

Health and Wellbeing in Sandwell

Issue One, Winter 2008

produced on behalf of Sandwell Health and Wellbeing Board

Welcome to the first edition of Health and Wellbeing in Sandwell. This newsletter is produced on behalf of Sandwell Health and Wellbeing Board on a quarterly basis and is intended for a wide range of partners and stakeholders.

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Sandwell Health and Wellbeing Board

Purpose of the Board

Sandwell Health and Wellbeing Board is one of the thematic partnerships directly accountable to the Local Strategic Partnership. The Board has been set up to ensure an integrated approach is taken to delivering NHS and local government priorities. The board will also provide leadership in developing the thinking about wellbeing and how we work with partners to deliver improvements in this area.

Who sits on the Board?

Formally constituted in November 2007, membership comprises Cabinet Members for Children and Young People, Adult and Communication Services, Culture and Leisure; PCT Chair, Non-Executive Director and Chair of the PCT Professional Executive Committee; and executive representatives from Sandwell Metropolitan Borough Council, the NHS, the Voluntary and Community Sector, West Midlands Fire Service and the Scrutiny Management Board. The board is chaired by Richard Nugent (Chair of Sandwell PCT).

Key aims of the board are:

- To oversee the development of strategic commissioning and service strategies with a broad focus on Health and Wellbeing, drawing together all strategies across the local economy
- To provide 'added value' in reshaping strategic partnership priorities to meet a broader health and wellbeing agenda, which will focus on improving health and health inequalities, service modernisation joint commissioning and quality of service delivery
- To ensure that views of key stakeholders and the local community are built into the development of strategic plans and service delivery

Three workstreams have been formed to support these areas of work.

Improving Health and Health Inequalities Workstream

The workstream will set a range of health and wellbeing principles for partners to follow including policies and programmes that promote healthy lifestyles. It will review the impact of existing services on people's health and wellbeing to help shape future developments.

Service Modernisation and Joint Commissioning Workstream

The workstream will guide the development of a wider range of modern services to meet the needs of local people. It will make sure that various programmes of service development are kept on track and complement one another.

Quality of Service Delivery Workstream

The workstream will take a customer focused approach to quality issues around service delivery based on views of people who use services, government inspection reports and best practice guidelines. A key aim is to ensure equality, fairness and responsiveness of services.

Towards 2010

Towards 2010 is a programme sponsored by a range of partners across the local health economy and is a key driver for the Health and Wellbeing Board. The programme aims to deliver care to people as close to home as possible. This means providing better health services in the community and only calling upon the specialist skills of a large hospital when needed.

Implementation of the Towards 2010 model of care will have a profound impact on how people in Sandwell and the heart of Birmingham access services. The transfer of more services into the community and the proposed locations of services will necessitate a change in behaviour for people accessing healthcare and the development of a wider range of modern services. Local people will also be affected by the building work and physical appearance of new buildings near to where they live and work.



New Carer's Strategy

There are approximately 30,000 carers in Sandwell.

Carers provide unpaid care by looking after an ill, frail or disabled family member, friend or partner. Carers come from all walks of life and can be any age.

Supporting carers is a growing priority for the Government. A review of the National Carers Strategy is underway and the New Deal for Carers was announced in 2007.

Sandwell has reviewed and updated its own borough-wide strategy for carers, which will be formerly launched in Spring 2008. The new strategy has been produced in partnership with many individual carers, carer organisations and other interested stakeholders. Its aim is to help organisations promote and support the health, wellbeing and independence of carers in Sandwell.

Sam Hay, Carer's Development Manager said, "we recognise and value greatly the contribution carers make to the lives of those they care for and want to support carers in a meaningful way."

www.carersuk.org

Smokefree Sandwell

Sandwell has a very high number of smokers to tackle this year so members of the Health and Wellbeing Board have committed to a challenging Public Service Agreement Target to help an additional 2,000 people to stop smoking over the next two years. By signing up to this Local Area Agreement the partners have committed to improve upon the NHS target and help over 3,000 people stop smoking by the end of this year and a further 8,000 by 2010.

Despite over 1300 people stopping smoking in the first half of this year (an increase of 46% on last year) there is still a long way to go before the target of 3,000 is reached so an innovative pilot scheme has been introduced to encourage more people to stop smoking.

A partnership initiative between the PCT's Stop Smoking Service and Sandwell Leisure Trust, 'Quit and Get Fit' aims to encourage more people to stop smoking as any smoker that stops smoking with the support of the stop



smoking service will be rewarded with up to two months of free access to leisure facilities with Sandwell Leisure Trust. The Stop Smoking Service is also working in partnership with local doctors and pharmacists as they have commissioned a Locally Enhanced Service that provides additional out of hours and community access stop smoking services. This service is available at over 60 doctor's surgeries, pharmacies, schools and other community venues across the borough.

Sandwell Stop Smoking Service provides free support and advice to people that want to stop smoking. Offering support and guidance on stopping techniques, the specialist advisors will also give advice on the different smoking therapies available including Zyban, Champix and Nicotine Replacement Therapy.

They offer group sessions, drop ins and one to ones at convenient locations across the borough. To access free NHS Stop Smoking Services call **0800 073 1388**.

To support Stop Smoking Services Sandwell is also committed to effective Tobacco Control and a range of partners work together to look at:

- Reducing exposure to second hand smoke
- Encouraging smoke free homes
- Reducing availability of tobacco advertising and promotion
- Regulating tobacco products
- Producing tobacco media and education campaigns

For more information on the work of the Stop Smoking Service and Tobacco Control Teams please visit www.stopsmokingsandwell.co.uk

Walk to Beijing Programme

The Audit Commission estimates that lack of physical activity costs the nation around £10 billion each year. This equates to about £160 per person per year for every man, woman and child. Around half of all adults are not active enough, each adult that is not physically active costs us £320 per adult per year.

In the Walk to Beijing programme, each participant has two identical health assessments, three months apart. Rewards are issued after the second assessment, and the amount of reward depends upon the amount of health improvement shown.

Participants are also asked to use a step counter and record how many steps they take over the three month period, so we can measure how far to Beijing the people of Sandwell have walked.

Walk to Beijing forms part of the implementation of Choosing Health and is part of the local Neighbourhood Renewal Fund

programme to target 3000 people through Walk to Beijing by the end of March 2008. Publicity has been delivered directly to households in target neighbourhoods and via community groups to well over 3000 people. By early January 2008, about 2850 people had registered to take part. However, not all of these will complete the programme, and the focus between now and the end of March will be to get as many participants as possible to complete. The programme will continue in a revised form after March.

This is a radical approach that has not been tried on this scale or in this form before in the UK. However, if the NHS is to continue to be largely free at the point of use, in the way that we know it, cost effective methods must be found to prevent diseases associated with physical inactivity and obesity. Sandwell is leading the way in the search for those methods.



Sandwell Gets Ready for a Local Involvement Network (LINK)

The Local Government and Public Involvement in Health Bill received Royal Assent on 30 October this year. The new legislation will abolish Public and Patient Involvement Forums together with the Commission for Patient and Public Involvement in Health from April 2008.

LINKs will be made up of individuals, community groups and voluntary and community sector organisations who will promote and support the involvement of local people in the commissioning, provision and scrutiny of health and social care services. LINKs will build on the achievements of patient, public and service user involvement but will broaden statutory involvement to include social care services.

There will be one LINK in each authority area that will:

- Obtain the views of people about their needs and experiences of local services
- Make views known to commissioners and providers of services
- Make recommendations to decision makers

Funding for LINKs is part of the Local Government Finance Settlement that has been announced in Parliament. The Department of Health has now written to local authorities telling them the amount of funding they will receive from 2008 – 2011. The Government has announced a figure of just over £80million that will be made available to support the development of LINKs nationally. This grant is dependent on factors such as poverty, and population levels.

Updates about Sandwell LINKs can be found on any of the following sites:

www.sandwell.gov.uk
www.sandwell-pct.nhs.uk
www.webwell.org.uk

If you would like further copies of the Health and Wellbeing in Sandwell or a copy of this newsletter in an alternative format contact the Joint Policy Unit, Central Unit, Lombard Street West, West Bromwich B70 8EB. Telephone 0121 569 2380 Fax 0121 569 2384

Joint Strategic Needs Assessment across Sandwell

Under Section 116 of the Local Government and Public Involvement in Health Act (2007), every Local Authority and Primary Care Trust has a duty to prepare and publish a Joint Strategic Needs Assessment (JSNA) to identify the short, medium and long-term health and wellbeing needs of their population. This will lead to agreed commissioning priorities that will improve health and wellbeing outcomes and reduce inequalities. This is not just another report. The issues identified by JSNA will inform the priorities and targets set by the Local Area Agreement and the delivery agreement for the Sustainable Community Strategy.

The aim of JSNA is to build stronger partnerships between communities, local government, and the NHS, providing a firm foundation for commissioning that improves health and social care

provision and reduces inequalities. It is not to be a one-off; it is a continuous process of profiling, prioritisation, change and review. The JSNA will be updated regularly to ensure any inequities identified are being reduced and to ensure no hidden inequities remain.

In Sandwell, the JSNA is being prepared by a project board consisting of senior representatives from the Joint Commissioning and Programme Delivery Division (Children and Young People), Adult and Community Services, Joint Policy Unit and the Primary Care Trust. It is supported by Research Sandwell.

We are at the stage of describing what it means to live in Sandwell. This means not just reporting on numbers and statistics, the quantitative data, but also reflecting the concerns and views of the population from previous consultations and surveys. The result of this work will be compared to work previously undertaken in the development of the key strategies such as the Sandwell Plan to ensure they match, or if there are missing gaps set new priority areas.

Launch of the New Webwell

The new Webwell, launched this month, is a community web portal that provides not-for-profit organisations with the opportunity to promote their services and to share information with other organisations and the community.

The new site includes a Health and Wellbeing section, a directory of local services, community-based networks and links to other sites. Features of the site include improved searches, community newsletters and a local events calendar.

For further information on Webwell visit www.webwell.org.uk.

The screenshot shows the Webwell website interface. At the top, there is a search bar and a navigation menu with links for News, Downloads, Site Map, Submit Article, Disclaimers, and Accessibility. Below this is a banner image with the text "A health & community website for people in and around the Sandwell area". The main content area is divided into several sections: a Main Menu with links like Webwell Home, Communities & Engagement, Guides & Directories, Health & Wellbeing, Key Services, and Standards & Best Practice; a featured article titled "Sandwell Mind's 'What's On' Guide - February 2008" with a download link; a Partner Sites section listing Eastwell in Sandwell, Lifefair, Murray Hill Community Trust, and Physical Activity - PhysAct; a section for "Wednesbury Labour of Love 2008" with a nomination link; and an Upcoming Events calendar for February 2008, listing National Impotence Day, National Eating Disorders Awareness Week, and International Women's Day.