once a child got to child in needs or looked after status, educational outcomes were impacted.

5.2.3 Since the Board Meeting, Medway Council has been selected to take part in a £126million national pilot which will see increased support for kinship carers. The Kinship Zone pilot aims to support more children to grow up within their family networks, rather than come into the care system. Kinship care is when a child is looked after by someone who is not their parent. This is often a grandparent, aunt, uncle or family friend.

### 5.3 **Topic 3 – Secondary Mental Health Service Users in Paid Employment**

5.3.1 The Board received the report which provided an overview of the data and work undertaken to date to address the employment rates of individuals with severe and enduring mental health who were under the care of secondary mental health services.

5.3.2 The service was focused on individual support. The Integrated Care Partnership Work and Health Strategy was added as an addendum to the report, which highlighted that employment was a positive factor in physical and mental wellbeing. It was vital that when people were supported into work, there was help available to sustain their employment. People must be supported to start, stay and succeed in work. It was suggested that further engagement with the small business federation may be beneficial in raising awareness across the Integrated Care Strategy to work with people to shape their future.

### 5.4 **Topic 4 - Medway Young People not in Education Employment or Training Update**

5.4.1 The Board considered the information presented on Medway Young People Not in Education Employment or Training (NEET). Comments included increasing planning and provision being needed for young people to have a backup plan when they failed to attain the grades needed to secure a place at their first choice school. As well vocational training needed more investment and addressing the heavily exam-based system. There was also a need for more education and training provision for future workforce development.

5.4.2 Officers took away the task of assessing the possibility of holding an education symposium to explore the impact and discuss potential solutions of the complex problem.

5.4.3 The NEET Summit has been scheduled for 30 April with Sir Michael Marmot booked as the guest speaker to open the meeting, which will be attended by over 100 different people from a range of multi-sector partners.

## 6. 4 September 2025 Meeting – Theme 3: Safe Connected and Sustainable Places

### 6.1 **Topic 1 – Serious Violence and Killed and Seriously Injured Casualties on Roads**

6.1.1 The Board received a presentation on Serious Violence and was informed on the following:

- Kent Police were committed and determined to keep people safe and tackle serious violent crime.
- Data was reviewed over a rolling year to track progress against previous years
- There were three hot spot zones in Medway, these were defined by data from the Government and Home office for offences pertaining to knife crime, violent crime and anti-social behaviour
- As part of tackling crime related issues, in place was the Community Safety Partnership (CSP) led by a Medway Councillor.
- The Community Safety Unit in Medway consisted of circa 50 members of staff dedicated to working with the community, and there was a neighbourhood task force in place to deal with specific problems.
- Work undertaken was not limited to enforcement, there was also a strong focus on prevention and targeting of people that perpetuate crime.
- There were still areas of improvement needed, and the neighbourhood work and model was central to the journey and tackling issues better.

### 6.2 **Topic 2- Climate Change Action Plan 2025-2028**

6.2.1 The Board received the refreshed Climate Change Action Plan which aligned closely with the One Medway Council Plan and the Joint Local Health and Wellbeing Strategy. This is the third action plan since 2019 when the Council declared a climate emergency, and since then, both Council headquarters and the Medway area overall emissions had reduced by over 30%. There were two overarching aims of the Action Plan which were to reduce carbon emissions by 2050 and to improve resilience to climate change both for the Council directly and the area of Medway as a place and a community. The Action Plan was structured around five priority areas detailed in the report.

6.2.2 The Board was asked to consider how they could work in partnership to support the aspirations of the Plan for example, through knowledge sharing, community engagement, infrastructure, or service delivery. It was recognised that for the first time there was significant progress and actions taking place to meet net zero by the target date.

## 7. 20 November 2025 Meeting - Theme 4 Connected Communities and Cohesive Services

### 7.1. **Topic 1 – Active Travel in Medway**

7.1.1 The Board received a report on active travel in Medway and were informed of the various initiatives taking place to encourage people to walk or cycle more, in particular the numbers of short trips that could be done using these means which could reduce the risk of heart disease by 36%. Medway falls below the national average of 43% of adults who walk nationally, and it was vital that steps be taken to encourage the population to be more active.

7.1.2 The work on active travel was central to improvements to environments, and the health and wellbeing of communities. There had been extensive work on the impact pollution and traffic had on health, and congestion was a serious issue in Medway that had to be tackled.

7.1.3 The partners across the Board were encouraged to talk to colleagues that worked directly with families to include discussions on active travel programme where possible and appropriate, in their conversations and contact.

### 7.2. **Topic 2 – GP and Neighbourhood Health**

7.2.1 The Board received a presentation which provided an update on GP services and what future plans were relation to neighbourhood care.

7.2.2 In relation to GP services, the Board was informed that there has been some increase in the number of GPs in Medway. There had been significant rise in additional direct patient care staff (such as Health Care Assistants, Phlebotomists, Pharmacists, Physiotherapists, Podiatrists, Therapists) to support the population including an increase in access to services offered through pharmacies. There had also been investment in the offer for GPs through the support for practices programme which included peer ambassador mentoring programmes and targeted workforce planning.

7.2.3 There were concerns raised by Board Members regarding the roll out of Neighbourhood Health Plans, as Medway was currently operating with a shortfall of GPs needed for the population which meant that roll out of the plans would be on an already unstable foundation and infrastructure. A strong focus was needed on attracting more GPs to Medway. Officers acknowledged the importance of buy in from GPs. Additionally, the challenge with capacity. This was an opportunity to make working in Medway attractive by building on innovation and creating opportunities.

## 8. Climate change implications

8.1 There are no direct climate change implications arising from this report.

## 9. Financial implications

9.1 There are no direct financial implications arising from this report.

## 10. Legal implications

10.1 There are no direct legal implications arising from this report.

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### Appendices

None

### Background papers

[Joint Local Health and Wellbeing Strategy](#)