

Agenda Item No. 11

WEST MIDLANDS REGIONAL ASSEMBLY Assembly Meeting - 16 January 2008

Health and Wellbeing Strategy Presentation of final strategy document (Document will be made available at the meeting)

Report of the Chair of the Regional Health Partnership

1. Purpose of Report

To present the Regional Assembly with the final West Midlands Regional Health and Wellbeing Strategy and the early draft action plan for information.

2. Recommendations

That the Regional Assembly:

1. Receives and notes the content of the West Midlands Health and Wellbeing Strategy (available at the meeting)
2. Notes the progress that is being made with respect to the action plan and endorses the process outlined for developing the detail of this action plan (appendix 1).

3. Background

- 3.1 The aim and purpose of this first West Midlands Regional Health and Wellbeing Strategy is to *'maintain, enhance, improve and protect the health and well-being of people in the West Midlands region and to reduce health inequalities by 2020 within environmental limits, so as not to compromise healthy life for future generations'*. The development of the Regional Health and Wellbeing Strategy helps to provide a shared and integrated understanding of Health and Wellbeing across the region. It is *not* a strategy about NHS service delivery, although it will influence, complement and support the NHS West Midlands' strategic framework 'Investing for Health'
- 3.2 The Strategy has been developed by the West Midlands Regional Health Partnership. The partnership provides a regional mechanism for multi-agency dialogue around health and well-being to take place and facilitates action to address inequalities in health, ensure health issues are promoted and

ensure NHS investment contributes to economic, social and physical regeneration.

- 3.3 The Strategy promotes a social model of health and is based on promoting both mental and physical well-being throughout people's lives, from the environments they live and work in, to their education and training. For example, the strategy seeks to ensure healthcare investment links to economic, social and environment and planning agendas.
- 3.4 Supporting a more holistic approach to health, the Strategy will drive and influence the delivery of health improvements across the West Midlands by linking with other regional strategies, such as the Regional Spatial Strategy and the West Midlands Economic Strategy. To help facilitate this, the chapters are themed under the headings of Planning, Transport and Health, Housing and Health, Environment and Health, Economy, Skills and Health, Culture, Leisure and Health, Safer Communities and Health, Children, Young People and Families and Later Life.
- 3.5 The evidence base for the Strategy came from the 'Choosing Health for the West Midlands' (Dept. of Health West Midland publication) and the West Midland Public Health Observatory have prepared a technical Annex to the Strategy which is available on the Regional Assembly website. Some Key West Midland facts for health and Wellbeing include:
 - There is a significant difference of over 4 years in life expectancy for people born in one part of the Region compared to another. For example A boy born in Heart of Birmingham Primary Care Trust area will have the lowest life expectancy in the West Midlands at 72.2 years, whilst a boy born in Solihull Primary Care Trust area will have the highest at 76.7 years
 - The West Midlands has the highest infant mortality rate of all English Regions
 - People living in deprived areas are nearly three times more likely to be smokers than those living in the most affluent areas
 - West Midlands has the highest levels of obesity for women and the fourth highest for men compared with other English Regions
 - The West Midlands Region has the third highest alcohol related death rate (17.1 per 100,000 for men and 8.1 per 100,000 for women) of all English Regions

- The West Midlands has a larger share of England's most deprived areas in terms of unemployment. There are around 200,000 households where none of the adults have worked for more than two years: a figure which has remained steady since 1996
- Participation in further education for older people is very low. Just 10% of over 75's and 19% of 65-74 year olds have a recent experience of learning.

3.6 Development of the Strategy has relied on the joint commitment of the Regional Health Partnership and a steering group consisting of leads from across all sectors covered in the document (including health, housing, planning, culture, environment and crime for example). Due to limited revenue available to produce this strategy, the work has largely relied on 'in kind' contributions from these partners who have given many hours of their time to writing and consulting with their sectors. In particular, staff at the Department of Health West Midlands, led by Janet Baker, Deputy Director of Public Health have worked ceaselessly to ensure its delivery. We would like to extend our thanks to all of these contributors.

4 Consultation

4.1 The consultation draft of the Regional Health and Well-Being strategy entitled 'Healthy Choices? You Decide' was launched at the beginning of March 2007. The strategy was promoted through all of the regional networks connected to the Regional Assembly and Local Government Association. The document was placed on the Regional Assembly website and 1000 hard copies were made available for circulation. The consultation was promoted through numerous meetings and events. In addition, a consultation event was held where approximately 100 people attended and contributed. 67 formal consultation responses from organisations and individuals were received. These responses together with considered responses to the points raised can be found on the Assembly website, summarised by chapter. Overall, the response to the strategy was very positive and there was a lot of support given to the strategy. A summary of the key issues from consultation is attached with this report as appendix 2 (the appendices to this summary have not been attached but are available on the WMRA website).

5. Draft Strategic Action Plan

- 5.1 The attached draft plan sets out specific actions for each chapter. The actions included to date have been identified and developed with partners. Further development of the Action plan will be carried out during early 2008, through a series of themed workshops. Delivering such a diverse and multi-stakeholder strategy demands an action plan that incorporates a wide range of approaches. The Action plan will be project managed through the Regional Assembly, utilising partnership funding from the Department of Health, West Midlands.
- 5.2 As well as specific actions for each chapter, there are generic priorities in support of the implementation of the strategy including performance management and review, communications and publicity, strategic alignment and collation and dissemination of good practice. With respect to strategic alignment, work to ensure integration with the proposed regional integrated strategy is proposed.
- 5.3 Importantly, supporting some of the ambitions around mental well-being, physical activity and food and nutrition is the £6.8 million 'Living Well in the West Midlands' portfolio, (funded via a successful bid to the Big Lottery by the Regional Health Partnership). The projects within the portfolio present a range of new and innovative ideas to promote health and wellbeing to a variety of beneficiary groups. These include school children, employers and employees, and older people.
- 5.4 This work will make a significant and long-lasting contribution towards priorities including reducing and preventing obesity levels, improved mental health and wellbeing. Covering the 14 top tier local authority areas, the portfolio encompasses a wide range of partnership arrangements including the voluntary sector, the health service, Public Service agencies such as, Police and Fire Service. The project will be directly delivered by 43 Voluntary Sector Organisations (VSOs), the portfolio will directly reach in excess of 600,000 individuals and impact upon many more.

Cllr Steve Eling
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