

Health and Well-Being 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. 	Summer 2011	RBC - Liz Williams / Helen Broughton Worcestershire PCT - Debbie Baker-Price	£5,000 from the PCT.	The effective engagement of schools and community groups including intergeneration work between Arrow Vale High School and Ipsley Middle school.	Recipes have been tested and cookery book is now in the process of being produced. A launch event will take place in December. There has been slight slippage with this project and it is envisaged that Phase One will be completed by the end of December 2011.

		<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.	<p>A matrix has been produced and an initial assessment of the 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</p>

							undertaken alongside the development of the Core Strategy.
	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. • Establish a Steering Group • Identify a "healthy business award" pilot scheme • Pilot healthy workplace scheme in Redditch Borough Council. 	January 2011	RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price Lee Mckenzie - Voluntary sector	To be confirmed	<p>Number of companies that sign up for the award.</p> <p>Number of referrals to Health Trainers Services.</p>	<p>Initial discussions have taken place about how to progress this.</p> <p>A steering group is in process of being established.</p>

		<ul style="list-style-type: none"> Promotion and recruitment of businesses for the scheme. Hold an Awards Ceremony. 					
	4. Active Winyates – Urban Tracks project see AOHN action plan)	<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	Completed September 2011.
	5. To target Winyates, an area of deprivation, with a diverse range of sports and leisure opportunities.	<ul style="list-style-type: none"> Undertake a needs assessment (mapping and consultation processes to include the voluntary sector). Produce a project proposal based on the Needs Assessment for discussion at strategic level. 	December 2011	RBC -Sue Hanley / Leisure Services / Liz Williams	To be identified	N/A	Capacity issues may mean that this part of the project will be delayed.

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. 	On- going To be confirmed	FSB - Des Sutton RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price	To be confirmed	Numbers of businesses that sign up. Number of smokers that quit. Number of partners / spouses that quit.	Progress has been delayed on this action owing to the stepping down of the Redditch FSB representative.

	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). Information to be circulated to the LSP Board on national health campaigns. 	<p>March 2011</p> <p>On-going</p>	<p>RBC - Helen Broughton</p> <p>Worcestershire PCT - Debbie Baker-Price</p>	Use existing Department of Health material	Number of partners promoting national events	Completed.
	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. 	On-going project	<p>RBC – Shireen Budieri</p> <p>Worcestershire PCT - Debbie Baker-Price /</p>	Use existing Worcestershire PCT resources	Increased number of referrals from GPs in deprived areas	On-going.

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>	On-going