
14th June 2006

CABINET REPORT

**Report of the Director of the Directorate of Adult, Community and Housing Services
and the Director of the Urban Environment**

Dudley Health and Well-Being Partnership Strategies for Dudley

Purpose of Report

1. To seek Cabinet endorsement for the health strategies developed by the Dudley Health and Well-Being Partnership (DHWP) in 2005-06.

Background

2. The DHWP is a long-standing partnership bringing together agencies working in health, care and wider well-being services and established as the health and well-being thematic partnership of the Dudley Community Partnership (DCP.)
3. Broader context for Cabinet endorsement of these health strategies now relate to the Corporate Performance Assessment methodology in which the Key Lines of Enquiry (KLOE's) showed a clear expectation for the Council to be a major contributor in the development of, amongst other things, healthier communities. In addition, the developing Local Area Agreement work gives us more opportunity to widen our effectiveness still further in our partnership with Dudley's health services.
4. Also, the consideration that the Cabinet are giving to the publication of the White Paper *Our Care, Our Health, Our Say* gives a timely context for Cabinet to note and support the work of the DHWP during 2005-06 in which work that is the subject of this report has developed. Copies of the all strategies referred to are in the Members Library and on CMIS.
5. **Health Inequalities Strategy:** The aims of the Health Inequalities Strategy are:
 - To ensure equitable service delivery and supporting people to make lifestyle changes.
 - To address the underlying determinants of health inequalities in order to improve the health of the next generation
6. The DHWP marked the development of this strategy at an event May 2006 building on initial multi-agency strategy development and Consultation e.g. with the Good Health Select Committee and endorsement of the Strategy by Dudley Community Partnership.

7. The main priorities in the strategy are linked to the views of Dudley's community expressed through the Dudley Borough Challenge process. The priorities and some of our work attached to them are as follows:
- *To reduce poverty* – for example through ensuring benefits up-take, the Health through Warmth programme and local jobs for local people initiatives such as Future Skills including wider regeneration initiatives and strategies such as the Black Country Study.
 - *Tobacco control* – for example through work in Trading Standards enforcing legislation on under-age sales; working with Customs and Excise on illegal sales and with other Black Country authorities via the Black Country Tobacco Control Alliance; the Children and Young People's Strategic Partnership have also set out in their Plan for 2006-09 how they will achieve their key strategic priority for improving healthier outcomes for children and young people is by reducing the negative impact that smoking has on them.
 - *Increased educational attainment* – this includes any initiative helping adults to develop their skills such as the "Learning to Care" project. The Council and its partners are seeking to reduce the number of young people and adults not engaged in education, employment or adult learning / training. Work to improve educational attainment in schools will also clearly contribute to this aim. Overall, we need to increase the rate of progress to narrow the gap that exists between Dudley and the rest of the UK in terms of educational attainment and household incomes.
8. The strategy considers the gap in health status between the rich and the poor - there is a steep gradient in health status that relates principally to poverty. A health inequalities perspective, therefore, allows focus on closing the 'health gap' and work to improve the health of those people who fare worst. This approach does not exclude a whole-population approach to improving health, but the intention is to improve the health of the poorest faster so that there can be a 'levelling-up' of the health status across the Borough. Over time, this may mean 'bending' mainstream budgets, re-designing work to meet the aims of this agenda, additional investment to target response to the areas of greatest need and reducing barriers to access. Some of the activity which contributes to this at present included work to help local people into local jobs as increased income can assist increase in self-esteem which can influence people's health status; addressing food for health initiatives via a partnership Food for Health Action Plan.
9. **Obesity Strategy** – the DHWP established a Task Group to develop this work aimed at making 'The Healthy Choice The Easy Choice' across a range of identified areas as follows:
- The wider physical and cultural environment - to address the context within which individuals can make lifestyle changes that reduce obesity such as advertising / counter-marketing / regulation or economic approaches such as the potential to use taxation as a vehicle to promote healthy eating, and also the purchase of health and fitness products.
 - Community (prevention) – Education / awareness campaigns including measures to address childhood obesity e.g. breastfeeding; avoiding the use of sugars; physical activity measures limit television viewing; school-based initiatives such as Health Promoting Schools, etc..

- Community (weight loss) - smoking cessation programmes, diet, physical activity and behaviour therapy as well as the use of specialist drugs.
- Primary Care prevention and weight loss – using more clinical measures such as drugs to assist individuals using primary care services
- Hospital – services provided as direct forms of treatment to counter obesity in its most serious forms.

Appendix 1 provides a summary of the mapping exercise undertaken by the Group which contributed to the publication of a Dudley Charter for Action and from which an Action Plan has been developed to incorporate activities and services delivered by the Council.

10. **Accident Prevention Strategy** - As part of its local Health Improvement Programme, Dudley prepared and subsequently implemented a Joint Agency Strategy and Action Plan for Accident Prevention. The DHWP tasked a multi-agency group (the Accident Prevention Partnership) to review achievements to date and to refine and roll forward an earlier Action Plan. The Accident Prevention Partnership subsequently produced the Accident Prevention Strategy and Action Plan which covers the period up to 2008. Regarding the period 2000-2003 evidence showed that:

- Mortality from accidents is reducing and is on target to meet the mortality target 9.7 per 100,000 for 2010 set nationally in the Department of Health's (DH) earlier public health document, '*Our Healthier Nation*.'
- Dudley has already exceeded the national targets to reduce the number of people killed or seriously injured in road accidents by 40% and the number of children killed or seriously injured by 50%, by 2010, compared with the average 1994 – 1998.
- The number of reportable workplace accidents is falling.

The Strategy "Preventing Accidents in Dudley" is intended to achieve accident prevention through education, environmental improvements and enforcement. The Action Plan is built around the road, home, leisure and work environments. The Head of Public Protection will report progress against the plan to the DHWP on a regular basis.

Finance

11. Whilst there are no immediate financial consequences to this report for the Council, the principles and underlying philosophy of the strategies are aimed at addressing health inequalities and the specific areas of tackling obesity and accident prevention. As indicated above, the Council already has a practical commitment to this approach e.g. through wide-ranging activity within its three service Directorates. However, over time the Cabinet may wish to review approaches to addressing health inequalities as part of the budget-setting process and any financial consequences of that using mechanisms such as Local Area Agreements as part of a wider 'mainstreaming' agenda.

Law

12. The Local Government Act 2000 gives Councils power to promote the economic, social and environmental well-being of their communities. The development of a Health Inequalities Strategy is also promoted through the Department of Health's *Tackling Health Inequalities: A Programme for Action* (2003.) Further public health legislation consequent to the publication of the 'Choosing Health' White Paper is expected which will address elements of Obesity Strategy e.g. tobacco control, through the Health Bill currently before Parliament.

Equality Impact

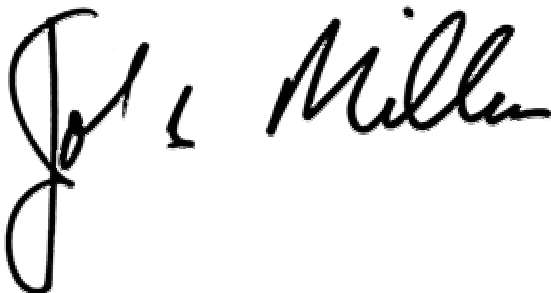
13. The Health Inequalities Strategy is fundamentally aimed at equality issues with a focus on health and its wider determinants across the whole local population now and in the future and this is the case for the Obesity Strategy and the Accident Prevention Strategy.
14. In terms of race impact assessment, the strategies will support activity in Dudley to reduce poverty amongst black and minority ethnic community as well as work to improve their educational attainment across all age groups giving opportunities to address the promotional aspects of the obesity strategy and the accident prevention strategy as they affect any group within the Borough.

Recommendation

15. That Cabinet endorse the Dudley Health and Well-Being Partnership strategies covered in this Report.



Linda Sanders
Director
Adult, Community & Housing Services



John Millar
Director
Urban Environment

Contact Officers:

Health Inequalities

Brendan Clifford
Acting Assistant Director, DACHS
Telephone: 01384 815889
Email: brendan.clifford@dudley.gov.uk

Obesity

Duncan Lowndes
Assistant Director, DUE
Tel : 01384 815500
e-mail: Duncan.lowndes@dudley.gov.uk

Accident Prevention

Nick Powell
Head of Public Protection, DUE
Tel: 01384 814847
E-mail: nick.powell@dudley.gov.uk

List of Background Papers – (available in Members Library and CMIS)

Health Inequalities Strategy

Obesity Strategy

Accident Prevention Strategy- Preventing Accidents in Dudley

APPENDIX 1

Obesity Strategy – Mapping Exercise

Setting	Activity
Culture/Environment	<ul style="list-style-type: none">• Cycle route in development• Public Leisure Centre Provision• Park/Open Space Provision• Allotments
Community (Prevention)	<ul style="list-style-type: none">• Get Cooking• Steps to Health• Dudley Cycle Forum• Dudley Walking Strategy Group• Fit Kid, Phyz Kids and Busy Kids• Health Promoting Schools• Take 5
Community (Weight Loss)	<ul style="list-style-type: none">• Limited Activity principally delivered via private sector and through organisations such as Weight Watchers and Slimming World.• Phyz Kids – provides dietary advice
Primary Care – Prevention and Treatment	<ul style="list-style-type: none">• Physical Activity toolkit Training• Steps to Health Referral• Get Cooking Referral• Pharmacotherapy• Some Practice Based Obesity Clinics
Hospital Treatment	Clinics delivered within Russells Hall Hospital where weight reduction is an issue for some patients