

Wyre Forest District Council Health Action Plan 2009-2010 Progress Report

1. Strengthen leadership of the health improvement agenda in Wyre Forest.				
ACTION	WHO'S INVOLVED*	RESOURCE ISSUES	TARGET / INDICATOR	PROGRESS 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.	Cllr Onslow now sits on the Wyre Forest Matters Health & Wellbeing Group.
1.2 Articles about health issues and funding opportunities to be included in the Members newsletter.	JM CA	Staff time	Number of articles published.	Articles in Members newsletters: August- Public Health campaign November- Health fund opportunities March- Worcestershire Stop Smoking Service
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	A checklist for assessing health impacts is being developed.
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	Insufficient capacity to carry out a separate scoping exercise.
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.	The Health Trainers had a stall at Health Fair for staff in January.
2.3 Further develop lunchtime health walks for staff	JM/EHB DT	Staff time	Number of walks and number of staff participating	Public Health walks have been promoted to staff. Health walks specifically for staff to be launched as part of Walk to Work week in April.
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	An employee health intranet page has been set up. There is a Health & Social Care section on the WFDC website. Health Information for partners available on the Wyre Forest Matters website.

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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		Life Channel community TV not available for use. Ongoing use of Hub screens for promotion of campaign events etc.
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	Internal promotion of National Obesity Week, No Smoking Day
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	Staff Health Fair held on 28 th January 2010. Approx 40 staff attended.
4.2 Articles about health issues and services to be included in Core Brief	CA JM	Staff time	Number of articles published	Articles in staff newsletter on: Health Fair and services on offer from health providers; No Smoking Day; Health Walks; Glades membership offer for staff.
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	Hub staff advised that very few queries on health issues received. A brief guide to available services has been produced for Hub staff.

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.

***Key to who is involved**

TO- Cllr Tracey Onslow, Cabinet Member with health responsibilities
CA- Christina Attwood, Wyre Forest Health Improvement Co-ordinator, Worcestershire NHS
JM- Jenny Moreton, WFDC Principal Health & Sustainability Officer
AB- Ashis Banerjee, Public Health Consultant, Worcestershire NHS
RO- Richard Osborne, WFDC Principal Environmental Health Officer (Private Sector Housing)
RW- Richard Williams, WFDC Principal Pollution Control Officer
PM- Peter Maloney, WFDC, WFDC Principal Environmental Health Officer (Food and Safety)
LF- Lesley Fox, WFDC Community Development Manager
EHB- Elaine Halford-Bishop, WFDC Health & Sustainability Officer
DT- David Tidmarsh, WFDC Health Walks Co-coordinator
LB- Louise Badsey, WFDC Website Assistant