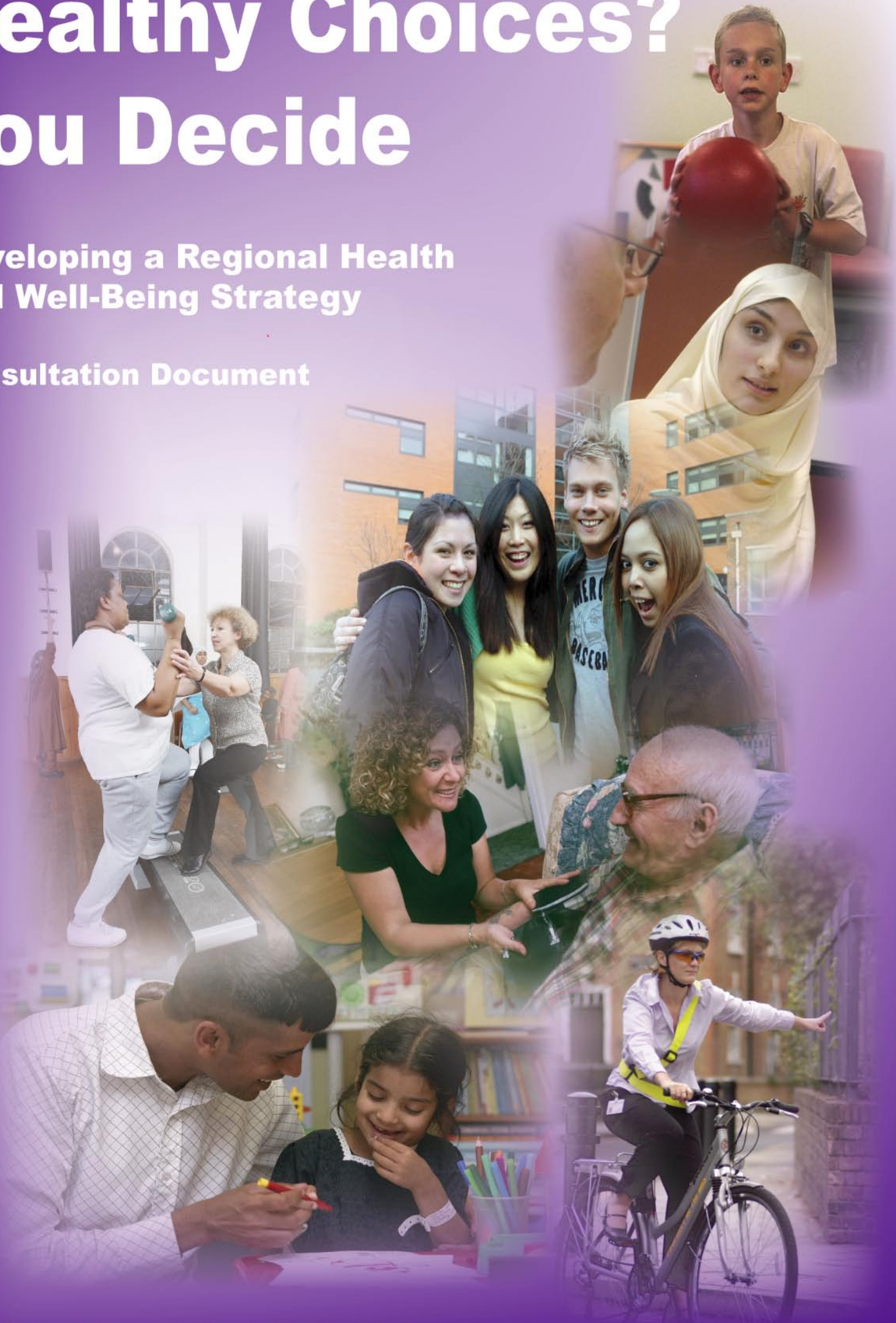


# Healthy Choices? You Decide

Developing a Regional Health  
and Well-Being Strategy

Consultation Document



## **“Developing a Regional Health and Well-Being Strategy: Have your Say”**

This consultation offers everyone the opportunity to participate in the development of the first Regional Health and Well-Being Strategy.

A range of evidence has been assessed which has helped in identifying the priorities for action.

This consultation is about the priorities for action - are they the correct ones? Which ones are the most important? Are there any others?.

It is also a consultation about what do we need to do to address these and in particular what can your organisation agree to do to help these priorities be addressed?

The responses will inform the action plans for the delivery of the Regional Health and Well-Being strategy.

Please send your comments to [z.lynch@wmra.gov.uk](mailto:z.lynch@wmra.gov.uk) by the 11th July 2007 or to the following address:

The Regional Partnership Centre  
Albert House,  
Quay Place,  
92-93 Edward Street,  
Birmingham B1 2RA

For the Attention of Mrs Z Lynch

1. Chairman's Introduction
2. Introduction and Context for the Strategy
3. Planning, Transport and Health
4. Housing and Health
5. Environment and Health
6. Economy and Health
7. Culture, Physical Activity and Health
8. Safer Communities and Health



### Stages of Life

9. Children and Young People
10. Later Life



### Consultation

11. Consultation and Action Planning
12. References
13. Abbreviations, Glossary and Further Explanations
14. Acknowledgements





## **Over 5 Million People Live in the West Midlands Region**

Ensuring the good health and well-being of the Region's population is of paramount importance and cannot be achieved through access to good healthcare services alone. Good health and well being also relies on people living within strong and inclusive communities set within safe and flourishing environments, with thriving local economies providing them with good employment opportunities and a wide range of service choices.

The West Midlands Regional Assembly and Partners are committed to working towards improving the economic, social and environmental well-being and ultimately the quality of life of everyone in the Region as well as for future generations to come. In particular, the West Midlands Regional Concordat provides a framework for partnership working between regional organisations and for the integration of regional strategies. Through good communication and closer partnership working, we can reach our common goals to the benefit of the people of the West Midlands Region.



## **What We Need From You**

Commitment of regional partners to this Health and Well-Being Strategy is sought as part of the consultation. Extensive scoping work has been carried out with various organisations and partnerships during the development of this consultation draft and we are keen for all partners to think about how the priorities identified might be taken forward in the future by themselves and what actions they can commit to deliver.

There are eight main themes reflected within this Strategy, with priorities listed under each theme. These identified themes link to key areas and partnerships where most impact can be made on reducing the health inequalities outlined in the 'Choosing Health for the West Midlands' document<sup>1</sup>. This recognises that for example, key regional decisions made by planning and housing bodies directly affect the health of the population.

The priorities listed in this Strategy will form the basis of a detailed implementation plan. Regional lead organisations have collectively written this Strategy and potential lead organisations have been identified for future delivery.

The improvement of health and well-being within the Region relies on shared visions across public, private and voluntary and community organizations. This Strategy provides a regional context to enable partners to focus their activities to greatest effect.

**Cllr Steve Eling**

**Chair Designate, West Midlands Assembly Regional Health Partnership**