

WYRE FOREST DISTRICT COUNCIL

CABINET
27th OCTOBER 2009

Wyre Forest District Council Health Action Plan 2009/10

OPEN	
SUSTAINABLE COMMUNITY STRATEGY THEME:	Improving Health and Wellbeing
CORPORATE PLAN AIM:	Improving Efficiency and Value for Money
CABINET MEMBER:	Councillor Tracey Onslow
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APPENDICES:	Appendix 1: Wyre Forest District Council Health Action Plan 2009-2010

1. PURPOSE OF REPORT

To consider adoption of the Wyre Forest District Council Health Action Plan 2009/10.

2. RECOMMENDATION

2.1 The Cabinet is asked to DECIDE:

The Wyre Forest District Council Health Action Plan 2009/10 be adopted.

3. BACKGROUND

3.1 The Health and Sustainability Team in Strategic Housing Services has responsibility for co-ordinating the Council's work to promote healthy living and reduce health inequalities. The Wyre Forest Health Improvement Co-ordinator, employed by the Primary Care Trust, is hosted within the team.

3.2 An aspiration to develop a Health Action Plan is included in the Planning and Regulatory Services Business Plan for 2009/10. The aim is to build upon existing work being carried out (e.g. through the county and district Health and Wellbeing theme groups) and to better co-ordinate this area of work within the council.

4. KEY ISSUES

4.1 The Worcestershire Health Improvement Strategy recognises that much of the burden of ill health in the county is avoidable and is related to unhealthy lifestyles. Lifestyles are becoming less healthy and health outcomes are likely to get worse.

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Health outcomes are better in the less deprived parts of the county than in the more deprived parts. Some social groups, e.g. Black Minority Ethnic populations, are at higher risk of poor health.

- 4.2 The Wyre Forest Matters Sustainable Community Strategy recognises the need to:
- Increase the life expectancy of adults and reduce the incidence of coronary heart disease and cancer.
 - Improve the quality of life of older people, especially those with a limiting long term illness
 - Reduce health inequalities
 - Improved life choices for people with mental health problems.
- 4.3 The Worcestershire Local Area Agreement includes various targets relating to Health and Wellbeing, aiming to increase adult participation in sports, reduce obesity in children and adults, reduce alcohol related hospital admissions and reduce the smoking rate.
- 4.4 Many of the actions will also improve employee health and therefore help reduce sickness absence.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no financial implications arising from this report which cannot be contained within existing budgets.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 The Health Action Plan has links to various policies including the Sustainable Community Strategy, Corporate Plan and Worcestershire Health Improvement Strategy. It will also contribute to deliver of various Local Area Agreement indicators.

7. RISK MANAGEMENT

- 7.1 Failure to implement the Health Action Plan may increase the likelihood of failure to reduce staff sickness levels.

8. CONCLUSION

- 8.1 That Cabinet agree the adoption of the Wyre Forest District Council Health Action Plan 2009/10.

9. CONSULTEES

- 9.1 Key officers from within the Council, including Health & Sustainability, Housing, Environmental Health, Community Development and Media.

9.2 The Primary Care Trust's Health Improvement Co-ordinator for the Wyre Forest area.

10. BACKGROUND PAPERS

10.1 Worcestershire Health Improvement Strategy:

http://worcestershire.whub.org.uk/home/health_information_strategy.pdf

Wyre Forest District Council Health Action Plan 2009-2010

ACTION	WHO'S INVOLVED	RESOURCE ISSUES	TARGET / INDICATOR	NOTES
1. Strengthen leadership of the health improvement agenda in Wyre Forest.				
1.1 Regular update meetings to be held with the Cabinet Member for Health issues.	TO CA JM	Staff/ Member time	Quarterly meetings held.	
1.2 Articles about health issues and funding opportunities to be included in the Members newsletter.	JM CA	Staff time	Number of articles published.	
1.3 Develop a simple tool for carrying out Health Impact Assessments of key council strategies.	CA JM AB	Staff time	Tool in use by 31/3/10	
2. Develop a suite of evidence based healthy lifestyle services so that everyone in the district is enabled to make healthy lifestyle choices, regardless of where they live or the social group to which they belong.				
2.1 Carry out a scoping exercise to identify existing health activity and gaps/opportunities.	JM, CA, RO, RW, PM, LF.	Staff time. Resource issues to be considered when addressing gaps.	Scoping exercise completed by 31/12/09	
2.2 Promote the Health Trainer service to WFDC staff	CA JM/ EHB Health Trainer	Staff time	Number of staff taking up the Health Trainer service.	
2.3 Further develop lunchtime health walks for staff	JM/EHB DT	Staff time	Number of walks and number of staff participating	
3. To improve the quality of and access to information about healthy lifestyles.				
3.1 Review and update the health information available on the council's website and intranet.	JM/EHB CA LB	Staff time	Review and updates completed by 31/3/10	
3.2 Promotion of health related services & messages through the Life Channel community TV service and	JM CA	Staff time		

Wyre Forest District Council Health Action Plan 2009-2010

ACTION	WHO'S INVOLVED	RESOURCE ISSUES	TARGET / INDICATOR	NOTES
Hub screens				
3.3 Actively participate in national/ local campaigns on health issues.	JM/EHB CA Media	Staff time Use readily available campaign materials where possible. Possible costs of printing/ incentives (Health & Sustainability budget).	Participation in activities Number of promotional articles published	
4. To train staff so that they are better able to look after their own health, provide advice to others and signpost to healthy lifestyle services.				
4.1 Hold a health fair for staff to showcase the services available	CA JM/EHB Service providers	Staff time Event costs (Health & Sustainability budget)	Participation in event activities	
4.2 Articles about health issues and services to be included in Core Brief	CA JM	Staff time	Number of articles published	
4.3 Carry out a training session for Hub staff about healthy lifestyle services available.	CA JM Hub staff	Staff time	Training held by 31/3/10	

Checklist of priority health aims to be addressed as part of the above actions.

- Increase adult participation in sports.
- Reduce obesity in children and adults.
- Reduce alcohol related hospital admissions.
- Reduce the smoking rate.
- Increase adult life expectancy and reduce circulatory disease and cancer.
- Improve the quality of life of older people, especially those with a limiting long term illness.
- Reduce health inequalities.
- Improved life choices for people with mental health problems.

NB these are taken from priority LAA indicators and the Wyre Forest Sustainable Community Strategy.