

## APPENDIX 12

### Summary of Priorities listed in the Regional Health and Well-Being Strategy and overlap with other regional strategies

Priorities	Regional strategy or framework	Priority included	Promote in other regional strategy/ specific action by Regional Health and Well- Being strategy
<b>Planning, Transport and Health</b>			
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.	Regional Spatial strategy	Links to chapter 7 'Prosperity for All', Policy PA1, agencies should 'ensure that conditions in 'areas of need' are addressed so that they also become 'areas of opportunity'	RHP to Promote health considerations and links via RES reviews and consultations
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.	Regional Spatial strategy	As above	As above

<p>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.</p>	<p>Regional Spatial strategy</p>	<p>Chapter 6, Communities for the Future 6.31 'In order to ensure communities can be provided with necessary services and social infrastructure, development plans should consider the need to identify opportunities for the development of key facilities, including those for health, education, spiritual, and leisure purposes. In identifying such opportunities, consideration should be given as to the most appropriate and sustainable locations that accord with the spatial strategy' (policy CF5 delivering affordable housing and mixed communities)</p>	<p>Support NHS West Midlands work on infrastructure planning</p>
<p>4. Reduce social exclusion and promote independence by improving transport links and the layout and design of new development.</p>	<p>Regional Spatial Strategy</p>	<p>Chapter 7 Prosperity for All, policy PA1, 'maintain and improve transport accessibility, both of goods and people, by all modes into, within and through all parts of the region' And 'any development 'should</p>	<p>Support NHS as a Corporate Citizen work and Infrastructure planning as above</p>

		be capable of being served by rail or high quality public transport within easy access of centres and facilities'	
5. Proactively encourage workplaces to have active travel plans, which promote walking, cycling and the use of public transport.	A regional plan for Sport in the West Midlands 2004- 2008	The benefits of an active workforce in the West Midlands to be researched and the findings used to encourage the promotion of active workplaces	Regional Health Partnership will use this work in supporting the RES on supporting health in the workplace.
	Regional Spatial Strategy	Chapter 9 , Transport and Accessibility', Policy T1 'measures to improve accessibility and mobility in other urban areas, market towns and rural areas so that more sustainable means of travel are encouraged and local regeneration initiatives are supported' Policy T3 – greater opportunities for walking and cycling, Policy T4, promoting travel awareness, Policy T5 integrated public transport	Support Links to NHS as a Corporate Citizen work

<p>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.</p>	<p>A regional plan for Sport in the West Midlands 2004- 2008</p>	<p>Action. The importance of physical activity opportunities are promoted within planning guidance, particularly encouraging active travel, including cycle networks or paths, walkways and walk to school opportunities Local Authorities and county sports partnerships and the Regional Planning Body to be supported in undertaking assessments of need and opportunities of open space, sport and recreation and developing sustainable strategies.</p>	
	<p>Regional Spatial Strategy</p>	<p>Chapter 8, 'Quality of the environment', Policy QE3, creating a high quality built environment for all (sustainability and community safety), Policy QE4, Greenery, urban green space and public spaces 'enhancing the setting of local residential neighbourhoods in built up areas' and 'ensuring adequate protection is given to key features such as parks, footpaths and cycle ways, river valleys, canals and open spaces'</p>	<p>Links to NHS as a Corporate Citizen</p>

<b>Housing and Health</b>			
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..	Regional Housing Strategy	Decent Homes covered in chapter 5 'ensure that the Government's Decent Homes Standards are met in the public and social rented sectors, and for those in vulnerable circumstances, in the private sector'	
2. Reduce the excess number of winter deaths and end fuel poverty.	Investing for Health 2007-2012 NHS West Midlands	The SHA will seek to agree with PCTs and then support a collaborative on reducing excess winter deaths	Regional Health Partnership will link with the collaborative to help take this forward with Housing Departments, energy companies and the NHS

	Regional Housing Strategy	5.20 The RHB will encourage a shift in the nature and scale of activity as far as energy efficiency and fuel poverty initiatives are concerned. The RHB will wish to see these programmes more effectively targeted than hitherto on 'vulnerable households' and on West Midlands Regional Housing Strategy Final Draft for RHB 22nd June 2005 'hard to heat' homes. These programmes should be more closely integrated to repair and improvement programmes under the Regulatory Reform Order (RRO), so that investment on improved energy efficiency is more effectively protected by repairs to the fabric of dwellings;	Work with Housing partnership on research on links between housing and health.
3. Reduce homelessness and improve the health of homeless people	Regional Housing Strategy	Homelessness covered extensively in chapter 4, People and Communities. In particular 4.17 encourages the setting up of partnerships including access to healthcare and health promotion including; Shared objectives between local	RHP Health representation on the Regional Homelessness Implementation group

		<p>housing and health providers</p> <p>Improved healthcare for homeless families</p> <p>Access to primary care for homeless</p> <p>Substance misuse (targeted health support)</p> <p>Children and homelessness</p>	
<p>4. Promote the housing needs of diverse and vulnerable groups and support people to remain in their own homes</p>	<p>Regional Housing Strategy</p>	<p>Chapter 4 of the strategy considers the specific needs and requirements of some of those who have distinctive housing issues including;</p> <p>BME, Homeless, Supporting People Assistance, People with Disability, Asylum seeker and refugee, gypsies and other travellers</p>	
<p>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.</p>	<p>Regional Housing Strategy</p>	<p>Chapter 5 'sustainable communities and decent homes' point 5.5 'enable a lifestyle that minimizes negative environmental impact and enhances positive impacts (e.g. by creating opportunities for walking and cycling, and reducing noise pollution and dependence on cars) and create cleaner, safer and greener neighborhoods' (e.g. by reducing litter and graffiti, and maintaining</p>	

		pleasant public spaces).’	
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.	Regional Housing Strategy	5.5 - Support the use of planning gain and to fund local health services or necessary enhancements, where appropriate within large scale developments, to achieve mixed, balanced and sustainable communities;	NHS West Midlands infrastructure planning work
<b>Environment and Health</b>			
1. Promote the benefits of a diverse natural environment for physical and mental health and support the development of good quality green space.			Promote ‘outdoor’ physical activity and mental wellbeing links via Big Lottery Projects such as ‘Shropshire Outdoors’ and groundwork related initiatives
2. Increase the number of people using the Region’s countryside and green spaces, in particular to work to meet emerging standards for accessible local green space			

3. Reduce the number of people in the Region who do no physical activity.	A regional plan for Sport in the West Midlands 2004- 2008	Achieve an increase of 50000 people who become involved in sport, physical activity or active recreation and through this contribute to reducing obesity and diabetes in the West Midlands	Support this strategy through BLF bid, joint work on health and sport between DH and Sport England.
a. Halt the rise in the prevalence of obesity in children under 11 by 2010, at the same time as tackling adult obesity levels	Investing for Health 2007-2012 NHS West Midlands	The SHA will seek to agree with PCTs and then support a collaborative on reducing levels of childhood obesity	RHP members will be part of the collaborative
4. Reduce the number of people smoking within the Region and ensure others are protected from second-hand tobacco smoke.	Investing for Health 2007-2012 NHS West Midlands	Part of the fully engaged chapter – performance management , collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.	
5. Protect people and their environment from risks such as air, land and water pollution.			

<p>6. Tackle climate change by promoting the reduction of emissions of global warming gases from public sector premises by 20% by 2010.</p>	<p>WMRA draft Climate Change Action Plan</p>	<p>Plan for low-carbon, well-adapted sustainable communities, with low-carbon new development, improved existing stock, and sustainable transport and waste planning to deliver substantially reduced emissions and resilience to likely climate change impacts.</p>	<p>Support via NHS as a Corporate Citizen network</p>
<p>7. 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.</p>	<p>WMRA draft Climate Change Action Plan</p>	<p>Communication: Increase awareness and understanding of the implications of Climate Change for the West Midlands amongst regional policy-makers, public sector organisations and businesses.</p>	<p>Promote health effects of climate change via consultation responses to draft strategies</p>
<p>8. Reduce infectious disease rates, in particular to tackle inequalities.</p>			
<p>9. Ensure there are effective arrangements to minimise the health impacts of major incidents.</p>			
<p><b>Economy and Health</b></p>			

<p>1. Ensure children and adults get the most out of life by supporting them to develop their skills for employment and access to employment.</p>	<p>West Midlands Economic Strategy. Working draft action plan 31<sup>st</sup> July 2007</p>	<p>Strategic objective. Skills for employment and enterprise. As well as raising aspirations we must ensure that individuals develop the skills they need for employment and progression to the higher value added jobs of the future. Action. Ensure young people and adults can access the skills and competencies they need to move into work and to improve their productivity and opportunities for progression to work.</p>	<p>Support and monitor delivery of the RES</p>
<p>2. Develop workplaces as centres for promoting the health of the workforce and their families, and to promote health at work as</p>	<p>A regional plan for Sport in the West Midlands 2004- 2008</p>	<p>The benefits of an active workforce in the West Midlands to be researched and the findings used to encourage the promotion of active workplaces</p>	

<p>a way of increasing productivity.</p>	<p>West Midlands Economic Strategy. Working draft action plan 31<sup>st</sup> July 2007</p>	<p>Strategic objective sustainable living.</p> <p>Action. Encourage people at work, through better information, advice and guidance to adopt new and creative practices through improvements in technology, changes in working culture and new approaches to procurement which support greater sustainability in energy and resource consumption and more healthy lifestyles.</p>	<p>Help delivery of this through the RES</p>
<p>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.</p>	<p>West Midlands Economic Strategy. Working draft action plan 31<sup>st</sup> July 2007</p>	<p>Strategic objective. Successful, thriving and growing economies require a network of high quality, sustainable urban and rural communities which attract and retain a diverse and thriving workforce. ACTION access to services, employment and skills throughout all our communities Action tackle identified barrier to economic inactivity and enterprise in particular in the most deprived areas in particular communities focusing on care and health factors alongside</p>	<p>Support delivery of the RES</p>

		skills and aspirations and travel to work hurdles.	
4. Use investment in the health and social care sector as a driver for economic growth	Investing for Health 2007-2012 NHS West Midlands	Developing the NHS as a good corporate citizen	Lead the work on the NHS corporate citizen with the SHA
	West Midlands Economic Strategy. Working draft action plan 31 <sup>st</sup> July 2007	Develop public sector procurement opportunities to encourage innovation and other beneficial change	
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.			
<b>Culture, Physical Activity and Health</b>			
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.	A regional plan for Sport in the West Midlands 2004- 2008	Achieve an increase of 50000 people who become involved in sport, physical activity or active recreation and through this contribute to reducing obesity and diabetes in the West Midlands	Support via 'Living Well in the West Midlands' physical activity outcomes

	Investing for Health 2007-2012 NHS West Midlands	Part of the fully engaged chapter – performance management , collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.	
2. Proactively strengthen and develop partnerships at regional, sub-regional and local levels between arts and cultural sectors and health partners	A regional plan for Sport in the West Midlands 2004- 2008	Role of county sports partnerships and local strategic partnerships to be clarified in relation to the coordination of physical activity programmes at a local level	
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.	A regional plan for Sport in the West Midlands 2004- 2008	Action. The importance of physical activity opportunities are promoted within planning guidance, particularly	

		<p>encouraging active travel, including cycle networks or paths, walkways and walk to school opportunities.</p> <p>Facilities planning modelling of sports halls, swimming pools and synthetic turf pitches undertaken in conjunction with county sports partnerships to identify and address strategic gaps in facility provision.</p>	
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.			

<b>Safer Communities and Health</b>			
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.			RHP to review membership and invite appropriate rep to attend for community safety
3. Reduce the number of road traffic accidents			
4. Promote partnership work to address domestic abuse in both 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.			
7. Reduce crime related to race and minority groups.			
<b>Children and Young People</b>			
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.	Investing for Health 2007-2012 NHS West Midlands	The SHA will seek to agree with PCTs and then support a collaborative on reducing perinatal and infant mortality	
3. Ensure that the issues relating to safeguarding children are integral to regional and local strategies and delivery.			
4. Reduce teenage pregnancy rates by	Investing for Health 2007-2012	Part of the fully engaged chapter – performance management ,	

<p>supporting local action and ensure there is a focus on tackling the underlying socio-economic determinants of teenage pregnancy.</p>	<p>NHS West Midlands</p>	<p>collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.</p>	
<p>5. Promote sexual health priorities in planning and delivery systems across agencies</p>	<p>Investing for Health 2007-2012 NHS West Midlands</p>	<p>Part of the fully engaged chapter – performance management , collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.</p>	
<p>6. Meet the national targets for extended and healthy schools</p>	<p>A regional plan for Sport in the West Midlands 2004- 2008</p>	<p>Partnerships between local education authorities, health agencies, school sport partnerships to be developed to support initiatives such as healthy schools</p>	

7. Reduce childhood obesity.	Investing for Health 2007-2012 NHS West Midlands	Part of the fully engaged chapter – performance management , collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.	
	Investing for Health 2007-2012 NHS West Midlands	The SHA will seek to agree with PCTs and then support a collaborative on reducing levels of childhood obesity	
<b>Later Life</b>			
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.	West Midlands Economic Strategy. Working draft action plan 31 <sup>st</sup> July 2007	Strategic objective. Skills for employment and enterprise. As well as raising aspirations we must ensure that individuals develop the skills they need for employment and progression to the higher value added jobs of the future. Action. Respond proactively to evolving demographic patterns among the region’s people to ensure a strong match of skills and	

		education alongside recruitment and retention practices to create appropriate and attainable employment opportunities for all...	
2. 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.	Investing for Health 2007-2012 NHS West Midlands	Part of the fully engaged chapter – performance management , collection of data, developing lifecheck, information to the public, tariffs developed to extend provision of lifestyle services, research on optimal balance between prevention , primary and secondary care., harnessing the power of commissioning to tackle health inequalities.	Support via projects in ‘Living Well in the West Midlands’ portfolio
3. 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.			

<p>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.</p>	<p>Investing for Health 2007-2012 NHS West Midlands</p>	<p>Provision of care closer to home through:-</p> <ul style="list-style-type: none"> <li>• Improving the management of LTCs. Designing services to meet the needs of all.</li> <li>• Driving improvements in the primary care through patient choice by publishing quality scores.</li> <li>• Extending self care and telephone outreach for patient with LTCs</li> <li>• Evaluating and refining case management interventions. Interventions. Extending community palliative care.</li> <li>• Reducing avoidable, unplanned admissions to secondary care</li> <li>• Ensuring better integration of community and hospital services</li> </ul>	
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	West Midlands Economic Strategy. Working draft action plan 31 <sup>st</sup> July 2007	Develop public sector procurement opportunities to encourage innovation and other beneficial change building on early collaboration on assisted living	
5. To recognise and make plans for changes in population age structure over the next 25 years			Support NHS West Midlands infrastructure planning