

**Health and Wellbeing Board
9 December 2013**

Review of progress on action plans for Joint Health and Wellbeing Strategy (JHWS) recommendations:

1. Purpose

The Health and Wellbeing Board (HWB) have agreed that progress reports on the agreed action plans for the recommendations within the JHWS will be brought to the Board every 6 months for assurance, noting and comment.

2. Recommendation

That the members of the HWB note, and are assured by, the progress to date on the actions for these recommendations

3. Report detail

The HWB agreed the action plans for the recommendations within the JHWS during two consecutive HWB meetings in June and July 2013. It is the first group of action plans that are reporting on progress during this meeting. They are for the following recommendations:

Recommendation and number in JHWS	HWB lead	Appendix number
1. Work with individuals and communities resident in Walsall as well as those working in the statutory, independent and voluntary/community sector to promote wellbeing and self-reliance through adoption of '5 ways to wellbeing'	Director Of Public Health	1
2 Better identify and provide early help to vulnerable parents by undertaking a joint LA / NHS review of services and performance within antenatal pathways and Children's Centres to contribute to effective early help services for children and their families	Director of Children's Services	2
3 Improve the early years offer across childcare, nurseries and Children's Centres to increase school readiness and early years foundation score (or equivalent)	Director of Children's Services	3
4 Work with parents, schools, education and training providers to enhance aspirations and reduce absences to	Director of Children's Services	4

minimise the attainment gap between the least and most deprived children and young people in Walsall		
5 Increase access to evidence-based parenting programmes, targeted at those most in need (Children in need includes Looked After Children (LAC) and those with a child protection plan (CPP))	Director of Children's Services	5
13 Ensure that the people of Walsall know what to do to improve their health and where they can get support and access services to help them do that. This will involve better co-ordination and communication between appropriate provider services in the statutory, independent and voluntary / community sectors resulting in focused, targeted messages and provision	Director Of Public Health	6
14 Ensure that all partner agencies are fully committed to encouraging and supporting residents to adopt and sustain healthy lifestyles. This should include championing a local ambition for the 'Making Every Contact Count' (MECC) initiative that will ensure an increase in the number of organisations actively delivering MECC until all key providers in Walsall are using their front line staff to encourage and support residents systematically and on a scale that will bring about real improvements in health	Director Of Public Health	7

Authors

Isabel Gillis
 Director of Public Health

Cath Boneham
 Health and Wellbeing Programme Manager
 Tel: 01922 653738

Date

Nov 28th 2013

Section 5: Wellbeing in Walsall

Action Plan for Health and Wellbeing Strategy key recommendation number 1

Key recommendation 1:

Work with individuals and communities resident in Walsall as well as those working in the statutory, independent and voluntary/community sector to promote wellbeing and self-reliance through adoption of '5 ways to wellbeing'

Overall named lead responsible for action: Cath Boneham (CB)

Partners involved:

Those already involved in MECC – including LA, CAB, Fire Service, Whg, Walsall Healthcare Trust and Dudley and Walsall Mental Health Trust WVA and the Voluntary and community sector groups providing services that relate to the 5 ways to wellbeing as well as volunteering opportunities

Action	Intended outcome(s)	Deadline	Lead or Partners ? lead is explained above	Progress to date (or if expected progress not made, give explanation)
Develop a 'train the trainers' training programme specifically for 5 ways to wellbeing	The training of trainers will increase the capacity for this training to be delivered within organisations across Walsall.	One a month starting at end June/beginning July 2013	CB – through Walsall Healthcare Trust	10 training dates in 2013-14. Four dates already taken place and attended by 69 people. Following up with attendees to get feedback
Promote this initiative to those who have already undertaken MECC training to strengthen that strand of the work	Front line staff already trained in MECC who wish to know more about ways to strengthen resilience and promote mental wellbeing are trained in 5 ways to wellbeing	Ongoing starting in June 2013	CB through LA, CAB. Fire service, whg, WHT and DWMHT	Flyer for training shared with strategy group and encouraged these colleagues to circulate more widely.

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<p>Ensure robust links with WVA to promote 5 ways to wellbeing and promote training opportunities</p>	<p>Voluntary sector organisations have knowledge of 5 ways to wellbeing initiative and are able to signpost/suggest how individuals might gain balance in their lives</p>	<p>TBC</p>	<p>CB with Tim Marren</p>	<p>All Mental Health/Wellbeing training shared with WVA to cascade to their networks.</p>
<p>Ensure robust links with Area Partnerships to promote 5 ways to wellbeing and promote training opportunities to organisations in areas</p>	<p>Organisations in area partnerships have knowledge of 5 ways to wellbeing initiative and are able to signpost/suggest how individuals might gain balance in their lives and strengthen their mental wellbeing.</p>	<p>Ongoing starting in June 2013</p>	<p>CB with AP Managers</p>	<p>Training dates etc are circulated to area managers who cascade down to their networks</p>
<p>Undertake a training needs analysis to understand what other types of training could be delivered to enable front line staff to aid the mental wellbeing of their service users</p>	<p>Understanding of needs to inform future commissioning intentions</p>	<p>By March 2014</p>	<p>CB</p>	<p>Strategy group feedback on training needs. As a result, mental health awareness training dates & Mental Health First Aid have been signposted to Environmental Health colleagues.</p> <p>Lifestyle team run following courses:</p> <ul style="list-style-type: none"> • 5 Ways to wellbeing train the trainer • Mental Health awareness training • Mental Health First Aid Training

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<p>Development of resources to act as prompts and promote 5 ways to wellbeing</p>	<p>Resources available to promote initiative</p>	<p>Resources developed by March 2014</p>	<p>CB</p>	<p>Using 5 Ways to Wellbeing as the framework, resource being developed that maps assets within APs under 5 wellbeing headings.</p> <p>Working group has met and drawn up sample resources to take to Area partnerships and print and design teams for feedback and costings.</p> <p>5 ways to wellbeing has been promoted through public health twitter account</p>
<p>Development and implementation of comprehensive, multi-agency volunteering strategy for Walsall</p>	<p>Robust strategy that covers how volunteering opportunities will be collated and disseminated as well as how Walsall residents will be encouraged and enabled to take up those opportunities</p> <p>This will ensure:</p> <ul style="list-style-type: none"> • greater promotion and recognition of volunteering and local opportunities • developing the quality of the volunteering experience by supporting organisations to work to agreed and recognised good practice • improving access to a wider range of volunteering opportunities through 	<p>Strategy Dec 2013</p> <p>Jan Monitor roll out and assess effectiveness</p> <p>Some infrastructure to support implementation of strategy in place but needs further development??</p>	<p>Tim Marren and WVA</p>	<ul style="list-style-type: none"> • TALK project in place to support establishing Volunteering Strategy and Action plan • Third Sector Strategic Forum being established to oversee development and progress of strategy (Dec 2013) • Outline Framework for strategy completed • Action plan developed to increase Volunteer Centre Activity in place – in partnership with Public Health & Walsall Housing Group • Intelligence gathering and initial outline strategy to be complete first quarter 2014 • Approval and ‘buy-in’ support to be in place second quarter 2014 • Multi-Agency Launch due June/July 2014 • Monitoring and evaluation of strategy begins after launch

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	<p>varied brokerage support and Employer Supported Volunteering (ESV) schemes</p> <ul style="list-style-type: none">• Enable and expand the Walsall Volunteer Bureau Project to increase the number of volunteering opportunities and effectively co-ordinate voluntary activity in Walsall.			
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Section 6: Give every child the best start in life

Action Plan for Health and Wellbeing Strategy key recommendation number 2

Key recommendation 2:

Better identify and provide early help to vulnerable parents by undertaking a joint LA / NHS review of services and performance within antenatal pathways and Children’s Centres to contribute to effective early help services for children and their families

Overall named lead responsible for action: Director of Children’s Services

Partners involved:

Partners involved: Children’s centres and Strategic lead, early intervention and family support Health, (Public Health, Midwifery, Hospital Trust, Health Visitor leads) IYPSS

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation).
Review of role of children’s centres in health improvement using Site visits Interviews with stakeholders Analysis of policy documentation and case records	Robust data covering: <ul style="list-style-type: none"> • changes in health inequalities and needs across borough • how well children’s centres contribute to achieving health outcomes directly • how effective children’s centre services support 	August 2013	Uma Viswanathan	A review of children’s centres in relation to the 3 intended objectives has been completed and the findings and recommendations have been shared with Children’s Centre Project Group. The findings from this review have informed the development of service specifications for children’s centres.

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	health colleagues to achieve improved outcomes			
Children's Centres sharing expertise in approaching vulnerable families to tackle parenting and behaviour	Identified gaps in staff knowledge met through shared support More effective approaches to vulnerable families (numbers approached and successfully engaged in evidence based programmes	September 2013	Sue Morgan/ Georgina Atkins	Engagement sessions have taken place to develop proposals to reshape Children's Centres. Proposals are being progressed to cluster centres to share expertise and new proposed structure develops new roles to lead evidenced based practice in Early Years and Parenting. Evaluation and impact tools are in development to better monitor impact of delivery and as part of the Early Help Strategy that is overarching redesign.
Children's Centres (CC) working in clusters with IYPSS input to build confidence /expertise in working with older children in vulnerable families	Improved skills and confidence amongst centre family support staff Improved family support to whole family for vulnerable families and consistency of support for families moving from CC age group as youngest reaches 5	September 2013	Sue Morgan/ Isabel Vanderheeren	Proposals for the reshape of Children's Centres include the development of area Early Help teams to integrate and develop a holistic whole family approach working with multidisciplinary teams at area level to offer more coordinated services that meet needs.
Production of ante-natal pathway and common triggers/referral points for health and children's centres engagement	More effective, co-ordinated and better targeted engagement with vulnerable pregnant women from health (midwifery, stenography and health visitors and children's centres) Agreed common trigger and referral points (currently different for midwives and health visitors	August 2013	Sue Morgan/ Uma Viswanathan	Pathway has been developed with partners across maternity, health visiting and Children's Centres and principles are agreed. Interventions to meet gaps in need are being developed. Full roll out is anticipated early 2014.

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<p>Review of children’s centres structures to improve sharing of leadership and expertise including consultation with service users and target groups not using services</p>	<p>Proposals for more joined up and effective delivery reaching higher proportion of vulnerable and target groups resulting in sustained improvement of outcomes</p>	<p>October 2013 (Consultation complete by end July 2013)</p>	<p>Sue Morgan</p>	<p>An Early Help Strategy has been developed to ensure that services better target early help, early on to children in greatest need. Following consultation with children, young people and families ‘Walsall’s Top Tips’ have been developed and promoted to ensure that Early Help workforce develop better communication and engage to improve outcomes. The strategy also supports the development of pro active interventions to target high risk and vulnerable families through ante natal screening, 2 year old funding and referrals to social care that do not meet thresholds for statutory intervention.</p> <p>Findings from the consultation with families and stakeholders, undertaken as part of Children’s Centre reshape, is also informing development of services.</p>
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Section 6: Give every child the best start in life

Action Plan for Health and Wellbeing Strategy key recommendation number 3

Key recommendation 3:

Improve the early years offer across childcare, nurseries and Children’s Centres to increase school readiness and early year’s foundation score (or equivalent)

Overall named lead responsible for action: Andy Stewart Head of Service / Sue Morgan Strategic Lead Early Intervention & Family Support/ Early Years Manager (Education Services)

Partners involved:

The providers of childcare including child-minders; nursery managers, children centre managers, Early Years’ Officers and head teachers of primary schools with nursery provision

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation).
Welcome to Walsall and Early Years Foundation Stage (EYFS) Training sessions	Early Years practitioners are aware of their role in delivering the Early Years Foundation Stage effectively and to a high standard to support children’s achievements.	Termly x 4	Sue Egersdorff, Early Years Advisor	96 practitioners attended briefing sessions delivered October 2013 387 practitioners attended EYFS training sessions delivered April-November 2013
Increase access to high quality EYFS training including joint work with Sp4ce	Increase range and quality of EYFS training locally available	April 2013 – March 2014	Sue Egersdorff, Early Years Advisor Kim Stokes	Professional development programme designed to meet regulatory requirements and needs identified through the EYFS profile results Toy Library and Sp4ce are developing greater links offering joint memberships, delivering training to Out of School Clubs

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				Focus on leadership, 2 year olds and curriculum areas January-March 2014
Increase provision for 2 year olds as part of the 2 year old offer	Quality childcare places accessible to children the term after their second birthday	September 2014	Sue Morgan	<ul style="list-style-type: none"> • Additional provision created in these areas Palfrey, Willenhall, Bentley, Blakenall • Capital programme agreed for priority areas: Alumwell, Birchills and Darlaston • Training programme focussing on needs of 2 year olds
Alignment of all services provided as part of the core offer in Children's Centre to meet the needs of our most vulnerable families	Integrated Childcare to support the needs of all children to support families as part of the Early Help offer and improve outcomes for all children	March 2014	Sue Morgan	<p>Sustainable model of childcare to support the delivery and increase of two year old places</p> <ul style="list-style-type: none"> • Services to be realigned • Quality to be maintained and improved
Quality Audit tool used to improve the quality of childcare	To share good practice and improve the overall standard of care and education provided to all children	Reported Quarterly	Sue Egersdorff, Early Years Advisor Kim Stokes	<ul style="list-style-type: none"> • Good or Outstanding practitioners brokerage model to be developed • Spotlight sessions planned Jan-March 2014 • Quality Audit Tool used with Ofsted data to improve Ofsted judgements currently at 74% Good or Outstanding in the PVI sector
Family Information Service (FIS) is closely linked with the Multi Agency Screening Team (MAST)	To ensure parents and professionals are signposted effectively to services that are available for families in Walsall, including 2 year old funding	April 2013 – March 2014	Sue Morgan Sue Egersdorff, Early Years Advisor	<ul style="list-style-type: none"> • Short Breaks database established • Developing advice and booking system for parenting courses • 1769 enquiries from parents and 253 from professionals • All Time to Start checks completed by FIS • Still to develop specific joint working with MAST • Walsall FIS website hits=

Section 7: Enable all children and young people to maximise their capabilities and have control over their lives

Action Plan for Health and Wellbeing Strategy key recommendation number 4

Key recommendation 4:

Work with parents, schools, education and training providers to enhance aspirations and reduce absences to minimise the attainment gap between the least and most deprived children and young people in Walsall

Overall named lead responsible for action: Director of Children's Services

Partners involved:

Schools including head teachers and governors and through them parents, children and young people, training providers and colleges, local authority officers.

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation).
Provide the opportunity via a traded service to give expert support to develop school specific attendance strategies	To continually improve attendance at schools and to narrow the gap in the achievement of individuals and groups vulnerable to underachievement with their peers.	Renew on a financial year basis depending on demand	Caroline Guest	During academic year 2013-14, there has been an increased uptake of the specialist element of the Education Welfare Service compared to 2012-13 and 27 schools have commissioned specialist support so far compared to 21 schools last year. Specialist work includes attendance policy development, training and help with whole school strategy for improving attendance. Data reports are prepared by specialist staff to help meet schools monitoring requirements and this has been held as good practice by an ofsted

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				<p>inspector.</p> <p>Action plans have been devised with schools where there is specific difficulties arising to provide focus for addressing attendance issues. 91% of Walsall schools are trading with the service for Attendance Officers who are an integral part of schools' attendance practices and provide schools with the opportunity to address emerging issues promptly. All traded schools are presented with some basic comparative data and a record of interventions used at the end of each term. Comparative data helps schools benchmark their own performance against national and local data.</p>
<p>Provide training on attendance celebrating and disseminating good practice</p>	<p>Those schools and academies and groups of schools that have developed good practice will share that practice with other schools and academies.</p>	<p>Annual opportunity to share practice</p>	<p>Caroline Guest</p>	<p>Training is available for school staff including designated lead for attendance, Attendance Clerks and Governors.</p> <p>A training event is planned for the Spring Term 2014 and will be aligned to promoting the traded service in preparation for 2014-15. This will provide a good practice sharing opportunity.</p>
<p>Provide input to governors via training and briefings and articles in the Governors' newsletter on improving attendance in their schools</p>	<p>Any changes to statutory requirements and any relevant reports on good practice will be disseminated to governors and they will be informed of the traded service support available to them from the service</p>	<p>When changes occur</p>	<p>Caroline Guest/Governor Services Team</p>	<p>Changes to the statutory requirements for head teachers in respect of leave of absence were shared with governors in the Autumn (2013) newsletter. An article is being prepared for the Spring newsletter which will provide some information about how governors can support schools to raise attendance standards.</p> <p>A range of training events will be published in the governor training programme which will demonstrate how governors can provide constructive challenge to schools in respect of vulnerable groups. This is a change from current practice where governor training has been offered</p>

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				<p>through the menu of service support. Specialist traded work incorporates attendance data reports for governors where this has been requested. Governors have found this useful when being interviewed during ofsted inspections. Specific governor training has been used to support a lead governor so she was empowered to offer the challenge to the head teacher as required which helped to strengthen the function of the governing body.</p>
Analyse unvalidated attendance data and validated (lagged) attendance data to identify any areas for further development	This gives intelligence to our Attendance team and Improvement Advisers about this aspect of school performance, so that head teachers and governors can be made aware of any concerns.	Twice yearly as the figures are released.	Caroline Guest/ Nick Perks: Data Team	<p>Attendance data is collated at each DfE first statistical release. Walsall's attendance data is compared to other LA performance, including neighbouring authorities, statistical neighbours, national, Black Country and West Midlands LA's. Walsall compares favourably for secondary absence performing better. The primary absence demonstrates an improving picture although slightly behind national average. Individual school Overall Absence (OA) data is collected directly from schools each term. Persistent Absence (PA) is collected each half term. Attendance Officers working with a traded school not reaching a Walsall and national average is given a target to aim for which is discussed in supervision meetings and any issues arising are addressed by a specialist officer. Where concerns are raised or emerging through the EWS tracking process is raised with School Improvement.</p>
Provide statutory interventions when schools move to	Schools will alert the team of their intention to prosecute where all other avenue have	When notified by schools	Caroline Guest/Schools	The service works within a graduated framework which escalates individual cases through a process of interventions. The need for early help or

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prosecution	been exhausted so that prosecution can take place.			<p>alternative support are reviewed with school staff and where there is poor engagement and parents are unable or unwilling to improve the situation for their children then the service fulfils the LA statutory obligations to prosecute. This process is designed to collect and provide robust evidence for successful prosecution.</p> <p>Non traded schools are required to carry out all early intervention themselves and provide sufficient robust evidence for prosecution.</p> <p>Walsall schools take a firm line in reducing unnecessary absence caused through term time holidays and the service uses and issues penalty notices in order to deter parents from making this choice. Holiday absence in Walsall was previously seen by parents as an entitlement and much work has been done to change this mindset.</p>
<p>Increase number of good / outstanding schools and make best use of National Leaders of Education (NLEs), Local Leaders of Education (LLEs) and Specialist leaders of Education (SLEs) as important force in driving improvement across all schools and as</p>	<p>To draw on best practice within and outside the LA to improve the overall quality of education within the borough</p>	<p>By July 2014</p>	<p>Jane Doughty, Lead Officer for School Improvement</p>	<p>School to school support framework for early years provision agreed with nursery heads.</p> <p>Nursery schools now providing support in primary schools where needed</p> <p>Nursery school heads study visit to outstanding setting in different LA</p> <p>Draft S2S framework adapted for primary, secondary and special schools – being circulated to heads for discussion</p> <p>Workshop for NLEs, LLEs and other heads organised for 9th December</p> <p>National College provision being explored – now much reduced in scope. Plans to initiate Walsall’s own LLE process</p>

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<p>leaders of sector-led improvement</p> <p>Develop sector led improvement through capacity building and partnership working</p>				<p>Partnership working: Concept of Learning Consortium being taken forward, designed as mechanism to share good practice across schools. Plan is to offer through phases “primary” and “secondary” : primary will include nursery and special schools Exchange will take place through the platform being developed by a secondary school</p>
<p>Strengthening school governance and promoting succession planning for governing bodies; raising awareness in the community of the importance of school governance in order to recruit more good governors</p>	<p>This is a key driver in improving the quality of schools, so the outcomes would be to ensure that we fill governor vacancies and that the governors have the requisite skills to contribute to the leadership of our schools. More governors will access training. More Ofsted leadership grades at good or better in the future, especially in the primary sector.</p>	<p>July 2014</p>	<p>Jane Bonner, Interim Head of Service</p>	<p>External reviews of governance being conducted on a rolling programme since last academic year. Where outcome is ‘weak’, follow-up action plans being supported by school Improvement Advisers.</p> <p>Skills audits being promoted to all governing bodies as a tool for succession-planning and training needs analysis.</p> <p>Termly training programme being developed in response to identified national priorities – e.g. pupil premium and use of data to challenge leadership. Variety of training styles being introduced, including e-learning, to encourage higher take-up of training for governors.</p> <p>Online support provided for all maintained schools (TEN & The Key) to provide round the clock access to quality information on various leadership topics.</p> <p>Monthly reports showing governing body vacancies, leading to publicity campaign in Spring</p>

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				<p>2014 to encourage people with appropriate skills, knowledge and experience to come forward to serve.</p> <p>Council website about to be updated to provide advice and guidance to governors.</p>
improve the quality of teaching and learning	<p>Inspection confirms better achievement of children and young people, resulting from good or better teaching and learning. Better use of teaching school and effective practitioners from within our schools to support the development of others. Better mobilisation of the head teachers and staff of outstanding and good schools within the authority. Continuation of research-based developments through learning communities.</p>	July 2014	Jane Doughty, Lead Officer for School Improvement	<p>Mobilisation of good and outstanding schools – see above under school to school support</p> <p>Revised core offer and core offer plus: Role of IA focused on schools requiring improvement Thorough data analysis to clarify position of vulnerable children, including PP.</p> <p>Role of IA developed to focus on intervention where most needed.</p> <p>Stronger links established with Safeguarding team</p> <p>See also learning consortium above</p> <p>Support for cluster based activity which includes research</p>
Strengthening school leadership and management, supporting new head teachers and succession planning at all levels.	<p>Inspection outcomes for leadership and management are good or better. Head teacher recruitment and induction of a high quality. Succession Planning and the development of middle and senior leaders are successful.</p>	July 2014	Jane Doughty, Lead Officer for School Improvement	<p>Induction programme for newly appointed heads under review to ensure fit for purpose</p> <p>Links made with National College for Teaching and Leadership and teaching school to explore use of licensed provision for both school leaders and chairs of governors.</p>

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				<p>Talent development, succession planning and leadership development strategy being developed</p> <p>School improvement conference planned for 31st January 2014 for all serving heads</p> <p>Use of passport to progression being revised</p>
Early Intervention	<p>Fewer young people being excluded, attending pupil Referral Units, or becoming not engaged in education, employment or training (NEET).</p> <p>The RONI (Risk of NEET Indicators) is refined as more data is available.</p>	September 2013 and 2014	Tim Luker, Prospects, Karen Dainty, Virtual School	<p>The Virtual School track and monitor the progress, attendance and attainment of looked after children. If a child is at risk of exclusion or not making the expected levels of progress the PEP is recalled or an interim PEP takes place. There is a Prospects Personal Advisor for looked after children co-located within the Virtual School. She meets with children regarding option choices, and career pathways. She supports transition to Transition and Leaving Care Service and meets with identified Prospects Advisor for care leavers. Key Workers within the Virtual School provide additional support to looked after children who have been identified as at risk of not achieving expected progress or at risk of disaffection. The Virtual School works in partnership with schools, SEN Team and Short Stay Schools to identify personalised learning programmes for looked after children who are at risk of dis-affection.</p> <p>The Integrated Behaviour Support Service works across primary schools in Walsall and 3 non academy secondary schools.</p> <ul style="list-style-type: none"> To provide early intervention to support

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				<p>individual pupil improvements in behaviour to improve access to learning and reduce the need for exclusion</p> <ul style="list-style-type: none"> • To work with schools and other agencies to reduce the need for exclusion • To support schools in achieving a good or better judgement for Behaviour & Safety by Ofsted • To identify key barriers to positive behaviour management and support pupils to develop strategies for improved behaviour and therefore improve learning • To build capacity in schools to identify and understand the key issues relating to support early intervention • To support schools to develop and evaluate the implementation of their Behaviour & Safety policies including anti-bullying • To support the reintegration of pupils after a managed move or exclusion back into mainstream schools/academies. <p>There will be a traded offer to academy schools and Independent schools.</p> <p>The service also liaises with parents and schools regarding incidents of bullying and seeking a resolution.</p> <p>Training is provided to Learning Mentors and</p>
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				<p>PSAs to build capacity in schools in supporting children with a diverse range of needs.</p> <p>The Traveller Service works with children and families to ensure that children access education. They work with partner agencies so that families access relevant service as and when required. There is liaison with the Showmens' Guild Education Liaison Officer and the Manager of Willenhall Lane site. Families/children travelling to and through Walsall are provided with educational support whilst resident in Walsall.</p> <p>The Team track attendance, attainment and progress and provide intervention and support when a child is at risk of underachieving, not attending school or at risk of disaffection.</p> <p>The service is represented at CME panel when children of Traveller Heritage require a school place. The service also works closely with the Choice Advisor and home visits are made so that children access education at the earliest opportunity when moving between schools or newly arrived to Walsall.</p>
Curriculum Challenge	Schools and training providers including the college, adapt the curriculum offer to be locally relevant and motivating to children and young people.	September 2014	Schools/Education Providers/Training Providers/Employers/Children's Service/Regeneration	<p>The Virtual School has developed a partnership with Walsall College to provide looked after children in Key Stage 4 with the opportunity to undertake a Princes Trust qualification.</p> <p>The Virtual School has established a partnership</p>

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	Good continuity and progression of young people including into pre-apprenticeships and apprenticeships. Effective work-relevant education supported by employers including the Council		Lead to be identified by December 2013 by executive directors in Regeneration and Children's Services.	with Wolverhampton University to provide looked after in Key Stage 3 & 4 with the opportunity to attend taster days at the University Education policy for foster carers has been produced and distributed so that carers are clear of the expectations with regard to supporting looked after children in education. Foster carers have the opportunity to attend a taster day at Wolverhampton University. This will increase carers knowledge regarding the variety of routes into university and their aspirations for looked after children.
School parent partnerships improved	Improved parent partnership delivering improved outcomes in the pilot schools implementing 'Achievement for All' (AfA). Effective 'Inspire' workshops improve engagement of parents in their children's learning	July 2014	Jane Bonner, Interim Head of Service, School Improvement	Assessment for All end of year report due to Walsall by December 2013, after which the team will evaluate impact of work to date from an Easter 2013 start. External coaches are assigned to some of the 'AfA' schools, so a workshop has been planned for the Spring to consider impact to date across the borough. First year of AfA support financed by the LA. Schools will be asked to pay to continue in the project.

Section 7: Enable all children and young people to maximise their capabilities and have control over their lives

Action Plan for Health and Wellbeing Strategy key recommendation number 5

Key recommendation 5:

Increase access to evidence-based parenting programmes, targeted at those most in need (e.g.: Children in Need including LAC and CPP)

Overall named lead responsible for action: Director of Children’s Services

Partners involved:

Walsall Council Children’s Services – Specialist Services, Disability Services, Children Centres, Area Family Support Teams, Youth Offending Services

Walsall Council- Creative Arts Team, Parent Partnership, Anti Social Behaviour Unit.

Health Services - School Nursing Team, Psychology Services, CAMHS.

Education Community & Voluntary Partners – Primary Schools, Secondary Schools, Short Stay Schools, WHG, WPH Counselling, Spurgeons, Home Start, Aisha Mosque, Save the Children – FAST anti poverty initiative.

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation).
Provide specialist Parenting Practitioners to deliver evidence based parenting programmes to	Reduce number of CPP & LAC. Improve the Mental Health and Wellbeing of parents & children accessing the specialist provision	June 2013 - 70 families per annum	Georgina Atkins, Sue Morgan & Karen Marcroft	Good progress made: Evidence - <ul style="list-style-type: none"> 35 level 3 families currently being offered specialist evidence based parenting programmes – <i>Mellow Core</i> 14 week intensive programme and specialist

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<p>complex & vulnerable families open to specialist services</p>				<p>parenting practitioner support.</p> <ul style="list-style-type: none"> • <i>Mellow Core</i> being delivered first session 4th Nov last session 17th Feb. • <i>Mellow Core</i> being delivered by Darlaston Sure Start Nov – Feb 214. • <i>Mellow Core - Dads</i> scheduled for January 2014 • <i>Mellow Core</i>- scheduled for January 2014 • Pilot of 1x parents <i>Freedom Domestic Abuse programme</i> and <i>Mellow programme</i> - clinical evaluation due March 2014
<p>Provide brief intervention Training to Social Workers to Raise awareness of the specialist Parenting Practitioners evidence based parenting programme service.</p>	<p>Strengthen referral pathways.</p> <p>Increase the number of level 3 families referred to the specialist parenting practitioner service</p>	<p>2013/2014</p>		<p>Some Progress Made</p> <p>Evidence -</p> <ul style="list-style-type: none"> • Communication with HOS Vulnerable Children • Plan to align Think Family and specialist parenting programme provision prior to Brief Intervention training for social workers
<p>-Raise awareness of universal evidence based parenting programme training offers and delivery outcomes to multi agency services, faith & community groups and third sector partners through the provision of awareness training, pre-training briefings and a specific</p>	<p>Develop ‘a shared language of parenting’.</p> <p>Strengthen referral pathways.</p> <p>Increase the uptake of practitioner training places from multi agency, third sector faith & community groups.</p> <p>Increase the take up of a range of parents attending programmes.</p>	<p>2014</p>	<p>Georgina Atkins & Sue Morgan</p>	<p>Some Progress Made-</p> <p>Evidence-</p> <ul style="list-style-type: none"> • Phase 2 training offer full - (79 evidence based parenting programme training places November 2013). Includes multi agency, community and voluntary delegates. • Mencap (Walsall) recruited to Phase 2 Practitioner training delivering SFSC programme within Walsall. • <i>Family Links Islamic Group</i> running November –January 2014 • Awareness training undertaken with EH Co-

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communication strategy.				<p>coordinators.</p> <ul style="list-style-type: none"> Awareness training planned with Aldridge North Neighbourhood Police Team, Family Information Service and AFST – Jan 2014
Continually develop and regularly review the suite of evidence based parenting programmes and commission programmes that range in intensity, modalities with a multi disciplinary reach that also meets any gaps in current provisions.	<p>Have provision of parent programmes for parents of children and young people with a disability, fathers, autism, antenatal and working parents.</p> <p>Have a range of provision from moderate to intensive.</p>	2014		<p>Some progress made</p> <p>Evidence –</p> <ul style="list-style-type: none"> Procured contract for 1 year with Barnardos <i>Cygnnet</i> programme provider. <i>Cygnnet</i> training provided by Barnardos for x 16 multi agency Walsall facilitators to deliver the 6 week <i>Cygnnet</i> programme for parents living in Walsall with children 7-11yrs old with a diagnosis of Autism. Recruitment of new services to Walsall way offer – <i>Cygnnet</i> - Speech and Language, Ed Psyc, Recourses for Autism Further rounds of <i>Cygnnet</i> training planned March/April 2014 –endeavour to recruit Disability Services and CAHMS to <i>Cygnnet</i> training 2014. Pilot project underway to dovetail <i>Cygnnet</i> with Speech and Language <i>Living with Autism</i> parent awareness sessions and share co-ordination. Plan to recruit specific workers within Children Centres clusters to act a central referral and ensure delivery to meet needs of working parents, disabled children, and fathers and tailor eb parenting provisions to locality need.
Increase the number of trained parenting practitioner’s year on	Centrally coordinated recruitment to training will ensure that places are	2013/2014	Georgina Atkins & Sue Morgan	<p>Good progress made</p> <p>Evidence-</p> <ul style="list-style-type: none"> Phase 2 training offer of additional 79

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<p>year in a range of evidence based parenting programmes, developing sustainable in house training where possible.</p>	<p>allocated to those who are most able to deliver high quality programmes at the right place at the right time, with the right programme to meet the local need.</p>			<p>practitioners to support current cohort of 124 parenting practitioners in delivery across the borough.</p> <ul style="list-style-type: none"> • In house <i>Understanding Your Child</i> training planned for March 2014 • In house <i>Families And Schools Together (FAST)</i> training funded by Save the Children planned for a primary school with higher than 25% FSM rate (as yet to be identified) April 2014. • Central localised co=ordination of programmes planned through use of new children centre resource. • Central referral and promotional point planned through transfer of contacts to Family Information Services.
<p>Increase the number of universal parenting programmes delivered either on a group or 1:1 basis to over 100 per annum being delivered by multi agency professionals, faith and community groups & third sector.</p>	<p>Parents in need of parenting support are provided with only evidenced based provision.</p> <p>Developing a multi agency 'shared parenting language', drawing on evidence based strategies in the advice and guidance given to parents.</p>	<p>100 programmes by 2013/2014 125 programmes by 2014</p>	<p>Georgina Atkins & Sue Morgan</p>	<p>Some progress made: Evidence-</p> <ul style="list-style-type: none"> • 75 evidence based interventions delivered from April 2013 with further delivery planned for January to March 2014. • Workforce and Development Team continue to offer <i>Walsall Way of Parenting using Solihull Approach</i> 2 day training to Childrens Workforce staff.
<p>Evaluate outcomes; administrate parent attendance and retention rates for every evidence based parenting programme delivered.</p>		<p>2014</p>	<p>Georgina Atkins & Sue Morgan</p>	<p>Good progress made: Evidence-</p> <ul style="list-style-type: none"> • Retention rates monitored on all deliveries from September 2013. • Clinical Evaluation outcomes on 6 month delivery due March 2014.

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				<ul style="list-style-type: none"> • Evaluation design for <i>Cygnets</i> underway with Ed Psyc team.
Quality assure through the provision of ongoing practitioner support, training and resources to every trained practitioners	<p>Increase delivery post practitioner training. Increase quality of provision.</p> <p>Ensure only evidence base provision is delivered.</p> <p>Keep fidelity of the evidence based provision.</p> <p>Respond to training needs of individual practitioners.</p> <p>Opportunity to share good practice and respond to training needs.</p>	2013/2014	Georgina Atkins & Sue Morgan	<p>Good progress made:</p> <p>Evidence –</p> <ul style="list-style-type: none"> • X 3 large scale practitioner peer supports held from September 2013. • Attendance dramatically increased at Peer Support for <i>Understanding Your Child</i> Practitioners. • All Teen triple P practitioners provided with new parent support DVD - <i>Talk the Talk- Sex and Relationships</i> • All practitioners provided with promotional materials and recourses to deliver including new parents promotional DVD
Market parenting programmes to parents & careers living in Walsall.	<p>To break down stigmas and to increase awareness of the parenting programmes provision</p> <p>Normalise the attendance at parenting programmes.</p> <p>Increased uptake of parenting programmes and increased parental retention rates on programmes</p>	2014	Georgina Atkins & Sue Morgan	<p>Good progress made-</p> <p>Evidence-</p> <ul style="list-style-type: none"> • Consultation project with Walsall parents undertaken by Creative Arts Team • Production of promotional DVD • Production of promotional leaflet • Face book updates now regular through newly recruited administrator to Parenting Team • Website updates transferred to FIS to also be regularly updated.
Develop volunteer and practitioner training pathway for	Build a volunteer base of practitioners who can support deliver and marketing	2014	Georgina Atkins & Sue Morgan	<p>Some progress made –</p> <p>Evidence-</p> <ul style="list-style-type: none"> • Volunteer protocols being designed and

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<p>a small number of parents who have attended and been successful in parenting programme interventions.</p>	<p>parenting programmes. Provide pathway for development into paid work.</p>			<p>approved – January 2014</p> <ul style="list-style-type: none"> • Volunteer Project planned with WHG – ‘grow our own parenting practitioners’ 18 month project.
<p>Provide Infrastructure through developing a new parenting strategy post August 2014 in partnership with our stakeholders</p>	<p>Improved approach to parenting in Walsall by providing relevant and robust infrastructure Communication of the strategy to our partners to ensure that parenting is seen as a positive support system and priority for services to train and delivery.</p>	<p>2013/2014</p>	<p>Georgina Atkins Sue Morgan</p>	<p>Some progress made Evidence-</p> <ul style="list-style-type: none"> • Parenting to be part of Early Help Strategy

Section 10: Improving health and wellbeing through healthy lifestyles: Making 'healthier choices easier'

Action Plan for Health and Wellbeing Strategy key recommendation number 13

Key recommendation 13:

Ensure that the people of Walsall know what to do to improve their health and where they can get support and access services to help them do that. This will involve better co-ordination and communication between appropriate provider services in the statutory, independent and voluntary/ community sectors resulting in focused, targeted messages and provision

Overall named lead responsible for action: Barbara Watt

Partners involved: Other departments within LA (particularly Sports and Leisure, Green spaces), Walsall Healthcare Trust (particularly Lifestyle services), WVA and relevant voluntary/ community sector organisations

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation).
Develop communications infrastructure for promotion of messages and services related to Health and Wellbeing improvement in Walsall <ul style="list-style-type: none"> to including webpage and social networking to promote and reinforce healthy lifestyle messages and links to relevant provider sites 	<ul style="list-style-type: none"> Improve residents' knowledge of how to keep themselves healthy Improve residents' knowledge of local support and services Increase number of residents stopping smoking, improving their diet, increasing physical activity levels and achieving improved health outcomes 	Work already underway. Phased approach for completion by end March 2014	Public Health Department MECC Strategic Group will support links to other sites and work with PH to determine messages	Current Public Health internet pages and social media use reviewed. Twitter account set up and campaigns launched on a number of topics including 5 ways to Wellbeing, mouth cancer, HIV testing. Internal working party established to steer effective implementation of communication re: public health services, campaigns and messages.
Building on the existing Lifestyle Link model to develop single access	<ul style="list-style-type: none"> Increase number of residents accessing services commissioned 	Underway. Complete by	Barbara Watt	Relevant parties identified and brought together to develop

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<p>telephone and internet portal for residents to enable them to easily access a range of Health Improvement services and activities in the Borough and access advice on improving their health and wellbeing</p>	<p>to improve health and wellbeing</p> <ul style="list-style-type: none"> • Improve residents’ knowledge of how to keep themselves healthy • Improve residents’ knowledge of local support and services • Increase number of residents stopping smoking, improving their diet, increasing physical activity levels and achieving improved health outcomes 	<p>March 2014</p>		<p>phased approach.</p>
<p>Identify relevant services that could support individuals and families wanting to make positive changes to their lifestyles and link with Area Partnerships to ensure information is disseminated that is relevant and specific to local areas.</p>	<ul style="list-style-type: none"> • Easier for residents to find out what support and opportunities are available in their locality • Improved uptake of services • Improved health outcomes 	<p>March 2014</p>	<p>Public Health Department/Leisure Services/WHT Lifestyle Services</p>	<p>Opportunities have been identified to use existing service providers to train community organisations, staff groups and volunteers to deliver lifestyle interventions.</p>
<p>Implementation of MECC /5 Ways to Wellbeing – including developing age specific messages e.g. early years, older people</p>	<p>See Appendices 1 and 7 for 5 ways and MECC progress on actions</p>			
<p>Enhance involvement of the Voluntary and Community Sector in delivering an assets-based approach to supporting the Health and Well-being Agenda</p>	<ul style="list-style-type: none"> • Effective communication channels to VCSs established • Co-ordinated targeted approach amongst VCSs • Improved community and volunteer involvement in improving health and wellbeing in Walsall 	<p>2013/14</p>	<p>Health Watch/Walsall Voluntary Action/Director of Public Health</p>	<p>Joint public health/whg venture with WVA to increase volunteer centre activity. This will support assets-based work in Area Partnerships, particularly focusing on physical activity.</p>

Section 10: Improving health and wellbeing through healthy lifestyles: Making ‘healthier choices easier’

Action Plan for Health and Wellbeing Strategy key recommendation number 14

Key recommendation 14:

Ensure that all partner agencies are fully committed to encouraging and supporting residents to adopt and sustain healthy lifestyles. This should include championing a local ambition for the ‘Making Every Contact Count’ initiative that will ensure an increase in the number of organisations actively delivering MECC until all key providers in Walsall are using their front line staff to encourage and support residents systematically and on a scale that will bring about real improvements in health

Overall named lead responsible for action: Cath Boneham, Public Health

Partners involved:

This is not an initiative that is specifically commissioned from providers and so the implementation of MECC within organisations is down to individual organisations being able to discern the benefits to their service users and the knock on benefits to the health and wellbeing of their staff. Current partners include LA, CAB, Fire service, whg, Walsall Healthcare Trust and Dudley and Walsall Mental Health Trust.

The number of possible partners is unlimited.

Action	Intended outcome(s)	By when?	Named responsible lead	Progress to date (or if expected progress not made, give explanation)
Implement LA pilot including training for Cllrs	Successful training of identified staff eg: One Stop and libraries staff, resulting in staff incorporating MECC into their daily work	Ongoing – agreement from CMT for pilot was given May 2013. Training will be delivered	Louise Fiddler – LA pilot Cath Boneham – Cllr training	22 staff in Environmental Health teams have been trained. In Sports & Leisure services, 19 staff have been trained and a further 16 have been given e-learning link access. Staff attending face to face training will be briefed on MECC and its relevance to their job role. Trained officers include public health, food safety

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		June/July. Training for Cllrs offered in Sept/Oct 2013		and animal control staff. For councillors: Two training sessions were offered and 9 Councillors attended the training. Next Steps for roll out being discussed but looking to roll out to Trading standards, one stop shop and library staff.
Implement whg training, use of tools and collection of performance metrics	Health Champions and Community Health Champions trained and delivering MECC	This is ongoing. Training has commenced	Lesley Dews	19 members of staff trained, mainly Community Champions and Community health Champions.
Re-energise MECC initiative within CAB	To ensure CAB selected staff are implementing MECC within their day to day work	Refresh delivered by end July	Claire Foulkes	E-learning MECC module has already been accepted by CAB Face to face training for CAB staff set up for 20 th Nov
Roll out MECC to community groups and other organisations Aaina Hub Black Sisters Walsall College	Cascade MECC approach further out into the community to increase impact	Ongoing	Cath Boneham	Have met with and briefed all organisations on thinking behind MECC and the need to collect data. Circulated E-Learning Link to groups and this is being undertaken. Once completed referrals cards will be issued and data collected.
Continue roll-out of MECC initiative within WHT as part of CQUIN	Implementation of MECC initiative and metrics by selected staff groups within the hospital	By end of financial year 13/14	Alan Jarvis	The CQUIN reports are quarterly. In Q2, 3,608 instances of brief advice were given by the newly trained staff groups (72% of 5,019 new patients). 80% of staff in the identified staff groups have been trained in MECC. In Walsall Healthcare Trust as a whole, within Q2, 4,031 instances of brief advice were given. There is an increase by 88% in direct referrals to Lifestyle services, 57% of which are a result of MECC.

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Continue roll-out of MECC initiative within DWMHT as part of CQUIN	Implementation of MECC initiative and metrics by selected staff groups within the Mental Health Trust	By end of financial year 13/14	James Parker	The CQUIN reports are quarterly. In Q2, 95% of identified staff groups in DWMHT received MECC training. Staff at DWMHT offered 3,335 (84%) pieces of brief opportunistic advice. 2,289 of those offered advice and information were happy to receive it, 344 of the 3,335 declined the advice.
Ensure robust links with Area Partnerships to promote MECC to organisations in areas	Organisations in area partnerships have agreed to be part of MECC initiative	Discussions with AP managers to refresh knowledge of MECC initiative- June 2013	Cath Boneham through AP Managers	All Area Partnership managers have been briefed in MECC and further briefings are being arranged as and when - for example, Areas 2 & 4 have been briefed and North Area will be briefed in December.
Ensure robust links with WVA to promote MECC initiative to voluntary and community sector in Walsall	VCOs who are providers of health and care services will implement MECC as a way of enhancing the service they offer to local communities and to their staff and volunteers. VCOs will use MECC as a way of promoting employee health and wellbeing.	MECC training to be offered to WVA staff June/July 2013	Cath Boneham with Tim Marren	E-Learning link has been circulated to WVA. On-going discussions with WVA regarding: <ul style="list-style-type: none"> • how best to train Community organisations in MECC. • Public health articles in newsletters i.e. MECC & other campaigns
Develop prompt card resource to aid front line staff delivering MECC	Resource available to aid staff in asking open questions and knowing what advice and tips to pass on to service users	Design and print June/July. Distribution of resource end July 2013	Cath Boneham	Prompt cards developed, received and issued to Environmental Health, Sport & Leisure Services, Fire Service, Lifestyle Links and WHG colleagues.
Continue to develop	Resource available to promote	Already	Cath Boneham/Alan Jarvis	Specific referral cards are being identified for each

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and distribute MECC referral cards following MECC training	and remind service users of MECC referral number. Aid to identify staff area where a MECC intervention was delivered resulting in a self referral.	developed. Need for printing ongoing as cards are used.		new organisation or staff group as they are trained. A new print run will take place, to fill staff gaps, in early 2014.
Roll out performance dashboard to all organisations delivering MECC	There is a uniform, agreed performance dashboard and reporting mechanism for MECC that organisations adopt on agreeing to implement MECC	June 2013	Cath Boneham through implementation leads in organisations	Metrics template issued and baseline data received <ol style="list-style-type: none"> 1. Number/% of staff trained 2. Number/% brief conversations had 3. Number/% referral cards issued 4. Number of calls to lifestyle link as part of MECC 5. % of referrals for men
Develop communications infrastructure	Want to develop a PH communications network including webpage and social networking to promote and reinforce healthy lifestyle messages and link to relevant provider sites	Work already underway. Phased approach for completion by end of financial year	Isabel Gillis and PH team	Please see progress on actions for recommendation 13 – Healthy Lifestyles. MECC Strategic Group is supporting links to other sites and working with PH to determine messages eg via public health twitter account MECC information page currently to be found on the Walsall Council website (under Health & Social Care)