



# Community Wellbeing Theme Group

## Draft Action Plan

# Community Wellbeing Theme Group: Action Plan

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# Community Wellbeing Theme Group: Action Plan

The six key principles which underpin the Worcestershire Health and Wellbeing Strategy 2016-21 have been adopted and this Action Plan is split into the following three sections:

**Section A. Health and Wellbeing**

**Section B. Children and Young People**

**Section C. Ageing Well**

| Section A. Health and Wellbeing  |                 |   |  |
|--|-----------------|---|--|
| <b>Key Priorities:</b> <ul style="list-style-type: none"> <li>• Improve mental wellbeing</li> <li>• Increase physical activity (including inactivity)</li> <li>• Reduce harm from alcohol</li> </ul>   |                 | <b>Key Principles:</b> <ul style="list-style-type: none"> <li>✓ Work in Partnership</li> <li>✓ Empower individuals and families</li> <li>✓ Take local action</li> <li>✓ Take actions that are achievable</li> <li>✓ Involve people</li> <li>✓ Be open and accountable</li> </ul>                                      |  |
| <b>Plus - Local Campaigns</b>  |                 |   |  |
| Action   | Review/Due Date | Contact(s)  | Links to Strategies / Profiles / Briefings / Needs Assessments   |
| <b>Improve mental wellbeing</b>  |                 |   |  |
| 1. Raise awareness of and support the <a href="#">Wellbeing Hub</a> and the wider <a href="#">Worcestershire Healthy Minds Service</a> to ensure local demand is met and ensure links with Social Prescribing.   | November 2016   | RBCCG,<br>Liz Altay, WCC &<br>Della McCarthy  | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> <li>▪ <a href="#">Worcs Primary Care Mental Health Needs Assessment 2015</a></li> <li>▪ <a href="#">Worcestershire Briefing on Mental Health 2015 (JSNA)</a></li> <li>▪ <a href="#">Worcestershire Briefing on Self Harm 2015 (JSNA)</a></li> <li>▪ <a href="#">Safeguarding Adults – Information for Professionals</a></li> <li>▪ <a href="#">Viewpoint Residents Survey 2015</a></li> <li>▪ <a href="#">Link</a> to other JSNA briefings</li> </ul> |
| 2. Ensure partner agencies have the opportunity to engage and be consulted on the Secondary Care Mental Health Transformation and provide feedback following consultation.   | November 2016   | Zelda Peters, WHACT &<br>Della McCarthy   |  |
| 3. Promote and support initiatives and training including: <ul style="list-style-type: none"> <li>- <a href="#">‘Time to Change’</a> initiative which aims to reduce stigma around mental health;</li> <li>- Mental Health First Aid (MHFA) and Youth Mental Health First Aid (YMHFA) 2 day training that is available to partners at a subsidised cost of £45 (see appendix);</li> <li>- <a href="#">Your Life, Your Choice</a> Worcestershire website; and</li> <li>- <a href="#">5 ways to Wellbeing</a> using Bromsgrove &amp; Redditch website: <a href="http://www.wellbeinginpartnership.co.uk">www.wellbeinginpartnership.co.uk</a></li> </ul> | November 2016   | Angie Roberts, WCC<br><br>For training dates and to book a place on MHFA, email: <a href="mailto:L&amp;Dbookings@worcestershire.gov.uk">L&amp;Dbookings@worcestershire.gov.uk</a><br><br>Or for YMHFA email: <a href="mailto:chswforceandparcdev@worcestershire.gov.uk">chswforceandparcdev@worcestershire.gov.uk</a> |  |

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| Action  | Review/Due Date     | Contact(s)                              | Links to Strategies / Profiles / Briefings / Needs Assessments  |
|---|---------------------|---|---|
| <b>Increase physical activity (including inactivity)</b>  |                     |   |   |
| 1. Raise awareness of services being delivered locally (across all ages) which increase physical activity for partners to identify ways other partners can enhance existing provision and highlight any barriers impacting on delivery.<br><i>(Same action included within Children and Young People Section)</i>   | January 2017        | Catherine Aldridge, BDC                 | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Briefing on Physical Activity 2016 (JSNA)</a></li> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> <li>▪ <a href="#">Viewpoint Residents Survey 2015</a></li> <li>▪ Worcs. All Age Prevention Policy</li> <li>▪ <a href="#">Link</a> to other JSNA briefings</li> </ul> |
| 2. Promote initiatives and deliver training encouraging healthy lifestyles including: <ul style="list-style-type: none"> <li>- <a href="#">‘One You’</a> Public Health England campaign;</li> <li>- <a href="#">Worcestershire Works Well</a> Accreditation Scheme;</li> <li>- <a href="#">Health Chat Training</a>;</li> <li>- Eating Well on a Budget Training; and</li> <li>- <a href="#">Worcestershire Welcomes Breastfeeding</a> Initiative.</li> </ul> | January 2017        | Angie Roberts, WCC                      |   |
| Action  | Review/Due Date     | Contact(s)                              | Links to Strategies / Profiles / Briefings / Needs Assessments  |
| <b>Reduce harm from alcohol</b>   |                     |   |   |
| 1. Raise awareness of local service provision which aims to reduce the harm from alcohol to enable partners to: <ul style="list-style-type: none"> <li>- consider how agencies can support and enhance existing provision; and</li> <li>- support Public Health and RBCCG in addressing alcohol-related issues highlighted in the Bromsgrove Health and Wellbeing Profile.</li> </ul>   | March 2017          | Swanswell & Angie Roberts, WCC & RBCCG  | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Briefing on Alcohol 2016 (JSNA)</a></li> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> <li>▪ <a href="#">Link</a> to other JSNA briefings</li> </ul>  |
| <i>Local Campaigns</i>  | <i>Date</i>         | <i>Contact</i>                          | <i>Links</i>  |
| 1. Stroke Awareness & <a href="#">NHS Act FAST</a>  | May 2017            | Stroke Association & Angie Roberts, WCC | <a href="#">Health and Wellbeing Campaign Planner 2016-17</a>   |
| 2. Alcohol Awareness Campaign & Dry January   | Nov-Dec 16 & Jan 17 | Angie Roberts, WCC                      |   |
| 3. Movember Awareness Month - <a href="http://www.uk.movember.com">www.uk.movember.com</a>  | 1-30 November       | Angie Roberts, WCC                      |   |
| 4. Mental Health  | Jan & Feb 2017      | Angie Roberts, WCC                      |   |

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| Section B. Children and Young People   |  |   |  |
|--|--|---|--|
| Key Priorities   |  | Key Principles:   |  |
| <ul style="list-style-type: none"> <li>Support and reduce NEETs (Not in Education, Employment or Training)</li> <li>Improve mental wellbeing</li> <li>Increase physical activity (including inactivity)</li> </ul>   |  | <ul style="list-style-type: none"> <li>✓ <i>Work in Partnership</i></li> <li>✓ <i>Empower individuals and families</i></li> <li>✓ <i>Take local action</i></li> <li>✓ <i>Take actions that are achievable</i></li> <li>✓ <i>Involve people</i></li> <li>✓ <i>Be open and accountable</i></li> </ul> |  |
| Plus - Local Campaigns   |  |   |  |
| Action   | Review/Due Date  | Contact(s)  | Links to Strategies / Profiles / Briefings / Needs Assessments   |
| <b>Support and reduce NEETs</b>  |  |   |  |
| 1. NEET Solution Panel to continue to help lower the number of NEETs in the District by: <ul style="list-style-type: none"> <li>- focussing on individual cases; and</li> <li>- identifying if cases brought forward are within the known NEET figure or are hidden/unknown NEETs.</li> </ul> Focus initially on 16-18 year old and RONIs (Risk of NEET Indicator) but also NEETs aged 19+ | Updates to Theme Group quarterly or sooner if Panel requires support | Judith Willis, BDC & Paul Finnemore, WCC  | <ul style="list-style-type: none"> <li>▪ ? Worcestershire NEETs Strategy ?</li> <li>▪ <a href="#">Worcestershire County Council Internal Audit Report on NEETs (2014)</a></li> <li>▪ <a href="#">Worcestershire Early Help Needs Assessment 2015</a></li> </ul>    |
| 2. NEET Solution Partnership Panel, with the support of the Theme Group, to: <ul style="list-style-type: none"> <li>- encourage additional representatives to join and support the work of the Panel, in particular local schools, college and job centre; and</li> <li>- Identify any barriers where the Theme Group or other partners can assist.</li> </ul>                             | November 2016  | Judith Willis, BDC & Della McCarthy   | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Children and Young People Plan 2014-17</a></li> <li>▪ <a href="#">Safeguarding Children – Information for Professionals</a></li> <li>▪ <a href="#">Link</a> to other JSNA briefings</li> </ul> |
| 3. Raise awareness and consider the impact on NEETs locally following commissioning/implementation of changes to the provision of targeted family support and support to young people at risk of becoming NEET.  | November 2016  | Debbie Herbert & Paul Finnemore, WCC & Judith Willis, BDC   |  |

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| Action   | Review/Due Date           | Contact(s)   | Links to Strategies / Profiles / Briefings / Needs Assessments   |
|--|---------------------------|--|--|
| <b>Improve mental wellbeing</b>  |                           |  |  |
| <p>1. Theme Group to be kept informed of the work of the Worcestershire Emotional Wellbeing and Mental Health Partnership Board (EWMHP)*, and in particular of new opportunities and initiatives that relate to Bromsgrove District.</p> <p>*Worcs. EWMHP advises and informs commissioning and provision of services and oversees the governance of the Worcestershire Transformation Plan for the Emotional Wellbeing and Mental Health of 0-19s (also known as the CAMHS Transformation Plan).</p>                        | November 2016             | Geoff Taylor-Smith, YMCA   | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Transformation Plan for Children and Young Peoples Emotional Wellbeing and Mental Health</a> (also known as 'CAMHS Transformation Plan')</li> <li>▪ <a href="#">Bromsgrove Early Years 2016 District Profile</a></li> </ul>  |
| <p>2. Raise awareness and consider the impact locally of commissioning/implementation of:</p> <ul style="list-style-type: none"> <li>- integrated 0-19 prevention service (Starting Well) which includes early help, school nurses, health visitors and other providers; and</li> <li>- Parenting and Family Support Providers (currently Early Help Providers).</li> </ul>  | September & November 2016 | Liz Altay, WCC (Public Health) & Debbie Herbert, WCC (Vulnerable Children and Families) & Judith Willis, BDC | <ul style="list-style-type: none"> <li>▪ Worcs. All Age Prevention Policy</li> </ul> <p><b>JSNA Worcestershire Documents:</b></p> <ul style="list-style-type: none"> <li>▪ <a href="#">Mental Health Briefing 2015</a></li> <li>▪ <a href="#">Early Help Needs Assessment 2015</a> and <a href="#">Early Help Briefing 2015</a></li> <li>▪ <a href="#">Self-harm Briefing 2015</a></li> <li>▪ <a href="#">Other JSNA Document Downloads</a> (incl. briefings on Homelessness, Learning &amp; Disabilities etc)</li> </ul> <p><b>Plus:</b></p> <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Children and Young People Plan 2014-17</a></li> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> <li>▪ <a href="#">Safeguarding Children – Information for Professionals</a></li> </ul> |
| <p>3. Bromsgrove Children and Young People Provider Group (set up Sept 2016) continue so that local providers on the ground can come together to:</p> <ul style="list-style-type: none"> <li>- Ensure co-ordination of activities and share resources/information for the benefit of children and young people locally;</li> <li>- Collectively and directly engage with children and young people to find out their views; and</li> <li>- Base all decisions /actions on the views of children and young people.</li> </ul> | November 2016             | Kate Higginson, BDHT & Sarah McIntosh/Wendy Thompson, BDC & Della McCarthy                                   | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Children and Young People Plan 2014-17</a></li> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> <li>▪ <a href="#">Safeguarding Children – Information for Professionals</a></li> </ul>   |

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| Action   | Review/Due Date | Contact(s)                        | Links to Strategies / Profiles / Briefings / Needs Assessments   |
|--|-----------------|-----------------------------------|--|
| <b>Increase physical activity (including inactivity)</b>   |                 |                                   |  |
| 1. See action point above – set up Bromsgrove Children and Young People Provider Network   | -               | -                                 | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Briefing on Physical Activity 2015 (JSNA)</a></li> </ul>   |
| 2. Raise awareness of services being delivered locally (across all ages) which increase physical activity for partners to identify ways other partners can enhance existing provision and highlight any barriers impacting on delivery.<br><i>(Same action included within Health and Wellbeing Section)</i> | January 2017    | Catherine Aldridge, BDC           | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Briefing on Childhood Obesity 2015 (JSNA)</a></li> <li>▪ <a href="#">Bromsgrove Early Years 2016 District Profile</a></li> <li>▪ Worcs. All Age Prevention Policy</li> <li>▪ <a href="#">Link</a> to other JSNA briefings</li> </ul> |
| 3. Consider Government's ' <a href="#">Childhood Obesity: A plan for action</a> ' and identify any relevant local actions.   | January 2017    | Liz Altay, WCC & John Godwin, BDC |  |
| <i>Local Campaigns</i>   | <i>Date</i>     | <i>Contact</i>                    | <i>Links</i>   |
| 1. Mental Wellbeing  | Jan & Feb 2017  | Angie Roberts, WCC                | <a href="#">Health and Wellbeing Campaign Planner 2016-17</a>  |

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| Section C. Ageing Well  |                                   |  |  |
|---|-----------------------------------|--|--|
| <b>Key Priorities</b> <ul style="list-style-type: none"> <li>• Improve dementia awareness</li> <li>• Tackle fuel poverty and reduce excess winter deaths (EWD)</li> <li>• Falls prevention and increase physical activity</li> <li>• Address social isolation and loneliness and promote ageing well</li> <li>• Improve stroke awareness</li> <li>• Identify 'hidden' carers and promote support</li> </ul> |                                   | <b>Key Principles:</b> <ul style="list-style-type: none"> <li>✓ <i>Work in Partnership</i></li> <li>✓ <i>Empower individuals and families</i></li> <li>✓ <i>Take local action</i></li> <li>✓ <i>Take actions that are achievable</i></li> <li>✓ <i>Involve people</i></li> <li>✓ <i>Be open and accountable</i></li> </ul> |  |
| <b>Plus - Local Campaigns</b>   |                                   |  |  |
| Action  | Review/Due Date                   | Contact(s)   | Links to Strategies / Profiles / Briefings / Needs Assessments   |
| <b>Improve dementia awareness</b>   |                                   |  |  |
| 1. To form a <a href="#">Local Dementia Action Alliance</a> (LDAA) across <a href="#">Redditch and Bromsgrove</a> and develop action points.  | First meeting on 18 November 2016 | Jan Little, Alzheimer's Society  | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> <li>▪ North Worcestershire Community Safety Partnership / Safer Bromsgrove - <a href="#">Safe Place Scheme</a></li> </ul> |
| 2. Improve Dementia Awareness: <ul style="list-style-type: none"> <li>- by increasing the number of local organisations/partners accessing <a href="#">Dementia Friends</a> information sessions;</li> <li>- by promoting <a href="#">Dementia Friends Champion</a> training; and</li> <li>- through the <a href="#">Worcestershire Works Well</a> Scheme.</li> </ul>                                       | November 2016                     | Angie Roberts, WCC   |  |
| 3. Register Bromsgrove as working towards becoming a <a href="#">Dementia Friendly Community</a> .  | March 2017                        | Chair of LDAA (to be appointed)  |  |
| Action  | Review/Due Date                   | Contact(s)   | Links to Strategies / Profiles / Briefings / Needs Assessments   |
| <b>Tackle fuel poverty and reduce excess winter deaths (EWD)</b>  |                                   |  |  |
| 1. Bring together relevant partners to review and update a local Cold Weather Plan (CWP) for Bromsgrove annually.   | September 2016                    | Angie Roberts, WCC   | <ul style="list-style-type: none"> <li>▪ <a href="#">NHS England Cold Weather Plan</a></li> <li>▪ <a href="#">Worcestershire Joint Health and</a></li> </ul>   |



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|  |                        |  |   |
|--|------------------------|--|---|
| 2. To support new 'Winteraction' initiative to reduce fuel poverty, reduce falls, tackle social isolation and loneliness and to increase resilience of the older population.   | November 2016          | Alison Schofield, Age UK (Bromsgrove, Redditch & WF)                               | <a href="#">Wellbeing Strategy 2016-2021</a> <ul style="list-style-type: none"> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> </ul>   |
| 3. Ensure links with Better Environment Theme Group to avoid duplication of actions and identify joint actions e.g. via Winteraction Initiative.   | November 2016          | Alison Schofield, Age UK, Rachel Jones, AoE<br>Angie Roberts, WCC & Della McCarthy | <ul style="list-style-type: none"> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> </ul>  |
| <b>Action</b>  | <b>Review/Due Date</b> | <b>Contact(s)</b>  | <b>Links to Strategies / Profiles / Briefings / Needs Assessments</b>   |
| <b>Falls prevention and increase physical activity</b>   |                        |  |   |
| 1. To reinvigorate the Bromsgrove Local Falls Group and raise awareness of the Worcestershire Falls Pathway locally.   | November 2016          | Angie Roberts, WCC   | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> </ul>  |
| 2. Ensure PSI / mobility / strength and balance classes: <ul style="list-style-type: none"> <li>- target populations who are at risk of falling;</li> <li>- support independent living;</li> <li>- meet need and are accessible across the District; and</li> <li>- are effectively promoted.</li> </ul> | November 2016          | Hayley Gwilliam, BDC   | <ul style="list-style-type: none"> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> <li>▪ <a href="#">NHS Worcestershire Falls Strategy</a></li> </ul> |
| 3. Identify local opportunities to engage with older people where WCC 'Behavioural Insights', which aims to identify barriers preventing older people being physical active, can be used.  | November 2016          | Angie Roberts, WCC   |   |
| 4. To support new 'Winteraction' initiative (as stated above).   | -                      | -  |   |
| <b>Action</b>  | <b>Review/Due Date</b> | <b>Contact(s)</b>  | <b>Links to Strategies / Profiles / Briefings / Needs Assessments</b>   |
| <b>Address social isolation and loneliness and promote ageing well</b>   |                        |  |   |
| 1. To support new 'Winteraction' initiative (as stated above).   | -                      | -  | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Ageing Well Strategy 2012-17</a></li> </ul>   |
| 2. Raise awareness of activities and local services available by: <ul style="list-style-type: none"> <li>- Producing the 'New Horizons' (formerly 'Twilight Highlight') leaflet bi-annually;</li> <li>- Reviewing and considering new ways to promote services</li> </ul>                                | November 2016          | Angie Roberts, WCC & Communications Team BDC                                       | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Joint Health and Wellbeing Strategy 2016-2021</a></li> <li>▪ <a href="#">Bromsgrove Health and Wellbeing</a></li> </ul>   |

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|  |                           |   |   |
|--|---------------------------|---|---|
| and disseminate information to local residents; and<br>- Promoting <a href="#">Your Life, Your Choice</a> Worcestershire website.  |                           |   | <a href="#">Profile 2016</a> and <a href="#">Exec. Summary</a>  |
| 3. To support local digital inclusion initiatives and link to the Bromsgrove Digital Inclusion Partnership Group.  | November 2016             | Ashlea Green & Rachel Tooth, BDHT   | <ul style="list-style-type: none"> <li>▪ <a href="#">2016 Redditch and Bromsgrove CCG Profile</a></li> <li>▪ <a href="#">Worcs. Digital Skills Information</a></li> </ul>     |
| 4. Ensure a two-way communication between Bromsgrove Partnership's Ageing Well Group and the Worcestershire Loneliness and Isolation Action Group.   | 21 November 2016          | Alison Schofield, Age UK (Bromsgrove, Redditch & WF) & Angie Roberts, WCC                 | <ul style="list-style-type: none"> <li>▪ Worcs. Loneliness Plan 2015-18</li> <li>▪ NWCSPP / Safer Bromsgrove Priority – <a href="#">Burglary and Home Security</a></li> </ul> |
| 5. Provide community physical activity sessions which: <ul style="list-style-type: none"> <li>- meet need and are accessible across the District;</li> <li>- promote social cohesion; and</li> <li>- are effectively promoted.</li> </ul>                        | November 2016             | Hayley Gwilliam, BDC  |   |
| <b>Action</b>  | <b>Review/Due Date</b>    | <b>Contact(s)</b>   | <b>Links to Strategies / Profiles / Briefings / Needs Assessments</b>   |
| <b>Improve stroke awareness</b>  |                           |   |   |
| 1. Improve stroke awareness through promotion of: <ul style="list-style-type: none"> <li>- <a href="#">NHS Act FAST</a> and local stroke campaigns; and</li> <li>- <a href="#">Worcestershire Works Well</a> Accreditation Scheme.</li> </ul>                    | September 2016 & May 2017 | Christy Weatherby, Life After Stroke Centre (LASC) & Angie Roberts, WCC                   | <ul style="list-style-type: none"> <li>▪ <a href="#">Bromsgrove Health and Wellbeing Profile 2016</a> and <a href="#">Exec. Summary</a></li> </ul>                            |
| 2. To work with Bromsgrove Engagement and Equalities Forum to develop links with local minority groups to improve stroke awareness.  | November 2016             | Angie Roberts, WCC, Christy Weatherby, Life After Stroke Centre (LASC) & Emily Payne, BDC |   |
| <b>Action</b>  | <b>Review/Due Date</b>    | <b>Contact(s)</b>   | <b>Links to Strategies / Profiles / Briefings / Needs Assessments</b>   |
| <b>Identify 'hidden' carers and promote support</b>  |                           |   |   |
| 1. Using Public Health data, identify and consider the following: <ul style="list-style-type: none"> <li>- local demographic of carers and their needs; and</li> <li>- possible ways to improve outcomes for local carers which partners can support.</li> </ul> | November 2016             | Angie Roberts, WCC  | <ul style="list-style-type: none"> <li>▪ <a href="#">Worcestershire Carers Strategy 2015-20</a></li> </ul>  |

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|   |  |  |   |
|---|--|--|---|
| 2. Invite representative from Worcestershire Carers Association to join the group and identify ways the Ageing Well Group can assist in identify carers and promote support for carers. | November 2016                              | Angie Roberts, WCC & Worcestershire Carers Association |   |
| <i>Local Campaigns</i>  | <i>Date</i>                                | <i>Contact</i>   | <i>Links</i>  |
| 1. Stroke Awareness & <a href="#">NHS Act FAST</a><br>(National Stroke Awareness – May 2017)  | Jul, Aug & Sept 2016 & May 2017            | Stroke Association & Angie Roberts, WCC                | <a href="#">Health and Wellbeing Campaign Planner 2016-17</a> |
| 2. Warmer Winter – Keep Warm and Save Money Events (incorporating the ‘Stay Well This Winter’ campaign)   | Nov 2016 - Mar 2017<br>Oct 2016 - Feb 2017 | Kath Manning, BDC/RBC<br>Angie Roberts, WCC            |   |
| 3. Pensioners Day   | 25 Nov 2016                                | Sajid Javid MP   |   |
| 4. Mental Health  | Jan & Feb 2017                             | Angie Roberts, WCC                                     |   |
| 5. Digital Inclusion<br>- Get Online Week – <a href="http://www.getonlineweek.com">www.getonlineweek.com</a><br>- Stakeholder Event   | 17-23 Oct 2016<br>Feb 2017                 | Ashlea Green / Rachel Tooth, BDHT                      |   |
| 6. Alcohol Awareness Campaign & Dry January   | Nov & Dec 2016<br>Jan 2017                 | Angie Roberts, WCC                                     |   |

## General Information

### **Mental Health First Aid (MHFA) and Youth Mental Health First Aid Training (YMHFA)**

Following a very successful pilot of MHFA and YMHFA training sessions for partners in Bromsgrove in 2014 using funding allocated to the Theme Group, WCC rolled out subsidised training to partners across Worcestershire. To find out when the next training is and to book, for MHFA please email: [L&Dbookings@worcestershire.gov.uk](mailto:L&Dbookings@worcestershire.gov.uk) or for YMHFA please email: [chswforceandparcdev@worcestershire.gov.uk](mailto:chswforceandparcdev@worcestershire.gov.uk). Additional local dates could be added, subject to demand, via Angie Roberts. Please contact Angie at: [angie.roberts@bromsgroveandredditch.gov.uk](mailto:angie.roberts@bromsgroveandredditch.gov.uk)

### **Time to Change Pledge**

Bromsgrove District Council and Worcestershire County Council have signed the 'Time to Change' Pledge. The initiative aims to reduce stigma around mental health. All partners are encouraged to support this initiative. For further details/advice on the initiative please contact Angie Roberts: [angie.roberts@bromsgroveandredditch.gov.uk](mailto:angie.roberts@bromsgroveandredditch.gov.uk) or you can visit their website: [www.time-to-change.org.uk](http://www.time-to-change.org.uk)

### **Worcestershire 'Healthy Minds' and 'Wellbeing Hub'**

Worcestershire Wellbeing Hub is part of the Worcestershire Healthy Minds Service which is the Enhanced Primary Care Mental Health Service.

- **Worcestershire Healthy Minds** is a community based mental wellbeing service that provides support to people aged 16 and over who are experiencing difficulties such as stress, anxiety, low mood or depression. For further information go to: [www.hacw.nhs.uk/healthyminds](http://www.hacw.nhs.uk/healthyminds)
- **Worcestershire Wellbeing Hub** is the community wellbeing element of the Worcestershire Healthy Minds service. It provides information and signposting for wellbeing services provided by the voluntary and community sector and takes bookings for certain moodmaster courses. It also offers a Peer Support service. Further information can be found online, including a directory of services: [www.hacw.nhs.uk/wellbeinghub](http://www.hacw.nhs.uk/wellbeinghub)

### **Social Prescribing**

Following a small pilot that commenced in May 2014, 'Social Prescribing' was rolled out to all GP practices across Bromsgrove and Redditch early 2015. It is a mechanism which enables GPs and other health professionals to refer patients to non-NHS services provided by VCS and other statutory agencies. Partner agencies/services included are based on the issues people raise at GP appointments which include mental wellbeing. **Please note that the Worcestershire Health and Wellbeing Stakeholder Event on the morning of 14 December 2016 will be focussing on the future of Social Prescribing in Worcestershire, including Bromsgrove and Redditch.**

### **Local Dementia Action Alliance (LDAA)**

A LDAA brings together regional and local members to improve the lives of people with dementia in their area. They are seen as the local vehicle to develop [dementia friendly communities](#). A LDAA for Bromsgrove and Redditch is in the process of being set up.

# Appendix

## Alcohol and Drug Misuse

- [Swanswell](#) is a National Alcohol and Drug Charity which was commissioned by WCC to deliver alcohol and drug service from 1 April 2015. Swanswell run recovery drop-ins sessions and mutual support groups locally in Bromsgrove. For further information or to refer please email: [worcsadmin@swanswell.org](mailto:worcsadmin@swanswell.org) or Tel: 0300 303 8200.
- [Alcoholics Anonymous \(AA\)](#) – *“Alcoholics Anonymous is a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking. There are no dues or fees for AA membership; we are self-supporting through our own contributions. AA is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.”* (Taken from AA website) There are meetings worldwide including in Bromsgrove! Further information can be found on the website: [www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk). Or email: [gso@alcoholics-anonymous.org.uk](mailto:gso@alcoholics-anonymous.org.uk) or Tel: 01904 644026
- [Al Anon](#) – Al-Anon Family Groups is a community resource to which professionals can refer clients for support if they are dealing with a problem drinker. Al-Anon provides support to anyone whose life is, or has been, affected by someone else’s drinking, regardless of whether that person is still drinking or not. [Further information on Al Anon for professionals can be found here.](#) Or email: [enquiries@al-anonuk.org.uk](mailto:enquiries@al-anonuk.org.uk) or Tel: 020 7593 2070
- [Narcotics Anonymous \(NA\)](#) - NA is a non-profit fellowship or society of men and women for whom drugs had become a major problem. NA is made up of recovering addicts who meet regularly to help each other stay clean. This is a program of complete abstinence from all drugs. There is only one requirement for membership, the desire to stop using [Further information on NA for professionals can be found here.](#) Or email: [pi@ukna.org](mailto:pi@ukna.org)

## Healthy Eating

WCC developed a new training course in 2014/15 aimed at delivering ‘Eating well on a budget’. Five ‘Train the Trainer’ sessions delivered by HICs across Bromsgrove and Redditch for partner agencies and were positively evaluated. If you are interested in the train the trainer healthy eating on a budget training, please contact Angie Roberts for more information: [angie.roberts@bromsgroveandredditch.gov.uk](mailto:angie.roberts@bromsgroveandredditch.gov.uk)

## Physical Activity

*Below are just some of the activities the Sports Development Team at Bromsgrove District Council is delivering. For further information, please contact Catherine Aldridge: [Catherine.Aldridge@bromsgroveandredditch.gov.uk](mailto:Catherine.Aldridge@bromsgroveandredditch.gov.uk)*

- Sportivate – Various activities including handball and dance across Bromsgrove targeting young non/semi-sporty people aged 11-25yrs.
- Community Gymnastics Sessions – provides affordable access to essential development of physical literacy for children.
- The Age Well Pump Prime Project – Nordic Walking, Zumba Gold, Tai Chi, Stretch and Tone, and Fitness Yoga sessions.
- A Walking for Wellness group in Sanders Park.
- Seated Tai Chi class at Amphlett Hall.
- Falls Prevention Strength and Balance Classes currently in Wythall, Hagley and three in Bromsgrove Central. Self-referrals now accepted.
- Activity Referral at the Dolphin Centre.

# Appendix

## Health Chats

[Health Chat Sessions](#) are aimed at front-line staff to enable them to promote health through 'health chats' (brief interventions) with their clients. Health Chats training sessions last 3 hours and are alternate months in Bromsgrove and Redditch. “Train the Trainer” sessions are delivered on demand. For further information and / or book a free place please email: [HWBAdmin@worcestershire.gov.uk](mailto:HWBAdmin@worcestershire.gov.uk). (National online version: “Make every contact count”).

## Worcestershire Welcomes Breastfeeding

- Worcestershire Welcomes Breastfeeding scheme aims to normalise breastfeeding. 2015 JSNA figures indicate that the “breastfeeding” initiation rate across Bromsgrove has reduced from 77% in 2009/10 to 70% in 2012/13 and breastfeeding status at 6 weeks has declined by 2% to 48% since 2010. Angie Roberts can provide resources to volunteers as needed. Please email: [angie.roberts@bromsgroveandredditch.gov.uk](mailto:angie.roberts@bromsgroveandredditch.gov.uk)
- Breastfeeding Baby Bistro at Bromsgrove Children Centres to encourage mothers in breastfeeding longer. Also contributes to reducing childhood obesity.

## Worcestershire Works Well (WWW)

WWW is a free accreditation scheme designed to enable employers to improve health and wellbeing of their workforce. WCC is the local provider of the “Workplace Wellbeing National Charter” launched June 2014 and WWW is being aligned. WWW has been given a Royal Society for Public Health (RSPH) Award. Additional funding for WWW given for Bromsgrove and Redditch specifically. To sign up or for further information please contact: [enquires@worcestershiroworkswell.co.uk](mailto:enquires@worcestershiroworkswell.co.uk) or [angie.roberts@bromsgroveandredditch.gov.uk](mailto:angie.roberts@bromsgroveandredditch.gov.uk)

## Safe Place Scheme

The Safe Place scheme gives vulnerable people a short term ‘Safe Place’ to go if they are feeling threatened when out and about in their local town. A directory of safe places of Bromsgrove can be found at: [www.ourway.org.uk/safe-place-scheme](http://www.ourway.org.uk/safe-place-scheme). It’s very simple to become a ‘safe place’ and if you would like further information please contact Caroline Jones: [caroline@ourway.org.uk](mailto:caroline@ourway.org.uk)

## Acronyms

BDC – Bromsgrove District Council

CWP – Cold Weather Plan

CYPP – Children and Young People Plan

DAA – Dementia Action Alliance

EH – Early Help

EPMHCS – Enhanced Primary Mental Health Care Service

EWD – Excess Winter Deaths

HACW – Worcestershire Health and Care NHS Trust

HIC – Health Improvement Co-ordinator

HWBB – Health and Wellbeing Board (Countywide)

JSNA – Joint Strategic Needs Assessment\*

LAPE – Local Alcohol Profiles for England

LDAA – Local Dementia Action Alliance

NEET – Not in Education, Employment or Training

OPSG – Older People Sub Group

PH – Public Health

POWCH – Princess of Wales Community Hospital

PSI – Postural Stability Instruction

RBC – Redditch Borough Council

RBCCG – Redditch and Bromsgrove Clinical

Commissioning Group

RONI – Risk of becoming NEET Indicator

RSPH – Royal Society for Public Health

SDO – Strategic Development Officer at County Council

SPA – Single Point of Contact

WCC – Worcestershire County Council

WRS – Worcestershire Regulatory Services

YLYC – Your Life, Your Choice

\*All partners are able to access all JSNA information including the Data Mapping Tools – [www.worcestershire.gov.uk/jsna](http://www.worcestershire.gov.uk/jsna)