

Health and Wellbeing Board

3 December 2019

Update on Walsall on the Move Priority

1. Purpose of the report

Walsall on the move is one of the three priorities set by Walsall Health & Wellbeing Board for 2019/2021. The priority is aimed at improving physical activity within the Walsall Borough and improving health and wellbeing by encouraging a smoke free environment.

Richard Beeken is the lead for this priority, the work-stream is led by Catherine Griffiths, Director of People and Culture Walsall Healthcare NHS Trust and the purpose of this report is to update the board with the scope of the work-stream, progress to date and future actions planned.

2. Recommendations

- 2.1 That the Health and Wellbeing Board note the update report and note the scope and outcomes (further detail is provided within the action plan brief attached).
- 2.2. That all agencies reassure themselves that they have the right leads to support the delivery of the action plan.
- 2.3 That the Health and Wellbeing Board note that the scope for Walsall on the Move has been set for the workforce of each of the partner organisations. The Walsall Together Partnership plan addresses the wider health and wellbeing priorities for the Borough of Walsall.

3. Report detail

- 3.1.1 The latest meeting took place on 22nd November 2019; the terms of reference for the work-stream have been agreed.

- 3.1.2 A schedule of monthly meetings has been planned for the next 12 months from January to December to secure progress against the priority outcomes and there will be a workshop in January with partners to identify plans for long term future.
- 3.1.3 There has been a good level of discussion on scope, priorities and likely outcomes, this helps with clarity of the partnership aims over the next 12 months and the summary is contained within the plan attached.
- 3.1.4 There is a workshop scheduled for 23rd January 2020 for partners to review the baseline and set key actions short term as well as set the vision for the future and identify any resourcing requirements.
- 3.1.5 The overall aims and outcomes are summarised on the sheet attached and are:
- All partners have a plan for smoke free; we have a decision to share best practice.
 - All partners have agreed to learn from best practice on having a Travel Plan Policy.
 - All partners have agreed to share their Health and Wellbeing approaches, learn from best practice and aim to have a single offer and incentives across the Borough.
 - There will be a campaign and some communications resource (potentially an external website) on 'Walsall on the Move' looking for some local sponsorship to support this – agreed in principle it would be good to involve children to encourage parents to get active – use the workforce to advocate and use local sporting groups netball, rugby, football, swimming etc. as well as reaching out to schools.
 - Gathering the evidence base (using the Behavioural Insights team – nudge behaviours) for Workplace Health through Public Health as a baseline for partners to trial within the workplace – capable of targeting groups within the workforce.
 - The “Walsall on the Move Partners” will form an office 365 Group to facilitate the meetings and sharing of information [this is a virtual team/video conferencing/shared drive/quick chat]
- 3.5 All partners will map their current activity and position by January 2020 under the headings:
- Workforce Wellbeing including Travel Plan in the workplace
 - Smoke Free Sites and best practice sharing through the partners
 - Walsall on the Move – Physical Activity – Step Jockey and 10,000 steps a day, Park Run at Walsall Arboretum, led activity for Walsall Partners to do a couch to 5k, having a travel plan within each partner organisation.

An analysis will then be completed to provide shared learning across partnership employers across Walsall, including the GPs through the CCG and to communicate the progress made.

4. Implications for Partnership Working and Resourcing:

No current implications for the partnership working arrangements identified, however, there will be a need for resourcing in order to develop a long-term approach in the Borough to move from influencing our own staff to influencing citizens within the Borough.

5. Health and Wellbeing Priorities:

- Walsall on the Move and the ambition to be Smoke Free across the Borough of Walsall.
- There are no current issues or risks identified.
- The action plan attached is a first phase which works with the workforce of partner organisations to be advocates, in order that the community can take action for themselves in the longer term.
- This work directly supports building resilient communities ensuring there is an enhanced awareness of the negative impact of adverse childhood health, in particular childhood obesity, on future life chances for our children and young people.

Background paper: Plan on a Page

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Walsall Plan – Priority 2 – ‘On the Move and Smokefree’

LEAD HWB MEMBER

Richard Beeken - Walsall Healthcare NHS Trust

LEAD OFFICER

Catherine Griffiths

OBJECTIVE / VISION / COMMITMENT

We want to have fewer inactive people in Walsall – more people cycling, walking, taking part in exercise, leaving cars behind and living lives that are Smokefree. We want to encourage the workforce of Walsall to lead by example and be advocates within Walsall and we will share best practice between partner organisations.

KEY ISSUES

- Physical activity is low in Walsall - 66.3% of adults get recommended activity
- Child obesity levels still rising - currently to 41.1% in YR 6 children
- Most recent sample data for smoking adults in the population is 15.6%

PARTNER INVOLVEMENT

- Walsall Council
- WM Police
- Walsall Housing Group
- Walsall CCG
- Dudley & Walsall Mental Health
- One Walsall
- Walsall College
- WM Fire Service
- Healthwatch Walsall
- Housing Partnership

KEY LINKS / SUPPORTING DOCUMENTS

- [JSNA - Walsall Insight](#)
- [Walsall Plan 2017-2020](#)
- **Partners Smokefree Policies and Procedures; Travel Plans; Staff Policies to promote Physical Activity; Employment benefits**

STRATEGIC LINKS

West Midlands on the Move – West Midlands Combined Authority

Walsall Plan – Priority 2 – ‘On the Move and Smokefree’

ACTION TO TAKE

- Implement good quality travel plans across the Partnership
- Public sector to consider corporate membership of leisure centres – Partners to consider employee benefits that support the workforce to be active
- Review policies that encourage physically active staff
- Communications campaign to promote the above and other opportunities for the workforce to be active
- The Workforce to be ‘advocates’ to the population of being physically active
- Smoke free public grounds – Workplaces but also to consider Smokefree play areas/parks
- Partners sharing with each other information, learning and Best Practice from within their workplaces

PROCESS MEASURES

1. Number of travel plans developed & being used across WP
2. Number of staff taking up corporate membership in Walsall – Number of new opportunities/employee benefits created
3. Number of staff taking up these benefits
4. Number of policy reviews
5. Number of changes made as a result of policy reviews
6. Communications campaign rolled out:
Number and type of communications to staff
Number and type of communications passed on to service users
7. Information shared and used by partners

LEAD HWB MEMBER

Richard Deakin - Walsall Healthcare NHS Trust

LEAD OFFICER

Catherine Griffiths

EVIDENCE

- PHE Everybody Active, Every Day (2014) –Creating Active Societies, Creating Active Environments, Creating Active People, Creating Active Systems
- The impact of smoke free legislation in England: evidence review (2011)

1. 1,740 more people active (1% of adult population)
2. 0.5% reduction in smoking prevalence within our workforce
3. Learning from evidence based best practice to define a single partnership approach to workplace wellbeing.
4. Number of workforce who take part in one of the planned physical activities in the New Year
5. Number of friends and family who participate in events above.