

Report of Councillor Robertson, Portfolio Holder for Health

1. Background

Despite another challenging year I would like to headline some of my key achievements and highlight some of the partnership working to ensure that we continue to pull together to protect our residents and improve their health and wellbeing, as well as indicate how we can meet the financial and economic pressures by improving services through seeking different models and new processes.

2. Introduction

With the Council being in the midst of a 4-year plan to meet savings efficiencies of £86m, improving the health of Walsall's residents is even more important to achieve our objectives under the '*Staying Well, Living Well, Ageing Well*' agenda. We constantly strive to seek new ways of working and to develop our partnership working across the Council and the Borough. Some of our challenges and achievements are highlighted within this report.

3. Health Profile for Walsall

The health of people in Walsall is generally worse than the England average. Walsall is one of the 20% most deprived areas in England and around 30% (17,000) of children live in low income families.

Although life expectancy of both men and women is lower than the England average there is an improving trend for both genders, each with about a 2 year increase over the last 20 years. In the most deprived areas compared to least deprived, the life expectancy is 10.5 years lower for men and 6.4 years lower for women.

The teenage conception rate in Walsall is amongst the highest rates in the country at 31.5 per 1,000 women aged between 15-17 years.

Infant mortality and perinatal mortality rates have reduced in Walsall showing a consistent reduction over the last 4 years. In particular, the reduction in perinatal mortality rates has meant that Walsall is now close to the Regional average

Physical inactivity of people in Walsall remains a huge challenge and the health consequences are wide reaching. Although the percentage of physically inactive adults in Walsall stands at 50.1%, which is worse than the West Midlands average, by creating a healthier environment through evidence based infrastructural improvements and increased physical activity opportunities such as better use of green spaces, leisure centres etc, we are starting to notice a difference with users of outdoor spaces now equal to the national average and a 9% increase in the number of children walking/cycling to school.

Diabetes prevalence is estimated to be 8.7% of the registered population (aged 17 and over) and is the highest in the West Midlands region, as well as 2.3% higher than the national average. Around 90% of diagnosed diabetes cases are type 2,

which are largely considered preventable, by exercise, weight loss and healthy eating.

Although the number of premature deaths (under 75 years) from cancer is gradually declining, both in Walsall and nationally, the rate in Walsall is significantly higher than the England average. Since cancer remains the leading cause of death in the under 75's effective prevention programmes are essential to reducing the incidence locally.

4. Director of Public Health Annual Report

Public Health services in Walsall Council are changing and helping to modernise services across the borough. The DPH Annual Report gives us the opportunity to highlight both on-going and new population health issues at a local level. The current 2015/16 Annual Report centres around the four seasons of the year, covering the following themes:

Spring	Mental Health
	Ageing Well
Summer	Men & Women's Health
	Regulatory Services
Autumn	Children & Young People
	Smoking
Winter	Flu
	Drugs & Alcohol

These themes might reflect a season when a Public Health campaign takes place, such as the winter flu campaign, or the time of year a particular Public Health issue is known to peak. Copies of the annual report will shortly be available online, but in the meantime by contacting Public Health.

5. Health and Wellbeing Board

The Health and Wellbeing Board (HWB) continues to grow as a Partnership with new partners (Police, Fire and voluntary sector) now embedded and partnership working continuing to gather momentum with a statutory obligation to ensure that the causes of inequalities are tackled and health issues are considered in all policies and processes.

The Health and Wellbeing strategy has undergone a major redevelopment this year. *The Walsall Plan: Our Health and Wellbeing Strategy 2017-2020* incorporates partnership working and commitment from Walsall Partnership Boards including the Economic Board, Safer Walsall Partnership, Children's Safeguarding Board, Adults Safeguarding Board, Children and Young People's partnership and a newly developed Housing Board. Collectively they aim to: Increase Economic Prosperity through increased Growth; Maximise People's Health, Wellbeing and Safety and Create Healthy and Sustainable Places and Communities.

The strategy has 31 priorities of which the HWB Board has responsibility for 12 of these with identified 'leads' reporting to the Board regularly on the progress to date. In developing *The Walsall Plan*, mapping the work of the existing key partnership structures enabled us to identify gaps where all the partners, through the existing partnership structures, can work in tandem to make a visible difference. These are called our "obsessions" and each Partnership Board will take a lead on a different obsession, as well as their allocated priorities, to improve outcomes for the population of Walsall. Action plans for each obsession is being developed to outline the contributions of each partner and how success will be measured. The HWB Board has responsibility for the 'obsession':

- To support the capacity of Voluntary, Community and Social Enterprises (VCSEs) in Walsall

6. Partnerships across the Health and Social Care Economy in Walsall

The HWB Board welcomes the commitment of the **Walsall Together** partnership. The joint vision of the programme is *"to address the changing needs of our population with integrated care solutions that maximise the potential of the individual person, the teams that support them and the wider health and care system"*. Part of the remit of this Board is to progress the priorities of the **Better Care Fund**, the National conditions of which are to:

- Have jointly agreed plans and financial commitments (CCG/Adult Social Care agreement)
- Provide protection for the social care budget
- Improve NHS commissioned services in the community
- Manage transfers of care (delayed transfers)

Their focus is on the following four themes:

- Resilient Communities
- Access
- Intermediate Care
- Integrated Health and Care Teams

These work streams link to some of the HWB Board's priorities such as removing barriers to access to health and care services (Priority 8) and ensuring services meet a consistent quality (Priority 7). Regular reports are submitted to the Board on their progress.

The Black Country Sustainability and Transformation Partnership (STP) is a collaboration of organisations across primary care, community services, social care, mental health and acute and specialised services across the Black Country and the west of Birmingham. Recognising the opportunity and benefits of coming together for people who use our health and care services, it offers a new way of working for health and social care services locally, focusing on delivering health and care services defined by local area boundaries, not by local organisational boundaries. The aims are to:

- Improve the health and wellbeing of local people
- Improve the quality of local health and care services
- Deliver financial stability and efficiencies throughout the local health care system

The *Black Country Sustainability and Transformation Plan* sets out how services across the region will work together over the next five years to improve our collective population's health and wellbeing, to improve service quality and to deliver financial stability with work streams developed to focus on hot topics. Walsall is leading on Maternity Services and the HWB Board closely monitors the progress of WHT in their action plan to improve these services.

Myself and Cllr Coughlan submitted a draft Memorandum of Understanding to Cabinet in October that has been developed to support this ongoing partnership working.

Healthwatch Walsall has regular representation on the HWB Board and is working closely as a critical friend in monitoring the delivery of health and social care in every corner of Walsall.

Walsall has been active in the establishment of the **West Midlands Combined Authority** (WMCA) and this has taken a step forward in the development of the WMCA Wellbeing Board. Priorities for the Board have been agreed as:

- Long Term Conditions and Prevention
- Cardiovascular Disease and Diabetes
- Cancer
- Children and Young People
- Transport
- Housing and the Built Environment
- Individual and Population Behaviour Change

This is an exciting development and an opportunity for regional partnerships to tackle these wider determinants of health. As Chairperson of the local Health and Wellbeing Board and a member of the WMCA Wellbeing Board I will be assisting in ensuring that the priorities are driven forward and report back to the HWB Board on their progress.

7. Budgets

Budget Savings Option Plan - Public Health continues with its saving proposals for achieving efficiencies over several public health programmes. Reprocurements of our main contracts have ensured that through new ways of working, service redesign and the development of new models and, in some cases, decommissioning of services, these efficiencies are being met. Staff savings have been achieved by natural wastage, efficiency management (eg redesign/gap analysis; change in service delivery), structure review and continuous review of existing structures.

Transformation Fund – We continue to monitor and review the Public Health Transformation funded programmes with other parts of the Council and other

partners. Some services have been moved in house to improve delivery of these services whilst we continue to work with colleagues in other areas. Regular performance reports relating to the Transformation Fund are reported to the Public Health Programme Board and the Health & Wellbeing Board.

Contracts - The Public Health team has successfully completed a 3 year re-commissioning cycle and we now have integrated services for both Drugs and Alcohol and Sexual Health, as well as newly commissioned Healthy Child and Healthy Eating in Schools contracts introducing new models and systems of delivery that increase efficiencies and prove to deliver better services to all service users.

8. Programmes

Health Protection - The Health Protection Forum continues to meet 4 times a year. Walsall currently has challenges of rising numbers of HIV positive patients and TB cases. Work continues to stop these increases through targeted interventions. Childhood immunisation uptake has fallen slightly in the last year and the health protection team are working with National Health Service England to understand the reasons for this and to address the issues. The Walsall health economy continues to report low numbers of significant healthcare associated infections such as *Clostridium difficile* and *E.coli* bacteraemia. There have been no avoidable MRSA blood stream infections in Walsall for two years.

The flu season has just started and Walsall health economy have been working together to encourage high risk groups to get vaccinated. The main focus this year is to improve the nasal flu vaccine uptake in 2 and 3 year olds. Public Health has commissioned the “flying flu fairies” to visit areas of low uptake. The fairies will encourage parents to get their children vaccinated whilst identifying the barriers that are preventing immunisation.

The health protection function in Public Health has been reviewed. A new health emergency planner has been appointed and it has been decided to bring the infection prevention element in-house to boost resilience and flexibility within the team. The new service will commence in April 2018.

Tobacco Control - A new Tobacco Control Plan for Walsall 2016-2019 builds on the previous 2012-2015 plan and current activity that highlights the co-ordinated approach to tobacco control required in order to fully realise the improvements to the health and economy of Walsall and its residents. This includes a combination of ensuring effective regulation and enforcement, stopping the promotion of tobacco, making tobacco less affordable, promoting smoke-free environments, supporting smokers to quit and effective communications. Walsall Council has also signed up to the Local Government Declaration on Tobacco Control demonstrating a commitment by the Council to Tobacco Control activity. *Tough on Tobacco* is an initiative developed with partners and launched this year to help raise awareness of the impact of smoking, directly and indirectly.

NHS Health Checks - The 5 year call/recall national Cardiovascular Prevention Programme - NHS Health Check, is well established in Walsall. There has been an increase in uptake year on year since 2013. Out of a total eligible population of approximately 43,000 to date, 34,056 people have been invited and 33,553 people have received a NHS Health Check. The programme is being delivered at GP Practices and three pharmacies in Darlaston, Pelsall and Blakenall and through the Healthy Workplace programme to small and medium sized enterprises. A travelling sofa, series of short films, car park tickets and payslip advertisements are some of the ways the programme has been advertised across the borough.

Diabetes - In December 2016 Public Health supported NHS Walsall CCG to develop a bid for national funding from NHS England for a *Diabetes National Treatment and Care Programme*. I am pleased to say that the bid was successful and work commenced on 1 April 2017 to roll out the Royal College of General Practitioners *Quality Improvement in the Care of People with Diabetes* programme to GP practices in Walsall.

Resilient Communities - The Making Connections Programme (MCW) social prescribing initiative has been successfully developed to provide GPs, Health & Social Care professionals, other partners, service users and their carers, with a single route of referral into community social support to address loneliness and social isolation amongst Walsall's elderly population. The MCW mobilisation period, which began on 28th August comprises of four key elements.

- Independent Referral Point - including the offer of a Safe and Well visit
- MCW Locality Hubs
- MCW grass roots projects
- Data Collection and Recording System (DCRS)

West Midlands Fire Service (WMFS) has been commissioned as the Independent Referral Point and operates a single point of access into the programme via electronic referrals and a designated phone number. Clients accessing this service are also offered a Safe and Well.

Four Individual Providers have been commissioned as MCW Locality Hubs which are: Age UK, Bloxwich Community Partnership, Manor Farm, Old Hall Peoples Partnership. A further 13 voluntary sector MCW grass roots projects have successfully secured MCW project funding to deliver a range of activities for the benefit of lonely and or socially isolated older people.

The DCRS database has been commissioned to enable the service users to be tracked and effectively supported. Service mobilisation, marketing and communication are ongoing.

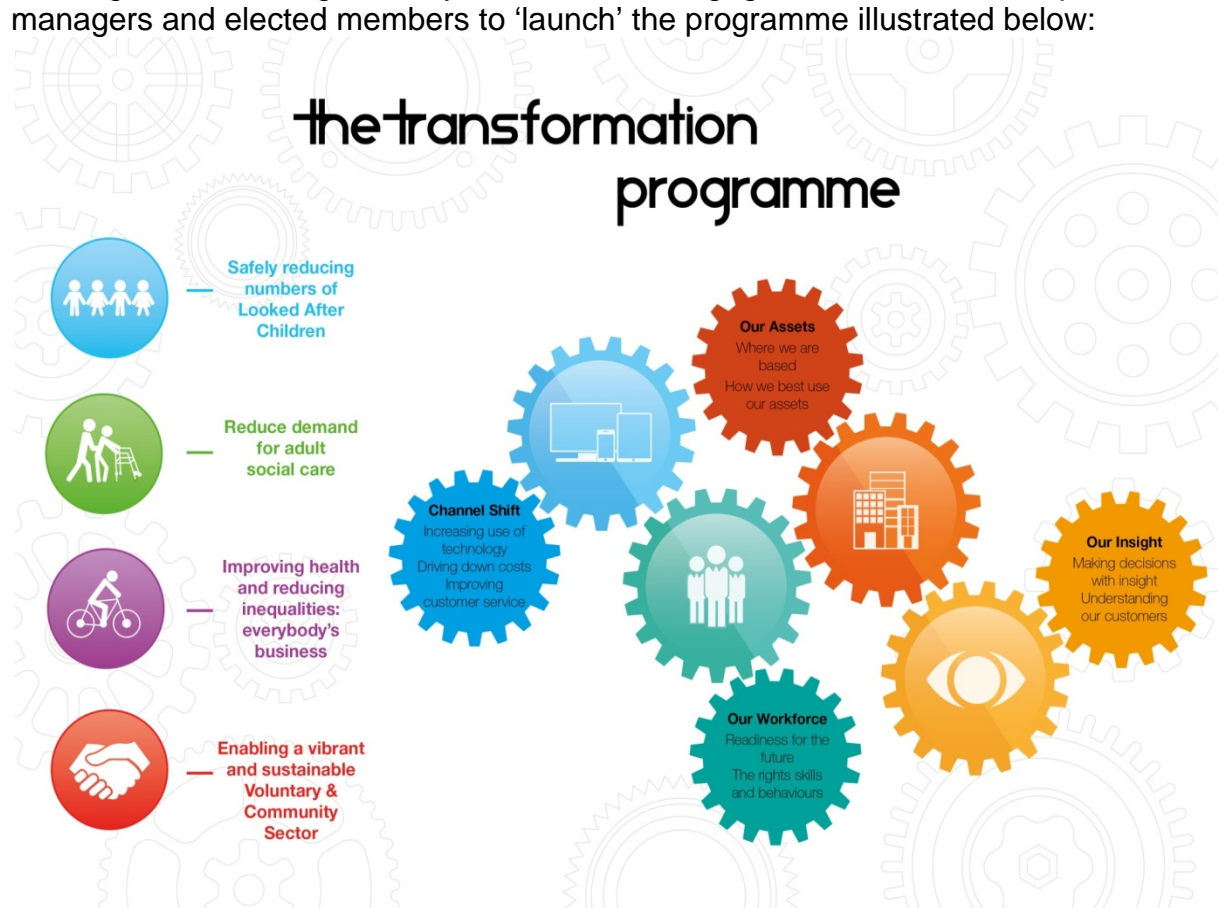
HealthSwitch – this is a programme of work developed between Public Health and Regulatory Services to improve the options offered at takeaways across Walsall.

Not only have the number of takeaway owners signed up to this scheme but it is hoped that they can be used to champion the scheme by advertising their success to promote the benefits of healthier options to other takeaways and service users. Certificates are awarded to those successful in meeting the criteria.

9. Transformation Programmes

Walsall Council is embarking on a new period of transformation which began in October 2016. This approach has grown out of our understanding of changes to our population and in response to external budget pressures. The Council recognises the challenges it faces and the need to innovate and think creatively about future service provision.

The Transformation Programme has been built following a number of discussions and workshops with CMT. During the months that followed the areas of focus and approach to transformation evolved and were informed by previous experience and learning around change activity. This led to engagement events with top 4 tiers of managers and elected members to 'launch' the programme illustrated below:



Public Health is leading on two transformation programmes:

The first is *Shaping a Sustainable Healthy Environment* that focuses on a healthy environment around where we live, where we work, what we eat and how we play. We work collaboratively with colleagues across the Council to look at ways to improve our environment. A framework and action plan have been developed to take this work forward.

The Group, consisting of colleagues across the Council's directorates, meet regularly to feed back on progress within their respective action plans. Actions include: driving forward the need for electric power points across the borough, improving green spaces to encourage physical activity, improving air quality, encouraging healthier eating by promoting healthier options at the town's takeaways.

The second is INSIGHT, a programme that looks at better use of data and intelligence in order to make informed decisions about our residents and the services they require. Group members meet regularly and are working collaboratively to develop an INSIGHT skill-set, raise awareness and develop an understanding of data and intelligence and the importance of analysing and sharing this information to ensure the right outcomes for our residents. It also works with other Transformation Programme Leads to assist in improving processes and systems.

Cross Service Working - In addition, we continue to work with other Council services to seek improvement to processes, embedding health in all policies and improving the wellbeing of its staff including:

- **A Licensing and Planning Group to:**
 - Improve licensing processes
 - Input into planning processes and applications
 - other application processes across the Council
- **Workplace** - We continue to deliver a range of healthy workplace interventions for staff including:
 - NHS Health (staff aged 40-70 with no pre-existing health conditions)
 - Stop Smoking support – regular clinics available to staff
 - Staff Bikes – purchase of bicycles to re-instate scheme to encourage physical activity amongst staff
 - Step Jockey – a scheme to encourage use of stairs
 - Staff walks – organised every Monday from Civic Centre
 - Cervical Screening – now on offer to eligible female staff across the Council

Much of the work of Walsall Council has the potential to impact on the health and wellbeing of its residents. The Public Health team is looking at how we can further develop our health improvement programmes by increasing working with other teams across the council. There are several local examples of good practice of joint working, we are aiming to build on these to maximise population health improvements.

The Public Health team have been networking across the region and beyond to raise awareness of the positive work they have been doing throughout the year. Some examples of successes to date include an entry to the Public Health England Conference in September being accepted on a pilot '*investigation of diabetic amputations in Walsall*' to raise awareness of diabetes.

These networking events provide an ideal opportunity to showcase some of the work being undertaken and raises Walsall's profile amongst its peers and partners. We also continue to utilise our excellent interactive web site, along with the use of the social media to improve communications.

Public Health is also proud of:

- the patenting of '*Walsall Mamma's*' and the production of a suite of resources that offer women and their families information they can trust in an engaging manner using the Walsall voice to reduce infant mortality and increase child wellbeing. Films have been produced around safe sleep and the importance of monitoring fetal movements. An app has also been produced around reducing childhood accidents and emergency admissions with another app close to be finished around ensuring a good transition to parenthood
- The '*Tough on Tobacco*' initiative developed with partners and the support of members to help raise awareness of the impacts of smoking
- The continuing success of the *NHS Health Check programme* with over 78% of all eligible Walsall residents taking up the offer. Walsall ranks 3rd out of 152 Local Authorities for residents who have received an NHS Health Check (2013/14 to 2016/17).
- Chlamydia detection rates and the proportion of 15 to 24 year olds screened for Chlamydia showing an improving trend for Walsall compared to nationally and regionally with Walsall being significantly higher.

10. Conclusion

The challenges faced by The Council in the current financial and economic climate continue to grow and Public Health is no exception. However there are many opportunities to explore different ways of working and I recognise the value of our partnerships throughout the Council and with partners and service providers across the whole of the health and social care economy.

We remain committed in our efforts to work innovatively to seek alternative ways of fulfilling our requirements within the constraints of an ever-shrinking budget and I acknowledge that, in its re-commissioning of services and recognising the influences of working with partners, together we are rising to the challenge of achieving efficiencies whilst maintaining services in a continued effort to improve the health and wellbeing of the local population.

Councillor Robertson
Portfolio Holder for Health

3 November 2017