



Community & Regeneration Scrutiny Committee

Briefing Paper

Report of: Jenny Moreton
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Open

Health and Wellbeing in Wyre Forest

1. Summary

1.1 This report is to update Members on work to improve Health and Wellbeing in Wyre Forest, including progress on the Wyre Forest District Council Health Action Plan 2009/10. The report also seeks endorsement of the Wyre Forest District Council Health Action Plan 2010/11.

2. Background

2.1 The Wyre Forest Matters Health and Wellbeing Group is a subgroup of the Local Strategic Partnership. It aims to reduce health inequalities and improve health and wellbeing in Wyre Forest and to contribute to the relevant Local Area Agreement targets. The Group includes representatives from a range of organisations, including NHS Worcestershire, Wyre Forest District Council, Community Housing, Disability Action Wyre Forest, Wyre Forest Matters and the Pathfinder programme.

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

2.3 The Wyre Forest District Council Health Action Plan 2009/10 was endorsed by this Committee in October 2009.

3. Key Issues

Strategic Context for Health and Wellbeing in Wyre Forest

3.1 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. Health outcomes are better in the less deprived parts of the county than in the more deprived parts.

Agenda Item No. 5

Some social groups, e.g. BME populations, are at higher risk of poor health.

- 3.2 The Worcestershire Local Area Agreement includes targets for the following National Indicators:

NI8 Adult Participation in Sport

NI56 Obesity among primary school age children in Year 6

NI39 Alcohol-related hospital admissions

NI121 Mortality rate from all circulatory diseases at ages under 75

NI123 16+ smoking rate prevalence

- 3.3 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.

- 3.4 In addition, the Wyre Forest Matters Health and Wellbeing group have agreed to target the following three issues which are particularly relevant to Wyre Forest:

- Smoking in pregnancy
- Breastfeeding initiation
- Obesity

- 3.5 The Worcestershire Health Improvement Strategy covers the period 2008-13. It sets out how the Primary Care Trust (PCT), Worcestershire County Council and partner organisations will work together more effectively to improve health in Worcestershire. The strategy focuses on healthy lifestyles as a key determinant of health: not smoking, eating well, taking exercise and drinking sensibly. It recognises that there are huge opportunities for local organisations to encourage healthier lifestyles through their infrastructure and services and through their dialogue with local people.

The Marmot Review and Health Inequalities in Wyre Forest

- 3.6 'Fair Society, Healthy Lives: The Strategic Review of Health Inequalities in England', based on a review chaired by Sir Michael Marmot, was published in February 2010. The Marmot Review proposes an evidence based strategy to address the social determinants of health, the conditions in which people are born, grow, live, work and age and which can lead to health inequalities.

Agenda Item No. 5

- 3.7 The detailed report contains many important findings, some of which are summarised below.
- People living in the poorest neighbourhoods in England will on average die seven years earlier than people living in the richest neighbourhoods.
 - People living in poorer areas not only die sooner, but spend more of their lives with disability – an average total difference of 17 years.
 - The Review highlights the social gradient of health inequalities - put simply, the lower one's social and economic status, the poorer one's health is likely to be.
 - Health inequalities arise from a complex interaction of many factors – housing, income, education, social isolation, disability – all of which are strongly affected by one's economic and social status.
 - Health inequalities are largely preventable. Not only is there a strong social justice case for addressing health inequalities, there is also a pressing economic case. It is estimated that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS.
 - Action on health inequalities requires action across all the social determinants of health, including education, occupation, income, home and community.
- 3.8 An annual Wyre Forest Health Profile is produced by the Association of Public Health Observatories. The Wyre Forest Health Profile for 2009 is available at Appendix 1. It identifies priorities for Wyre Forest to further reduce obesity in adults and children by promoting physical activity and healthy eating and to further reduce smoking and smoking related deaths. The need to reduce health inequalities is one of the key drivers for the Wyre Forest Health and Wellbeing Group and for associated funding streams. The implications of the Marmot Review are to be considered in more detail by the Wyre Forest Health and Wellbeing Group.

Update on Health and Wellbeing work in Wyre Forest

- 3.9 Below is a summary of projects underway in Wyre Forest aiming to address the above issues.

Worcestershire Welcomes Breastfeeding

- 3.10 A pilot project is to be carried out in Wyre Forest, with planned roll-out across Worcestershire (subject to funding). This will aim to encourage local cafes, restaurants and public places to sign up to welcome mothers who wish to breastfeed, by training staff, displaying a logo and ensuring a welcoming environment.

Smokefree Worcestershire

- 3.11 Changes have been made to the way in which smoking support services are commissioned. Service providers now receive an agreed fee for each smoking quitter. This has led to an increase in the number of providers offering support, including the private sector. Students at Kidderminster College can now access on-site help to stop smoking. A health MOT aimed at smokers took place in Kidderminster Town Hall in February.

Postural Stability Training

- 3.12 Wyre Forest has an ageing population and falls can result in injury (e.g. fractured neck or femur) and can result in loss of confidence leading to social isolation. Training is underway (funded by Worcestershire County Council) to develop an exercise and mobility programme suitable for older people who have fallen or who are at risk of falling; aiming to reduce the risk of falling. The programme is currently being rolled out, with the first course planned for April.

EXTEND gentle exercises

- 3.13 A gentle exercise programme designed for older people and for anyone of any age with a disability. New classes began running in Kidderminster in March.

Showcase of Services for Older People

- 3.14 An annual public event held at Kidderminster Town Hall with the aim of engaging older people in key services in a fun and non-threatening way. Over 350 older people attended the 2009 event and all organisations attending reported high levels of contacts and referrals. The next Showcase event will take place on 5th August 2010.

Mobile Occupational Therapy Service

- 3.15 A van staffed with an occupational therapist and a range of aids and adaptations that can be provided on the spot to those residents who need help with independent living.

Activity Referral Scheme

- 3.16 A 12 week fitness and health education programme run at The Glades Leisure Centre. Clients are referred by their GP (or other health professional). Increasing physical activity has known health benefits, especially for those people who already have a long-term health condition. Twenty six people participated in the first three courses.

MEND

- 3.17 Exercise, nutrition and education programme for 8-13 year olds at the Glades, funded by NHS Worcestershire This programme has struggled

Agenda Item No. 5

to recruit, mainly due to the sensitive nature of the programme, i.e. overweight children, coupled with the fact that parent/carer involvement is required and many families struggle to make this commitment.

Health Trainers

- 3.18 The Health Trainer team offers lifestyle advice to those who would like to improve their health and wellbeing. An unhealthy lifestyle is the main cause of early death and long-term illness, especially amongst our worst off communities. The Health Trainer's main target group is people within the known hotspot areas, but anyone else from Wyre Forest can access the service. Since the scheme began in 2008, 369 people (295 female and 74 male; average age 49) from Wyre Forest have had a health trainer assessment

Affordable Warmth

- 3.19 Increasing energy prices have led to an increase in fuel poverty in recent years. Fuel poor households have the potential to be cold and damp which can have a direct impact on winter mortality, morbidity and hospital admissions. The Wyre Forest Affordable Warmth Referral Scheme trains front line workers to recognise the signs of fuel poverty and refer residents to sources of advice and support e.g. insulation grants.

Health Walks

- 3.20 Regular Health Walks have been set up in Bewdley, Stourport, Spennells and Springfield. Currently an average of 23 people attend each week. In addition there are monthly walks for disabled people, with 15 people on each walk on average. A session of track walking is also held, specifically for referrals from GPs. Numbers have been increasing since after Christmas due to better weather, increased publicity and referrals from health professionals.

Wyre Forest District Council Health Action Plan 2009/10

- 3.21 The Action Plan was endorsed by this Committee in October 2009. It aimed to strengthen leadership on health issues within the Council, raise awareness about the services available and promote a healthier work force. Appendix 2 provides a progress report on the 2009/10 action plan. The draft Wyre Forest District Council Health Action Plan 2010/11 is provided for consideration by this Committee in Appendix 3.

4. Options

- 4.1 The Committee may wish to:
- Endorse the Wyre Forest District Council Health Action Plan 2010/11.
 - Put forward alternative or additional proposals.

5. Consultation

- 5.1 Development of the Wyre Forest District Council Action Plan involved relevant officers from within the Council and the Primary Care Trust's Health Improvement Co-ordinator for the Wyre Forest area.

6. Related Decisions

- 6.1 Not applicable.

7. Relevant Council Policies/Strategies

- 7.1 The work of the Wyre Forest Matters Health and Wellbeing Group and the Wyre Forest District Council Health Action Plan 2010/11 are linked to the Wyre Forest Matters Sustainable Community Strategy, the Corporate Plan, the Service Plan for 2010/11 and the Worcestershire Health Improvement Strategy.

8. Implications

- 8.1 The Action Plan requires cross-directorate and partnership working. Partnership working is also key to the success of the work of the Wyre Forest Matters Health and Wellbeing Group.
- 8.2 Various health and wellbeing projects in Wyre Forest have received funding from a range of sources. These include the Worcestershire Health Improvement Fund, the Wyre Forest Health and Wellbeing Fund (funded by the Primary Care Trust) and the Community Leadership for Health Fund for County Councillors.
- 8.3 A Total Place Pilot project is currently underway to review the cost of statutory services in Oldington & Foley Park and develop an action plan to reduce costs and deliver a better service.
- 8.4 Resource implications for the Wyre Forest District Council Health Action Plan 2010/11 are included within the action plan.

9. Equality Impact Needs Assessment

- 9.1 An Equalities Impact Assessment has been carried out on the Health Action Plan in January 2010.

10. Wards affected

- 10.1 All Wards are affected by Health and Wellbeing work within the District.

11. Appendices

- 11.1 Appendix 1: Wyre Forest Health Profile 2009

Agenda Item No. 5

- 11.2 Appendix 2: Progress report on the Wyre Forest District Council Health Action Plan 2009/10
- 11.3 Appendix 3: Wyre Forest District Council Health Action Plan 2010/11

12. Background Papers

- 12.1 [Marmot's 'Fair Society, Healthy Lives: The Strategic Review of Health Inequalities in England'](#)

<http://www.ucl.ac.uk/gheg/marmotreview>

- 12.2 Worcestershire Health Improvement Strategy
www.worcestershire.gov.uk/cms/pdf/health_improvement_strategy2.pdf

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