

Service Summary Sheet

Directorate	Public Health and Wellbeing Division		
Year	2022-2023	Quarter	Q4
Benchmarking with local authorities/nearest neighbours Please consider if a Delivering Better Outcomes proforma should be completed also.			
Overview of service delivery Include any issues / risks			
A.4149 Working with partners to develop the aspirations of the child friendly borough			
Consultant appointed to consult widely and form options appraisal for future direction of Child friendly Dudley. Ongoing finance agreed via redirection of Switches from PH grant. Recruitment round ongoing and interview arranged for 17th April. Growing up in Dudley consulting with families and children on what would make Dudley Child Friendly.			
A.4150 Working with partners to promote childhood vaccines			
CDW support to identify and plan locations of the vaccination van and promotion to communities in Dudley Central/ Brierley Hill. Working with in partnership with the ICB on a immunisation pilot to address inequalities, focussing on areas of reduced uptake and high deprivation around MMR and pre-school boosters. Project group and plan in progress and to hope to commence 6-9 months pilot in July next financial year			
A.4151 Working in partnership with Children's Services to complete a SEND needs assessment and Strategy			
Completed			
A.4152 Working with communities, anchor organisations and partners to take forward asset based approached			
Support to NHS and voluntary sector partners to plan a Dudley People's Panel event, including an open space conversation on Health Inequalities. Further			

support to development of Family Hubs model including advice on 'know your patch' principles for staff and link to CDW's. Discussions have taken place around moving family hub content to DCID in 2023/24 to create one place for families to find information. Initial discussion with DIHC colleagues re. developing/ supporting asset-based approaches through Primary Care Networks and system wide engagement work. Evaluation of Make it Happen projects have been/ are in the process of being completed. Outcomes will be reported in Q1 of 2023-24.

A.4153 Creating a health protection model and emergency planning structures and processes

The operational group continue to meet. An escalation SOP has been developed in draft. The remit of the group will be expanded to support issues within environmental health e.g. avian flu, zoonotic infections and food bourne outbreaks to provide additional assurance.

A.4154 Work with NHS, Social Care commissioners and providers to develop a programme to improve quality and minimise disruption to services from infectious disease

The ICB are developing a MOU to supplement the Co-operation agreement to ensure in an event of an outbreak that resources are mobilised to meet demand across Dudley. We are providing specialist advise around swabbing and diagnostics to the ICB and negotiations continue.

A.4155 Development of integrated family hubs, providing health, education and social care for all Dudley Families

Delivery plan submitted and awaiting second tranche of funding for 22/23. Recruitment underway. Governance developed. JSNA due for completion Q4 Co-location of services now started, with midwifery teams in all Family Hubs and development of locations for outreach. Delivery Plan accepted by DfE, funding released, plus agreement for funding to roll over to 23/24 due to late payment. Monitoring information received. Awaiting full permission for 2 year fixed term post to support this programme. JSNA drafted

A.4156 Develop a system wide pathway to reducing loneliness and isolation

Continued establishing relationships with community groups. A further 8 groups visited this quarter. A total of 56 groups supported to date. Continued supporting 11 projects that received funding as part of the 'connecting older people' work programme. Extended funding for Digi Dudley project for 9

months February – October 2023. Continued support for older people and carers, many of whom live on their own and have mobility issues. Outcomes include improved confidence in using digital technology to access information and services online. Improved social connections and reduced loneliness and isolation through virtual groups, new groups, keeping in touch with family and friends using social media. Improved access to digital devices with a tablet loan scheme and free SIM cards with data as part of the National Databank scheme.

A.4157 To protect the people of Dudley by expanding the work of the trading standards team

Ongoing projects include dealing with premises selling illegal tobacco and vapes, investigating scams, investigating bogus carers targeting the vulnerable, and several investigations against second hand car dealers. Dealing with illegal tobacco and vapes continues to make a significant demand on resources, and an ongoing program of underage test purchases by vape sellers has revealed a high failure rate which will necessitate ongoing legal action. Several prosecutions have recently been concluded successfully through Court and generated significant positive media exposure for the Authority.

A.4158 Ensure robust emergency planning and business continuity processes are in place across the council and commissioned services to respond to incidents that impact our residents and services

Continue to hold one to one quality meetings regarding business continuity plans are still progressing council services as a rolling programme. The Pandemic Plan and Flood Plan have been completed and will be signed off at next Incident Management Group in May 2023. A SEB report is being developed regarding assurance against audit action plan. This will be presented to SEB in June 2023. The community resilience framework is being developed and is in final draft stages for comment.

A.4159 Support the council wide response to poverty focusing on child poverty

Second successful round of small grants funding awarded, spend plan for 23/24 approved. 14 staff with lived experience recruited to work in Cost of Living Hubs, alongside 10+ volunteer posts. 2,843 households supported by Cost of Living Hubs in first 2 months of operation with £206,500 of HSF dispersed, £85,358 of fuel vouchers given and over 2,000 packs of sanitary protection given.

A.4160 Improve links between delivery of Public Health goals and the regulatory activities of the Environmental Health and Trading Standards Service

Links between food hygiene inspections and initiatives encourage healthy eating (tackling obesity), removing illicit tobacco from sale (reducing tobacco addiction/reducing smoking in pregnancy), improving air quality (tackling climate change) and visiting vulnerable residents who are targeted by scammers (tackling loneliness and isolation), continue to be developed.

A.4161 To promote the extensive air quality monitoring network operated by Environmental Health and encourage the application of the data obtained to deliver cleaner air in the borough

A program to promote the importance air quality and the value of the data we hold is ongoing. Presentations have been given to SEB and Climate Change Scrutiny Committee, new roadside signage has been produced, and schools visits are being planned. A review of air quality monitoring with reference to areas of high asthma rates in the borough is now being undertaken. Consultations are ongoing with partners to ensure Air Quality initiatives from WMCA are implemented in the Borough

A.4162 Work in collaboration with groups from marginalised communities to understand barriers to improving health and develop programmes to address these barriers

'Life in Lye' core group established, all programme documentation drafted and approved, and monthly meetings have taken place to provide direction and oversight. Initial work streams planned, and projects initiated. Listening exercises carried out with health professionals and community leaders to discover community assets and opportunities. Scoped options for delivery of ESOL to the Roma community as part of a family learning approach. Support provided to DIHC colleagues re. engaging African-Caribbean residents in Dudley Central to explore barriers to diabetes screening and potential other health issues such as cardiovascular, blood pressure, healthy hearts etc.

A.4163 work with partners and the community to co-produce an inclusion guide 'Making Dudley a Place for Everyone'

completed

A.4164 Rebuild the Public Health Department following the 2 year covid response

A Public Health and Wellbeing Department away day was held on 21st March 2023. To recognise the achievements of work in the department around covid and Public Health priorities over the last year. Presentations were delivered on the Business Planning process, Corporate Finance, Corporate Training, Communications plan for the department and the Strategic Objectives agreed for 2023 - 2026. Team plans are now in development to identify work to meet the strategic objectives.

A.4165 Recommission and redesign Public Health contracts to be fit for the future and to meet the relevant regulations

To ensure continuation of services post March 2023 whilst Public Health services are being procured, incumbent providers have been approached to direct award to them new contracts for 7 months +up to 5 month, with 1 month notice to extend, contract term effective from 1st April 2023. All providers have agreed to the 7 months +up to 5 month arrangements and contracts have been issued to incumbent providers. Soft Market testing for services in scope of procurement was held in January 2023 following which tenders were published for Sexual Health Services, an Integrated Substance Misuse Service, an Adult Wellness Service and a Children & Young people Wellbeing Open Access & Advocacy Support Service. Contract award and sign-off for these services will take place during April to July 2023 to ensure services are mobilised and live by 1st November 2023. These tenders have been issued in revised bundles to bridge our administration's health and social priorities, pool resources, realise financial efficiencies and drive both economies of scale and service innovation. To note there has been a delay in tendering for a Children and Young People Service for 0–19-year-olds (25 years for SEND) whilst a decision is reached regarding joint procurement with the ICB. The deadline date for this is the 1st July 2023 by which time if no decision has been reached the Council will go live with a sole procurement route.

Workforce metrics

Corporate Performance Team will populate

Headcount & FTE as at 31/03/2023	Non Casual Headcount (FT and PT)	Non Casual FTE	Casual Headcount	Agency Headcount	Total Headcount
Public Health and Wellbeing	130	114.25	1	13	144

Ethnicity	%
Ethnic Minority Group	13.8%
Undisclosed/Prefer not to say	7.7%
White	78.5%

Staff turnover rate	%
2022-23 Q4	11.8%

Sickness days lost per FTE	Days
2022-23 Q4	9.0

Service achievements

Report of any external accreditation, awards, positive publicity, during the past quarter

The Public Health and Wellbeing Division held a business planning day on 21st March 2023. The aim of the day was to:

1. recognise the enormous effort everyone in the division made to support the Covid-19 pandemic
2. To meet and greet new colleagues
3. To create space to network with colleagues and business partners (face to face)
4. To celebrate successes in the last 2-3 years
5. To give an overview of the Business Planning Process and contributions from Business Partners
6. To agree an internal communication plan in order for the division to feel connected, reduce silo working and improve team cohesion

Presentations from the day:

<file:///dudley.gov.uk/filestore/Public%20Health/FileData/H/Central%20Document%20Store/PUBLIC%20HEALTH%20AND%20WELLBEING%20AWAY%20DAY%2021.3.23/PRESENTATIONS/All%20presentations%2021%2003%2023.pdf>

Opportunities for improvement

Information relating to service complaints / compliments and learning from these

Any additional information relating to performance