

APPENDIX 7

Economy and Health

Recommended Content Improvements		
COMMENT	BY WHO	RESPONSE
2 Whitehall studies dispel the myth that those in high status jobs are more at risk of heart disease. More senior and less disadvantaged you are the longer you can expect to live.	ACAS Midlands & Eastern Region	Studies will be referenced in final version.
Should include detail on returning to work after health / mental health problems.	ACAS Midlands & Eastern Region	We will incorporate this into the workplace health section.
Absenteeism and poor productivity are caused by poor organisation and responsibility for change falls on poorly trained line managers.	ACAS Midlands & Eastern Region	Studies will be referenced in final version.
Should align with Regional Economic Strategy	Regional Economic Officers Group to the West Midlands Regional Assembly.	The chapter is aligned with the Regional Economic Strategy.
Target disadvantaged groups, discrimination extends beyond gender.	Regional Economic Officers Group to the West Midlands Regional Assembly	The chapter does discuss targeting disadvantaged groups

	Herefordshire Partnership	(please see case studies). We will attempt to make this more explicit.
Health service should lead by example by offering jobs to people who experience mental health difficulties.	Regional Economic Officers Group to the West Midlands Regional Assembly Worcestershire Partnership	The health service does do this. A number of the clients that come through the ACTIVATE project have mental health issues. East and North Birmingham PCT have recently run a successful pilot project for this client group.
Address problems in rural areas such as: Fewer high skilled employment opportunities, Fewer higher education establishments, Stark disparity between average income and house prices in rural areas, Less or no leisure activities / centres. Should be an emphasis on tackling worklessness and growing the business base in this sector.	Regional Economic Officers Group to the West Midlands Regional Assembly	The Learning and Skills Council has specific funding allocated for deprived areas in the rural market towns for 2008. It will be stated in the chapter.
Link to Regional Skills Partnership, WMiE Life-Long Learning Group.	Equality & Diversity Partnership	University Hospital Birmingham NHS Foundation Trust are members of WMiE, the Regional Health Partnership, and a sub-group of the Regional Skills Partnership.
Section on procurement should go further	Friends of the Earth, West Midlands	Corporate Social Responsibility is

<p>in reducing the social and environmental impacts of this economic activity. It should be noted that as one of the largest employers in the region the health sector procures a lot more than purely medical products and services. A procurement strategy with local ethical and environmental credentials should be developed in an open and transparent manner.</p>		<p>a serious issue for the NHS. Within the West Midlands we have an NHS Corporate Citizen Network which is looking at procurement issues. We have asked the Regional Assembly whether they can invite Friends of the Earth to get involved in any regional work on procurement.</p>
<p>The availability of fresh local food produce to challenge the “corporatisation” of the food we consume both in and out of the hospital environment is something that this strategy should try and address.</p>	<p>Friends of the Earth, West Midlands</p>	<p>As above</p>
<p>Overlap between lifestyle and occupational health issues should receive recognition.</p>	<p>HSE</p>	<p>Will be incorporated into the chapter.</p>
<p>Include info about HSE Stress Management Standards: These not only include the workload or work patterns but also the work environment itself. Standards cover:</p> <ul style="list-style-type: none"> • ‘Control’ (How much say the person has in the way they do their work). 	<p>HSE</p>	<p>Will be incorporated into the chapter.</p>

<ul style="list-style-type: none"> • 'Support' (The encouragement, sponsorship and resources provided by the organisation, line management and colleagues). • 'Relationship' (Includes promoting positive working to avoid conflict, and dealing with unacceptable behaviour). • 'Role' (Whether people understand their role in the organisation and whether the organisation ensures that the person does not have conflicting roles). • 'Change' (How organisational change (large or small) is managed and communicated in the organisation). 		
<p>As a key part of their work, health and safety regulators will influence the health of the Midlands working population and this should be recognised, for example by a statement of support within the strategy for compliance with health and safety legislation such as regulations on Manual Handling, the Control of Substances Hazardous to Health etc.</p>	<p>HSE</p>	<p>Will be incorporated into the chapter.</p>
<p>Emphasise the value of developing</p>	<p>Herefordshire Partnership</p>	<p>The case studies do illustrate the</p>

<p>strategic partnership based approaches to creating more and better jobs in our growth sectors/clusters and linking these to jobs to our more disadvantaged population.</p>		<p>value of this type of approach, but we will try and emphasize it more within the chapter.</p>
<p>In focusing on sick leave records, it is important not to overlook casual workers, particularly rural portfolio workers.</p>	<p>Herefordshire Partnership</p>	<p>Comment noted</p>
<p>The estimated cost of Physical Inactivity is £8.2 Billion per year to health and the economy through lost days at work. There is a real need to look at the issue of work place health and develop effective ways to encourage employers to invest in their employee's health to aid production and the health of workers.</p>	<p>PAN-WM</p>	<p>Improving workplace place health may or may not be connected to investment. Some good results for companies have come from investing on a small scale, such as in training for line managers, to improve the uptake of existing services.</p>
<p>There should be more emphasis on supporting vulnerable adults to get back into work and/or to remain in work. Being in employment benefits individuals and families by contributing to income and promotes good mental health.</p>	<p>Staffordshire County Council (Members)</p>	<p>The chapter does discuss targeting disadvantaged groups (please see case studies). We will attempt to make this even more explicit.</p>
<p>P40 Our focus in this section would be on developing a healthy workforce.</p>	<p>Staffordshire County Council (Members)</p>	<p>Noted</p>

<p>“Health and Safety” as trade unions recognise it is missing from this section. Avoiding workplace accidents does not get a mention, nor does exposure to other workplace risks. Neither is there any mention of occupation health provision other than in the health and care sector.</p>	<p>TUC, Midlands</p>	<p>Will be incorporated into the chapter.</p>
<p>Needs to be a greater profile to the need for employers to do more to promote workplaces which increase well being and encourage physical activity and social interaction.</p>	<p>Culture West Midlands</p>	<p>We feel that the chapter does emphasize this, but will attempt to make it more explicit.</p>
<p>It was noted that it is important not to just get people back to work but also to retrain them in work as they can drop out quite quickly.</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>Will be incorporated into the chapter.</p>
<p>Government has withdrawn funding for non-vocational training. Formalised learning appears threatening to many older people.</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>There are providers who are funded to deliver non-vocational engagement provision.</p>

Priority	Suggested Improvements	Rank Awarded	Action Currently Being Taken
<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>Make the link to tackling worklessness. (Regional Economic Officers Group to the West Midlands Regional Assembly). We will make the link more explicit.</p> <p>The emphasis on 'highly-skilled' jobs should include those rural crafts such as hedge-laying and stonewalling that are currently in danger of dying out, but are crucial to enabling the agricultural sector to perform its function of country stewardship. (RAF). These important rural trades are funded by the LSC as apprenticeships at Hereford College.</p> <p>Specifically include old people (Worcestershire Partnership) We will reflect the Regional Economic Strategy in this respect.</p>	<p>1= Birmingham City Council 1= Coming of Age 1= Forestry Commission 1= Staffordshire County Council (Members) 1= WMWFF 1= Warwickshire County Council (Adult, Health and Community Services) 1 Report from Consultation Event held on 21 May 2007</p>	<p>Natural England has two important programmes of work around volunteering and education. Both programmes offer people (adults and children) the opportunity to engage with the natural environment and thus add to their quality of life and sense of wellbeing. The added benefit is that they will also have contributed to improvements either for other people or for wildlife. (Natural England)</p> <p>Arts Council England has a key strategy to support Children and Young People and commitment to working with agencies such as Sure Start to increase the wellbeing of children and young people through engagement with the arts. Creative Partnerships and other organisations have engaged and promoted healthy</p>

	<p>Although Skills is fundamental to employment this priority is a little vague in terms of what supporting (skills development) would actually mean. This priority could for instance focus on excluded groups such as workless households or long term sick and health. (Arts Council England, West Midlands) <i>(We will make the focus more explicit)</i></p> <p>Make reference to training opportunities both for work and in work, as well as promoting “healthy modes of access” (Sustainability West Midlands Policy Group)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>Will be incorporated into the chapter.</i></p> </div>		<p>living through arts projects including “Feed Me” run by Fierce. http://www.fiercetv.co.uk (Arts Council England, West Midlands)</p>
<p>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</p>	<p>Members do not believe it should be compulsory for workplaces to be used to discuss the health of an employee’s family. This may</p>	<p>1= Coming of Age 1= Forestry Commission 1= NHS West Midlands – The Board</p>	<p>PAN-WM supports the development of active workplaces and will disseminate good practice</p>

<p>increasing productivity.</p>	<p>put unnecessary burden on small/medium businesses, however, where appropriate, the Committee feels that such an initiative may be beneficial. (Birmingham City Council) (Will be incorporated into the chapter.)</p> <p>Cross reference with Planning, Transport and Health Priority 1. Prepare people for retirement through the workplace, culture. (Equality & Diversity Partnership) (Will be incorporated into the chapter.)</p> <p>Would like to see the word “safe” included in recognition of the impact unsafe working practises can have on the viability of a business through accidents and/or potential enforcement action. (Hereford & Worcester Chief Environmental Health Officers Group), (Wychavon District Council)</p> <div style="border: 1px solid black; padding: 2px; width: fit-content;"> <p>Will be incorporated into the chapter.</p> </div>	<p>1= Staffordshire County Council (Members) 1= WMWFF 1 Wychavon District Council 1= Arts Council England, West Midlands 1= Warwickshire County Council (Adult, Health and Community Services) 3 Report from Consultation Event held on 21 May 2007</p>	<p>regarding active workplaces and will work to support those leading agenda. (PAN-WM)</p> <p>Sport England supports increasing physical activity, active recreation, and sport in the workplace and is a partner in the delivery of the national well@work pilot schemes. (Sport England)</p>
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<p>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>Link with West Midlands Business Council – work with the business and public sectors to widen how they advertise employment opportunities. (Equality & Diversity Partnership)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>The Hub based model suggested as a way forward deliberately engages disadvantaged communities to make them more aware of health and social care job opportunities and improve their chances of success. Also, most NHS organisations are moving as standard to online recruitment only. Will be incorporated into the chapter.</p> </div>	<p>1= NHS West Midlands – The Board 2 Report from Consultation Event held on 21 May 2007</p>	
<p>4. Use investment in the health and social care sector as a driver for economic growth.</p>	<p>Should explicitly draw out the health sector’s procurement opportunities. (Regional Economic Officers Group to the West Midlands Regional</p>	<p>1= Birmingham City Council 1= NHS West Midlands (The Board) 1 Worcestershire Partnership 1= Arts Council England, West</p>	<p>Natural England is working with the health care sector to improve the grounds of certain facilities in the region which are more conducive to improved patient care. (Natural</p>

	<p>Assembly) (A DOH funded study by the Research Partnership examined procurement in a small number of NHS Trusts in the West Midlands. Conclusions will be added to the chapter. Identifying all opportunities is a large piece of research work as NHS procurement needs are complex.)</p> <p>Link health and prosperity through the West Midlands Economic Strategy to ensure consistent priorities regarding health. (Equality & Diversity Partnership) (The chapter is aligned with the Regional Economic Strategy.)</p> <p>Not sure as to whether this is a priority (Malvern Hills District Council)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Noted. The NHS is the country's largest employer.</p> </div>	<p>Midlands 5 Report from Consultation Event held on 21 May 2007</p>	<p>England) Investment through the delivery system specifically prioritises using opportunities to link health and sport investment to contribute to achieving 1% increase in Sport and Activity participation in the West Midlands. (PAN-WM), (Sport England)</p>
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<p>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.</p>	<p>Needs more clarity (Birmingham City Council)</p> <p>Include leadership and management skills. Cross reference with Priority 3. (Equality & Diversity Partnership)</p> <p>This could be difficult to achieve (Malvern Hills District Council)</p> <p>Could be integrated with priority 3 above which is much more specific and be strengthened by reference to include leadership and management skills. (Sustainability West Midlands Policy Group)</p> <div data-bbox="621 1024 1060 1239" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>The chapter will be amended to take account of this.</p> </div>	<p>4 Report from Consultation Event held on 21 May 2007</p>	
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Additional Priorities Recommended

Support the environmental technologies cluster either in this chapter or the Environment and Health chapter.

Regional Economic Officers Group to the West Midlands Regional Assembly.

We certainly support the idea of an environmental technologies cluster.

Encourage the creation and growth of health related employment and businesses (including social enterprise), linking in particular to the region's medical technologies cluster.

Regional Economic Officers Group to the West Midlands Regional Assembly

The chapter aims to encourage such employment growth. Some members of the Regional Health Partnership are active partners of the medical technologies cluster and bodies such as Central Technology Belt and Science City and support the suggested additional priority as part of the skills and jobs priority supplied. The NHS relies on external funding to support the delivery of this work.

May be scope to set out additional/extended priorities within this section, including raising awareness amongst people not in work of the health benefits of working as well as promoting the business / productivity benefits of healthy employees to business, making

Regional Economic Officers Group to the West Midlands Regional Assembly

This work is already being taken forward by members of the RHP and their partners. We will make it more explicit within the chapter.

<p>the economic case for investing in health; and support for occupational health services in the region.</p>		
<p>Priority about VCS; strengthening capacity of sector to engage and add value including commissioning and social enterprise.</p>	<p>Equality & Diversity Partnership</p>	<p>This is the policy of some, but not all the organisations in the Regional Health Partnership depending on their requirements. We do not wish to raise expectations within the VCS that there are resources allocated to do this.</p>
<p>Priority regarding health and well-being benefits of being a volunteer (physical and mental).</p>	<p>Equality & Diversity Partnership</p>	<p>This is not a stand alone priority, but we will incorporate it into the chapter. We would be grateful if you could supply details of any research papers that evidence this point that we can cite.</p>
<p>The promotion of good management of sickness absence and return to work.</p>	<p>HSE</p>	<p>This is not a stand alone priority, but will be incorporated into the chapter.</p>
<p>Support to develop skills for employment and access to employment.</p>	<p>West Midlands Strategic Migration Partnership (Dave Newall – Policy Officer)</p>	<p>This is part of Priority 1. The support element is within the delivery. (See case studies),</p>

<p>Strengthening the capacity of the health sector to engage with communities and add value to them through initiatives such as commissioning and social enterprise development.</p>	<p>Sustainability West Midlands Policy Group</p>	<p>This is the policy of some, but not all the organisations in the Regional Health Partnership depending on their requirements. We do not wish to raise expectations within the VCS that there are resources allocated to do this.</p>
<p>Priority regarding the health and well-being benefits derived from being a volunteer (physical and mental). These opportunities for volunteering could be expanded and supported to maximise this impact.</p>	<p>Sustainability West Midlands Policy Group</p>	<p>This is not a stand alone priority, but we will incorporate it into the chapter. We would be grateful if you could supply details of any research papers that evidence this point that we can cite. The NHS does provide large numbers of volunteering opportunities. To make these into something more akin to an accredited activity the NHS is reliant on external funding becoming available.</p>
<p>Build into management training issues around flexible working and promoting health at work. Also how to reintroduce staff back into the workplace after a long period of absence. Management training also should include understanding the</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>This is not a stand alone priority, but we will incorporate the elements where possible into the chapter.</p>

<p>demographics of the labour pool from which the organisation is trying to recruit. Need to work with employers to ensure issues around altruism and pragmatism are combined.</p>		
<p>Work with transport planners on good public access to hospital sites particularly from the most deprived areas.</p>	<p>Report from Consultation Event held on 21 May 2007</p>	<p>This is not a stand alone priority, but will be incorporated into the chapter.</p>

Additional Work Being Carried Out

1. Reinforcing this as a context for LAA (Encouraging and supporting work across mental health and employment IAPT and also supporting mental health and employment with BHWT.)
2. Employment of Older people is a critical area and CSIP is not strongly engaged at present
3. Valuing people programme recognises employment as a critical issue for people with learning disabilities

Care Services Improvement Partnership West Midlands

We will be more explicit about the connection to LAA work. The highlighted existing pre-employment projects aim to support individuals who are in receipt of incapacity benefit poor health outcomes including mental health.

Support initiatives at regional level to bring people on incapacity benefit and lone parents back into employment.

Regional Economic Officers Group to the West Midlands Regional Assembly

This is part of Priority 1, but we will make the links to target groups more explicit. Please be aware there is not a separate resource to implement this chapter in addition to the current funding regimes.

As regulators, HSE and LAs work in partnership to carry out interventions

HSE

Will be incorporated into the chapter.

<p>based around enforcement priorities laid down by the Health and Safety Commission.</p> <p>The HSC/E 'Fit 3' programme, (fit for work, fit for life, fit for tomorrow), involves working with local businesses to improve safety and reduce ill health and absence amongst staff. Priority areas are:</p> <ul style="list-style-type: none"> • To reduce accidents e.g. slips and trips, and falls. • To reduce ill health e.g. musculoskeletal disorders, dermatitis and asthma. • To reduce the number of days lost due to accidents and ill health. <p>A good example of HSE/LA partnerships working in practice is the 'Moving Goods Safely' project, which aims to reduce injuries and ill health arising from the movement of goods throughout the supply chain.</p>		
<p>Looking at introducing "Joined up Business Planning" i.e. wherever possible, allowing for local circumstances,</p>	<p>Hereford & Worcester Chief Environmental Health Officers Group</p>	<p>Will be incorporated into the chapter in consultation with LAs.</p>

<p>the business plans of each authority to have common goals.</p>		
<p>The priorities in this section link with the following priorities of NHS West Midlands:-</p> <p>Changes in market rules and tariffs for Lifestyle Risk Management Services Using an increasing proportion of the Workforce Deanery funds to support the full engagement scenario Establish PCT collaborations on Life Check To promote the sustainability agenda and the corporate citizen role of the NHS Development of health trainers.</p> <p>These are articulated in the strategic framework of NHS West Midlands.</p> <p>The most significant gap in the public health workforce is at the entry level and front line posts such as health trainers, expert patients and smoking cessation advisors. By recruiting this workforce from within deprived local communities it is possible to support both the regeneration</p>	<p>NHS West Midlands – The Board</p>	<p>Will be incorporated into the chapter.</p>

and full engagement agendas. In order to this NHS West Midlands will be encouraging PCTs, Acute Trusts and other healthcare agencies to work with local colleges to support local people to get ready for work. Support to the development of this workforce should be given by the Regional Health and Well-Being Strategy.

NHS West Midlands would want to see through the implementation of the strategy the promotion of Life Check. Life Check is a self-assessment tool, which can be used in all locations and in particular workplaces. The tool seeks information on individual demographics, physique, lifestyles, medical history, family medical history and will provide tailored feedback and recommendations for change. In addition Life check will provide information about services available to provide support.

The Health and Well- Being strategy could agree to develop a programme to roll it out to all employers in the region so that by 2008 every member of staff

employed by the NHS, the LA and other employers has access to the mid Life Check.

Market development for Lifestyle risk management services is important and it would be helpful if the strategy could assist broker joint work with AWM on developing managers and service providers for the future.

The focus of activity for NHS West Midlands will be about –

- Funding the training and development of health trainers. By March 2008, 379 will be trained working with 11,370 people from the most deprived communities.
- Promoting sustainability through networks and looking at the corporate citizen role of the NHS and encourage sustainability through commissioning. This will be done in collaboration with the Health Care Commission.
- Working with Commissioners and providers to set risk thresholds for

contracting out services and identify best practice models for developing opportunity through small and larger scale Social Enterprise models.

- Supporting the development of a third sector partnership to provide a market for services and to look at the skills which are a required for a range of primary and community health services. This will be with a redesign brief linked to consumer outcomes and the delivery of jobs.
- NHS West Midlands is proposing a PCT collaboration around Life Check. NHS West Midlands recognises that there are certain areas where collaboration between Primary Care Trusts brings the combined benefit of accelerated and consistent service development. NHS West Midlands will consult with PCTs on the themes for this approach but the three being proposed are developing the life check, reducing levels of childhood obesity and reducing excess winter deaths. Once agreed projects will be established and Project Initiation Documents developed. It would be

<p>useful to engage partners outside the PCTs on this project.</p>		
<p>The Directorate of Social Care and Health is producing an Organisational Development Plan which links to the overall Council OD Plan. Our focus in this section would be on developing a healthy workforce.</p>	<p>Staffordshire County Council (Members)</p>	<p>Will be incorporated into the chapter.</p>
<p>Working with Job Centre Plus, PCTs and Hospital Trusts to support people on Incapacity Benefit for mental health problems return to work.</p>	<p>CSIP</p>	<p>Will be incorporated into the chapter.</p>
<p>Coming of Age Campaign – to also include “health in the workplace”</p>	<p>The Age & Employment Network</p>	<p>Will be incorporated into the chapter.</p>
<p>Sports programmes – e.g. leisure centre opportunities – swimming – “Kids Swim for Free”</p>	<p>Birmingham City Council</p>	<p>Will be incorporated into the chapter.</p>
<p>Employment project in Hodge Hill – getting people back to work</p>	<p>Birmingham East & North PCT</p>	<p>Will be incorporated into the chapter.</p>

<p>Ensuring mental health and well-being data is clearly identified in the key priorities especially the economic value of the health and social agenda in relation to mental health and tackling the health inequalities agenda.</p>	<p>CSIP</p>	<p>This is part of Priority 1, but we will make the links to target groups more explicit.</p>
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<p>Signups to Strategy</p>		
<p>ACAS Midlands & Eastern Region</p>	<p>No further detail as to nature of involvement given but commented that they have worked with 60 NHS trusts across the country in the past 2 years, with many positive outcomes.</p>	<p>Noted.</p>
<p>Advantage West Midlands</p>	<p>May be able to introduce seminar type activity in order to support businesses in promoting health at work.</p>	<p>University Hospital NHS Foundation Trust (as Birmingham's 2nd largest employer) is happy to host a seminar with Business in the Community supported by AWM.</p>