

Select Committee for Adult Health and Social Care

Report of the Director of Governance and Community Engagement

Improving Health and Wellbeing in Dudley: Dudley PCT Strategic Framework

Purpose of Report

1. This report provides information following a request from the Committee, on the Strategic Framework of Dudley Primary Care Trust (PCT). This report builds on the report given to the committee in June 2008 on World Class Commissioning. This report provides an update of how this is being taken forward in Dudley.

Background

2. Our overall purpose as a PCT is ***"to improve the health and well being of our local community"***. To achieve this mission, we have developed a Strategic Plan for the next 5 years – see Table 1 at the end of this report.

3. Within this plan, we have set out three high level strategic objectives:

- To minimise a reliance on health and social care services by improving the well being of the population
- To become a World Class Commissioner of healthcare by integrating health needs assessment and people engagement (clinicians, service users, relatives and carers and the public).
- To raise the quality of service provision

4. Underneath these cross cutting objectives, we have identified ten areas in particular to focus our attention over the next five years – these are our 10 goals:

Early detection	1. Tackling obesity
	2. Reducing alcohol misuse
	3. Reducing coronary vascular disease
	4. Improving mental health wellbeing
	5. Providing systematic and targeted prevention
Model of care	6. Providing care in the appropriate setting
	7. Developing and implementing our urgent care strategy
	8. Managing long term conditions
Enabling strategies	9. Improving Patient Experience
	10. Championing innovation and excellence

5. These goals were identified from intelligence gathered from consultation and needs assessments – including the engagement activity carried out jointly with Dudley MBC for the Commissioning Strategy and the Joint Strategic Needs assessment. A full Public Health report giving details of demographics, health trends and inequalities is available from the Dudley PCT website at www.dudley.nhs.uk.

6. Each goal has been mapped out with action plans for the next 5 years – this will see a set of initiatives taken forward to make the improvements necessary for Dudley patients, service users and carers.

7. To gauge whether we are being successful with the above objectives and goals, we have identified measurable outcomes to track progress:

OUTCOME AREA	MEASURE	EXPLANATION
Health inequalities	Average IMD (deprivation index) score	This will give an indication of how the changes are meeting the needs of marginalised communities. This area is mandatory – all PCTs have to include this indicator.
Life expectancy	Life expectancy at time of birth, in Years	This will show if life expectancy is improving. This is also mandatory– all PCTs have to include this indicator.
Infants breast fed	Percentage of infants breastfed at 6-8 weeks	Breastfeeding has an important contribution to make towards reducing infant mortality, childhood obesity and health inequalities.
Proportion of children completing Measles, Mumps and Rubella (MMR) immunisation by 2 nd birthday	Proportion of children aged 2 who complete immunisation for MMR	This will show how efforts to regain uptake of MMR vaccination are progressing, to protect children in Dudley and halt increase in cases.
Hypertension (high blood pressure)	Prevalence (how many patients, how often occurring)	This will measure how much improvement is made in reducing high blood pressure. This underpins all vascular programmes.
Percentage of stroke admissions given a brain scan within 24hrs	Percentage given brain scan within 24 hours	This is a key priority to improve stroke care and recovery. It is also a quality Indicator in Acute Contracts.
Drug treatment waiting times	Average waiting times, including Rehabilitation, GP specialist, outpatient	This measure will show how much improvement is made in accessing drug treatment in Dudley.
Rate of hospital admissions for alcohol related harm	Rate of alcohol-related admissions per 100,000	This measure is a key priority in the Commissioning Strategy and a Local Area Agreement Improvement Target.
Percentage of all deaths that occur in place of choice	Percentage of all deaths that occur at home	This measure will allow us to gauge the success of our 'end of life' service, especially whether people have their choice of place to die.
Childhood Obesity	Obesity among primary school age children in year 6	Key priority in our Commissioning Strategy. Local Area Agreement Improvement Target.

8. All of our goals are reflected in the Next Generation Local Area Agreement (LAA) agreed by the Dudley Community Partnership in May 2008.

9. We are also continuously developing the organisation to ensure that we foster the skills and talent necessary to make this 5 year successful. We are updating our Communications and Engagement Strategy and Organisational Development Strategy. The whole focus of World Class Commissioning is geared to ensuring that the patient is the focus, having the information and access to services to make their own choices.

10. We will be promoting our organisation values actively within this 5 year plan:

- We will embrace partnership working
- We will value equality and diversity and ensure that everyone is treated with respect
- We will actively seek, listen to and respond to the views of all
- We will be open and honest in our approach
- We will spend funds wisely
- We will support and empower people to contribute to improving their health and that of their community
- We will work continuously to improve services
- We will ensure seamless services that best meet the needs and preferences of the community
- We will set clear direction and deliver on our promises
- We will value, support and develop all our staff
- All staff not directly involved in patient care will continue to support clinicians

11. Over the next five years, we will be developing 'world class commissioning competencies' – these are the skills and abilities that will allow us to take responsibility as the leader of the local health economy, track demand and capacity and manage the market. (Refer back to report submitted to this Committee in June 2008 for more detail).

12. The Strategic Framework provides the umbrella for our work to improve health and wellbeing and ensures that all efforts are made towards this main purpose. It allows us to track the impact on Dudley communities, involving people in their health and care and tackling health inequalities. We will strengthen our management of the organisations who are providing health services in order to ensure that Dudley patients are getting the best possible choices and services for their money – this is at the heart of what World Class Commissioning means for Dudley.

13. Our stakeholders will be asked to give their views as part of the assurance process for World Class Commissioning. This includes a Stakeholder survey which will be sent out in Autumn 2008. The Chair of this committee will receive an invitation to complete a survey.

14. The questions that will be asked in the Stakeholder survey include:

- *What does the PCT do well that they should keep doing?*
- *What should the PCT do differently?*

15. Additionally stakeholders will be asked to rate the PCT on a scale of one (strongly disagree) to six (strongly agree) against the following six statements:

- We recognise the PCT as the local leader of the NHS (competency 1)
- The PCT has significant influence on our decisions and actions (competency 1)
- The PCT is an effective partner in delivering health and well being improvements for the local population (competency 2)
- The PCT proactively shapes the health opinions and aspirations of the local population (competency 3)
- The PCT proactively engages my organisation to inform and drive strategic planning and service design (competency 2)
- The PCT proactively engages clinicians to inform and drive strategic planning and service design (competency 4)

16. In conclusion, this report provides an update on work that has been completed since the first report on World Class Commissioning was presented in June 2008. As this report is provided at an early stage in the development of the Strategic Plan, prior to formal agreement by the Trust board, members are advised that some small changes may be made – updates will be provided as this work progresses. Members are invited to ask if they would like any more detail on any of the above points.

Finance

17. Not applicable for this report which is for information purposes only.

Law

18. Not applicable.

Equality Impact

19. The Strategic Plan builds on the Joint Commissioning Framework and Strategy – which sets out the principles and processes for health and care service provision in Dudley. This has been developed with extensive engagement of communities in Dudley, including patients, service users, carers and families. The health needs assessment carried out jointly with Dudley council made specific reference to equality and diversity, including Black and Minority Ethnic communities, people with disabilities, and other marginalised or vulnerable members of our society.

Recommendation

20. It is recommended that:-

- The report is noted and retained for future reference.

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List of Background Papers

- Dudley PCT and Dudley MBC (2008) Joint Commissioning Framework and Strategy

TABLE 1 – STRATEGIC PLAN FRAMEWORK

