

Public Health Priorities for 2024/25

September 2024

Social Care and Health Overview and Scrutiny

Cllr Gary Flint – Portfolio holder for Health and Wellbeing



Walsall Council



IMPROVE
outcomes and
customer experience



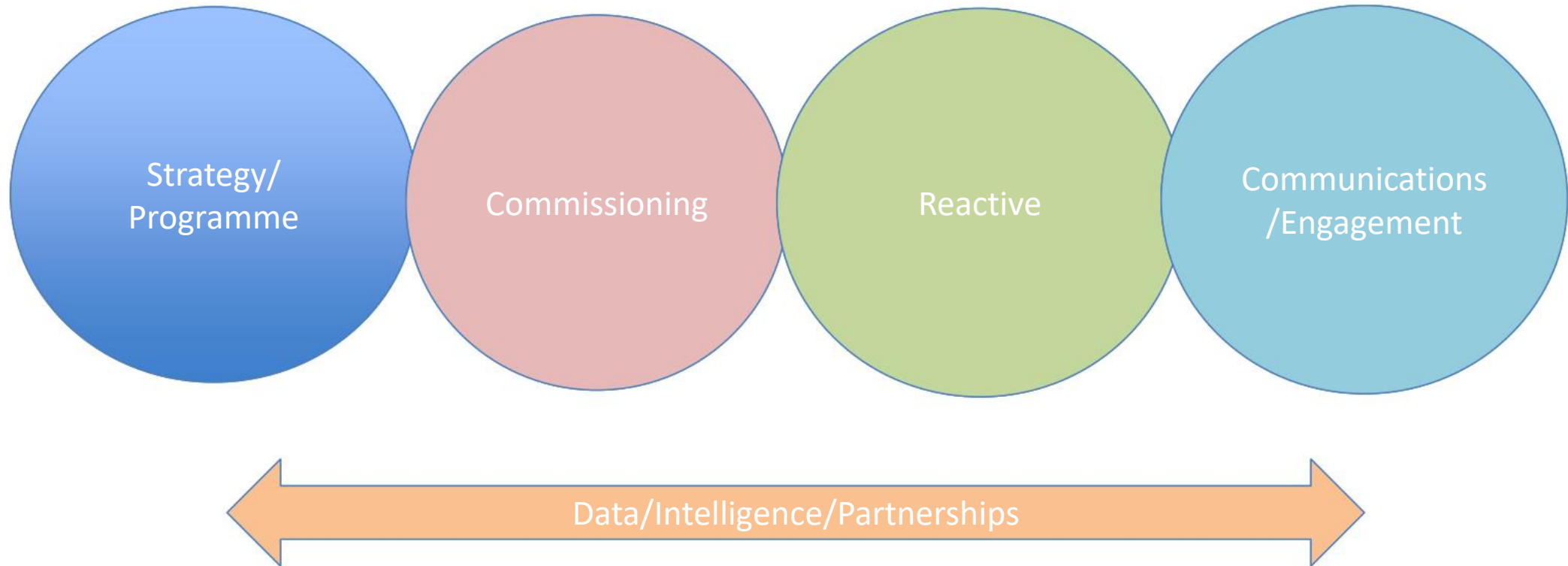
IMPROVE
employee satisfaction
and engagement



IMPROVE
service efficiency
and performance

Defining public health

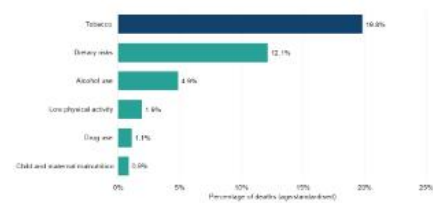
Improving and protecting health, and reducing avoidable differences in health outcomes



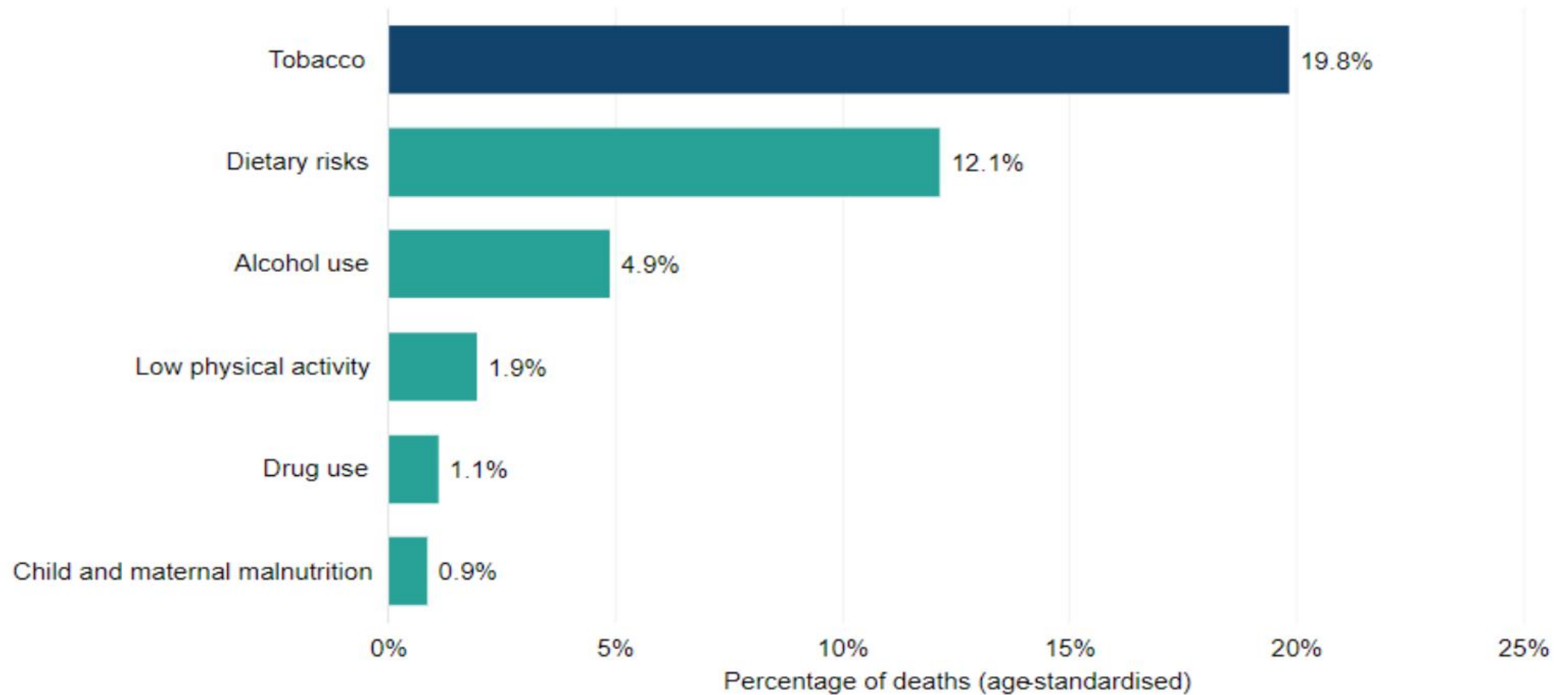
Role of public health



Figure 1: Age-standardised mortality attributed to risk factors, England, 2019



Source: Global Burden of Disease Study 2019



Source: Global Burden of Disease Study 2019

Key Cabinet pledges linked with Public Health

- **Improve Health Visitor Offer for 0-5 Year Olds:** continue improving the 0-5 health visitor service offer and explore options to address workforce shortages
- **Youth Health and Wellbeing Service Continuation:** secure the baseline budget for the successful health and wellbeing service currently delivered to 15-25 year olds, with a slightly revised offer to enhance its impact.
- **Continue the Walsall Together Alliance Success:** build on the success of the Walsall Together Alliance to achieve better care outcomes for all.
- **Develop an Integrated Early Intervention and Well-being Offer:** create and implement an integrated early intervention, prevention, and well-being offer.
- **Prioritise Frailty Prevention:** prioritise frailty prevention this year, focusing on upstream preventive work to ease pressure on Adult Social Care, keeping people in their communities and homes longer. We will seek funding and appoint an older person's champion to demonstrate our commitment to this agenda.

Recent highlights – Strategy/Programme/Reactive

Walsall Infant Feeding Strategy 2024 - 2029

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Walsall Alcohol and Drug Strategy 2023-2028

Walsall Council

Local Government Declaration on Tobacco Control

As public health leaders, we acknowledge that:

- Creating a leading cause of premature death, disease and disability in our communities.
- The rising smoking in our communities significantly increases healthcare costs and to reduce the health gap.
- Reducing smoking amongst the most disadvantaged in our communities to the single most important cause of reducing health inequalities.
- Smoking is particularly highly targeted on children, with levels of children aged 10-19 before the age of 18.
- Smoking is an avoidable and preventable cause of the tobacco industry, which produces cancer of smoking to reduce the health of thousands of people in our communities every year.
- The fact that tobacco is highly addictive and that people who smoke often have access to these products.

We welcome the:

- Opportunity for local government to lead local action to tackle smoking and secure the health, welfare, social, economic and environmental benefits that will be realized through smoking prevention.
- Government ambition to make England smoke-free by 2030 and further restrictions on smoking prevention.
- Commitment by the government to lead us in the adoption of a world's first local government framework convention on tobacco control (LGTCC) and to support the development of public health policy from the local authority of the tobacco industry.
- WGL Long Term Strategy to provide a range of services in schools, pregnant women and long-term users of mental health services with tobacco dependence treatment.

We commit _____ from this date _____ to:

- Act at a local level to reduce smoking prevalence and health inequalities, to avoid the health burden by ensuring the local authorities are fully supported delivery of the national government 2020 ambition.
- Develop plans with the partners and local authorities to address the causes and impact of tobacco use.
- Engage in local and regional networks for support.
- Support the government in taking action at national level to help local authorities reduce smoking prevalence and health inequalities in our communities.
- Protect our tobacco control work from the commercial and vested interests of the tobacco industry by not accepting any partnerships, payments, gifts or services necessary or in kind or in return for any work undertaken by the tobacco industry to address our concerns.
- Monitor the progress of our plans against our common goals and report the results.
- Publicly declare our commitment to reducing smoking in our communities and to join the Smokefree Action Coalition, the nation of organisations working to reduce the harm caused by tobacco.

Signatories:

Mayor of Walsall:

Leader of Council: Chief Executive: Director of Public Health:

Endorsed by:

Walsall Health and Care Partnership: Walsall Local Authority: Walsall Local Enterprise Partnership:

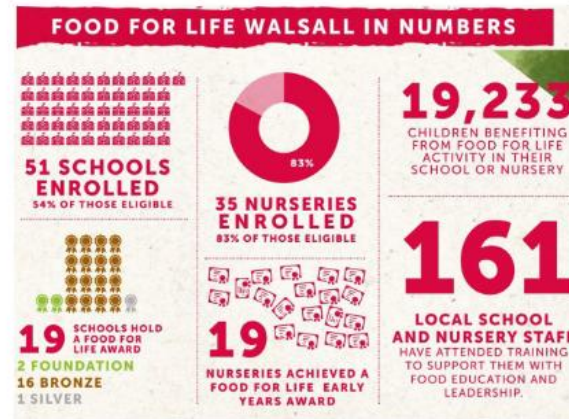
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Walsall Health Protection Annual Report 2022-23

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Recent highlights – Commissioning



Walsall PH
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YOUR SEXUAL HEALTH MATTERS

Walsall's Sexual and Reproductive Health service sees people of all ages, offering free and confidential advice.

- CONTRACEPTION
- FREE CONDOMS
- TESTING
- KNOW YOUR STATUS

Scan the QR code to get started.

Walsall Council, Walsall Health, NHS, WISH

BEACON | **Change Grow Live**

We are moving

In January, we will be relocating to a new building.

Our new building will be located near the B&M store, which is opposite Primark in Walsall Town Centre.

New Address

Unit 4, The Quarter, Walsall, WS1 1QU

BeaconWalsall

Be Well Walsall

Take the first step on your health and wellbeing journey

Be Well Walsall is a free wellbeing service which can support you to improve your physical and mental health.

We can help you to:

- Improve your wellbeing
- Be a healthier weight
- Stop smoking
- Get an NHS Health Check

Sign up now >>>

01922 444044

Walsall Council, maximus, NHS, Walsall Health



Recent highlights – Communications/Engagement



Are you up to date with the MMR vaccine?

Book to attend a measles, mumps and rubella (MMR) vaccine clinic in Walsall to ensure you are protected from measles.



 Walsall Council

Alcohol Awareness Week

1-7 July 2024

 Walsall Council #TalkAlcoholWalsall

Key priorities 2024/25

Strategies and Plans

1. Infant mortality strategy refresh
2. Physical Activity Partnership (develop)
3. Air Quality Strategy (develop and implement) – link with Climate change
4. DPH annual report (finalise and implement)
5. Alcohol and Drugs Strategy (implement)
6. Tobacco control plan (implement)
7. Food plan (implement)
8. Mental Wellbeing and Suicide Prevention Strategy (implement)
9. Oral Health Strategy (implement)
10. Serious Violence Strategy (implement)
11. Health Protection Strategy (implement)

Service redesign/development

1. Sexual health redesign
2. Delivery against new tobacco grant
3. Update stop smoking in pregnancy programme
4. Children and Family Healthy Eating programme launch
5. Family hub and partnership development work
6. Alcohol and Drugs/Mental Wellbeing/POP (review and recommission)
7. Black Country All Age Immunisation framework (support development and implementation)

Development (Team, Training)

1. Continue team development through training and wider team development
2. Encourage participation in research
3. Continue training of public health registrars, GP registrars, F2 doctors and apprentices
4. Implement Peer review action plan
5. Further develop internal partnerships (including regulatory, planning, regeneration, sustainability, housing and leisure)
6. Further develop external partnerships (ICB, Walsall Together, UKHSA, OHID – focus on health improvement/protection/inequalities and commissioning)
7. Subregional leadership – Local Health Resilience, Asylum Seekers and Refugees etc.
8. Address new health and Wellbeing Board priority – older people and prevention

Thank you! Any questions?

