

HEALTH AND WELL-BEING BOARD

22 MAY 2018

Bi-Annual Progress Report from the Health Improvement Group (HIG)

Board Sponsor

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Author

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Priorities

Mental health & well-being
Being Active
Reducing harm from Alcohol
Other (specify below)

(Please click below
then on down arrow)

Yes
Yes
Yes

Safeguarding

Impact on Safeguarding Children
If yes please give details

Yes

Impact on Safeguarding Adults
If yes please give details

Yes

Item for Decision, Consideration or Information

Information and assurance

Recommendation

1. **The Health and Well-being Board is asked to:**
 - a) **Consider and comment on progress made by the Health Improvement Group (HIG) between October 2017 and March 2018, and**
 - b) **Consider membership and attendance to ensure that the HIG can operate effectively**

Background

2. The Health Improvement Group (HIG) reports bi-annually to the Health and Wellbeing Board (HWBB). Since its last report to the Board, the HIG has met twice, on 13 December 2017 and 29 March 2018. The HIG leads and

ensures progress of action to improve health and well-being, focusing on health inequalities and the wider determinants of health and well-being in Worcestershire. The HIG receives annual progress updates on District Health and Well-being Plans and considers local issues.

3. Attendance at the December and March HIG meetings has been strong from the south district councils but less so from the north district councils. There has been no representation from WCC Adult Services, WCC Children's Services, West Mercia Police and the VCS. Membership and attendance should be considered to ensure that the HIG can operate effectively.

Summary of Progress: HWBB Stakeholder Event

Health and Well-being Board Alcohol Stakeholder Event

4. At the April 2017 HWB meeting, the board requested that an event should be held on the priority area 'Reducing the Harm from Alcohol at All Ages'. The #ThinkMoreDrinkLess event took place on Wednesday 15 November at County Hall and approximately 100 delegates attended. The focus was on those who do not fit into the stereotypical heavy drinking profile.

5. The event was timed to coincide with national Alcohol Awareness Week which commenced on 13 November. As part of the lead up to the event, Public Health Practitioners engaged with communities in local supermarkets and shopping centres around the county to gain insights into the attitudes and consumption practices of the public around alcohol.

6. WCC Communications team co-ordinated social media input with a live Twitter wall and input from BBC Hereford and Worcester who hosted a phone in radio programme and interviewed speakers and delegates live at the event. The emphasis was on hearing 'real life' stories from professionals in the field and individuals who have experienced alcohol related problems.

7. A range of speakers talked about their experiences at the event, from the licensed trade to health professionals and Public Health England (PHE), police, street pastors and school students who presented on alcohol from a young person's perspective. There were also moving accounts from those who had experienced alcohol-related problems and were now in recovery.

8. Overall the event was a success and achieved its aim of being a 'call to action' inviting people to "think about what they drink" and encouraging them to consider potential impacts on themselves. Formal evaluation feedback was gathered and 89% of attendees rated the event as good, very good or excellent.

Summary of Progress: District Health and Well-being Plans

Wyre Forest Health and Wellbeing Action Plan 2016-21

9. The Wyre Forest Health and Wellbeing Action Plan 2016-21 is delivered by the Wyre Forest Health and Wellbeing group which works together to tackle key health issues in the district, including the HWB Strategy priorities of

good mental health and well-being throughout life; reducing harm from alcohol at all ages; and being active at every age as well as local priorities addressing need including dementia and older people's services; homelessness; and fuel poverty. Examples of work undertaken include:

- The five ways to well-being campaign has been developed which will run throughout 2018 focusing on specific actions and campaigns
- The partnership has supported the Dementia Action Alliance (DAA) and delivering dementia friends training. More than 28 organisations have signed up to the Kidderminster DAA and 400+ people have attended local 'dementia friends' awareness sessions.
- The Older People Showcase supported Reconnections work to reduce loneliness and the promotion of other older people's services.
- There has been a focus on tackling poor thermal comfort and fuel poverty especially through collective energy switching and tackling poor conditions in housing through heating and insulation schemes targeted at specific areas of the district / client groups
- Various physical activity opportunities have been promoted; free cycle training for Wyre Forest adults aged 16+; launching more health walks and the general provision of a wide range of sporting activities
- The BIG Active Weekend has taken place in which 545 people of all ages and abilities took part in activities including walking, cycling, climbing, yoga, dodgeball and parkour.

Bromsgrove Partnership Community Wellbeing Theme Group Action Plan

10. The Bromsgrove Community Well-being Theme Group have developed an action plan adopting the six key principles which underpin the Worcestershire Health and Well-being Strategy 2016-21. The HWB strategy priorities are also local priorities within the Health and Well-being strand of the Community Well-being Theme Group action plan. Progress to date includes:

- Bromsgrove has achieved recognition and registration as a Dementia Friendly Community. The local Redditch and Bromsgrove DAA continue to target local businesses and partner organisations to sign up to the DAA. There are currently 26 signed up members of the Redditch and Bromsgrove DAA.
- A number of events have been taking place throughout the district including Sajid Javid's Pensioners Fayre which offered a vital opportunity for local partners to raise awareness of local services; and fuel poverty events and drop in sessions to offer support and advice about available grants, energy efficiency and provider switching.
- Partnership work has been taking place between the town centre manager, police and licencing to incorporate Best Bar None initiative to local night time economy outlets to reduce risky behaviours related to excessive alcohol, this has been supported by the Street Pastors.
- An Active Bromsgrove newsletter has been developed to promote new activities including: junior inclusion athletics, Ride for Roy, Tai Chi for people living with Dementia etc.

- The local partnership is supporting the Men in Shed's (AgeUK Bromsgrove, Redditch and Wyre Forest) to reduce isolation and loneliness amongst the local male population
- Bromsgrove DC attained an "outstanding achievement" award for the development of a work based health initiative. A targeted project took place at two of the local councils depots aimed at improving the health and wellbeing of male manual workers. The initiative was launched with the delivery of a comedy-based intervention regarding men's health issues which was attended by around 200 men from both Depots. The sessions were supported by a range of resources signposting male staff to the Wellbeing Hub, local pharmacies, practice nurses, the Employee Assistance Programme and the NHS One you website. An ongoing programme was developed from this including setting up Ping Pong at both depots, healthy living noticeboard, a health campaign planner.

Malvern Hills Health and Wellbeing Plan 2016-21

11. The Malvern Hills Health and Well-being Partnership develop an annual action plan, the plan currently contains 45 distinct projects, which are aligned to one of the three HWB priorities as well as reflecting local areas of need. Examples of work to date includes:

- The Malvern Dementia Action Alliance are encouraging local businesses to become dementia friendly by encouraging staff to attend the dementia friends sessions and ensuring the building is user friendly e.g. signage, matting. This is all contributing to Malvern becoming a Dementia Friendly Community. To date 28 business/ organisations have been positively engaged.
- Following the successful theatre production of 'Selfie where's the harm', a DVD and teacher resource pack has been produced which is available to all Worcestershire schools and youth settings. This has been rolled out at 8 high schools and 28 organisations have received the production and resource pack.
- The South Worcestershire Rural Communities Project which informs older, vulnerable residents of what local services are available and makes referrals where appropriate has visited 477 households and made 119 direct referrals to other organisations.
- A number of physical activity programmes have been taking place including Balanceability: Walking for health walks, Couch to 5k and Couch to 50k.
- The Tea Party Alcohol Campaign specifically targeting drinking at home was launched on social media in March 2017 reaching 96,895 Facebook accounts within Malvern Hills and surrounding areas. A re-launch took place in November 2017 in line with Alcohol Awareness Week and reached a further 78,573 Facebook accounts. Work is also taking place with off licences in rural areas to attain the national Best Bar None accreditation.

General items

12. Since the previous bi-annual report in October 2017, the HIG has also discussed and considered the following:

Air Quality Update

13. The HIG received an update on local air quality management and have committed to prioritise air quality as a health priority; actively engage with the District Councils in resolving air quality in the existing or emerging Air Quality Management Areas; and commit to prioritising highways improvements where poor air quality will be improved.

14. Worcestershire currently has 10 Air Quality Management Areas (AQMAs): Welchgate, Bewdley; Horsefair, Kidderminster; Kidderminster Road, Hagley; Lickey End, Worcester Road and Redditch Road, Bromsgrove; St. John's, Rainbow Hill/Lowesmoor and Dolday, Worcester; and Port Street, Evesham.

15. To progress the Local Air Quality Management (LAQM) Action Plan measures and actions, partners cannot work alone. The County Council's Highways Department, Director of Public Health, Councillors (County and District), Worcestershire Regulatory Services as well as Bus and Freight Partnerships all have a role to play.

Sustainability Transformation Partnership (STP) Update

16. Dr Frances Howie gave an update on the STP including an overview of the prevention priority, next phase of development, new ways of working, and a draft statement of commitment to collaborative working and progressing to an Integrated Care System. District members requested that this update should be made available at district level. STP updates will be presented to district members and officers taking a co-ordinated approach to maximise reach and impact.

Social Prescribing

17. The Social Prescribing update was positively received by the HIG including an outline of the programme, progress, pilot sites, and support for practices not included in the pilot. Social Prescribing, as defined by the Kings Fund (2017) enables GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services. The programme is jointly funded by CCGs (via GPFV transformation funding) and WCC Public Health through the Public Health Ring-fenced Grant. Social Prescribers are based within Neighbourhood Teams across 5 districts and the pilot will inform future commissioning across the county. Current funding is one-off and so pilot impact will be carefully considered.

Loneliness Plan 2015-18

18. Karen Wright presented an update on the Worcestershire Loneliness Plan 2015-2018. The plan sets out a vision that older people in Worcestershire will maintain their connections, friendships and networks through times of life change, and therefore eliminate loneliness across the county. Progress has been made against the three key aims including the commissioning of the Reconnections Service through a Social Impact Bond

(SIB) to reduce loneliness in adults aged 50 years and over across Worcestershire. Since mobilisation in 2015, the service has triaged 1511 referrals. The service has engaged 868 participants and matched 787 to volunteers.

19. The South Worcestershire Rural Communities Programme is led by Wychavon District Council with a range of public community and voluntary partners involved. The programme aims to support vulnerable individuals and communities in rural areas including older people and the socially isolated. The programme has engaged with targeted parish councils and community groups in 17 wards by taking services and support out to over 1000 potentially vulnerable people through door knocks as well as highlighting key issues within the community for parish council support. A re-freshed Worcestershire Loneliness plan will be published during 2019.

Changes to Homelessness duties

20. The HIG received a brief update on the Changes to the Homeless Reduction Act 2017 including the history to the legislation and key components of the act. It was noted that preparation for implementation is currently taking place and that changes to the act should lead to a reduction in homelessness across the county.

Update on JSNA workshop

21. The HIG were presented with a summary presentation from the development session held for HWBB members on 7 November which had reviewed JSNA data including topics on drug misuse deaths, violent crime, infant mortality and homelessness. Members noted that, as a consequence of this discussion, a separate session on housing had been requested and supported this receiving higher priority from HWB.

Contact Points

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Supporting Information

N/A

Background Papers

N/A