

**HEALTH & WELLBEING BOARD
MARCH 13 2013
PROGRESS REPORT HEALTH & WELLBEING STRATEGY AND JOINT STRATEGIC
NEEDS ASSESSMENT
REPORT OF DELIVERY & PLANNING MANAGER AND PUBLIC HEALTH SPECIALIST**

1. Purpose

1.1. This report presents the final Health & Wellbeing Strategy 2013/14 - 2015/16 for approval and provides an update on progress developing the delivery model against the priorities and performance framework. Further development of the Joint Strategic Needs Assessment (JSNA) process is also described.

2. Recommendations

That the Board:

- **Approve the final draft of the Health & Wellbeing Strategy**
- **Note the arrangements for progressing priority and ‘making it happen’ work programme**

3. Health & Wellbeing Strategy

3.1. The Health & Wellbeing Strategy is presented in Appendix One for approval. Core to the strategy are the priorities which the Board will oversee improvement against. Each priority has a Board sponsor and lead officer as set out below:

Priority	Lead Officer	Board Sponsor
1 Reduce excess weight in adults and children	Clare Harland	Cllr Arnold England
2 Reduce teenage pregnancy	Chris Marsh	David Evans
3 Improve emotional wellbeing	Michael Bennett	Dag Saunders
4 Support people with autism	Richard Smith	Dylan Harrison
5 Reduce the number of people who smoke	Vicki Pike	Paul Clifford
6 Reduce the misuse of alcohol and drugs	Michael Bennett (Barbara Jones)	Laura Johnston
7 Improve carer's health and wellbeing	Christine Harrison (Jill Tiernan)	Cllr Paul Watling
8 Improve life expectancy and reduce health inequalities	Louise Mills/ Helen Onions	Cllr Richard Overton
9 Support people to live independently	Karen Kalinowski (Christine Harrison)	Dr Catherine Woodward
10 Support people with dementia	Kim Grosvenor	Dr Mike Innes

3.1. The role of the champion is:

- To act as a Board champion for the priority
- To support in a mentoring and advisory capacity the priority lead officer, meeting up on at least a quarterly basis, but also being available more reactively as issues demand
- To QA and sign-off priority assurance reports produced by the officer lead before presentation to the Health Wellbeing Board, Children, Young People & Families and CCG Boards

3.2. The Board Sponsor will not discharge a line manager role for the officer lead (unless already acting in that capacity). Any performance issues will be dealt with by respective line managers, having been raised by the Board Sponsor.

4. Delivering the Strategy

4.1. A series of key actions were derived from the stakeholder discussions at the engagement event on 30th January. These actions will contribute to the asset mapping work being undertaken for each of the priorities. Priority leads will be expected to complete asset mapping for their lead areas between April-June 2013. The Board will receive a progress update on this work in May.

4.2. The Board supported the development of an annual 'making it happen' focus for the strategy. Actions identified at the stakeholder event and during the asset mapping process will be used to define the 'making it happen' work programme. Some common themes were identified at the engagement event through the 'priority workshops', including: improved communication with the stakeholders and the community to raise awareness of health and wellbeing issues, promote messages and signpost to local services, for example:

- Increased use of community champions and real-life local stories
- Fully capitalise on the new Telford Loyalty Card
- Stronger involvement with community and voluntary services and local charities
- Development of training across stakeholder organisations to deliver Making Every Contact Count

4.3. The actions agreed which will be delivered by Council teams are a key part of the developing Public Health Vision for Telford and Wrekin Council. One of the key elements of this work is the strengthening of actions to improve population health in a fully integrated way across a range of functions within the Council.

4.4. A detailed performance framework for the strategy is currently in development. This builds on the set of outcome measures outlined in the strategy, drawing together other key indicators from the national performance frameworks for the NHS, Public Health and Adult Social Care. The Director of Public Health Annual Report for 2012/13 will be presented at the Board meeting in May. The report will be structured around the new national Public Health Outcomes Framework and will consider trends over time in detail as well as presenting new indicators.

5. Taking the Joint Strategic Needs Framework Forward

5.1. Since the last Heath & Wellbeing Board we have continued to develop the JSNA. These developments include:

- Publication of State of the Borough Report – an overview report drawing together core messages from JSNA reports. This will be refreshed annually.
- 2011 Census ‘Key Messages’ presentations (to the Council’s Senior Management Team, Managers and Team Leaders, CCG Planning, Performance and Quality Committee and the LSP Executive) and development of topic briefing notes – see www.telford.gov.uk/downloads/download/1362/2011_census_updates
- Benchmarking against the Public Health Outcomes Framework
- Development of ‘Children Centre’ profiles
- Review and redesign of the JSNA ‘facts & figures’ website www.telford.gov.uk/factsandfigures

5.2. A meeting has been arranged with the voluntary and community sector (Chief Officer Group) on 25 March to explore how the knowledge and evidence of ‘need’ in the community understood by these organisations can be used to inform the JSNA.

5.3. The first meeting of the JSNA Development Group will take place on 4 April. This group will determine how we use our available analytical resources to develop JSNA products. From this, we will agree a JSNA work programme for the coming year – which will be presented to the Board.