

**JOINT HEALTH AND WELLBEING STRATEGY ACTION PLAN
MONITORING REPORT - NOVEMBER 2014**

Outcome Two: Suffolk residents have access to a healthy environment and take responsibility for their own health and wellbeing

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Priority 2.1: Creating an environment where it is easy to make healthy choices

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
Working with service providers, Public Health will improve equity of access to lifestyle services across Suffolk and monitor progress by comparing use of services by the most deprived 20% of the population compared to the rest. Primary Care and Public Health need to work closely together in order to achieve this.	November 2014 November 2015	Current procurement for Drug and Alcohol services and Sexual Health services have taken this into account. Work has started on a joint approach to prevention across Suffolk and also procurement of integrated lifestyle service which will target health inequalities. To be successful prevention needs to be embedded across the system. Currently this approach is at an early stage but the future direction is to be considered by the System Leaders partnership in November.	AMBER	

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<p>The development of the Suffolk Assembly of Youth (SAY) will be supported with further events in Stowmarket, Bury St Edmunds, Haverhill and Lowestoft. The aim will be to highlight the positive contribution young people are making to their communities and identifying gaps in services and provision. We will work with SAY to identify activities that will improve young people's health and wellbeing and then work to extend access.</p>	<p>September 2014- March 2016</p>	<p>The Bury St Edmunds event was led by a UK Youth Parliament member and has resulted in the development of the Bury Youth Forum.</p> <p>A Question Time event is planned for S/E Ipswich on 3rd December, which has support from SCC, IBC, schools and the VCS. It will provide a further opportunity to highlight young people views and experiences</p> <p>The MIX is hosting a young people's Question Time on 21st November.</p> <p>Young Infolink Volunteers are piloting an audit scheme for the Youth Offer which will be completed by March 2015.</p> <p>The UK Youth Parliament members are pursuing the 'Make Your Mark' campaign one of the 10 campaigns is addressing young people and mental health.</p> <p>Opportunities to embed social media contact with young people as part of service user consultation and involvement across HWB Priority 2 are now in place through the Source.me.uk and the corresponding twitter and facebook links</p>	<p>AMBER</p>	<p>The development of SAY is on track but it is a slow process. The network has expanded but there is limited capacity to extend the work across the whole county.</p>
<p>A comprehensive review of the evidence base for planning and health will take</p>	<p>September 2014</p>	<p>Two system-wide seminars were held on 12 September facilitated by the Town and</p>	<p>GREEN</p>	

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<p>place and the local standards for travel, open space and design will be assessed to see how they have incorporated health considerations. Findings will be taken forward to influence the planning system and help to create a healthier environment. A workshop in September will launch the work. This work will link to the emerging housing charter for health (Priority 2.4).</p>	<p>onwards</p>	<p>Country Planning Association. The first of these on healthy weight environments by planning and design focussed on the national, county and local public health evidence on obesity and relevance to planning. Workshops considered 2 case studies; Ravenswood in Ipswich and Chilton Woods in Sudbury. The second seminar focussed on improving new and existing physical activity and sporting opportunities through planning and development. It looked at the connections between our planning system, health services and the built environment and what lessons there are from planning for sport and leisure and vice versa.</p>	<p></p>	<p></p>
<p>Board members will be asked to consider the benefit of identifying workplace health leads for their own organisations who could work together with Public Health to develop workplace strategies. Public Health will build on work already completed with business associations, Business in the Community, Business Chambers and the East Suffolk Partnership to facilitate the roll-out and support a Suffolk-wide approach to</p>	<p>April 2015</p>	<p>Working Well for Suffolk, the Suffolk County Council (SCC) strategy for the promotion of positive health and wellbeing for employees, was launched on 11th September 2014. Specific workshops between November and March will roll-out training for SCC managers in mental health awareness. It will be a “train the trainer” model and will be facilitated by ACAS. This is part of the organisational commitment to <i>Time for</i></p>	<p>AMBER</p>	<p>27% of Suffolk jobs are in the public sector (including health and education) and the opportunity this provides for improving population health is underestimated. Many Suffolk businesses are small organisations and we need to get a better understanding of their ability to address the health and wellbeing of their employees.</p>

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workplace health.		<p><i>Change</i> to end mental health discrimination in the work place. The System Leaders partnership has been asked to nominate workplace health leads as part of the actions required to embed prevention across the system. A joint workshop took place on 29th September 2014 to discuss the results of the Workplace survey of Suffolk businesses with a wide audience including the Suffolk Chamber of Commerce. Discussions focused on improving workplace health within business. A workplace leaders breakfast meeting, supported by Suffolk Chamber, is planned.</p>		
New or Additional Activities (add rows below as appropriate)				
Decrease casualties on Suffolk's roads	April 2015	<p>There has been a 26% reduction since 2004 in the number of people injured on Suffolk's roads. There were 2,214 casualties on Suffolk's roads in 2013 compared to 2,505 in 2012. In 2013, 25 were killed and a further 266 were seriously injured. The number of children injured on Suffolk's roads has decreased by 46% since 2004. There were 38 children killed or seriously injured on Suffolk's roads in 2004 and this has reduced to 18 in 2013.</p>	AMBER	<p>Although casualties are decreasing and the casualty rate for Suffolk residents on Suffolk roads is 6% below national average, when measuring killed or seriously injured casualties on roads the rate for all ages per 100,000 resident population is 44.9 for Suffolk compared to 40.5 for England (2010-12). A third of all road casualties are motorcyclists despite only 1% of vehicle users in Suffolk being motorcyclists.</p>

UPDATE ON ISSUES AND BARRIERS AS REPORTED TO THE HEALTH & WELLBEING BOARD IN JULY 2014

ISSUE/BARRIER	PROGRESS	OUTSTANDING ISSUES
Board members who commission services can further contribute to a decrease in health inequalities. Unless monitored effective services can still contribute to health inequalities if they are less accessible to those at greatest risk		Currently no mechanism for this information to be understood.
Board members could assist the roll out of a Suffolk wide approach to workplace health by identifying a lead for their own organisation	System leaders to consider as part of their discussion in November on embedding prevention across the system.	

Priority 2.2: Increasing the levels in physical activity for all age groups across the population in Suffolk

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Work with partners, including all activity and leisure providers, to embed physical activity, active play and sport for pre-school and school-age children and young people in family, pre-school, school and community settings.	December 2014	<p>A Junior Parkrun has been established in Ipswich providing free weekly 2km timed runs for 4-14 year olds.</p> <p>2,100 children are engaged in 'Go Run for Fun' programme.</p> <p>4,000 children are engaged in Great East Swim outreach programme.</p> <p>A seminar focusing on 'Embedding an active lifestyle in the early years' planned for 1st December.</p> <p>A Pilot programme of fitness testing of young people planned for 6 Suffolk schools (timescales tbc).</p>	GREEN	
Work with partners to implement the cycle strategy.	(Action plan) April 2016	<p>Strategy agreed and implementation of action plan has started including:</p> <ul style="list-style-type: none"> • May 2015 to April 2016 to be promoted as Suffolk Year of Cycling. • Stages of both the Tour of Britain and Women's Tour have been secured for Suffolk in 2015. Route details and locations to be confirmed in due course. • Early discussions to establish number of Bury St Edmunds primary 	GREEN	

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		<p>schools to participate in primary schools cycling project with the aim of increasing cycling to school levels.</p> <ul style="list-style-type: none"> • 'Women on Wheels' women only cycle rides – Bury St Edmunds committed to further event in 2015, provisional date agreed for event in Sudbury. 		
<p>Work with partners, including all activity and leisure providers, to identify current walking provision to the natural and built environment and develop a walking strategy and action plan to improve public awareness and provision.</p>	<p>Draft strategy to HWB for approval Spring 2015 Delivery of intervention – summer 2015</p>	<p>Walking Strategy group formed and strategy in development.</p>	GREEN	
<p>Work with partners, including all activity and leisure providers, to develop a more strategic approach to physical activity and older people.</p>	<p>March 2015</p>	<p>This work is moving forward through:</p> <ul style="list-style-type: none"> • 'Culture and physical activity through care and support' conference aimed at those working in the care sector at all levels organised for 12.11.14. There is a potential opportunity to work with the British Heart Foundation to develop a physical activity standard for care homes in Suffolk. • Most Active County annual 	GREEN	

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		<p>stakeholder event taking place on 28.01.15 to be themed around 'active ageing'.</p> <p>A funding bid is being developed, focusing on providing additional physical activity opportunities for older people across Suffolk.</p>		
<p>Review what is offered to those with health risks who need support to increase their activity levels. This will include identifying the effectiveness of current services and gaps in provision. Initial work will be with current providers of "exercise referral" schemes in Suffolk to determine whether activity increase is sustained after completion of the programme.</p>	<p>Preliminary review complete, full review December 2015</p>	<p>Initial review of exercise on referral schemes complete and main findings were lack of national evidence on long term effectiveness and no local evidence of long term change in activity. Key recommendation 'to work with one or more of the current schemes as a pilot project to do a more detailed and targeted evaluation to look at sustainability of changes in levels of activity'. Review of 3 existing schemes underway in Waveney, Stradbroke and Bury St Edmunds.</p>	<p>GREEN</p>	
<p>New or Additional Activities (add rows below as appropriate)</p>				
<p>Improving activity and sport opportunities for those in Suffolk with disabilities</p>	<p>December 2014</p>	<p>A Disability Sport and Physical Activity Strategy and action plan is being developed in order to establish a stronger strategic approach to addressing low participation levels amongst disabled people in Suffolk. There has been £208,000 inward</p>	<p>GREEN</p>	

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		investment secured for a project to support young disabled people to stay playing sport and physical activity during the transition from school to adult life.		
Planning for sport and activity	Sept 2015 Spring 2015	A planning seminar was held to build stronger links between sport, public health and planning in order to use the planning system to help develop the sport and physical activity offer in Suffolk. Work is going forward to agree sports facility strategies and playing pitch strategies in Forest Heath, St Edmundsbury, Ipswich, Suffolk Coastal and Waveney.	GREEN	

Priority 2.3: Decreasing the harm caused by alcohol to individuals and communities

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
Work with the London School of Hygiene and Tropical Medicine to complete the evaluation of the effect of removing high strength cheap alcohol products on the local sales of alcohol.	Spring 2015	Interviews with key stakeholders complete. Financial data from the CoOp has been received and analysis underway Poster abstract accepted by the Lancet Local event to present findings from research – Spring 2015	GREEN	
Undertake a needs assessment for the wider impact of alcohol in Suffolk to complement the completed Healthcare Needs Assessment which will include the collection and development of baseline data from multi-agency sources.	Summer 2015	Scoping in progress and agreement for task group with CONGRESS	AMBER	Capacity plus complex stakeholder map
Develop a comprehensive communications and social media plan across the life course from preconception to old age to improve knowledge and awareness around alcohol issues.	Strategy launched June 2014. Comms from November 2014 to February 2015	Strategy announced with accompanying media coverage at June 2014 meeting. Detailed communication plan to be agreed October 2014. Launch “big discussion” during Alcohol Awareness Week (w/c 17 November). Dedicated web page featuring case studies, Twitter hash tag and online campaigns, key messages and links to further support.	GREEN	Achieving buy-in from all Health & Wellbeing Board partners to promote key issues using all available communication channels. Securing balanced, fair media coverage and ensuring wide coverage of our messages.

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		Link to Public Health England national campaigns in January and February 2015 to reiterate messages ('Dry January' and pilot moderation project respectively). Work with Suffolk Chamber of Commerce to secure speaker slot and display space at business events.		

UPDATE ON ISSUES AND BARRIERS AS REPORTED TO THE HEALTH & WELLBEING BOARD IN JULY 2014

ISSUE/BARRIER	PROGRESS	OUTSTANDING ISSUES
The successful implementation of the alcohol strategy will require active support from the Board.	Update paper to Board on 13 TH November 2014	

Priority 2.4: Improving access to suitable housing

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
<p>Agree the Housing and Health Charter and agree an action plan.</p>	<p>Ongoing</p>	<p>All member organisations have been asked to discuss and disseminate the Charter over the next few weeks to ensure that it is understood by everyone as a collective set of principles for working together in Suffolk. Member organisations are asked to confirm that they endorse the Housing and health charter and to provide responses to the consultation by 15 December. The Board aims to sign off the charter at the January meeting. There will be a launch event to follow in February 2015</p>	<p>GREEN</p>	
<p>To increase referrals of those in need to the 'Warm Homes, Healthy People' project with a particular focus on increasing referrals from health professions to the project.</p>	<p>On going</p>	<p>Health has become more informed and engaged through:</p> <ul style="list-style-type: none"> • Article run in CCGs GP Surgery Newsletters • Practice Manager Meeting attended • Attended 3 GP training events organised by the CCG's • 59 GP surgeries visited • 27 Health Professional Team Meetings attended (nurses, health 	<p>GREEN</p>	<p>Numbers of referrals from GPs and other health professionals is still lower than we would like. Still a lack of awareness among professionals about fuel poverty and the impact it can have on health. Despite linking with primary care in sending information to 3,500 vulnerable patients there, to date, we have not received any contacts.</p>

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		<p>visitors, doctors, admission prevention, discharge planning, community health teams, and matrons)</p> <ul style="list-style-type: none"> • 12 Flu clinics attended • Working with 15 surgeries 3,500 vulnerable patients received WHHP information in a letter from their GP surgeries <p>Other links made with 71 community and voluntary sector meetings attended, 35 churches, 21 public events including hospital promotions, Golden Age Fairs, Multicultural Festival, 6 Adult and Community Services meetings attended.</p>		<p>15 surgeries included our project cards in their mail shots to their 2% most vulnerable and/or to their over 75's in their named GP Letters. This equates to roughly 3,500 vulnerable people reached through a source they could trust.</p>
New or Additional Activities (add rows below as appropriate)				
Winter promotion of Warm Homes project	November 2014 onwards	<p>Promotion on monitor screens in GP patient waiting areas. BBC Radio Suffolk – WHHP Panel and interview. Live Well Suffolk helping to circulate literature to all GP Surgeries and pharmacies. Public Health Communications helping to promote the project. Targeted mail outs will continue.</p>	GREEN	

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<p>The Board is asked to support the work of 'Warm Homes, Healthy People' and help increase referrals to the programme from health professionals.</p>	<p>For the first time the project has begun to receive referrals from nurses, GPs and health visitors and from individuals who have seen the promotional material left in GP surgeries. To date we have had 14 individuals come through these routes and we would expect this to grow significantly over the next quarter as the cold weather comes. Since March 2014 128 clients in total have received a home survey and 123 clients have received a fuel payment.</p> <p>The project was recognised recently by NEA (a fuel poverty charity) and British Gas when they won a Community Action Award. This is the second award the project has won in the past two years.</p>	<p>Need to continue to raise profile and give feedback on outcomes to referring agencies to build up confidence in the scheme and generate more referrals.</p>