

**JOINT HEALTH AND WELLBEING STRATEGY ACTION PLAN  
MONITORING REPORT – MARCH 2015**

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

**Outcome Lead: Amanda Jones, Public Health, Suffolk County Council**  
**Board Link Member: TBC**

**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.		The targeting of services commissioned by Public Health is being assessed. Work to improve uptake of health checks in the deprived 20% of the Suffolk population by targeted outreach service has increased the proportion of health checks in this group from 17% to 20% by the end of Quarter 2 although this has decreased in Quarter 3. Further analysis of uptake of services by population group is underway.	A	
The development of the Suffolk Assembly of Youth (SAY) will be supported with further events in		Further events have taken place in Bury St Edmunds, Stowmarket and north-east Ipswich. An event in Lowestoft is planned.	G	Although capacity issues have limited the speed of progress the links developed will give long term sustainability to the

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<p>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>There has been active involvement of young people in business planning within CYP and the development of future mental health and wellbeing and healthy lifestyle services.</p> <p>An engagement hub is being formed in CYP which will feed into the service development within CYP and support SAY.</p>		<p>project.</p>
<p>A comprehensive review of the evidence base for planning and health will take 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>No update</p>		

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<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 workplace health.</p>		<p>Workplace health leads have been identified for all NHS organisations and Public Health have produced an evidence based toolkit based on the SCC 'Working Well for Suffolk' to use if required. All three CCGs and West Suffolk Hospital have expressed a wish to use the toolkit and initial meetings to facilitate this have been held or planned. NSFT are implementing their 'Healthy Engaged Workforce Plan' approved by their Board in August 2014. Public Health and ACAS have developed a county-wide training programme to develop positive mental health in the workplace. A team of 24 trainers has been trained on a 'Train the Trainer' basis and are now delivering the training to managers in SCC. The programme has support from the Corporate Management Team at SCC who have committed to undertake the training.</p>	G	
<p>Decrease casualties on Suffolk's roads</p>		<p>In 2014 there were 1,624 reported road casualties on the county's roads compared with 2,214 in 2013 and 2,505 in 2012. In 2014 there were 30 fatal casualties (25 in 2013), and 190 serious casualties (266 in 2013). There were 1 fatal and 14 serious injuries to children in 2014 compared with</p>	A	

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		<p>18 in 2013.</p> <p>Local statistics show improvement but although the Public Health Outcome indicator shows that the rate of those killed or seriously injured on Suffolk roads (2011-2013) is decreasing, the rate is still significantly higher than the England average.</p> <p>Partnership work to improve road safety and minimise casualties continues.</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	The only information in this area relates to some specific Public Health contracts.	Further work needs to be done if health inequalities are to be decreased.
Board members could assist the roll out of a Suffolk wide approach to workplace health by identifying a lead for their own organisation	See update. All NHS organisations have identified a lead. Once work has started within the NHS, District and Borough Councils will be invited to become involved.	

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

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
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.	Ongoing	The Suffolk Doorstep Sport Programme has been shortlisted for a national Street Games Award. The programme has established six Doorstep Sport Clubs for young people in deprived areas in Ipswich and Lowestoft including a girls-only club and a disability specific club. Fitness testing in children in a small cohort of schools is being planned for implementation in the Autumn term of 2015.	G	
Work with partners to implement the cycle strategy.	March 2015 - February 2016	Suffolk's Year of Cycling will be launched on 3 <sup>rd</sup> March and will run until February 2016. The campaign will highlight the major national cycling events Suffolk has been chosen to host, promote local sports clubs and events and highlight the many ways people can enjoy cycling as part of their everyday activity, whether that's commuting to work or school or simply getting out and about and seeing the county.	G	

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	<p>April 2015 to March 2016</p> <p>Ongoing</p>	<p>Bury St Edmunds Primary Schools Cycling Project will be also be launched on 3<sup>rd</sup> March and will run from April for 12 months in 8 primary schools. The purpose is to increase the number of children and their families cycling to school.</p> <p>The strategic towns cycling review is ongoing, with reviews of Felixstowe and Bury St Edmunds complete.</p>		
<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>February - April 2015</p> <p>May 2015</p>	<p>A Suffolk Walking Strategy is in draft form and currently out to consultation. It will be presented to the Health &amp; Wellbeing Board in May. The Strategy is the first step in establishing a route-map for the development of walking in the county. Its vision is for Suffolk people to be walking more often from their early years across their life into old age. It has two overarching aims – for walking to be seen as beneficial, easy, inclusive, accessible, pleasant and safe and for walking to become the ‘default’ option for journeys of 20 minutes or less.</p>	<b>G</b>	

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
Work with partners, including all activity and leisure providers, to develop a more strategic approach to physical activity and older people.	November 2014  January 2015	A Culture and Physical Activity through Care and Support has been held. The purpose was to provide those working in the care sector with information and ideas on how to ensure cultural, creative and physical activity is a fundamental part of the service they provide. A follow-up meeting with the British Heart Foundation National centre for Physical Activity and Health has discussed a co-ordinated approach to developing physical activity in care settings in Suffolk. A stakeholder event exploring the role of physical activity in helping people age actively and age well has been held. The purpose was to bring partners together to improve understanding, share best practice and foster collaboration as the first step in developing a strategic approach to physical activity for older people in Suffolk.	G	
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.	Summer 2015	A review of 3 existing exercise on referral schemes in Waveney, Stradbroke and Bury St Edmunds is evaluating effectiveness and the longer term sustainability of changes in levels	G	

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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.		of activity. The Suffolk ‘Get Healthy Get into Sport’ Project has been selected for inclusion in Public Health England’s ‘Promising Practice’ report. It was one of 36 projects chosen from 952 submissions and the project was deemed to show ‘positive impact’ on physical activity through ‘qualitative and quantitative measurement’.		
Improving activity and sport opportunities for those in Suffolk with disabilities	December 2014  February 2015  Ongoing	The Suffolk Disability Sport and Physical Activity Strategy and action plan was launched in December and will establish a more strategic approach to addressing low participation levels amongst disabled people in Suffolk. A Disability Think Tank event will be held to introduce the Disability Strategy to key organisations and individuals, facilitate discussions around the strategic themes included in the Strategy, check and challenge the content, identify key areas of interest for strategic partners and explore new collaborations. Special Olympics Suffolk was launched to bring new sports coaching and competition opportunities for people	G	



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		with an intellectual (learning) disability across the county. It will promote opportunities for participation by people with an intellectual disability and also provide a pathway to national and international competition.		
Planning for sport and activity	Spring/Summer 2015	There is commitment to produce District and Borough playing pitch and built sports facility strategies. Suffolk Coastal has completed this work, Waveney has completed the playing pitch strategy and work is ongoing in other areas.	G	
Promote the use of, and increase access to natural green space in improve health and wellbeing in areas of high deprivation in Suffolk	Spring 2015	'Being Well in the Brecks' project is being delivered in the Brecks/Brandon Country Park area to create and promote 6 x 1mile parish walks and to improve and increase access to Brandon Country Park. A part-time Project Officer has been appointed from April 2015-November 2016 and work will be coordinated and monitored by a steering group.	G	

**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.	May 2015	Work with the London School Of Hygiene and Tropical Medicine completed. Stakeholder event planned May/June 2015 to disseminate findings.	G	
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	The Alcohol Strategy group has decided to refocus scope of needs assessment to concentrate on over 65s drinking in relation to social isolation etc. A separate Hidden Harm needs assessment will specifically look at the impact of parental substance misuse, including alcohol and maternal alcohol misuse impact on the foetus.	A	
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.	June 2015	Local media coverage was successfully secured for national campaigns in January and February. A multi-agency conference focusing on foetal alcohol syndrome is planned for June 2015. It will coincide with the launch of a campaign to raise awareness of hidden harm of alcohol on families, and especially children which will link to our existing 'What's your relationship	G	

		with alcohol?' promotion and will focus on a child at a home in which parents drink, young people and older people.	
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**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.	Alcohol Strategy action plan discussed at November 2014 Health & Wellbeing Board. Action plan to be redefined to concentrate on specific need. e.g. older people and drinking.	

**Priority 2.4: Improving access to suitable housing**

AREA OF FOCUS 2014/15	TIMESCALE	PROGRESS	RAG RATING	ISSUES/BARRIERS
Agree the Housing and Health Charter and agree an action plan.	March 2015	Work on the housing charter is progressing slowly but a workshop to be held on 12 March at IP-City in Ipswich will bring partners together to take forward the Charter commitments	A	
To increase referrals of those in need to the 'Warm Homes, Healthy People' (WHHP) project with a particular focus on increasing referrals from health professions to the project.	Ongoing	A large increase in referrals from Health Professionals has been seen in comparison to last year. More work is needed to firmly embed the relationships developed with Health and ensure a smooth referral pathway. A pilot in partnership with 3 GP Surgeries (one in each of the local authorities) mailed 1500 letters to targeted patients vulnerable to the cold promoting WHHP service. The response to the letters was low and the project is currently being evaluated.	A	
Development of strong partnerships and referral mechanisms	Ongoing  February	The increased referrals for fuel payments this winter has meant a tightening of eligibility criteria to ensure those most in needs received support. The demand for surveys is lower but the clients visited are those most in need of services. A joint project with Homefirst Carers will	G	Increased promotion needed to

	2015	provide information about WHHP to encourage their clients to contact the programme.		generate more surveys.
Winter promotion of Warm Homes project	Complete  March 2015.  March 2015	A programme through Live Well distributed new literature to all GP surgeries and pharmacies in Suffolk. There were press releases written but despite promotion there was low uptake by the press. A newsletter is being introduced to update partners on a regular basis to report outcomes and case studies in order to promote the programme. Localised articles will be printed in Parish Newsletters and Council Magazines.	<b>G</b>	Difficulty in engaging the local media in campaigns

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The Board is asked to support the work of 'Warm Homes, Healthy People' and help increase referrals to the programme from health professionals.	Referrals have increased.	

