The Walsall Plan: Our Health and Wellbeing Strategy: 2019 -2021

Foreword

We want Walsall to be a safe, vibrant, attractive place for people to start well, live well and age well. A place for people to not only live, but that also gives everyone opportunities for work and play and that encourages new people, new businesses and visitors to the area.

The population's health and wellbeing is influenced by a wide range of factors – these go beyond just health care services and include housing, transport, employment, green spaces, where we live and the opportunities people have.[1]

What is more, the health and wellbeing of the local population can have a huge impact on the local area. A healthy population will:

- *need less help from health and social care services*
- *be more likely take up a paid job and continue working in that job*
- *make a positive contribution to their local their communities.*

As a Walsall Proud Partnership, we are committed to helping our residents tackle the issues they face, and in this Health and Wellbeing Strategy for 2019 to 2021, we are focusing on three key priorities that we believe will make a real difference to people's lives. These are:

- *Prevention of violence*
- *Getting Walsall on the move*
- *Improving the environment of Walsall town centre.*

We recognise that we can achieve more by working together if we pool the skills, knowledge, expertise and resources of our individual organisations.

We are proud of the people and communities that we support, and ask that they also work with us on these priorities so that we make Walsall a healthier and happier place to live.

SIGNATURES BY ALL CEs OF WPP, DPH, DCS, DAS and HWBB CHAIR

Aim

Improving the health and wellbeing of the population requires concerted effort by all. The Walsall Plan, our Health and Wellbeing Strategy for Walsall, is seeks to galvanise the effort of partners to bring about tangible improvements in key priority areas. The Walsall Plan refresh for 2019-2021 aims to build on the previous Walsall Plan 2017-2020 and current work underway.

It provides an opportunity to see what has worked well and ensure that it continues to tackle significant issues that the borough faces. The Walsall Plan sets out an approach to ensure that partner organisations in Walsall are working together on the same issues so we maximise opportunities to improve the health and wellbeing for people in Walsall.

The aim of the Plan is to ensure that we have:

- Leadership and commitment to deliver change for our residents
- Engagement from all key partners involved in improving the health and wellbeing of Walsall residents
- A small number of key priorities with some achievable actions over a 12-24 month period that partners can work towards.

Know

The Walsall Plan 2019-2021 aims to capture and reflect what we already 'know' and provide a vision of how Walsall will work together to help the people of Walsall be the healthiest they can be.

Below, we have summarised some key things we have considered as part of the Walsall Plan refresh.

Policy/Strategy

The Walsall Plan 2017-2020 outlined 31 priorities under 3 themes:
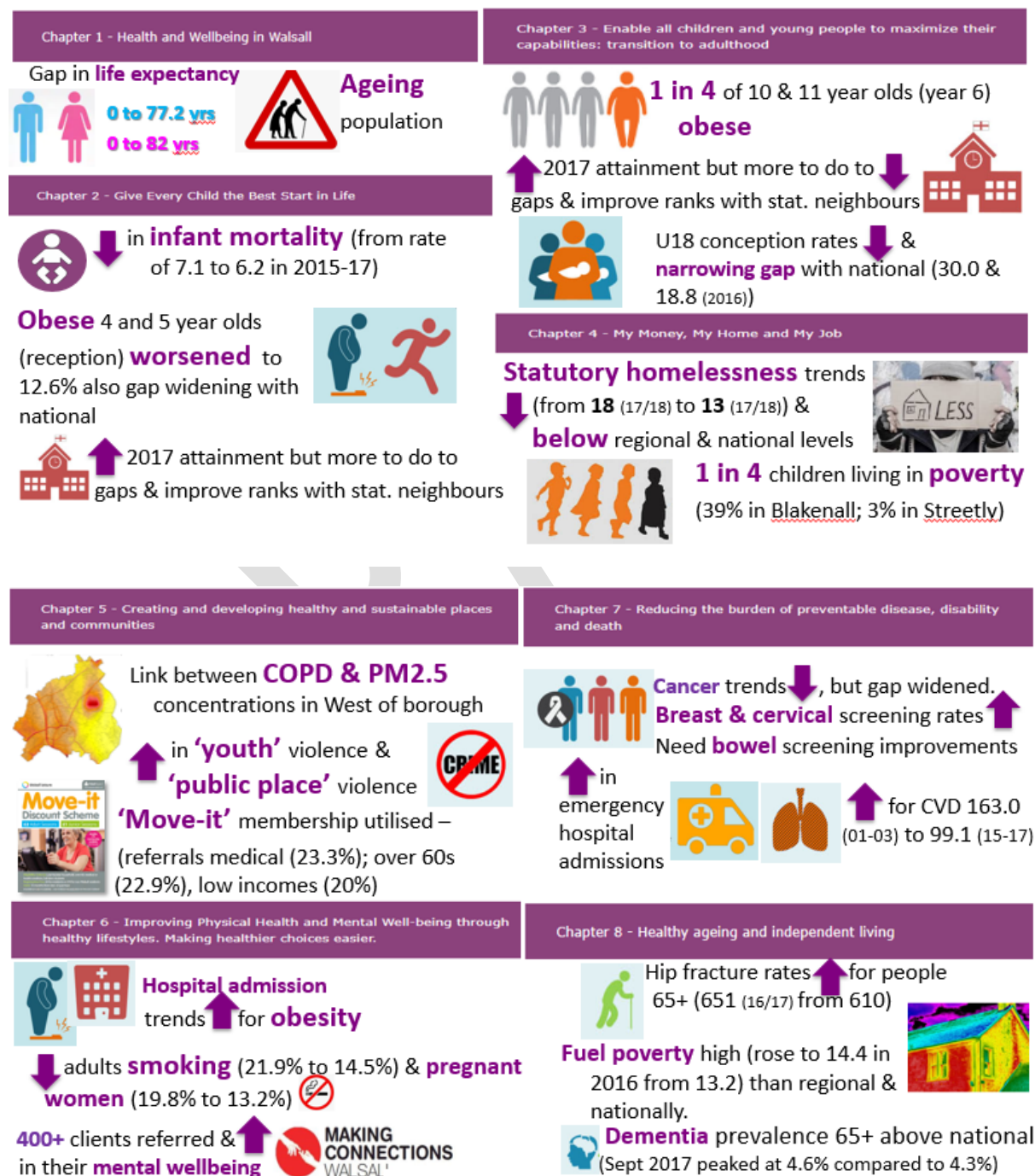
- Increasing economic prosperity through increased growth
- Maximising people's health, wellbeing and safety
- Creating healthy and sustainable places and communities.

Actions to delivery of these priorities were distributed across a number of partnership boards.

It is clear that we will achieve more by focussing on a smaller number of priorities with actions that are **S**pecific, **M**easureable, **A**ttainable, **R**elevant, **T**imely (SMART) and by ensuring that we have a robust way of tracking progress against these priorities.

JSNA

A refresh of Walsall JSNA was carried out in October 2018. This tells us:

Chapter 1 - Health and Wellbeing in Walsall

Gap in **life expectancy**

0 to 77.2 yrs
0 to 82 yrs

Ageing population

Chapter 2 - Give Every Child the Best Start in Life

in **infant mortality** (from rate of 7.1 to 6.2 in 2015-17)

Obese 4 and 5 year olds (reception) **worsened** to 12.6% also gap widening with national

2017 attainment but more to do to gaps & improve ranks with stat. neighbours

Chapter 3 - Enable all children and young people to maximize their capabilities: transition to adulthood

1 in 4 of 10 & 11 year olds (year 6) **obese**

2017 attainment but more to do to gaps & improve ranks with stat. neighbours

U18 conception rates & **narrowing gap** with national (30.0 & 18.8 (2016))

Chapter 4 - My Money, My Home and My Job

Statutory homelessness trends (from **18** (17/18) to **13** (17/18)) & **below** regional & national levels

1 in 4 children living in **poverty** (39% in Blakenall; 3% in Streetly)

Chapter 5 - Creating and developing healthy and sustainable places and communities

Link between **COPD & PM2.5** concentrations in West of borough

in **'youth'** violence & **'public place'** violence

'Move-it' membership utilised – (referrals medical (23.3%); over 60s (22.9%), low incomes (20%)

Chapter 6 - Improving Physical Health and Mental Well-being through healthy lifestyles. Making healthier choices easier.

Hospital admission trends for **obesity**

adults **smoking** (21.9% to 14.5%) & **pregnant women** (19.8% to 13.2%)

400+ clients referred & in their **mental wellbeing**

MAKING CONNECTIONS WALSAL'

Chapter 7 - Reducing the burden of preventable disease, disability and death

Cancer trends , but gap widened. **Breast & cervical** screening rates Need **bowel** screening improvements

in emergency hospital admissions

for CVD 163.0 (01-03) to 99.1 (15-17)

Chapter 8 - Healthy ageing and independent living

Hip fracture rates for people 65+ (651 (16/17) from 610)

Fuel poverty high (rose to 14.4 in 2016 from 13.2) than regional & nationally.

Dementia prevalence 65+ above national (Sept 2017 peaked at 4.6% compared to 4.3%)

Resource

Budgets management is challenging and many organisations are having to think more creatively about how they support Walsall residents – this includes working together and working in different ways to avoid duplication.

What is already happening?

At a national level, the following policies have informed this plan:

Planning

- o National Planning Framework 2018
  https://www.gov.uk/government/publications/national-planning-policy-framework--2

West Midlands Combined Authority

- o Strategic Economic Plan
  https://www.wmca.org.uk/media/1382/full-sep-document.pdf

- o Movement for Growth, Health and Transport Strategy
  https://wmca.assetbank-server.com/assetbank-wmca/action/viewAsset?id=1098

- o West Midlands on the Move, Physical Activity Strategic Framework 2017-2030
  https://www.wmca.org.uk/media/1865/wm-on-the-move-strategy.pdf

- o West Midlands Combined Authority Cycle Charter
  https://www.tfwm.org.uk/media/1067/cycle-charter.pdf

- o West Midlands Combined Authority Cycle Charter Action Plan
  https://www.tfwm.org.uk/media/2710/cycling-charter-action-plan.pdf

At a local level, the following policies have informed this plan:

- o Black Country Core Strategy, 2011
  http://blackcountrycorestrategy.dudley.gov.uk/t4/p2/?assetdet13950554=198681
- o Walsall Council Corporate Plan (2018-2021)
  https://go.walsall.gov.uk/Portals/0/Uploads/62515%20Corporate%20Plan%202018-2021%20Web%20Final%200618.pdf

- Transport In Walsall (2017-2022)
  https://go.walsall.gov.uk/Portals/0/Uploads/Transport/FINAL%20Transport%20in%20Walsall%20Strategy%202017-2022.pdf

- Walsall Green Spaces Strategy, 2018-2022
  https://go.walsall.gov.uk/greenspacestrategy

- Walsall Homelessness Strategy, 2018-2022
  https://go.walsall.gov.uk/Portals/0/Uploads/Housing/62029%20Walsall%20Homelessness%20Strategy%202018-2022.pdf

- Walsall Council Unitary Development Plan
  https://go.walsall.gov.uk/language/en-us/environment/planning/planning_policy/unitary_development_plan

- Walsall Council Site Allocation Document
  https://go.walsall.gov.uk/site_allocation_document

- Walsall Council Supplementary Planning Documents
  https://go.walsall.gov.uk/ldf_supplementary_planning_documents

In Walsall, there is a range of key work underway that has shaped our thinking of the Walsall plan refresh:

- Individually and collectively, partners and organisations are already delivering a vast range of work to improve the health and wellbeing of the population of Walsall - through offering services directly, through commissioning these services and through the development of new partnerships.

- Development of a Walsall Town Centre Masterplan, which aims to create a vision for regenerating the Walsall Town Centre (https://go.walsall.gov.uk/walsall_town_centre_area_action_plan)

- Walsall Together, which is a programme that aims to join up activities of local NHS organisations, Walsall Council as well as the voice of Walsall residents and key representatives from the voluntary sector to transform health and social care in Walsall and achieve better health and wellbeing outcomes for the population they serve.

Decide

On the basis of what we 'know' above, and through partner engagement over a four month period, we have identified three key priority areas to focus on over the next 12-24 months, with key themes being developed under each one:

1) Prevention of Violence

- Providing opportunities to our residents in the form of for example, employment/volunteering

- Education and promotion of messages to reduce violence for residents of Walsall

2) Getting Walsall on the move

- Increasing the numbers of the workforce or residents who are physically active

- Promoting the use of social prescribing which has a focus on physical activity

3) Improving the environment of Walsall Town Centre

- Education/Advice/Support to businesses and traders about wider health and wellbeing issues by the range of partners

- Making the built environment more appealing so it contributes to health and wellbeing in the widest sense

What works?

A review of evidence of what works in these key areas, some of which is summarised below, as well as learning from work already underway locally has helped to inform and shape the development of actions to deliver on each of these priority areas:

Preventing violence

Nationally

National policy states that violent crime can only effectively be addressed through 'a strategic, co-ordinated approach by a range of different agencies.' (LGA, 2018) and that it is a range of interventions that are required. Some good evidence has been reported for the development of systems to collect and share data between agencies

as well as parenting programmes; programmes that develop life and social skills in young people and interventions for those at risk. (LGA, 2018)

NICE, PH50 provides guidance and recommendations on delivering a multi-agency approach to domestic violence and abuse (Feb, 2014) including planning and commissioning services; providing tailored support and specialist advice and advocacy and training for health and social care professionals.

Other guidance that may be relevant can be found in Appendix III.

Getting Walsall on the move

Nationally

In considering evidence of what works to increase population level physical activity, four domains have been identified:

- o Creating Active Societies - The role societal attitudes play in shaping our view of health and how to stay healthy.
- o Creating Active Environments – The role that the Environment we live in plays
- o Creating Active People – Encouraging and supporting people to become more physically active.
- o Creating Active Systems - A range of initiatives across the system that are not simply focused on health

(PHE, Everybody active, every day, 2014)

National guidance provides recommendations to promote physical activity across a range of settings and groups including – in the workplace (NICE, PH13, 2008); walking and cycling (NICE, PH41, 2012); environment (improvements to the physical environment to encourage and support physical activity) (NICE, NG90, 2018); Children and young people (NICE, PH17, 2009); exercise referral schemes (NICE, PH54; 2014).

Improving the environment of Walsall Town Centre

Nationally

Several national documents have defined those particular aspects of a high street that would optimise health. Some of these describe a broad set of Healthy Street indicators: being inclusive of people from all walks of life; easy to navigate, including crossings; provide shade, shelter and places to stop and rest; walkable and provide options for cycling; have low levels of noise and air pollution; provide things to see and do; have a health-promoting retail offer; ensure people feel relaxed and safe. (PHE and IHE, 2018)

A number of interventions, listed below, have been identified to impact directly or indirectly on health:

- High Street Diversity
- Green and Blue Infrastructure
- Traffic calming
- Street Furniture
- Crime Prevention and Security

(PHE and IHE, 2018)

Respond

Action Plan – see separate document with draft commitments from partners

Governance

As the Health and Wellbeing Strategy for Walsall, accountability for delivery of The Walsall Plan will sit with the Health and Wellbeing Board. The Walsall Proud Partnership will also take a key role in ensuring that actions against the three themes are in progress and on target.

It will however, be important to maintain strong links with The Economic Board and Safer Walsall Partnership Board as successful delivery of the identified priority areas within this plan will rely on the key inter-relationships between these boards.

Review

The Health and Wellbeing Board will consider how much progress has been made against each of the actions under each priority by each partner. Partners have agreed to make this information available at meetings and this will be reported publically to allow transparency.

Where possible, we will relate the priorities to any data reported as part of the Public Health Outcomes Framework.

Appendix I

Policy and Strategy

National level

Planning

- o National Planning Framework 2018
  https://www.gov.uk/government/publications/national-planning-policy-framework--2

West Midlands Combined Authority

- o Strategic Economic Plan
  https://www.wmca.org.uk/media/1382/full-sep-document.pdf

- o Movement for Growth, Health and Transport Strategy
  https://wmca.assetbank-server.com/assetbank-wmca/action/viewAsset?id=1098

- o West Midlands on the Move, Physical Activity Strategic Framework 2017-2030
  https://www.wmca.org.uk/media/1865/wm-on-the-move-strategy.pdf

- o West Midlands Combined Authority Cycle Charter
  https://www.tfwm.org.uk/media/1067/cycle-charter.pdf

- o West Midlands Combined Authority Cycle Charter Action Plan
  https://www.tfwm.org.uk/media/2710/cycling-charter-action-plan.pdf

Locally

Black Country

- o Black Country Core Strategy, 2011
  http://blackcountrycorestrategy.dudley.gov.uk/t4/p2/?assetdet13950554=198681

Walsall

- o Walsall Council Corporate Plan (2018-2021)

https://go.walsall.gov.uk/Portals/0/Uploads/62515%20Corporate%20Plan%20
2018-2021%20Web%20Final%200618.pdf

- o Transport In Walsall (2017-2022)
  https://go.walsall.gov.uk/Portals/0/Uploads/Transport/FINAL%20Transport%2
  0in%20Walsall%20Strategy%202017-2022.pdf

- o Walsall Green Spaces Strategy, 2018-2022
  https://go.walsall.gov.uk/greenspacestrategy

- o Walsall Homelessness Strategy, 2018-2022
  https://go.walsall.gov.uk/Portals/0/Uploads/Housing/62029%20Walsall%20Ho
  melessness%20Strategy%202018-2022.pdf

- o Walsall Council Unitary Development Plan
  https://go.walsall.gov.uk/language/en-
  us/environment/planning/planning_policy/unitary_development_plan

- o Walsall Council Site Allocation Document
  https://go.walsall.gov.uk/site_allocation_document

- o Walsall Council Town Centre Plan
  https://go.walsall.gov.uk/walsall_town_centre_area_action_plan

- o Walsall Council Supplementary Planning Documents
  https://go.walsall.gov.uk/ldf_supplementary_planning_documents

Appendix 1

References

[1] The Health Foundation, 2017, *What makes us healthy?*
https://www.health.org.uk/infographic/what-makes-us-healthy [accessed 9/1/19]

[2] DOH, 2012, Protecting people Promoting health A Public Health Approach to preventing violence

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/216977/Violence-prevention.pdf

[3] LGA, 2018 Public Health Approaches to Reducing Violence

https://www.local.gov.uk/sites/default/files/documents/15.32%20-%20Reducing%20family%20violence_03.pdf

[4] NICE, 2014, Domestic violence and abuse: multi-agency working,
https://www.nice.org.uk/guidance/ph50

[5] Everybody active, every day: framework for physical activity, 2014

https://www.gov.uk/government/publications/everybody-active-every-day-a-framework-to-embed-physical-activity-into-daily-life

[6] Public Health Matters, Increasing Physical Activity Through Every Level of Society

https://publichealthmatters.blog.gov.uk/2018/10/10/increasing-physical-activity-in-every-level-of-society/

[7] PHE and IHE, 2018 Healthy High Streets, Good Place-making in an urban setting

https://www.gov.uk/government/publications/healthy-high-streets-good-place-making-in-an-urban-setting

[8] NICE, PH13, 2008, Physical activity in the workplace

https://www.nice.org.uk/guidance/ph13

[9] NICE, PH41, 2012 Physical activity: walking and cycling

https://www.nice.org.uk/guidance/ph41

[10] NICE, NG90, 2018, Physical activity and the environment

https://www.nice.org.uk/guidance/ng90

[11] NICE, PH17, 2009, Physical activity for children and young people

https://www.nice.org.uk/guidance/ph17

[12] NICE, PH54, 2014, Physical activity: exercise referral schemes

https://www.nice.org.uk/guidance/ph54