

Appendix A - Health Action Plan

Redditch Partnership Issue 1:	Obesity						
Key Deliverable:	Reduce obesity levels in Redditch						
Top Three Key Issues:	<ul style="list-style-type: none"> • Over abundance of takeaways in the town. • Volume of food being consumed and overweight being seen 'as the norm'. • Lack of positive activities. 						
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Winyates Healthy Eating Project (A two phase project. Phase one – production of a cookbook. Phase Two – involves using the cookbook as a tool for community led healthy eating initiatives)	Phase One: <ul style="list-style-type: none"> • Secure funding for the project • Establishing a Steering Group • Establish links with local schools, community groups and traders • Production of cookbook • Event to launch cookbook. 	All by March 2011	RBC - Liz Williams / Helen Broughton Worcestershire PCT - Debbie Baker-Price	To be confirmed	The effective engagement of schools and community groups including intergeneration work between Arrow Vale High School and Ipsley Middle school.	Project outline has been agreed. Potential partners have been identified.

		<p>Phase Two:</p> <ul style="list-style-type: none"> Phase one will inform the key actions for Phase Two 	March 2012			Establishment of infrastructure to facilitate community engagement leading to community cohesion whilst addressing the public health agenda for disadvantaged communities.	
	2. 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 2011	<p>RBC - Ruth Bamford.</p> <p>Worcestershire PCT – Peter Fryers</p>	Officer time	Number of Health Impact Assessments undertaken.	A matrix has been produced.
	3. To devise and implement an awards scheme for partner organisations including the voluntary sector to encourage healthy eating / healthy lifestyles.	<ul style="list-style-type: none"> Liaise with Vicki Moulston (Worcestershire PCT) regarding the implementation and terms of reference of the new Worcestershire Works Well Scheme with a view to rolling out a tailored version of this scheme in Redditch. 	<p>January 2011</p> <p>April 2011</p>	<p>RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price FSB - Des Sutton</p> <p>RBC - Helen Broughton</p>	To be confirmed		<p>None reported</p> <p>Number of companies that sign up for the</p>

		<ul style="list-style-type: none"> • Establish a Steering Group • Identify a “healthy business award” pilot scheme • Promotion and recruitment of businesses for the scheme. • Hold an Awards Ceremony. 	November 2011	Worcestershire PCT - Debbie Baker-Price FSB - Des Sutton		award. Number of referrals to Health Trainers Services.	
	4. Active Winyates – Urban Tracks project	<ul style="list-style-type: none"> • Establish a series of routes (of varying levels of difficulty) for walking and cycling around the Winyates area. • Design educational /recreational activities and community projects around the routes for local schools and the community to participate in. 	December 2011	RBC- Liz Williams / Richard Potter WCC	Health Improvement Fund / additional WCC monies.	Increased numbers of adults taking part in sport / physical exercise Increased number of young people taking part in positive activities	
	5. To target Winyates, an area of deprivation,	<ul style="list-style-type: none"> • Undertake a needs assessment (mapping 		RBC -Sue Hanley / Leisure	To be identified	N/A	

	with a diverse range of sports and leisure opportunities.	and consultation processes to include the voluntary sector). <ul style="list-style-type: none"> • Produce a project proposal based on the Needs Assessment for discussion at strategic level. 	December 2011	Services / Liz Williams			
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Redditch Partnership Issue 2:	Smoking						
Key Deliverable:	Reduce smoking levels in Redditch.						
Top Three Key Issues:	<ul style="list-style-type: none"> • Social Pressure • Self worth • Role models 						
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Encourage employers and the voluntary sector to signpost to stop smoking services.	<ul style="list-style-type: none"> • To explore the possibility of running a campaign in the FSB Voice magazine. • To establish and promote a stop smoking league table for businesses. • To arrange a presentation evening for the smoking league table winners. 	<p>March 2011</p> <p>To be confirmed</p>	<p>FSB - Des Sutton</p> <p>RBC - Helen Broughton</p> <p>Worcestershire PCT - Debbie Baker-Price</p>	To be confirmed	<p>Numbers of businesses that sign up.</p> <p>Number of smokers that quit.</p> <p>Number of partners / spouses that quit.</p>	
	2. To encourage partners to support the 2011 Stop Smoking Campaign, "Time to Quit".	<ul style="list-style-type: none"> • To provide local partners with campaign materials and to provide signposting training (utilised from the 'Smoke Free' website). 	March 2011	<p>RBC - Helen Broughton</p> <p>Worcestershire PCT - Debbie</p>	Use existing Department of Health material	Number of partners promoting national events	

		<ul style="list-style-type: none"> Information to be circulated to the LSP Board on national health campaigns. 	On-going	Baker-Price			
	3. GPs Activity Referral	<ul style="list-style-type: none"> Target GPs in Health Hotspots to promote the re-launch of the Activity Referral Scheme. 		RBC – Shireen Budieri Worcestershire PCT - Debbie Baker-Price /	Use existing Worcestershire PCT resources	Increased number of referrals from GPs in deprived areas	

Redditch Partnership Issue 3:	Alcohol Misuse						
Key Deliverable:	Reduce levels of alcohol misuse in Redditch						
Top Three Key Issues:	<ul style="list-style-type: none"> It's not "don't drink" – it's the message and the support that is the key. Alcohol is used to mask the real underlying issues. Alcohol is viewed as less of a priority to other health issues. 						

Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	1. Increase awareness of sensible drinking	<ul style="list-style-type: none"> • To make sure Department of Health information about sensible drinking is accessible to partners. • Provide brief intervention training to members of the public – pilot this project in Winyates. • Raise awareness of existing services of alcohol misuse. • Work with local employers to raise awareness of sensible drinking and existing services for tackling alcohol related issues. 	<p>April 2011</p> <p>September 2011</p> <p>On-going</p> <p>On-going</p>	<p>RBC - Angie Heighway / Helen Broughton</p> <p>DAAT - Kate Ray</p>	<p>Department of Health existing resources.</p>	<p>Number of leaflets handed out</p> <p>Number of people trained</p> <p>Number of leaflets handed out.</p>	