

Wyre Forest District Council Health Action Plan 2010- 11

<b>1. Strengthen leadership of the health improvement agenda in Wyre Forest.</b>				
<b>ACTION</b>	<b>WHO'S INVOLVED</b>	<b>RESOURCE ISSUES</b>	<b>TARGET / INDICATOR</b>	<b>NOTES</b>
1.1 Produce a brief guide to health improvement services for Members	Health & Sustainability Team (H&S)	Staff time	Guide produced by 30/6/2010	
1.2 Provide update on services available at relevant Member meeting e.g. Quarterly scrutiny briefing	H&S Committee section	Staff time	Update held by 31/12/2010	
1.3 Articles about health issues and funding opportunities to be included in the Members newsletter	H&S Committee section	Staff time	Number of articles published	
1.4 Co-ordinate bids for health and wellbeing funding opportunities	H&S WFM H&W group Applicants (e.g. Members)	Staff time	Allocation of funding for Wyre Forest health & wellbeing work	
<b>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.</b>				
2.1 Implications of Marmot Review on health Inequalities to be considered by CMT and Wyre Forest Matters Health and Wellbeing Group	H&S CMT WFM H&W group	Staff time. Consideration of implications to include resource issues.	Reports taken to CMT and WFM H&W Group	
2.2 Promote services (Health trainers, Stop Smoking etc) to WFDC staff	H&S Service providers	Staff time	Number of staff taking up services	
2.3 Run lunchtime health walks for staff	H&S Walking Co-ordinator	Staff time	Number of walks and staff participating	

<b>3. To improve the quality of and access to information about healthy lifestyles.</b>				
3.1 Ongoing updates of health pages on relevant council websites	H&S Website Assistant	Staff time	Ongoing	
3.2 Actively participate in national/ local campaigns on health issues	H&S Media	Staff time. Use readily available campaign materials where possible. Possible costs of printing/ incentives (within existing H&S budget).	Participation in activities. Number of articles published/ activities held.	
<b>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.</b>				
4.1 Articles about health issues and services to be included in staff newsletter	H&S Media	Staff time	Number of articles	
4.2 Ensure Hub staff are kept updated about healthy lifestyle services available	H&S Hub staff	Staff time	Ongoing	
4.3 Inclusion of WFDC staff in health campaign promotions	H&S	Staff time	Staff participation in promotions	

**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.*