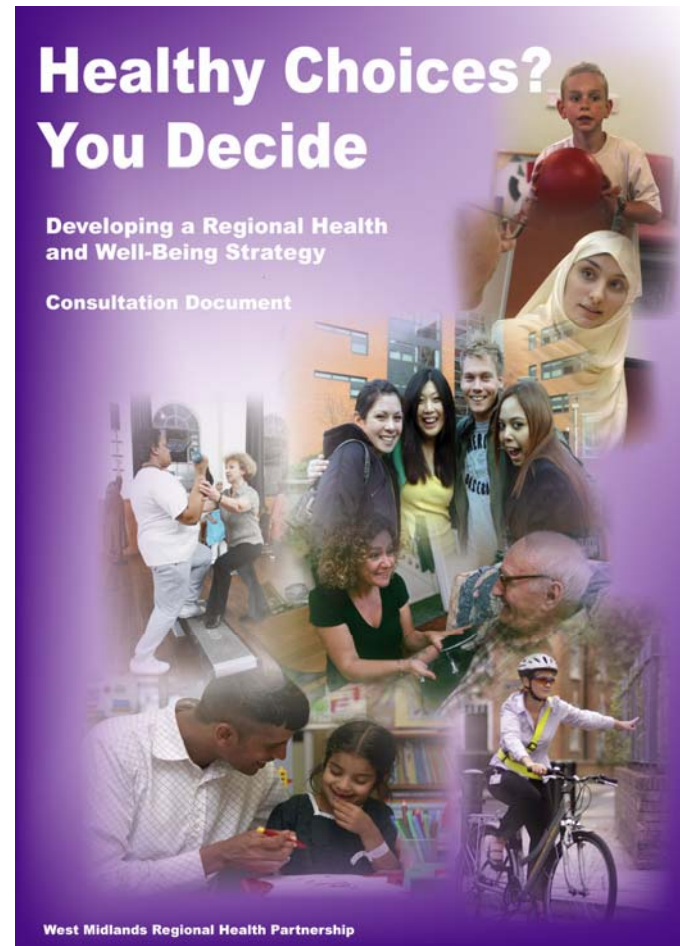


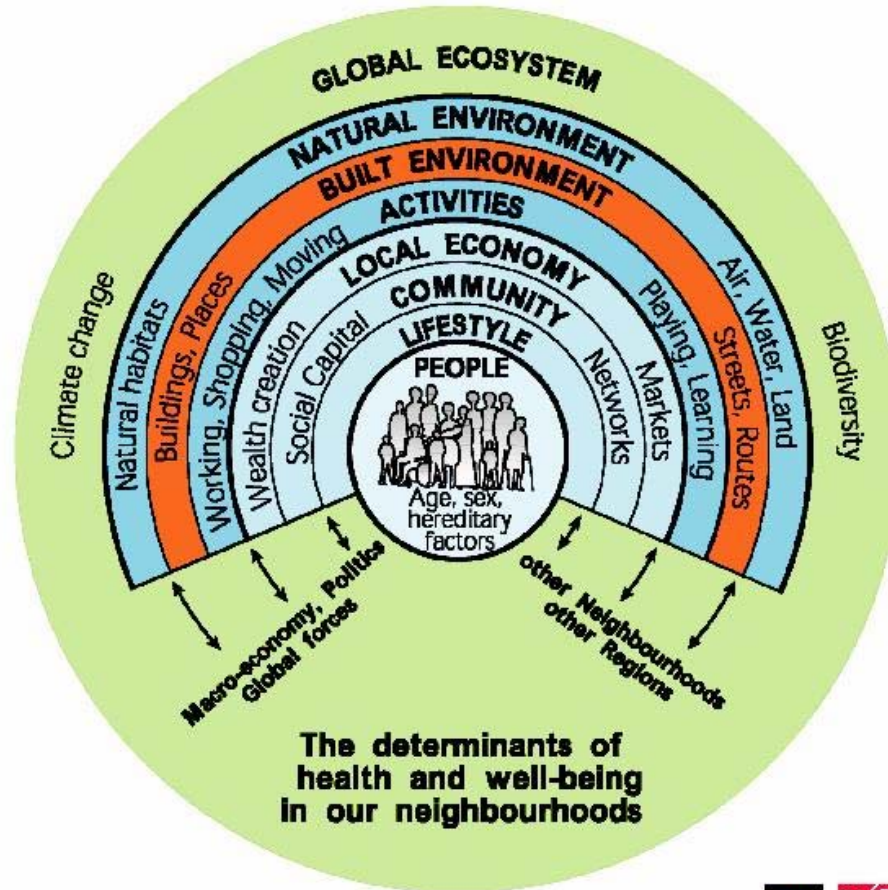
Regional Health and Well-Being Strategy

Overall vision

“To maintain, enhance, improve and protect the health and well-being of people in the Region and to reduce health inequalities by 2020 within environmental limits, so not to compromise healthy life for future generations”



Factors affecting health



The determinants of health and well-being in our neighbourhoods

The Health Map
Barton and Grant, 2006
WHO Collaborating Centre for Healthy Cities
University of the West of England



Aims and Purpose

- Reduce inequalities in health and well-being;
- Ensure children and young people in the West Midlands are healthy, safe, successful and free from the effects of poverty;
- Improve the quality of life of all citizens irrespective of age, gender, racial group, sexual orientation, religion or belief or disability;
- Ensure healthcare investment contributes to economic, social and physical regeneration;

Aims and Purpose (Continued)

- Ensure health issues are promoted in other regional strategies;
- Ensure that health and well-being is improved without cost to the environment and that health and environment are promoted simultaneously;
- Recognise and promote health and well-being and sustainable development as the same agenda;
- Provide a framework for the Local Area Agreement work in the Region relating to health and well-being.

Evidence base for the strategy

- Choosing Health for the West Midlands – outlined key inequalities in the Region.
- Regional Observatory report on the State of the Region.
- Analysis of first and second wave LAAs.
- Discussions and scoping with other Regional Partnerships.



Consultation

- There will be a three month period to consult
- Aim of the consultation is to identify the key priorities and outcomes
- Identify organisations' commitment to help deliver them and to inform an action plan for implementation of the strategy.
- The consultation document will be rural and sustainability proofed.



Key areas addressed.

- Planning and Transport
- Housing
- Environment
- Economy
- Culture and Physical Activity
- Safer Communities
- Children and Young People
- Later Life

Planning and Transport – Key Facts

- Pedestrian injuries are the most frequent type of injury causing death for children aged 5-14 years.
- Injuries as vehicle occupants are the most frequent type of injury causing death for adolescents aged 15-19 years.
- It is estimated that within the West Midlands conurbation 150,000 people with a disability rely on public transport, be it conventional services or accessible door-to-door transport.
- Many people without a car are restricted in where they can buy their food, finding it difficult to get to places where they can buy quality foods at affordable prices.

Planning and Transport - Priorities

- Influence planning and transport policy makers to consider the health implications of their policies.
- Encourage the health sector, local government and other major employers to use their influence to support the creation of more sustainable communities where services are appropriate and accessible to those they serve.
- Reduce social exclusion and promote independence by improving transport links and the layout and design of new development.
- Proactively encourage workplaces to have Active Travel Plans.
- Encourage 'designing for health'

Housing - Key Facts

- In the social sector, in 2004 an estimated 120,000 dwellings failed to meet the Decent Homes Standard.
- 9.6% of houses in Birmingham are overcrowded compared to the national average of 9.8%.
- Around 12% of all dwellings in the Region have poor ratings for energy efficiency.
- There are number of areas where homelessness is high.
- Each winter there are over 3,000 **avoidable** deaths.
- In 2004 there were 16,469 fires resulting in 28 fatal casualties.

Housing - Priorities

- Support the provision of decent homes;
- Reduce the excess number of winter deaths and end fuel poverty;
- Reduce homelessness and improve the health of homeless people;
- Promote the housing needs of diverse and vulnerable groups and support people to remain in their own homes;
- Support and encourage better design of new developments;
- Ensure that NHS and social care bodies are engaged in the design of major new housing developments.

Environment – Key Facts

- The environmental impact of activity has been estimated as requiring three planets to sustain our current lifestyles.
- The NHS is a major employer, resource user and waste generator.
- People in poorer communities or areas are more likely to experience certain infectious diseases.
- 69% of adults do not do enough activity.
- 23% of men, 29% of women and 15.8% of the Region's children are obese.



Environment - Priorities

- Increase the number of people using the countryside and green spaces.
- Reduce the number of people who do no physical activity.
- Halt the rise in the prevalence of obesity in children under 11 by 2010, at the same time as tackling adult obesity levels.
- Reduce the number of people smoking.
- Protect people and their environment from risks such as air, land and water pollution.
- Tackle climate change by promoting the reduction of emissions of global warming gases from public sector premises by 20% by 2010.
- Reduce the health impacts that result from changes in climate.
- Reduce infectious disease rates and tackle inequalities.
- Ensure there are effective arrangements to minimise the health impacts of major incidents.

Economy – Key Facts

- On average people are off sick 6.6 days per year.
- Work is generally good for your health.
- The NHS and social care sector are major employers.
- Promoting health in the workplace can improve attendance at work.
- There are marked differences in the percentage of long-term claimants of Incapacity Benefits and Severe Disablement Allowance per Local Authority.
- The NHS in the West Midlands has an annual budget of £79 billion.

Economy - Priorities

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

- Broaden access to jobs in health and social care.
- Use investment in the health and social care sector as a driver for economic growth.
- 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.

Culture and Physical Activity - Key Facts

- 69% of the adult population do not do enough physical activity;
- 70% of boys and 61% of girls aged 2-15 do one hour of physical activity per day;
- 19.3% of adults in the West Midlands regularly participate in sport and active recreation;
- There are inequalities in the level and nature of engagement in arts events;
- 7% of all adults volunteered in a culture or sport sector during the past year.

Culture and Physical Activity - Priorities

- Achieve a 1% year on year increase in physical activity levels and reduce the number of people doing no physical activity;
- Proactively strengthen and develop partnerships between arts and cultural sectors and health partners;
- Secure a long-term health and physical activity legacy from the 2012 Olympic and Paralympic Games for the West Midlands;
- Capitalise on the planning system to assist with the provision of sports and leisure facilities;
- Improve the quantity, quality and accessibility of cultural opportunities and places for children and young people (up to 25 years of age);
- 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.

Safer Communities - Key Facts

- Alcohol misuse is a major preventable cause of violence. Alcohol was believed to be a factor in 48% of all violent crime.
- Men are more likely to binge drink than women.
- Alcohol is implicated in 1 in 6 serious road injuries.
- In 2005/06 there were 16,946 drug related offences.
- 16% of violent crime is believed to be linked to domestic abuse.

Safer Communities - Priorities

- Reduce crime rates by supporting local delivery and tackling the underlying determinants.
- Promote community safety.
- Reduce the number of road traffic accidents.
- Address domestic abuse, both in the planning and delivery of services.
- Promote social justice, social cohesion and opportunity for all; including a shared understanding of behaviours that are acceptable or unacceptable.
- Promote good urban design to provide an environment which discourages crime and anti-social behaviour.
- Reduce crime related to race and minority groups.

Children – Key Facts

- The Region has one of the highest recorded levels of child poverty.
- The West Midlands has the highest infant mortality rate.
- Obesity in children is increasing.
- Females under the age of 20 bear the burden of sexually transmitted diseases.

Children - Priorities

- Advocate measures which reduce child poverty regionally and sub-regionally.
- Reduce the infant mortality rate.
- Ensure that the issues relating to safeguarding children are integral to regional and local strategies and delivery.
- Reduce teenage pregnancy rates.
- Promote sexual health priorities in planning and delivery systems across agencies.
- Meet the national targets for extended and healthy schools.
- Reduce childhood obesity.

Later life – Key Facts

- The proportion of older people will continue to increase;
- 85% of older people live within their own communities independently;
- By the age of 60-64 nearly half the men and three quarters of the women are no longer working;
- Participation in further education is very low.

Later Life - Priorities

- Advocate for measures which tackle inequality and reduce poverty amongst the older population, nationally, regionally and sub-regionally.
- Proactively promote the benefits of a healthy lifestyle and prevention as part of general well-being and independence.
- 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.
- 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.
- To recognise and make plans for changes in population age structure over the next 25 years.

Thank you

- Please engage with the development of the Strategy in a positive way.
- In particular let us know what are the key priorities to focus on and how you and your organisation can help in the implementation.
- Comments to Zena Lynch at the Regional Assembly by 11th July 2007. z.lynch@wmra.gov.uk