

## Agenda Item 14 – For Information

# West Midlands Regional Assembly

## WEST MIDLANDS REGIONAL ASSEMBLY

Board of Directors – 24 September 2008

### Regional Health and Well- Being Strategy - Delivery Action Plan

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#### 1. Purpose of Report

- 1.1 To outline the Executive Summary to the Assembly Board on the Regional Health and Well- Being Strategy - Delivery Action Plan.

#### 2. Recommendation

- 2.1 That the Assembly Board **notes** the report.

#### 3. Executive Summary

- 3.1 In January 2008 the Regional Health Partnership published and launched the West Midlands Health and Well-Being Strategy with the vision of: '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.'
- 3.2 The Health and Well-Being Strategy then sets out the high level framework for change, however, for any strategy to be successful an effective delivery of desired outcomes is required.
- 3.3 Reflecting the eight chapter headings set out in the Strategy the Delivery Action Plan sets out the ways in which we will deliver the improvements we seek and identifies key partners who can help deliver real outcomes in a focused driven way.
- 3.4 As well as specific actions for each chapter there are generic priorities in support of implementation of the Strategy. These are based around the following strands of activity:
  1. Performance management and review:
  2. Communications and publicity:
  3. Strategic alignment:
  4. Collation and dissemination of good practice.

- 3.5 The Health Partnership is mindful of the need and value of partnership working in assisting to implement this Delivery Plan and we have been careful to link the Plan to work being taken forward by others in related areas.
- 3.6 In the coming months we shall be making you aware of and facilitating a series of workshops to promote the work of the Strategy and Action Plan to gain further support to assist with the implementation. We hope to see you at one of these events and discuss how you and the organisation you represent can become involved.

**For further information, copies of the Action Plan and Workshop details please contact Paul Winterbottom at the Regional Assembly at:**

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