

Appendix 1: Our Approach to Public Health in Telford and Wrekin

Our Ambition

Telford and Wrekin Council is committed to improving the health and wellbeing of our communities and addressing health inequalities by creating the conditions for residents to take greater control over improving their own lives.

Our Approach

Public Health services are an integral part of delivering our health & wellbeing ambitions and health and wellbeing strategy. To help make these ambitions a reality, we will develop an 'Assets Based Approach' to Health and Wellbeing priorities –this being one which focuses on the people and skills already in our community and what they can offer rather than seeing our local community just in terms of needs. We will work co-operatively and collaboratively with residents, communities and partners to address the wide range of factors which impact on health and wellbeing in Telford and Wrekin. This focuses on building on the significant improvements we have already made to health and wellbeing to develop innovative and new ways of delivery.

Equity and Fairness

People in different social circumstances experience different levels of health. In Telford and Wrekin we will focus on reducing these differences as a matter of fairness. To tackle inequalities the provision, uptake and outcomes of services will be equitable i.e. proportional to need, and proactively targeted towards the areas and groups within the community where they are most needed.

Integration: Health in All Policies

A broad range of issues have a significant impact on health. This means that building a healthier Telford and Wrekin will hinge on what is done to change policies that influence wider factors, such as economic opportunity, early childhood development, schools, housing, workplaces and the living environment. The current economic challenge to Telford and Wrekin means that social value must be created from investments to have a positive impact on health and wellbeing. Everyone has a role to play in promoting health and we expect everyone to play their part, including individuals and communities as well as the public, private and voluntary sectors. Services should be joined up, with all relevant partners working together to ensure patients, clients, service users and carers experience seamless journeys of support, care and treatment.

Public Health Functions

Health Improvement – such as nutrition, obesity and physical activity, smoking cessation, dental public health, children's health, health check for older adults and wider health and wellbeing.

Health Protection – planning to protect the local population against a range of threats and hazards to health and life.

Public Healthcare advice – providing a core offer of public health advice to the NHS locally. In addition two largely treatment related functions – sexual health and drug and alcohol treatment.

Mandated Services

Some of the above functions are mandatory. These include sexual health services, over 45's health check, weighing and measuring children; ensuring plans are in place to protect the health of our communities and provision of Public Health advice to the Clinical Commissioning Group.

Early Intervention and Prevention

There will be a strong focus on prevention, rather than treatment, to deliver greater overall increases in both life expectancy and quality of life, including an early intervention approach to supporting families, sustained lifestyle behaviour change, awareness raising of symptoms and early detection and treatment of risk factors which cause ill-health. We will extensively promote increasing social and physical participation and healthy, active lifestyles.

Empower Individuals and Communities: Engagement

We will put the public at the heart of service design. We will work in co-operation with residents to empower individuals and communities to be active in improving the health of people in our borough. This means that we will work with people to co-produce priorities and build on community assets to improve health. Information about the state of health and wellbeing in Telford and Wrekin and the ways that health can be improved will be made available to the public.

Quality and Financial Sustainability

Services will be safe and evidence based, providing value for money. We will focus on action which is supported by strong evidence as delivering real improvements to the health of people in Telford and Wrekin. This will help us to ensure that public money is spent on actions which will achieve good quality health and social care, empowered individuals and communities, and a reduction in health inequalities. Public resources will be used responsibly to deliver and develop services which demonstrate financial sustainability and value for money when we look at health impact outcomes.

Working Together

We will work together with the healthcare, voluntary and community sectors to support each other in achieving our health and wellbeing priorities, focusing on the potential of primary care services to support community wellbeing and work with partners to deliver services. We will work co-operatively to support the commissioning and delivery of effective and efficient health and social care services.

Protection

We will protect the Telford and Wrekin population from threats to health by ensuring that preparedness for emergencies, immunisation, screening and early detection and infection control programmes are in place.

Safeguarding

At the core of our approach to service design and delivery is the protection of vulnerable adults and children. This challenge will be overseen by our Adult and Children's Safeguarding Boards.

Our Resources

We will maximise the value that we can achieve with our resources, shaping and directing existing Council services to deliver improving public health outcomes-this includes our investments in driving local economic growth, sport, leisure, culture, regeneration, education, training and skills, public protection, social care and a host of other services. We will make effective use of the Public Health budget itself, and we will look at how our services can best work together with those of our partners to achieve better health and wellbeing in Telford and Wrekin.

We will work co-operatively and collaboratively with councils and partners across the West Midlands to share Public Health capacity to greater effect, achieve greater impact in public health actions, and advocate changes to national policies in order to achieve local improvements in health and wellbeing.

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