Consultation and Action Planning

This first West Midlands Regional Health and Well-Being Strategy is being launched for consultation. Your views and proposals are welcomed and set out below are some specific areas for consideration.

Detailed actions for delivery of this Strategy will be identified based on the responses received. These will be fed into the published version of the final Strategy and used as the basis for the development of an implementation plan.

Your views will therefore have a direct impact on both the Strategy and its implementation.

Responses should be sent to z.lynch@wmra.gov.uk by the 11th July 2007 or to the following address. In your response please let us know your name, organisation, e-mail address and whether or not you would like to be kept informed of progress. Please note that your details will be automatically entered on to a database (unless you request otherwise).

The Regional Partnership Centre (FAO: Mrs Z Lynch)
Albert House,
Quay Place,
92-93 Edward Street,
Birmingham B1 2RA

An electronic copy of the questionnaire is available on the West Midlands Regional Assembly website **http://www.wmra.gov.uk/page.asp?id=5**

Please direct any requests for translation, interpretation, large text or audio tape versions of this document to access@wmra.gov.uk or tel 0121 245 0200. All requests will be dealt with on an individual basis.

Consultation Questions

This consultation is an opportunity to contribute to the Regional Health and Well-Being Strategy as it is being developed. Outlined below is a set of priorities for action under each of the defined policy areas. Evidence to support these priorities is highlighted in each of the chapters with web links to key sources of information. The key tasks are to identify the relative importance of the priorities, secure organisational sign up to the priorities and begin to identify actions to work towards these priorities.

Planning, Transport and Health

Priorities for Action

1. Encourage regional and local stakeholders involved in job creation, transport, access to services and education to proactively consider the health implications of their policies and how they can contribute to reducing health inequalities

2. Promote health and well-being as an integral part of the social, environmental and physical regeneration of our towns, cities and rural areas and evaluate the benefits

3. Encourage the health sector, local government and other major employers to use their influence as service providers, property developers and employers to support the creation of more sustainable communities where services are appropriate and accessible to those they serve. Depending on circumstances, this may mean putting facilities in accessible places, or bringing services to people; employing and training local people to fill jobs and making sure that buildings add to their surroundings and minimise their impact on the environment

4. Reduce social exclusion and promote independence by improving transport links and the layout and design of new development

5. Proactively encourage workplaces to have active travel plans, which promote walking, cycling and the use of public transport

6. Promote partnership working to encourage 'designing for health' where new developments incorporate open space to encourage recreation, create accessibility to necessary services and promote the benefits of healthy transport choices.

For Planning, Transport and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (please provide as much evidence as possible to support any additional priorities)

2. Which of these Planning, Transport and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Housing and Health

Priorities for Action

1. Support the provision of decent homes, which promote health and well-being through design, energy efficiency, warmth and the reduction of risk of accidents in the home

2. Reduce the excess number of winter deaths and end fuel poverty

3. Reduce homelessness and improve the health of homeless people

4. Promote the housing needs of diverse and vulnerable groups and support people to remain in their own homes

5. Support and encourage better design of new developments to provide safe access to work, services and which promote positive health and well-being for example, through the provision of cycle and walking routes when designing new estates

6. Ensure that NHS and social care bodies are engaged in the design of major new housing developments so that services respond to changes in population through planning eg Section 106 agreements and other mechanisms.

For Housing and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Housing and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Environment and Health

Priorities for Action

1. Promote the benefits of a diverse natural environment for physical and mental health and support the development of good quality green space

2. Increase the number of people using the Region's countryside and greenspaces, in particular to work to meet emerging standards for accessible local greenspace

3. Reduce the number of people in the Region who do no physical activity

4. Halt the rise in the prevalence of obesity in children under 11 by 2010, whilst also tackling adult obesity levels

5. Reduce the number of people smoking within the Region and ensure others are protected from secondhand tobacco smoke

6. Protect people and their environment from risks such as air, land and water pollution

7. Tackle climate change by promoting the reduction of emissions of global warming gases from public sector premises by 20% by 2010

8. Reduce the health impacts that result from changes in climate and from an increase in the occurrence and frequency of extreme events such as flooding or extremes of heat

9. Reduce infectious disease rates, in particular to tackle inequalities

10. Ensure there are effective arrangements to minimise the health impacts of major incidents.

For Environment and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Environment and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Economy and Health

Priorities for Action

1. Ensure children and adults get the most out of life by supporting them to develop their skills for employment and access to employment

2. Develop workplaces as centres for promoting the health of the workforce and their families, and to promote health at work as a way of increasing productivity

The health and care sector can lead by example. Priorities should be to:

3. Broaden access to jobs in health and social care (public, private and voluntary sector), by targeting disadvantaged areas, communities and individuals, including those on long-term benefits

4. Use investment in the health and social care sector as a driver for economic growth

5. Agree an investment strategy between key partners which will help get the right people with the right skills in the right place at the right time.

For Economy and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Economy and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Culture, Physical Activity and Health

Priorities for Action

1. Achieve a 1% year on year increase in the physical activity levels of the population of the Region and reduce the number of people in the Region doing no physical activity, sport and active recreation

2. Proactively strengthen and develop partnerships at regional, sub-regional and local levels between arts and cultural sectors and health partners

3. Secure a long-term health and physical activity legacy from the 2012 Olympic and Paralympic Games for the West Midlands. Capitalise on the hosting of high profile sports events nationally and regionally

4. Capitalise on the planning system to assist with the provision of sports and leisure facilities

5. Improve the quantity, quality and accessibility of cultural opportunities and places for children and young people (up to 25 years of age)

6. Maximise the use of the arts and cultural sector in developing environments that support the delivery of modernised services, uptake of services and realisation of health priorities; whilst enriching the lives of patients, the wider community and staff.

For Culture, Physical Activity and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Culture, Physical and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Safer Communities and Health

Priorities for Action

1. Reduce crime rates by supporting local delivery and ensure there is a focus on tackling the underlying determinants

2. Proactively strengthen and develop partnerships at regional, sub-regional and local levels to promote community safety

3. Reduce the number of road traffic accidents

4. Promote partnership work to address domestic abuse both in the planning and delivery of services

5. Promote social justice, social cohesion and opportunity for all; including a shared understanding of behaviours that are acceptable or unacceptable

6. Promote good urban design to provide an environment which discourages crime and anti-social behaviour.

For Safer Communities and Health:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Safer Communities and Health priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Children and Young People

Priorities for Action

1. Advocate measures which reduce child poverty regionally and sub-regionally

2. Reduce the infant mortality rate within the Region with a particular focus on those areas with high rates

3. Ensure that the issues relating to safeguarding children are integral to regional and local strategies and delivery

4. Reduce teenage pregnancy rates by supporting local action and ensure there is a focus on tackling the underlying socio-economic determinants of teenage pregnancy

5. Promote sexual health priorities in planning and delivery systems across agencies

6. Meet the national targets for extended and healthy schools

7. Reduce childhood obesity.

For Children and Young People

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Children and Young People priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

Later Life

Priorities for Action

1. Advocate for measures, which tackle inequality and reduce poverty amongst the older population, nationally, regionally and sub-regionally. Ensure that older people's contribution is integral within all aspects of local communities and that their age, experience and diversity is truly valued

2. Maximise the quantity, quality and accessibility of local resources and facilities in order to ensure that all older people may be fully active consumers of public services, exercise choice and be engaged and included within their local communities

3. Proactively promote the benefits of a healthy lifestyle and prevention as part of general well-being and independence and ensure that issues relating to the provision of health are integral to regional and local strategies and delivery

4. Advocate for measures that ensure that older people can remain living within their own homes and communities in comfort and warmth for as long as they wish to do so including the end of life

5. To recognise and make plans for changes in population age structure over the next 25 years.

For Later Life:

1. Do you agree with the listed priorities? Are there any other priorities which should be considered? (Please provide as much evidence as possible to support any additional priorities)

2. Which of these Children and Young People priorities should the Health and Well-Being Strategy emphasise?

3. Can the priorities be linked with your existing organisational or partnership priorities? Please detail the links

4. Which of these priorities do you think should be a focus for activity and where could this be supported by your organisation?

General Questions

1. What level of involvement is your organisation or partnership willing to make to deliver the priorities in this Strategy? For example, would your organisation sign up to the Strategy or help inform the delivery of the Strategy?

2. Stages of life Chapters – Should the chapters of Children and Young People and Later Life be left as 'stand alone chapters' or do you think the issues raised in these chapters can be incorporated into other chapters such as Housing, Planning, Transport, Environment, Culture, Physical Activity, Safer Communities and Economy?

3. Have you any suggestions for bringing a greater European dimension to the strategy?

4. Do you have any other comments that you would like considered?

5. Do you have any comments on the format or structure of the document?