

Council – 6th January 2020

Report of portfolio holder for Health and Wellbeing

1. Background

It has been an interesting and, in many ways, a challenging year that has included a major stocktake of the whole organisation and the introduction of the PROUD programme. It has been a privilege to work closely with the Executive Team, members and Price Waterhouse Cooper in this process and to acknowledge the commitment, drive and sense of purpose of everyone to improve our services for the people of Walsall and our dedicated workforce.

2. Introduction

Firstly, I would like to put on record the commitment and dedication of the outgoing Director of Public Health, Dr Barbara Watt who was a key player over the last 6 years in steering the transfer of public health functions from the NHS to the Local Authority. In addition, to acknowledge the appointment of our new DPH, Stephen Gunther, who joined us mid-way through the stocktake, embracing the PROUD programme with great commitment.

Secondly, change provides many opportunities as well as challenges, not least so in my capacity as Chair of the Health and Wellbeing Board and as Portfolio Holder for Health and Wellbeing. This report aims to profile our achievements despite these challenging times, through a continuous programme of seeking different ways in which we can improve our services that will benefit the wellbeing of our residents. Additionally, the team have undertaken an internal self-assessment exercise (SLI) to recognise strengths and identify the areas where there may be an opportunity to develop in the future.

3. Health and Wellbeing Board

I previously reported that the Health and Wellbeing Board (HWB) was undergoing a refresh to include provider organisations such as Walsall Healthcare NHS Trust, Dudley and Walsall Mental Health Trust and representation from local housing groups, and to review the focus for our priorities through an update of the Joint Strategic Needs Assessment (JSNA). More recently, we have extended an invitation to a representative of Walsall College to ensure we include education in our membership of partners who contribute to the health and wellbeing agenda.

I am pleased to add that the refresh of the Walsall Plan: Our Health and Wellbeing Strategy 2019-21 has now been completed resulting in three key priorities:

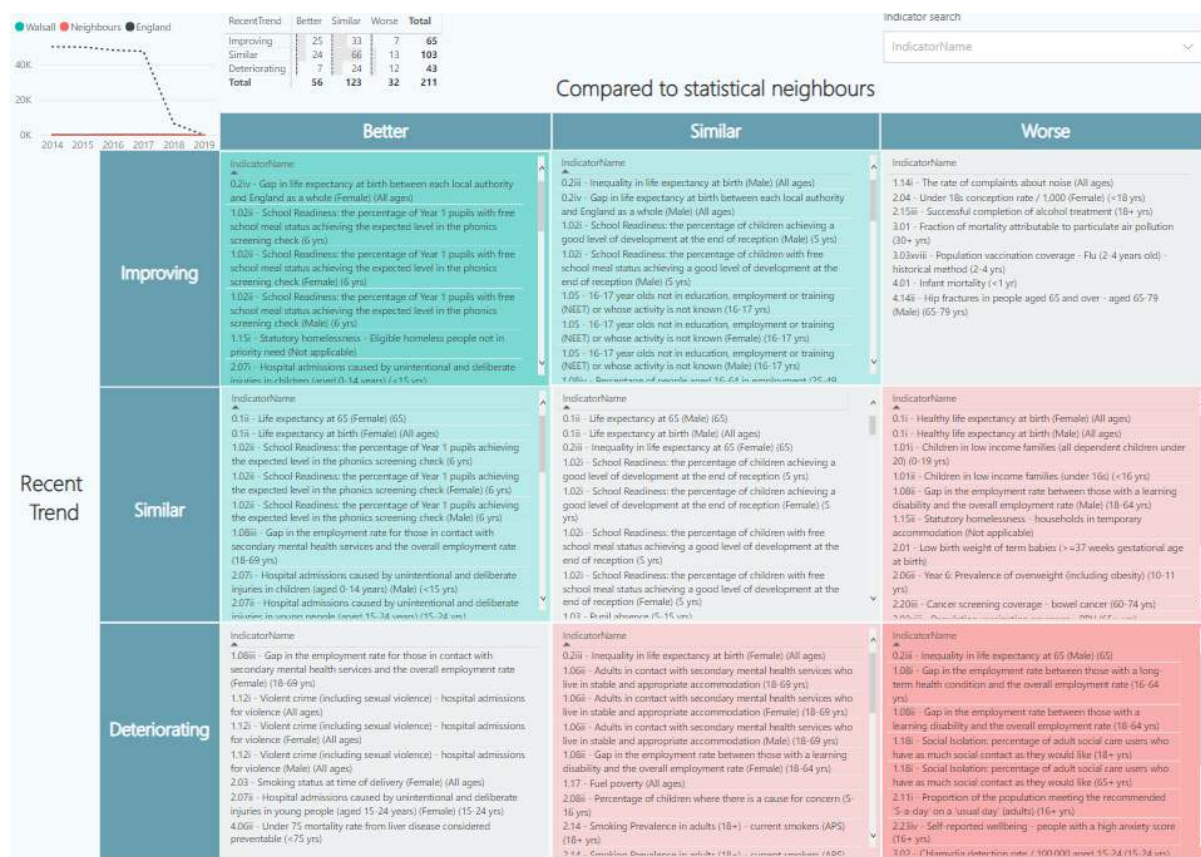
- Prevention of Violence
- Improving Wellbeing – focus on Getting Walsall ‘On the Move’
- Improving the Environment of our Walsall Town Centre

These priorities are 'owned' by all members of the HWB Board and will be reported back to the Board throughout the year. A copy of the revised Walsall Plan 2019-21 is now available on the website under Public Health and Protection.

4. Health Profile for Walsall

Walsall remains one of the most deprived areas in England; the most recent figures show that Walsall is the 25th most deprived local authority in the country (out of 317). This makes Walsall one of the 8% most deprived local authorities (compared with 11% in 2015, and 10% in 2010).

However, a comparison of Walsall's health outcomes with other similar areas shows that there are 25 areas where outcomes in Walsall are better than our peers and improving, including smoking prevalence and female life expectancy. There are some areas where outcomes are getting worse; these offer a focus for future work in developing the next Health and Wellbeing strategy. The full 3x3 public health outcomes matrix is here:



Moving forward, Walsall Insight will be reshaping itself to enable colleagues and partners to access data more directly and easily.

5. What has been happening in Public Health Walsall

- **Commissioning and Procurement** - In our commissioning intentions, we have pledged to:
 - Ensure the appropriate quality provision of the mandated services, open access sexual health services, National Child Measurement Programme, NHS health checks and Health Visiting services
 - Use resources to widen council programmes on the wider determinants of health
 - Align resources with Walsall Together to improve health experience for individuals
 - Contribute towards delivery of the Walsall Plan and the council corporate plan

We have recently successfully reprocured an Integrated Drugs & Alcohol contract for the next 5 years, with an option to extend a further 2 years.

We are actively looking at different models for commissioning including S75 agreements and an extensive piece of work has been underway to look at this for the reprocurement of our 0-19 Healthy Child contracts.

Challenges remain for programme area of the Falls Prevention Service. A review of the service is currently ongoing with partners.

- **Rough Sleepers** - Walsall is bucking the national and regional trends with our rough sleeper numbers decreasing as a result of the implementation of the Rough Sleepers initiative and the Housing First project
- **Sexual Health** - Promotion & availability of e-Health care self-management and self-testing in community settings has resulted in a 24% reduction in asymptomatic attendances at the specialist service
- **Healthy Spaces** - Successful merger of green spaces and sports development teams resulting in the formation of a new Healthy Spaces Team led by Public Health with effect from 1st August 2019. The vision of the Healthy Spaces Team is “working together to maximise use of our public spaces to provide a safe and welcoming environment for citizens to live a healthy, active lifestyle.”
- **Smokefree Champion** - appointment of an externally funded Smokefree Champion has enabled a targeted programme of work to promote the importance of smokefree environments. Tasked to develop educational and promotional campaigns to people of an employable age at a population level, several events have taken place throughout the year to emphasise the relationship between smoking and infant mortality and to act as the interface in signposting people to the relevant services and support.

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

- Public Health and Housing teams collaboration to deliver the **Rough Sleeper Initiatives, Winter Night Shelter service and the Housing First Programme** is held up as regional good practice, which is delivering impressive outcomes for some of Walsall’s most vulnerable adults
- Sustained local and national **Sexual Health** prevention activities with local 3rd Sector organizations. In partnership, a continued focus on groups at highest risk, including young adults, black ethnic minorities and MSM
- **Emergency Planning** - The Emergency Planner for Health has worked closely with the Resilience Manager to roll out a programme of testing of Business Continuity

Plans across the LA to ensure that these are robust and fit for purpose and has been instrumental in ensuring that NHS Walsall CCG are compliant in their emergency planning arrangements

- Working with Walsall Healthcare Trust, a number of workshops have been held on **Saving Babies Lives**, the focus being on the impact of smoking and the importance of a smokefree environment.

7. Programmes

Health Protection - The invaluable work of the *Health Protection Team* in monitoring, auditing, training, investigating and advising on infection prevention and control measures across Walsall shows that the safety of our residents remains a priority, in particular in raising standards within our care homes and the continued work with homelessness and supporting the Night Shelter. The 2018/19 DPH Annual Report focuses on the *Health Protection Annual Report* and provides assurance to elected members and to the public that the health of Walsall residents is being protected in a proactive and effective way. The report was presented at the HWB Board in December.

Social Inclusion - The Integrated drug and alcohol service has no waiting times and continues to operate a clinically safe service with 1400 patients receiving substitute prescribing each year. The successful completions are in line with regional and comparator areas with similar levels of deprivation and complexity

Sexual Health - We have successfully implemented a number of initiatives with WISH to reduce the late diagnosis and onward transmission of HIV and STIs and improved access to early testing and detection, treatment including immediate partner notification

Smoking Cessation - We ran a very successful Stoptober 2019, launched in collaboration with Walsall Football Club that led to a number of initiatives including promotional videos, matchday distribution of merchandise and promotional news articles. In addition a *Smokefree School Gates* campaign was launched in January 2019 with signage provided for each school and a number of training sessions have been held. This contributes to the **Best Start in Life** programme in helping children thrive in a safe and healthy environment.

The Smokefree Champion has engaged with 10 workplaces/SMEs (Small to Medium Enterprises) employing between 65 -1000 people respectively. This included the offer of stop smoking support and stop smoking resources for staff.

One You Walsall's **Healthy Lifestyle Service** received nearly 4000 referrals into universal (e.g. digital platform) and targeted services in Q1/Q2. Within the targeted service, 79% of completers achieved a positive change (e.g. increased self-esteem). Over 400 referrals were supported through slimming world with over 50% achieving 5% weight loss. The service is currently supporting 24 businesses to improve health and wellbeing of their staff (e.g. through Thrive at Work standards). Over 800 NHS Health Checks and Health Assessments have been completed.

Resilient Communities – The Making Connections Walsall programme (MCW) continues its success with additional providers being awarded grants to meet the demands of tackling loneliness and isolation amongst the older and more vulnerable residents of Walsall. This social prescribing initiative is co-ordinated by West Midlands Fire Service and a total of 381 referrals have been received, largely from GPs but also include referrals from partner organisations, individuals and self-referrals.

MCW (Active) has been rolled out and is based on a similar concept to the above with further funding for local voluntary organisations. MCW (Active) is also aimed at reducing loneliness but utilises physical activity and/ or weight management as a vehicle for doing so.

8. Public Health is also proud of:

- The successful completion of a Masters in Public Health degree by three members of the team
- the teams contribution to national conferences including submission of five posters at the annual Public Health England conference; as a speaker at the King's Fund Conference *Community is the Best Medicine* on the Making Connections Walsall project; and at a PHE conference on Antimicrobial Resistance (a local perspective), recognising the good work that is happening in Walsall and sharing experiences and best practice
- the involvement of the team in the development of the PROUD programme and the leadership they have shown in helping to inform, shape and take forward various aspects of the programme including INSIGHT, commissioning, strategy and policy
- the support given by the educational supervisors and the team (as an accredited Training Centre) to the development of the next generation of public health specialists and the dedication of those trainees who go above and beyond during their training programme with us.

This report looks at our achievements and our 'business as usual' and this valuable work will continue throughout the coming year. In addition, we aim to work together with partners and stakeholders to look at how we can further address:

- **Best Start in Life programme** - It has been recognised that to bring about major change in Walsall it will require development of a co-ordinated action and integration across multiple sectors including planning, transport, housing, health, social care, and businesses. Public Health is in the process of working with partners to develop a 10 year multi-agency Best Start in Life programme
- **Mental Health & Wellbeing issues** - Mental health problems have been identified as the highest single cause of ill health in the borough and can impact on a person's ability to lead a full and rewarding life. We in Walsall believe that everyone, irrespective of where they live, should have the opportunity to achieve good mental health and wellbeing. By promoting good mental health and intervening early, particularly in the crucial childhood and teenage years, we can help to prevent mental illness from developing and mitigate its effects when it does. Only a sustained approach across the life course will equip people to meet the social, economic and environmental challenges it faces and deliver the short- and long-term benefits needed

- **Further review of the HWB Board** – to build on the recent refresh of members and a review of priorities and to provide development opportunities to ensure a HWB Board that is fit for the future.

9. Conclusion

I could not be more proud of our achievements and the dedication and enthusiasm shown by the members of the Public Health Team. Seeking new ways of working, exploring alternative commissioning methods and participating in joint ventures plus the uptake of new technology for data collection / presentation (such as PowerBi), a clearer picture and focus for our priorities is emerging that helps us to meet the needs of the population. We have continued to build on close relationships with partners across the health and social care economy to address the problems faced by the residents of Walsall.

Councillor Longhi
Portfolio Holder for Health and Wellbeing

20 December 2020