

APPENDIX 3

General Report

Comments on Priorities		
COMMENT	BY WHO	RESPONSE
Priorities		
Priorities should be divided into Regional / Local	Birmingham City Council's Health Overview & Scrutiny Committee. Regional Economic Officers Group to the West Midlands Regional Assembly	The action plan developed will be regional action to support local action
Only issues which can be addressed at Regional Level should be addressed in the Strategy.	Directors of Public Health (West Midlands)	As above
Priorities should be divided into urban/rural	Report from Consultation Event held on 21 May 2007	The action plan will be mindful of rural and urban issues
Numbering should not be the same for	Birmingham City Council's Health	The strategy document will have

<p>Priorities / Questions, e.g. use A,B,C for one of them.</p>	<p>Overview & Scrutiny Committee</p>	<p>numbered paragraphs to make it easier to reference.</p>
<p>Considerable overlap between priorities</p>	<p>Equality & Diversity Partnership</p>	<p>Noted and to be reflected in action plan which will concentrate on action in the next two to three years</p>
<p>Suggest you identify a small number of key priorities for action in the next few years so that it is possible to demonstrate a credible difference rather than seeking to pursue the whole range of issues identified in the consultation document. A number of the current priorities are duplicated in separate chapters but with slightly different wording.</p>	<p>Sandwell and West Birmingham Hospitals NHS Trust Worcestershire Partnership Advantage West Midlands</p>	<p>As above</p>
<p>The Strategy would benefit from clearer alignment with other regional strategies which would potentially deliver some of its priorities. This could also reduce the priorities listed to a more manageable and focussed number.</p>	<p>Equality & Diversity Partnership RAF West Midlands Overview & Scrutiny Network</p>	<p>The strategy will align with other regional strategies and the action plan will state where action is to support delivery through other regional strategies.</p>
<p>The current layout would benefit from a summary of the priorities at the front of the text.</p>	<p>PAN-WM Sport England</p>	<p>Noted and to be considered for final document</p>

<p>Priorities may benefit from being expressed in positive language, e.g. increase number of people doing something as opposed to reducing the number of people that aren't. This may foster proactive responses rather than reactivity and encourage more preventative type measures.</p>	<p>Worcestershire Partnership</p>	<p>Noted and to be considered in final version</p>
<p>Strategy should have a built in flexibility that also allows local areas to pursue their own additional 'local' priorities. Differences between urban and rural areas in the region of the strategy need to be recognised.</p>	<p>Worcestershire Partnership</p>	<p>Flexibility for local priorities is recognised. Strategy is aimed at regional action.</p>
<p>Thought needs to be given as to how to cross-reference priorities.</p>	<p>Arts Council England, West Midlands</p>	<p>Noted and will be considered in final document</p>
<p>Recommended additional chapters/ themes</p>		
<p>Add chapter on long-term conditions such as dementia.</p>	<p>Birmingham City Council's Health Overview & Scrutiny Committee</p>	<p>Long term conditions covered in NHS West Midlands Investment for Health strategy- Regional Health Partnership will support delivery of this strategy as appropriate</p>

<p>Need an additional chapter or supplement on mental health</p>	<p>Worcester City Council (Cllr Dr David Tibbutt, Cabinet Member)</p>	<p>The promotion of mental health will be enhanced in the final version</p>
<p>A more explicit focus on mental health and well-being is needed in the final strategy.</p>	<p>NHS West Midlands (The Board)</p>	<p>As above</p>
<p>Even though there are references to mental health, it is felt that either the introduction needs to draw attention to the significance of mental health throughout or be highlighted through the cross-referencing system.</p>	<p>Arts Council England, West Midlands</p>	<p>As above</p>
<p>Overall we feel that more could be explicitly made of the mental health agenda within some of the chapters and ,maybe a specific priority regarding improving mental health and well being in the region linked to decreasing the stigma attached to mental illness and promoting good mental health should be included within the document.</p>	<p>PAN-WM Sport England</p>	<p>As above</p>
<p>Lack of focus on mental wellbeing – there needs to be a definition of wellbeing. The focus is on later life rather than all ages, mental health should be integral throughout</p>	<p>Sandwell PCT (Public Health Directorate & Joint Policy Unit)</p>	<p>As above</p>

<p>all stages of life – there is a clear lack of recognition in children and young people.</p>		
<p>It seems logical that a Lifestyle Chapter should be included to incorporate ‘Choosing Health’ elements that appear fragmented in the current draft and are not appropriately weighted within the overall context.</p>	<p>Sport England, Report from Consultation Event held on 21 May 2007</p>	<p>The structure of the document was reconsidered and the diagram was included to show the connection between the individual and the layers of influence on the individual.</p> <p>The strategy is not aimed at the individual but about creating the environment to support the individual through the influence on regional and local policy.</p>
<p>The diagram on page 5 “Determinants of Health....” Is referred to on page 4 as a means for stimulating ideas for action in policy areas. From this ‘introduction’ it would seem logical that the document follows this approach in its layout and chapter heading reflect this i.e. Chapter 1 – Lifestyle Chapter 2 – Community Chapter 3 – (Local) Economy Etc.</p>	<p>Sport England</p>	<p>As above</p>

<p>This logic would include challenging the inclusion of separate older/young people chapters specifically. It is suggested that as part of the context / introduction within the strategy, that the decisions for its current structure are addressed.</p>		
<p>The strategy should have a lifestyle theme as the smoking, obesity and physical activity targets did not fit well with the environment chapter.</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>As above</p>
<p>Comments on Layout of Document</p>		
<p>Issues are duplicated in separate chapters. May read easier if issues mentioned only once but then referenced in other chapters.</p>	<p>Regional Economic Officers Group to the West Midlands Regional Assembly. HSE Hereford & Worcester Chief Environmental Health Officers Group</p>	<p>Noted and this will be considered for final document</p>
<p>Visions should be labelled objectives</p>	<p>Regional Environment Partnership</p>	<p>The confusion between visions/objectives noted. There will be one overarching vision for the document.</p>

<p>Stronger vision could be included in the introductory chapter, followed by aims and purposes which are related to objectives at the start of each chapter would be more understandable and add strength to the overall document.</p>	<p>Regional Environment Partnership</p>	<p>Noted and final document will attempt to do this</p>
<p>Useful to have numbered paragraphs in draft text</p>	<p>Regional Environment Partnership</p>	<p>Numbering will be included</p>
<p>Don't forget numbers in contents</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>As above</p>
<p>P8 in the chapter introduction chapters are not in the same order as they actually appear.</p>	<p>PAN-WM Sport England</p>	<p>Final document will be checked</p>
<p>The overall layout seems disjointed in places (i.e. the same section being split over several boxes/pages). The general presentation seems very rigid and difficult to read.</p>	<p>PAN-WM Sport England</p>	<p>Final layout will be in the corporate style of the Regional Assembly</p>
<p>Overall style of 'boxed text' doesn't work – boxes would imply complete information contained in them and this isn't the case with this document – e.g. page 3 with</p>	<p>PAN-WM Sport England</p>	<p>Final layout will be in the corporate style of the Regional Assembly</p>

<p>chair's introduction split – examples throughout the document.</p>		
<p>No date to document</p>	<p>PAN-WM Sport England</p>	<p>Final document will be dated</p>
<p>Contents page – sections are not numbered in the body of the document so it doesn't meet the document style. Better to give a content list with page reference, or number the sections within the document to make this clear.</p>	<p>PAN-WM Sport England</p>	<p>Noted for final document</p>
<p>The Vision statement is not given key prominence in the text – it is right at the end of the section.</p>	<p>PAN-WM Sport England</p>	<p>Noted for final document</p>
<p>References are arranged in sections and listed at the back of the document. Would be better to list at the end of each section if this is the preferred style for the document otherwise the document has lots of ref 1's – the usual style is to reference throughout document with large (high numbered list) at the back or reference using footnotes maybe?</p>	<p>PAN-WM Sport England</p>	<p>Noted. Final document will be in Regional Assembly corporate style and references will be done in accordance with this.</p>

<p>The issue of different writing style and smaller boxes with very little text need to be addressed to provide consistency to the document.</p>	<p>PAN-WM Sport England</p>	<p>Final document will be in Regional Assembly corporate style and so very unlikely boxes will be used.</p>
<p>Each section – seems to have same structure – would be good to list in contents – example: Planning, Transport and Health pages 9-15, Vision p10 etc.</p>	<p>PAN-WM Sport England</p>	<p>Each chapter did have the same guidance for structure – will consider again for final document.</p>
<p>Main partners and web links – why 2 boxes in each case? PAN-WM The website could appear alongside partner’s details in each case – also in the web links currently no order to the listings – not re the partners list nor alphabetical. PAN-WM</p>	<p>PAN-WM Sport England</p>	<p>Partners and web links are not always the same. Web links were to enable access to more information.</p>
<p>In order to ensure that the Strategy appears as an inclusive document it is recommended that more case studies are included but also that a number of rural case studies are included.</p>	<p>RAF, WMWFF</p>	<p>Noted for final document</p>
<p>Case Studies – viewing example on page 15 – very short and would recommend a style for these. Name of project, location,</p>	<p>PAN-WM Sport England</p>	<p>Noted for final document</p>

<p>partners, aim and recognised outcome. Keep to a style if only going to give brief information.</p>		
<p>Case Studies should be about regional action rather than local action.</p>	<p>Directors of Public Health (West Midlands)</p>	<p>As above</p>
<p>Acknowledgements – the layout makes it difficult to read. It could be split by chapter which may be more use and would improve structure.</p>	<p>PAN-WM Sport England</p>	<p>Difficult to split by chapter as people would be duplicated – but accepted layout could be improved for final version.</p>
<p>There should be more photographs that are in an obviously rural context.</p>	<p>RAF, WMWFF</p>	<p>Final document will be in Regional Assembly corporate style so may not include many photographs.</p>
<p>There would need to be a glossary of terms – in the vision it describes ‘health improvements, health and wellbeing’ but this means different things to different people.</p>	<p>Sandwell PCT (Public Health Directorate & Joint Policy Unit)</p>	<p>Glossary will be extended to include these terms</p>
<p>Could be improved by having housing and homelessness issues explicitly throughout the strategy. At the moment it is a stand alone section and the issues are not embedded into the strategy.</p>	<p>Shelter</p>	<p>Comment noted and this will need to be considered particularly in action planning.</p>

<p>Would benefit from having an executive summary</p>	<p>Staffordshire County Council (Members)</p>	<p>Noted for final document</p>
<p>In the final version, it would be useful to give thought to how the essential information that it contains can be summarised within a smaller, more accessible document.</p>	<p>Culture West Midlands</p>	<p>Noted for final document</p>
<p>There is an absence of a specific equality section</p>	<p>West Midlands Strategic Migration Partnership (Dave Newall – Policy Officer)</p>	<p>The decision was taken by the Regional Health Partnership to ensure equality was a cross cutting theme for all priorities.</p>
<p>Not apparent who the ‘audience’ for this document is</p>	<p>Arts Council England, West Midlands</p>	<p>Final document will try and make this more explicit.</p>
<p>Document is difficult to read and the layout does not aid the understanding or accessibility of the information. It is felt that a ‘plain English’ approach would assist with this as well as involving a professional editor and graphic designer who could seriously increase the accessibility of the document.</p>	<p>Arts Council England, West Midlands</p>	<p>The RHP had no budget to produce the strategy and is not in a position to employ a professional editor and designer. Final document will be in Regional Assembly corporate style.</p>
<p>As the strategy is to 2020 a solution to the</p>	<p>Arts Council England, West Midlands</p>	<p>Executive summary will be</p>

<p>design, amount of text and approach may be to shorten the document to some truly inspirational and aspirational cross-referenced statements backed up by web links, thus allowing the information to be current.</p>		<p>considered for final version.</p>
<p>Comments on Monitoring Actions</p>		
<p>Need for transparency, who is doing what in terms of addressing the priorities?</p>	<p>West Midlands Overview & Scrutiny Network West Midlands Strategic Migration Partnership (Dave Newall – Policy Officer)</p>	<p>A two to three year action plan will be developed</p>
<p>Need clear, measurable criteria and targets, at the moment Strategy is too high level and no indication as to how most of the priorities are to be addressed.</p>	<p>Advantage West Midlands Woodland Trust GOWM –Drugs Team</p>	<p>A two to three year action plan will be developed</p>
<p>Work with LSPs for coordinated impact</p>	<p>Regional Economic Officers Group to the West Midlands Regional Assembly.</p>	<p>Noted</p>
<p>Need reference to geographic priority or targets</p>	<p>Equality & Diversity Partnership</p>	<p>Main focus is on regional action</p>

Comments on Resource / Delivery		
<p>Strategy should link with the provision of the necessary resources.</p>	<p>Herefordshire Partnership</p>	<p>The partnership does not have a specific resource. Its main focus is to influence the resources of other organisations. It uses the resources of its partners but can collaborate to obtain resources e.g. the Big Lottery Find grant of £6.7m</p>
<p>Concern about supply of resources to deliver programme</p>	<p>Roger Trotman</p>	<p>As above</p>
<p>Want to see reference to resource provision</p>	<p>Regional Economic Officers Group to the West Midlands Regional Assembly.</p>	<p>As above</p>
<p>This document relies very heavily on input from the Health profession, and rightly so as health professionals have the information and experience to draft such a consultation. However, delivery of the document is going to be from a much wider range of partners so some thought should be given to the way it is finally presented.</p>	<p>TUC, West Midlands</p>	<p>Noted</p>

<p>Recognise differences in delivery/address in rural areas</p>	<p>Regional Economic Officers Group to the West Midlands Regional Assembly. RAF West Midlands Overview & Scrutiny Network</p>	<p>Noted</p>
<p>Media attitudes. How do we get the media to be an advocate for the positive messages this strategy wants to get across?</p>	<p>Equality & Diversity Partnership</p>	<p>This will be considered in action plan</p>
<p>Alignment with other regional strategies</p>		
<p>Helpful to clarify how the strategy sits in relation to these other strategies.</p>	<p>Worcestershire Partnership West Midlands Overview & Scrutiny Network</p>	<p>The Regional Health and Well- Being strategy will not duplicate other regional strategies. It will support the delivery of these strategies by influencing others, making strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.</p>
<p>There is also a need to consider the impacts of other strategies on health and</p>	<p>WMWFF</p>	<p>As above</p>

wellbeing, such as the Spatial Strategy and the Economic Strategy for the Region.		
Strategies to align with are: Regional Spatial Strategy, Regional Transport Strategy, Regional Housing Strategies, Local Area Agreements, and Sustainable Community Strategies.	West Midlands Overview & Scrutiny Network	As above
Should be more relevant to other agencies key functions and policy areas.	West Midlands Overview & Scrutiny Network	As above
Need to align with other strategies	Sustainability West Midlands Policy Group	As above
Link to other strategies	Rural Workshop on Health and Health Services	As above
Need to align Strategy with 'Commissioning Framework for Health and Well-Being' particularly the 'How can we get there' section.	Accord Housing Association Limited	As above
A purpose of the RHWB strategy is that it will sit alongside and influence other regional strategies (RSS, RES, etc). This should be stipulated as an aim.	PAN-WM Sport England	Noted for final document

<p>Other Comments</p>		
<p>Aims and Purpose: We would suggest a stronger context using the RSDf as the starting point and includes an early consideration of the impact of climate change mitigation and adaptation. A stronger vision & revised aims related directly to each chapter and substituted for the current chapter vision statement could follow on. This could mean that the Priorities for action could then be refocused to move away from objectives type statements to action statements with links to timing and performance monitoring, perhaps using an action plan approach over the next three years. An alternative is to flag up the production of a separate Action Plan to integrate with the Strategy, but would contain those priorities for action to be undertaken and agreed by partners over the next three years.</p>	<p>Regional Environment Partnership</p>	<p>Action plan will be developed to support the strategy.</p>
<p>Use of speech marks where inverted apostrophes should be used for titles of</p>	<p>PAN-WM Sport England</p>	<p>Noted</p>

documents – example – inside cover.		
References – need to be better – e.g. p4 third ‘box’ – diagram ² – no diagram ref on page – needs to be named but is really Diagram 1. Name – then text should refer to correct details – diagram 1 p5. The actual superscript reference is to PAN-WM the publication that the diagram was taken from.	PAN-WM Sport England	Noted
Page 6 – box 4 – the references to sources and quotes throws the text and doesn’t describe where the lists can be found.	PAN-WM Sport England	Noted
Care in text continuity – example page 19, ‘box2’ – last sentence – “below is” where the text is actually on the next page.	PAN-WM Sport England	Noted
We feel more work may need doing on the Abbreviations, glossary and further information section – as it does not currently fulfil its goal.	PAN-WM Sport England	Noted
Measures need to be included in the statutory monitoring of the spatial strategy	Directors of Public Health (West Midlands)	Indicators for monitoring the strategy will be considered in the action plan

<p>e.g. the number of road miles with 20mph speed limit.</p>		
<p>Should the timeframe of the strategy be 2020 as in the vision?</p>	<p>Regional Environment Partnership</p>	<p>Need a vision and a strategy which has a long timeframe but the action plan will concentrate on the next two to three years.</p>
<p>Is it the role of the strategy to address poverty in children?</p>	<p>Regional Environment Partnership</p>	<p>This priority was considered important. The Regional Health and Well- Being strategy will not duplicate other regional strategies. It will support the delivery of these strategies by influencing others, making strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.</p>
<p>Aims and purpose: Change 'Ensure healthcare investment contributes to economic, social and physical regeneration' to 'Ensure healthcare investment contributes to economic, social and environmental planning and regulation.'</p>	<p>Regional Environment Partnership</p>	<p>Noted</p>
<p>Aims and purpose: Change 'Ensure the</p>	<p>Regional Environment Partnership</p>	<p>Noted</p>

<p>projected demographic changes for the region' to 'Plan for the projected demographic changes for the region'.</p>		
<p>Aims and purpose: Change ' Ensure that health and wellbeing is improved without cost to the environment and that health and environment are promoted simultaneously' to 'Ensure that health and wellbeing is improved and enhances the environment, reducing environment impact and that the benefits of an integrated approach to health and environmental issues are promoted.'</p>	<p>Regional Environment Partnership</p>	<p>Ideally this would be included but when considering the priorities RHP did not feel that all its actions would enhance the environment.</p>
<p>Aims and Purpose: How does the strategy provide a framework for LAAs?</p>	<p>Regional Environment Partnership</p>	<p>By strategic alignment. It is important that if there are issues identified through LAAs that require regional action the strategy addresses these. It is recognised that LAAs are only one delivery mechanism but the partnership felt it was important to recognise them.</p>
<p>Aims and Purpose: The importance of Sustainable Development (SD) to the strategy has already been recognised in the</p>	<p>Regional Environment Partnership</p>	<p>Noted for final version</p>

<p>introduction. Concern that the strategy mixes up SD with environmental sustainability on page 26 in the environment and health chapter.</p>		
<p>Link to West Midlands in Europe Life-Long Learning Group and the European Strategy for Child and Adolescent Health and Development WHO 2005.</p>	<p>Equality & Diversity Partnership</p>	<p>Links with Europe will need to be further explored.</p>
<p>Lottery Bids. How might there be some process of ensuring synergy in the regional programmes?</p>	<p>Equality & Diversity Partnership</p>	<p>The steering group for the Big Lottery Fund will take this forward and it will link to the action plan</p>
<p>In terms of the RSS the health sector can support and strengthen key policies such as Reducing the Need to Travel by private car not only in theory but in practice by the nature of location choices of its facilities.</p>	<p>Friends of the Earth, West Midlands</p>	<p>Noted</p>
<p>The strategy should address how the decisions we take today are going to impact upon future generations and those millions of people who are having to deal with the consequences of our inefficient and wasteful use of resources.</p>	<p>Friends of the Earth, West Midlands</p>	<p>This may be too detailed for the strategy but it is one of the underlying principles. The strategy does want to look at the impact regional policies have on the health of people living in the West Midlands</p>

<p>Aims and Purpose: Statement 2, Unsure that the strategy has identified sufficient issues or actions or even has the power to achieve such a goal – work towards it would be more realistic – “Ensure children and young people are free from the effects of poverty”</p>	<p>NHS West Midlands (Pauline Smith, End of Life Care Lead)</p>	<p>Noted for final version. The Regional Health Partnership will support this aim by influencing others, making strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.</p>
<p>Aims and Purpose: Statement 4, If ‘ensuring’ is the aim then it will be important to raise the contradictory and conflicting decisions made in different parts of the strategy and how resources and their use in and across the West Midlands may in fact limit achieving this.</p>	<p>NHS West Midlands (Pauline Smith, End of Life Care Lead)</p>	<p>Noted for final version. The Regional Health Partnership will support this aim by influencing others, making strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.</p>
<p>Aims and Purpose: Statement 5, Recognise the projected demographic changes – this has no value on its own, Add: Identify and start to address the implications.</p>	<p>NHS West Midlands (Pauline Smith, End of Life Care Lead)</p>	<p>Noted for final version. The Regional Health Partnership will support this aim by influencing others, making strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.</p>
<p>Aims and Purpose: Statement 8, need more than recognise Add: gain agreement for or work towards...</p>	<p>NHS West Midlands (Pauline Smith, End of Life Care Lead)</p>	<p>Noted for final version. The Regional Health Partnership will support this aim by influencing others, making</p>

		strategic links, enabling and facilitation, sharing best practise and by monitoring delivery.
Aims and purpose (p5) seem muddled and should be written and presented clearly and separately.	PAN-WM Sport England	Noted for final version
If the strategy is rooted in the needs of the population how is community consultation represented within the strategy?	PAN-WM Sport England	Noted wording will be changed in final version strategy was not aimed at individuals
P6-Wanless report is referenced and it is assumed that the text will be understood by the reader. Non-health based readers particularly will not necessarily understand the context and meaning of this statement.	PAN-WM Sport England	Noted for final document
P6/7. The context for, and impact of, health inequalities in the region is very clearly represented with the 'railway' diagram in "Choosing Health for the West Midlands". This has a much more powerful impact on the reader than the bullet point statistic that is currently included.	PAN-WM Sport England	Noted will try to incorporate in final version

<p>P7. West Midlands has the lowest physical activity and sport rates of any region in England, this could be included in the example points.</p>	<p>PAN-WM Sport England</p>	<p>Noted. Examples were included these will be reviewed for final version.</p>
<p>Priority groups are highlighted but it should be emphasised throughout the document that equality issues run as a common thread through each chapter.</p>	<p>PAN-WM Sport England</p>	<p>Noted for final version</p>
<p>Play England urges this strategy to seriously consider issues of play in its future development.</p>	<p>Play England</p>	<p>Play is mentioned but joint work with Play England will be further explored in action plan</p>
<p>Include a regional emphasis on food policy including procurement. There should be links to planning, economy and culture – this is mentioned throughout the document but it needs stronger emphasis.</p>	<p>Sandwell PCT (Public Health Directorate & Joint Policy Unit)</p>	<p>Noted will try to reflect this in final version</p>
<p>Quality of Life should underpin this strategy</p>	<p>Sandwell PCT (Public Health Directorate & Joint Policy Unit)</p>	<p>Noted will try to reflect this in final version</p>
<p>Food and health agenda seems to have been somewhat sidelined within this document and the short paragraph on childhood obesity misses some of the wider</p>	<p>School Food and Health Co-ordinator (West Midlands Region)</p>	<p>Noted will try to reflect this in final version</p>

<p>issues around food and health in the region. It is important that work with communities, early years and the work around nutrition in schools particularly concerning improving school food in the region should be included within the strategy. (RPHG objectives listed in response)</p>		
<p>P8 second box – should read ‘Sport England WEST MIDLANDS’ rather than Sport England</p>	<p>Sport England</p>	<p>Noted for final document</p>
<p>P8 last box, second paragraph should read ‘the strategy has been developed using strategic analysis..’</p>	<p>Sport England</p>	<p>Noted for final document</p>
<p>Almost nothing relating to the current crisis in the NHS dental services, dental pain causes many lost work days per year.</p>	<p>John Chadwick, Consultant Orthodontist</p>	<p>Access to NHS Dentistry key priority for SHA strategy Investment for Health – will pick up the link with workplace health in the action planning for this area of work</p>
<p>For the sake of clarity it would be beneficial if the phrase ‘culture and leisure’ was used throughout the document, except where specific aspects of culture and leisure are</p>	<p>Culture West Midlands</p>	<p>Noted for final document</p>

<p>referred to, e.g. sport, art, walking.</p>		
<p>There appears to be a lack of attention with regard to black and ethnic minority communities and individuals and the response to migrant workers and their settlement.</p>	<p>West Midlands Overview & Scrutiny Network</p>	<p>The intention was for the communities to be a cross cutting theme. Final document will be reviewed again to try and pick up this point</p>
<p>Somewhere in the document there needs to be a reference to the food and drink industry and the changing face of consumer choices in relation to food</p>	<p>Arts Council England, West Midlands</p>	<p>This will be included in the Culture, Leisure & Health chapter.</p>
<p>Inner city ethnic minority communities come from rural areas in their country of origin but now live in urban areas – potential link to city allotments. It would be beneficial to get the media to be an advocate for the positive messages this strategy wants to get across.</p>	<p>Sustainability West Midlands Policy Group</p>	<p>Noted</p>
<p>Strategy should:</p> <ul style="list-style-type: none"> ➤ Prioritise and champion a move towards low carbon solutions. ➤ Have a vision of health and well-being that measures social and 	<p>Rural Workshop on Health and Health Services</p>	<p>Final document will try to address these points</p>

environmental health more accurately and robustly for the rural areas to ensure that they are not unduly disadvantaged.

- Be flexible enough to allow programmes of investment and activity appropriate to different locations whether rural or urban, large or small.
- Actively promote both the understanding of what constitutes 'sustainable rural communities' and what will help them remain sustainable in the future.

Signups to Strategy Overall

Equality & Diversity Partnership

The Equality and Diversity Partnership would also be happy to raise this matter with the new Commission for Equality and Human Rights and propose it has an input in the delivery of this Strategy through its links with employers and employees.

Forestry Commission

Health & Well-being is a key theme in the RFF and we have developed a Woodland and Health grant under the Active Woods banner. We run walks and other events on FC land under the Active Woods banner.

Friends of the Earth. West Midlands

Wish to have greater involvement in its future development.

NHS West Midlands (The Board)

Generally NHS West Midlands could assist in the monitoring of delivery of the strategy by sharing the information it collects to performance manage the PCTs around life expectancy, child and maternal health, lifestyles, long term conditions, older people, primary care and partnership working.

Providers will also be required to collect information on lifestyle risks of their patients, which could be useful for the monitoring.

	<p>The SHA will commission research in 2007/08 to objectively determine the optimal proportion of spend on prevention, self-care and associated upstream interventions in the West Midlands. This will be used to set ambitious five and 10-year targets for a shift in investment between prevention and treatment services for each PCT and progress toward these will be monitored annually through the Local Delivery Plan</p> <p>In the Strategic Framework, we identify short-term (one-year) medium term (three years) and longer-term (5 years) targets, which could be used to assist in the implementation plan for the Regional Health and Well-Being Strategy.</p>
RAF	<p>The WMRAF will sign up to the Strategy and will use its networks to disseminate it widely. Implementation will be for individual organisations to sign up to but the WMRAF will encourage implementation.</p>
Staffordshire County Council (Members)	<p>We would be happy to sign up to the strategy and ensure its priorities are included in local implementation plans.</p>
TUC, West Midlands	<p>It is disappointing that we are not explicitly mentioned as one of the wider partners. So too, the business community is absent as a specific partner, surely an oversight given the opportunities that could be gained from engaging with</p>

working people via their workplaces.