

Appendix 1

Health and Well Being Action Plan – September 2012

Redditch Partnership Issue 1:		Obesity, Healthy eating, healthy lifestyles					
Key Deliverable:		Reduce obesity levels in Redditch					
Key Issues:		<ul style="list-style-type: none"> • <i>An over abundance of take-aways and a lack of healthier 'fast food' options</i> • <i>Lack of awareness of the nutritional content of different food choices</i> • <i>Cost is a barrier to participating in physical activity and maintaining a healthy diet</i> • <i>A need for entry level physical activity options</i> 					
Key Actions to Tackle Key Issues	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
Development of skills for maintaining a healthy diet e.g. label reading, portion size, visual displays, cookery skills	1. Healthy diet training programme	<ul style="list-style-type: none"> • Development of a healthy diet training programme for frontline staff and skills development sessions for individuals living on a low income (focussing on young adults and older people) 	March 2013	NHS Worcestershire – Emma Price	£10K from CCG (to cover R+B)		Training programme being developed by Emma Price (Bromsgrove DC)
Development of skills for maintaining a healthy diet e.g. label reading, portion size, cookery skills	2. Winyates Healthy Eating Project (Phase Two)	<ul style="list-style-type: none"> • Design community-led healthy eating activities to include health chat training and signposting to the Health Trainers Service. • Explore how the initiative could link in with the Schools Get Cooking programme. 	Autumn 2012	RBC - Liz Williams / Helen Broughton NHS Worcestershire - Debbie Baker-Price Sharon Newbury WRS	£5,000 from the PCT	<ul style="list-style-type: none"> • Numbers of referrals to the Health Trainer Service • Numbers attending Health Chat Training 	
Increase availability of healthier options	3. Worcestershire Works Well	<ul style="list-style-type: none"> • Extend the roll out of the Worcestershire Works Well programme to businesses across Redditch • Increase the availability of healthy food options in 	Ongoing	WWW Steering Group	£20K from CCG (to cover R+B)	<ul style="list-style-type: none"> • Number of businesses signed up to WWW • TBC 	Attending WWW Steering Group on 5 th April to discuss how funding can support increased roll out in R+B

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		<ul style="list-style-type: none"> workplace canteens. 					
Increase availability of healthier options	4. Change4Life programme	<ul style="list-style-type: none"> Support the delivery of the Change4Life programme through local food outlets (e.g. through branding, convenience store F+V scheme, Tuckers Trucker etc.) 	March 2013	Anita Fletcher WRS	£20k from CCG (to cover R+B)	<ul style="list-style-type: none"> TBC 	Service Specification with WRS to be developed and agreed
Development of low cost entry level PA options	5. Bike Hire @ Arrow Valley Country Park	<ul style="list-style-type: none"> Development of a bike hire scheme at Arrow Valley Country Park Explore opportunities for delivering bikeability training for adults 	Ongoing	Laura Kerrigan R& B Sports Development	£20K from CCG	<ul style="list-style-type: none"> 	
Development of low cost entry level PA options	6. Activity on Referral	<ul style="list-style-type: none"> Further development of the existing Activity on Referral scheme to include a range of entry level PA opportunities 	March 2013	Laura Kerrigan R& B Sports Development	£5K from CCG	<ul style="list-style-type: none"> 	
Reduce barriers to maintaining a healthy lifestyle	7. Where possible, undertake Health Impact Assessments on all partners' policies and strategies.	<ul style="list-style-type: none"> To produce a matrix to assess the Redditch Core Strategy. To undertake a Health Impact Assessment of the Core Strategy. 	December 2012	RBC – Planning / Ruth Bamford. NHS Worcestershire – Hilary Sharpe	Officer time	<ul style="list-style-type: none"> Comprehensive Health Impact Assessment undertaken. 	<p>A matrix has been produced and an initial assessment of the individual Core Strategy Policies has been undertaken.</p> <p>The next stage of the process is to assess those policies which have been identified as having an impact on health.</p> <p>This work is ongoing and will be undertaken alongside the</p>

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							development of the Core Strategy.
Support individuals to maintain a healthy lifestyle	8. Health Chats, Worcestershire Works Well (WWW) and Healthy Hub	<ul style="list-style-type: none"> Partner organisations to promote these three initiatives. Partner organisations to take part and utilise these initiatives where possible. 	On-going	Anita Fletcher WRS	Officer time	<ul style="list-style-type: none"> Number of organisations signing up for Health Chat Training Number of organisations signing up for WWW. 	

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Redditch Partnership Issue 2:		Smoking					
Key Deliverable:		Reduce the number of people smoking in Redditch					
Key Issues:		<ul style="list-style-type: none"> • Reduce the number of young people taking up smoking • High levels of smoking in routine and manual groups • High rates of smoking in pregnancy (esp. Teenagers) • Easy access to cheap cigarettes 					
Key Actions to Tackle Key Issues	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	To encourage partners to support the 2013 Stop Smoking Campaign. No Smoking day is scheduled to take place on 13 th March.	<ul style="list-style-type: none"> • To provide local partners with campaign materials and to provide signposting training (utilised from the "Smoke Free" website.) • Information to be circulated to the LSP Board on national health campaigns. 	<p>March 2013</p> <p>Throughout 2012</p>		Use existing Department of Health materials	<ul style="list-style-type: none"> • Number of partners promoting national events 	
Target routine and manual groups	3. Worcestershire Works Well	<ul style="list-style-type: none"> • Extend the roll out of the Worcestershire Works Well programme to businesses across Redditch 	Ongoing	WWW Steering Group	£20K from CCG (to cover R+B)	<ul style="list-style-type: none"> • Number of businesses signed up to WWW • TBC 	Attending WWW Steering Group on 5 th April to discuss how funding can support increased roll out in R+B
	Ongoing promotion of stop smoking services	<ul style="list-style-type: none"> • On going promotion of stop smoking services • Promotion of stop smoking as part of child accident prevention work through children's centres 		NHS Worcestershire – Debbie Baker Price Judith Willis	Sure Start Children's Centre Grant	Number of referrals to the Fire Service that improve the safety of children's homes. 50% of these referrals to be from families that live in a 30% of less Super Output Area.	

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Reduce access to counterfeit/cheap cigarettes	Change4Life Programme	<ul style="list-style-type: none"> Explore opportunities for WRS to influence access to counterfeit cigarettes and sale of cigarettes to underage 		Anita Fletcher WRS	? to be included as part of £20k from CCG (to cover R+B)		
	Health Chats, Worcestershire Works Well (WWW) and Healthy Hub	<ul style="list-style-type: none"> Partner organisations to promote these three initiatives. Partners to take part and utilise these initiatives within their own organisations where possible. 	On-going	Health and Well Being Group, Redditch Partnership Board		<ul style="list-style-type: none"> Number of organisations signing up for Health Chat Training Number of organisations signing up for WWW. 	
Target Polish speaking young families	To support Children's Centres project targeting Polish speaking parents where language is a barrier to accessing quit smoking services	<ul style="list-style-type: none"> On-going promotion of stop smoking and healthy life style services 			Use existing Department of Health materials	<ul style="list-style-type: none"> Four week quit rates. Increase number of self referrals to the Healthy Lifestyle Hub 	Polish speaking family support working in the process of being recruited. Project starting date September 2012
Target Polish routine & manual workers	To identify businesses employing Polish speaking routine and manual worker whether language is a barrier to accessing services via Worcestershire Works Well	<ul style="list-style-type: none"> Promotion of stop smoking literature currently available in Polish To explore whether a budget for translation of stop smoking campaign materials can be identified To explore the possibility of identifying business based Polish speaking stop smoking champions 		Debbie Baker-Price HIC Mandy Childs Health Trainer Service		<ul style="list-style-type: none"> Four week quit rates. Increase number of self referrals to the Healthy Lifestyle Hub Number of organisations signing up for Health Chat Training Number of 	

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						organisations signing up for WWW.	
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Redditch Partnership Issue 3:		Alcohol					
Key Deliverable:		Reduce levels of alcohol misuse in Redditch					
Key Issues:		<ul style="list-style-type: none"> • <i>Pushing the “don’t drink” message does not always work – it’s the support for people to cut down drinking which is the key to helping people.</i> • <i>The use of alcohol is often used to mask other underlying issues such as mental health problems. These issues should be addressed as a whole.</i> • <i>Alcohol is viewed as less of a priority to other health issues and is often seen as more socially acceptable.</i> 					
Key Actions to Tackle Key Issues	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	Health Chats, Worcestershire Works Well (WWW) and Healthy Hub	<ul style="list-style-type: none"> • Partner organisations to promote these three initiatives. • Partners to take part and utilise these initiatives within their own organisations where possible. 	On-going	Health and Well Being Group, Redditch Partnership Board		<ul style="list-style-type: none"> • Number of organisations signing up for Health Chat Training • Number of organisations signing up for WWW. 	
	Support local implementation of county alcohol strategy	<ul style="list-style-type: none"> • CSP to advise 		Community Safety Partnership – Bev Houghton			
Reduce underage sales	Change4Life Programme	<ul style="list-style-type: none"> • Explore opportunities for WRS to influence 		Anita Fletcher WRS	? to be included as part of £20k from CCG (to cover R+B)		

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Increase awareness of sensible drinking & contribute to the process of change of culture of drinking (Worcestershire Alcohol Plan 2009-11)	Worcestershire Drug & Alcohol Action Team (DAAT)	<ul style="list-style-type: none"> Partner organisations to promote and support brief intervention training for front line staff 	On-going	Kate Ray DAAT			<p>Health and Well Being Group received a presentation around this issue at their last meeting in September.</p> <p>Further discussion to decide on way forward at meeting in November 2012.</p>
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Other Health Projects							
Key Actions to Tackle Key Issues	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	Mental Wellbeing		June 2013	Hilary Sharpe Judith Willis Debbie Baker-Price	£35,000	See separate project plan	Initial planning meetings have taken place.
	Reducing Childhood Accidents	First aid training for parents and fitting of safety equipment in the home	June 2013	Helen Broughton Debbie Baker-Price	£15,000	See separate project plan	Initial planning meetings have taken place.