

Health and Wellbeing Board

11 September 2017

Title: Walsall Plan "Our Health and Wellbeing Strategy 2017-2020"

- Priorities 3: Enable and empower individuals to improve their physical and mental health
- Priorities 9: Develop an environment to enable healthy lifestyles

1. Purpose

The purpose of this report is to discuss key performance indicators relating to priorities 3 and 9 and provide an update on progress towards these priorities.

2. Recommendations

- 2.1 That the HWBB notes the progress made towards these priorities and approves the programmes of work.
- 2.2. That the HWBB approve the proposed key performance indicators relating to priorities 3 and 9.

3. Report detail

- Health is primarily shaped by factors outside the direct influence of health care. These include good work, education, housing, resources, our physical environment and social connections. As demonstrated in the attached infographic Appendix A.
- The Council are undertaking a number of transformation projects which aim to develop greater efficiencies across a range of services resulting in improved delivery and outcomes for customers. One of these projects is led by Public Health called "Improving health, reducing inequalities: everyone's business" which is focussed on building a healthy environment for residents. Membership of this Board includes officers from Transport, Planning, Environmental Health, Resources, Clean Green, Housing and Procurement.
- The Healthy Spaces Steering Group which feeds into this project includes officers from Public Health, Clean and Green and Sports and Leisure. The aim of this group is to pool expertise and develop programmes of work to ensure better use of Walsall's outdoor space and other assets, particularly in the promotion of healthy living.
- The Healthy Spaces overall vision is "Working together to maximise use of our public spaces to provide a safe and welcoming environment for all citizens to live a healthy, active lifestyle".
- The vision focuses on Programme, People and Place similar to the Black Country Economic Plan and includes a broad strategic approach across a range of key settings. This includes;

- Green Spaces
 - Schools
 - Leisure Centres
 - Community/ Home Based
 - Workplace
- An action plan has been developed to roll out a range of evidence based infrastructural improvements/ interventions that will have a population impact on health, particularly those living in areas of greatest deprivation. It also details an approach to further develop healthy parks and green spaces alongside a longer term plan to revise existing service/ delivery model leading to increased efficiency and impact. Please see the Healthy Spaces Steering Group vision of a healthy park (Appendix B attached) which includes numerous examples on how this can be achieved. These include:
 - Led walks, jogs and cycles
 - Active travel corridors
 - Individual and volunteer group led activities
 - Signposted walking and cycling routes tailored to ability
 - Active play areas
 - Individual and corporate volunteering schemes
 - School targeted programmes e.g. Forest Schools and A*Stars
 - Utilisation of park based venues for the community
 - A number of these interventions are currently being delivered and Appendix C (attached) set outs proposed key performance indicators aligned to key settings within the Healthy Spaces Vision which contribute to priorities 3 and 9 for approval.

4. Implications for Joint Working arrangements:

- Benefits of a more integrated approach and pooling resources with a range of departments including transport and planning to develop a healthy environment will include increased efficiencies and greater impact on health.
- In order to achieve a healthy environment this programme of work cuts across other boards, teams and externally commissioned services highlighting that this programme cannot be achieved in isolation.

5. Health and Wellbeing Priorities:

- Physical inactivity and obesity is associated with many chronic diseases including diabetes, coronary heart disease and some cancers. Physical inactivity threatens the health and well-being of individuals and places a burden on public resources in terms of health costs, on employers through lost productivity and on families because of the increasing burden of long-term chronic disability. It is estimated that the consequences of physical inactivity in the Walsall population cost the local economy £33m per year¹ through increased sickness absence, reduced productivity and increased cost to individuals and for their carers. An inactive person spends 37% more days in hospital and visits the doctor 5.5% more often².

¹ Walsall Joint Strategic Needs Assessment: 2013

² Sari N. Physical inactivity and its impact on healthcare utilization. *Health Econ* 2009, 18:885–901.

- These programmes of work will positively contribute to the following marmot principles;
- By creating a healthier environment through evidence based infrastructural improvements/ interventions and increased physical activity opportunities this will help to **improve mental wellbeing** and make **healthier choices easier**. There is strong evidence linking an individual's proximity to quality green spaces to improved mental wellbeing³.
- Rolling out forests schools, continuing to deliver the A*Stars programme, increasing usage of green spaces and provision of alternative education options will support **giving every child the best start in life**.
- **Money, home, job** – Supporting residents to manage their own health and wellbeing through a healthy environment and offering accessible self help materials and will provide a more sustainable workforce for Walsall. Volunteering and alternative employment support will act as a stepping stone into longer term employment.
- Increasing utilisation of outdoor spaces for exercise/ health reasons and improving emotional health and wellbeing will **reduce the burden of preventable disease, disability and death**.

Author

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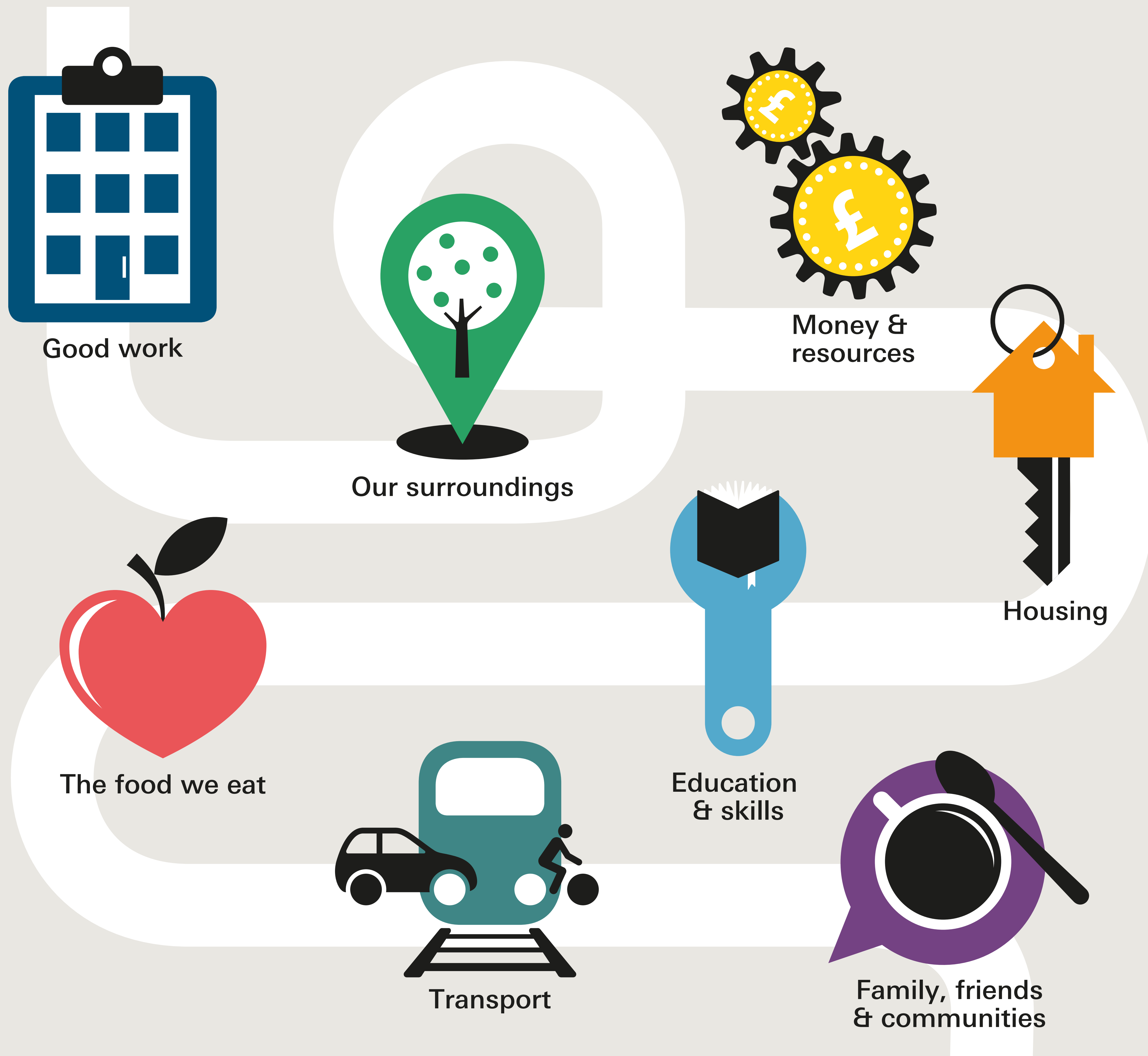
³ WHO (2010). *Urban Planning, Environment and Health: From Evidence to Policy Action. Meeting Report*. Copenhagen, Denmark: WHO Regional Office for Europe

What makes us healthy?

AS LITTLE AS

10% of a population's health and wellbeing is linked to access to health care.

We need to look at the bigger picture:



But the picture isn't the same for everyone.

The healthy life expectancy gap between the most and least deprived areas in the UK is: **19** YEARS

Signposted
Walking and
Cycling Routes
tailored to
ability



Led Walks,
Jogs and
Cycles



Support to
local economy
e.g.
Traineeships



Active Travel
Corridors allowing
Commuting



Park based venues fully
utilised e.g. older
people activities, mental
health support, Resilient
Communities



Individual and
volunteer led group
activities



School targeted
programmes e.g.
traded services –
Forest schools,
visible food growing
story telling areas



Healthy on-site
catering e.g.
Health Switch



Active play areas



Individual and
corporate
volunteering
schemes e.g. plant
growing, inclusive
Friends Groups



Branded notice
boards at each
entrance e.g.
programme
information,
park visits

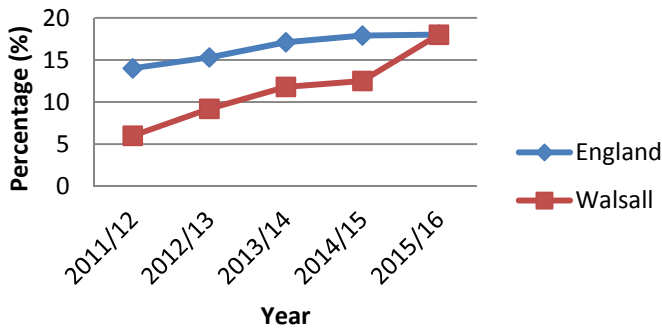
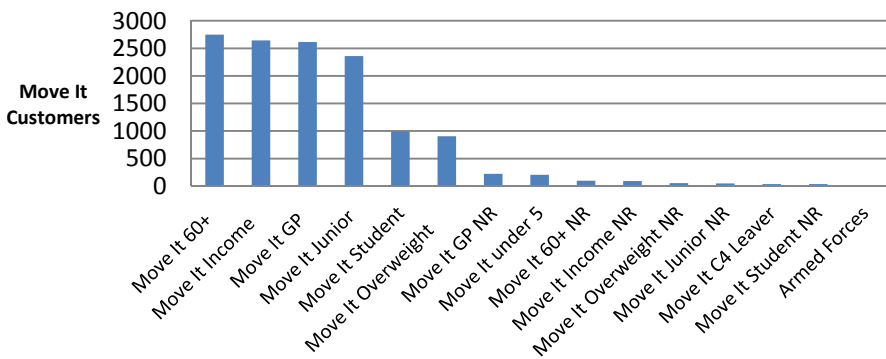
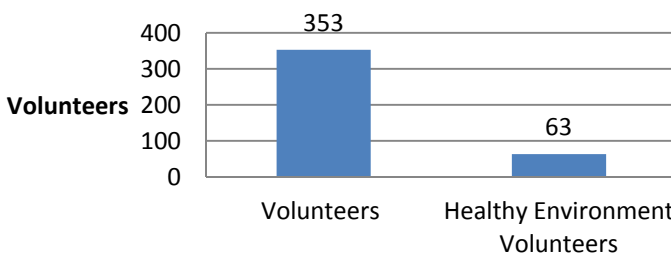
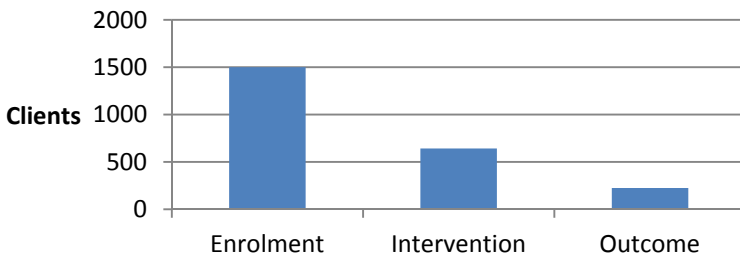


Junior park run



THE WALSALL PLAN

Priority 3. Enable and empower individuals to improve their physical and mental health
Priority 9. Develop an environment to enable healthy lifestyles

KEY SETTINGS																																			
PARKS AND GREEN SPACES		<ul style="list-style-type: none">PHOF - Utilisation of outdoor spaces for exercise/ health reasonsPeople counters data	<p>PHOF - Utilisation of Outdoor Space for Exercise/ Health Reasons - Walsall/ England 2011 - 2016</p>  <table border="1"><caption>PHOF - Utilisation of Outdoor Space for Exercise/ Health Reasons - Walsall/ England 2011 - 2016</caption><thead><tr><th>Year</th><th>England (%)</th><th>Walsall (%)</th></tr></thead><tbody><tr><td>2011/12</td><td>14.0</td><td>6.0</td></tr><tr><td>2012/13</td><td>15.0</td><td>9.0</td></tr><tr><td>2013/14</td><td>17.0</td><td>12.0</td></tr><tr><td>2014/15</td><td>18.0</td><td>13.0</td></tr><tr><td>2015/16</td><td>18.0</td><td>18.0</td></tr></tbody></table>	Year	England (%)	Walsall (%)	2011/12	14.0	6.0	2012/13	15.0	9.0	2013/14	17.0	12.0	2014/15	18.0	13.0	2015/16	18.0	18.0														
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LEISURE CENTRES		<ul style="list-style-type: none">Number of Move It Members	<p>Nos of Move It Customers in Walsall Leisure Centres Aug 2017</p>  <table border="1"><caption>Nos of Move It Customers in Walsall Leisure Centres Aug 2017</caption><thead><tr><th>Category</th><th>Move It Customers</th></tr></thead><tbody><tr><td>Move It 60+</td><td>2800</td></tr><tr><td>Move It Income</td><td>2600</td></tr><tr><td>Move It GP</td><td>2600</td></tr><tr><td>Move It Junior</td><td>2400</td></tr><tr><td>Move It Student</td><td>1000</td></tr><tr><td>Move It Overweight</td><td>900</td></tr><tr><td>Move It GP NR</td><td>200</td></tr><tr><td>Move It under 5</td><td>200</td></tr><tr><td>Move It 60+ NR</td><td>100</td></tr><tr><td>Move It Income NR</td><td>100</td></tr><tr><td>Move It Overweight NR</td><td>100</td></tr><tr><td>Move It Junior NR</td><td>100</td></tr><tr><td>Move It C4 Leaver</td><td>100</td></tr><tr><td>Move It Student NR</td><td>100</td></tr><tr><td>Armed Forces</td><td>100</td></tr></tbody></table>	Category	Move It Customers	Move It 60+	2800	Move It Income	2600	Move It GP	2600	Move It Junior	2400	Move It Student	1000	Move It Overweight	900	Move It GP NR	200	Move It under 5	200	Move It 60+ NR	100	Move It Income NR	100	Move It Overweight NR	100	Move It Junior NR	100	Move It C4 Leaver	100	Move It Student NR	100	Armed Forces	100
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SCHOOLS		<ul style="list-style-type: none">Increase levels of Walking, Cycling and Scooting (combined) to greater than the national average by 1%	<p>Annual Travel Survey 16/17 How Primary School Pupils Travel to and from school</p> <table border="1"><thead><tr><th rowspan="4">Aged 5-10 Years</th><th>Data Type</th><th>Walking</th><th>Cycling</th><th>Cars</th><th>Car Share</th><th>Public Transport</th><th>Other</th></tr></thead><tbody><tr><td>National</td><td>44.0%</td><td>1.0%</td><td>48.0%</td><td>N/A</td><td>6.0%</td><td>1.0%</td></tr><tr><td>Walsall Average</td><td>51.8%</td><td>2.2%</td><td>41.4%</td><td>2.3%</td><td>2.3%</td><td>0.0%</td></tr><tr><td>Diff</td><td>+7.8%</td><td>+1.2%</td><td>-6.6%</td><td>2.3%</td><td>-3.7%</td><td></td></tr></tbody></table>	Aged 5-10 Years	Data Type	Walking	Cycling	Cars	Car Share	Public Transport	Other	National	44.0%	1.0%	48.0%	N/A	6.0%	1.0%	Walsall Average	51.8%	2.2%	41.4%	2.3%	2.3%	0.0%	Diff	+7.8%	+1.2%	-6.6%	2.3%	-3.7%				
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COMMUNITY/ HOMEBASED		<ul style="list-style-type: none">Number of volunteers accessing Healthy Environment rolesNumbers accessing self help through One You Walsall	<p>Nos of Volunteers Through One Walsall including Healthy Environment Roles - April 17 - Aug 17</p>  <table border="1"><caption>Nos of Volunteers Through One Walsall including Healthy Environment Roles - April 17 - Aug 17</caption><thead><tr><th>Category</th><th>Volunteers</th></tr></thead><tbody><tr><td>Volunteers</td><td>353</td></tr><tr><td>Healthy Environment Volunteers</td><td>63</td></tr></tbody></table> <table border="1"><caption>Numbers accessing self help tools through One You Walsall (Aug 16 – June 17)</caption><thead><tr><th>Universal On-line Quiz Aug</th><th>Self Help Clients</th><th>+VE Change Reported by Self Help Clients</th></tr></thead><tbody><tr><td>2,372</td><td>1,156 (49%)</td><td>78% (n = 679)</td></tr></tbody></table>	Category	Volunteers	Volunteers	353	Healthy Environment Volunteers	63	Universal On-line Quiz Aug	Self Help Clients	+VE Change Reported by Self Help Clients	2,372	1,156 (49%)	78% (n = 679)																				
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WORKPLACE		<ul style="list-style-type: none">Numbers engaged in employment support (IMPACT/BBO)Number of positive outcomes (e.g. Employment)	<p>IMPACT programme Enrolments and Employment Outcomes June 16 - Aug 17</p>  <table border="1"><caption>IMPACT programme Enrolments and Employment Outcomes June 16 - Aug 17</caption><thead><tr><th>Category</th><th>Clients</th></tr></thead><tbody><tr><td>Enrolment</td><td>1500</td></tr><tr><td>Intervention</td><td>600</td></tr><tr><td>Outcome</td><td>200</td></tr></tbody></table> <p>Target (July 18) = Support 3,500 residents with 1000 entering sustainable work</p>	Category	Clients	Enrolment	1500	Intervention	600	Outcome	200																								
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