

Agenda Item No. 11

**WEST MIDLANDS REGIONAL ASSEMBLY
Board of Directors - Friday 8 December 2006**

Health and Wellbeing Strategy Update

Report of the Director of Policy

1. Purpose of report

To advise the Board of Directors of the emerging priorities and visions in the Health and Wellbeing Strategy and for board to agree the proposed consultation process for the strategy

2. Recommendation

The Board are requested to note the content of the report, offer comments as appropriate and agree the proposed consultation process.

3. Background

The Health and Wellbeing Strategy is being developed by a small working party consisting of representatives from Department of Health West Midlands, NHS West Midlands (The Strategic Health Authority), Learning and Skills Council, Equality and Diversity Partnership, Planning Partnership, Advantage West Midlands, Valuing Age and Experience, Primary Care Trust, Local Authority, Arts Council, Sport England and The Care Services Improvement Partnership.

The final Health and Wellbeing Strategy consultation document will be presented to the Local Government Association and Assembly meeting on the 17th January and any comments taken forward for the document to be signed off by the Regional Health Partnership at the meeting planned for the 24th January 2007. The consultation period will run from **February 2007 – May 2007**. The final document will be published and launched in July 2007 by the Assembly. These timescales knit in with Strategic Health Authority producing their delivery strategy and will allow for the two strategies to be effectively interlinked.

4. Visions and Priorities

Much of the work has focussed around the priorities and visions in the document and working drafts of these visions and priorities (agreed by the Regional Health Partnership on the 29th November 2006) are listed in appendices 1 and 2 of this report.

5. Consultation

There is limited funding available for the consultation process but it is important that as far as possible all key organisations are reached to secure buy-in to the vision and priorities in the document. In particular we need to

consider not only who we will be consulting with and how, but what we are consulting on.

Consultation Questions

The following questions highlight the main areas for people and organisations to consider as part of the consultation process:

- Do you agree with the priorities highlighted in the strategy and are there any other priorities which should be considered
- Do the priorities link with your organisational or partnership priorities?
- What can your organisation do to help deliver the priorities?
- What commitment is your organisation willing to make to deliver the priorities?

Consultation process

1. Consultation will largely rely on e-mailing the wider networks of the Regional Health Partnership, the West Midlands Local Government Association and Regional Assembly. A consultation document will be posted on the Regional Assembly website and a letter sent to key organisations to invite comments. This will rely on the key organisations forwarding on communication to relevant partners and networks.
2. A single event is planned for February 2007 inviting members of the Regional Partnerships, members of the Regional Health Partnership, Local Strategic Partnership Leads, Local Authority Chief Executives, PCT Chief Executives, Chambers of Commerce and members of the Voluntary and Community sector. This event would involve presentations and facilitated group work to rank the priorities. We have had a very high estimate from 'Opinion Leader' to run an event of this type and we may need to scale down the size of this event accordingly.
3. An event is planned in March 2007 for Local Authority members to exchange their views on the Health and Wellbeing Strategy and the forthcoming Strategic Health Authority strategy. This event is being planned in conjunction with the Local Authority scrutiny leads, who are applying for separate funding to host this event.
4. A presentation will be arranged for the Directors of Public Health Group and the Local Authority Chief Executive Group during February and March.
5. An Arts Council grant has been applied for, which, if successful, will give a small amount of funding to hold workshops with the purpose of creative engagement, for example engagement with some harder to reach groups.
6. Consultation will end in May 2007, with comments collated for final publication of the document in July 2007.

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Appendix 1

WEST MIDLANDS REGIONAL ASSEMBLY EXTRA-ORDINARY MEETING OF THE RHP – 29.11.06

REGIONAL HEALTH & WELL-BEING STRATEGY

REVISED VISIONS OF THE CHAPTERS

Children & Young People

To work in partnership to ensure children and young people in the West Midlands are healthy, safe, successful and free from the effects of poverty.

Culture & Health

To harness the cultural sector's distinctive ability to improve the quality of life and health for West Midlands residents through the creation of culturally active communities, vibrant places and lasting prosperity.

Economy & Skills

To strive for excellence in health but try to do this in a way which maximises prosperity and reduces disadvantage.

Environment & Health

To make a diverse natural and sustainable environment that works for health.

Housing & Health

To improve health through the delivery of improved housing conditions and sustainable communities.

Planning, Transport & Health

To plan for and create a sustainable environment in the West Midlands where people can live, work and enjoy themselves and which is able to enhance their health, safety and lifestyle choices.

Safer Communities & Health

To become a region of healthy safe and crime free communities, where the crime rate is low and falling, where people are free from the fear of violence whether at home or when out and about, and where respect for each other and for institutions, and trust between people is the norm.

Appendix 2

WEST MIDLANDS REGIONAL ASSEMBLY

EXTRA-ORDINARY REGIONAL HEALTH PARTNERSHIP MEETING – 29.11.06

REGIONAL HEALTH & WELL-BEING STRATEGY

REVISED PRIORITIES OF THE CHAPTERS

CHILDREN & YOUNG PEOPLE

- Advocate for measures, which reduce child poverty, nationally, regionally and sub regionally.
- Reduce the infant mortality rate within the region with a particular focus on those areas with high rates.
- Ensure that the issues relating to safeguarding children are integral to regional and local strategies and delivery.
- Reduce teenage pregnancy rates by supporting local delivery and ensure there is a focus on tackling the underlying socio-economic determinants of teenage pregnancy.
- Promote sexual health priorities in planning and delivery.
- Ensure all schools and extended schools meet the healthy schools standard.

CULTURE & HEALTH

- Achieve a 1% year on year increase in the physical activity levels of the population of the region and reduce the number of people in the region doing no physical activity, sport and active recreation.
- Proactively strengthen and develop partnerships at regional, sub regional and local levels between the 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 hosting of high profile sports events nationally and regionally.
- 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.

ECONOMY & SKILLS

- Ensure children and adults get the most out of life through 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 promote health at work as an economic driver

The health and care sector can lead by example. Priorities are to:

- Broaden access to jobs in health and social care, by targeting disadvantaged areas, communities and individuals, including those on long-term benefits,
- Use investment in the health and social care sector as a driver for economic growth.
- Agree an investment strategy between key partners to support the delivery of the learning to support the Health and Care Sectors including the voluntary and community sector.
- Develop the Healthcare sectors non-professional workforce through upskilling of existing staff to NVQ level 3 and beyond based on improved workforce planning.
- Invest in the development of new public health skills and learning programmes, particularly at levels 2 and 3 to support new roles.

ENVIRONMENT & HEALTH

- Promote the benefits of a diverse natural environment for physical and mental health and support the development of good quality green open space.
- Increase the number of people accessing the regions countryside and green open spaces, particularly those from under-represented groups such as disabled people, black and minority ethnic people, young people and those living in inner city areas.
- Protect people and their environment from environmental risks such as water and air pollution.
- Reduce the number of people smoking with the region and ensure others are protected from second hand tobacco smoke.
- Contribute to mitigating climate change by reducing emissions of gases contributing to global warming from public sector premises by 40%.
- Contribute to adaptation to climate change by reducing the health impacts, in particular to reduce excess winter deaths from cold and excess summer deaths from heat wave.
- Reduce the number of people in the region doing no physical activity, sport and active recreation. Halt the rise in the prevalence of obesity in children under 11 by 2010, in the context of reducing adult obesity levels.
- Ensure mechanisms are in place to minimise the health risk of environmental and economic disasters.

HOUSING & HEALTH

- Support the provision of decent homes, which promote health and well being through design, energy efficiency, warmth and the reduction of risk of accident and hazard in the home.
- Reduce the excess number of winter deaths.
- Reduce homelessness and improve the health of homeless people.
- Promote the housing needs of vulnerable groups and support people to remain in their own homes.
- Support and encourage better design of new developments to provide safe access to work, services and which promote positive health and well- being.
- Ensure the NHS and social care are engaged in the design of major new developments so that services respond to the change in population through section 106 agreements and other mechanisms.

PLANNING, TRANSPORT & HEALTH

- Promote partnership working to enable an approach which incorporates 'designing for health' where new developments incorporate open space to encourage recreation, create accessibility to necessary services and promote the benefits of healthy transport choices.
- Encourage the health sector and other major employers to use their influence as a deliverer of services, developer of facilities and major employer to support the creation of more sustainable communities where services are appropriate and accessible to those they serve.
- Encourage regional and local stakeholders involved in job creation, transport, access to services, and education to proactively consider the health implications of their policies and how they can contribute to reducing health inequalities
- Promote health and well-being in relation to urban and rural renaissance, and evaluate the benefits of such.
- Reduce social exclusion and promoting independence by improved transport links and design.
- Proactively encourage workplaces to have active travel plans, which promote the use of public transport.

SAFER COMMUNITIES & HEALTH

- Reduce crime rates by supporting local delivery and ensure there is a focus on tackling the underlying determinants, including excessive alcohol consumption and drug abuse.
- Proactively strengthen and develop partnerships at regional, sub regional and local levels to promote community safety.
- Reduce the number of road traffic accidents.
- Promote partnership work to address domestic violence both in the planning and delivery of services.
- ? insert a priority re. RESPECT.

Priorities not included in chapters

Healthy ageing

- Promote health and active living throughout life.