

APPENDIX 1 Wyre Forest District Council Health Action Plan 2009-2010

1. Strengthen leadership of the health improvement agenda in Wyre Forest.				
ACTION	WHO'S INVOLVED	RESOURCE ISSUES	TARGET / INDICATOR	NOTES
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	

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3.2 Promotion of health related services & messages through the Life Channel community TV service and Hub screens	JM CA	Staff time		
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.