

Draft Health and Wellbeing Action Plan 2013/14

Goal 1 : Promote and protect the health of all communities particularly those disadvantaged

	Strategic Objective	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	What Outcomes Does This Help Us Achieve
	Protect health and reduce the burden of communicable diseases by targeting services more effectively	Assess the need, demand and service provision for sexual health services across Reading and identify gaps.	Undertake a sexual health needs assessment	Public Health	PHOF 3.3; PHOF 2.20; PHOF 3.4; PHOF 4.8
Increase HIV testing and HIV prevention awareness within BME communities		Commission a community based HIV needs assessment to map Reading based African community groups and to assess the acceptability and feasibility of approaches to increase HIV testing	DESSH/Public Health		
To reduce transmission of HIV		Increase awareness and information about HIV and HIV services (including eligibility, confidentiality, treatment and what it means to live with HIV); and promote preventative services	Public Health		
To reduce late HIV diagnosis		Primary community prevention	Public Health		
To provide high quality care/treatment		Increase opportunity to and uptake of testing and disseminate information about opportunities for testing to targeted/vulnerable groups	Public Health		
To promote testing for hepatitis B and hepatitis C		Increase opportunity to and uptake of testing and disseminate information about opportunities for testing in high risk groups	Public Health		

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	Ensure effective support is available to vulnerable and BME groups to protect their own health.	Respond to local needs for vulnerable people	Safe Place scheme in the town Centre providing support of people with a LD	Community Safety	PHOF 3.3; PHOF 2.20; PHOF 3.4; PHOF 4.8
			ASB Risk assessment leads to enhanced response for vulnerable people and communities	Community Safety	
		Improve living conditions for vulnerable and disabled residents	Improve dwellings for Category 1 hazards under the Housing Health & Safety Rating System	Housing & Environmental Protection	
			Undertake enforcement action for overcrowding in private sector housing	Housing & Environmental Protection	
Increase awareness and uptake of Immunisation and Screening programmes	Increase uptake of bowel and breast screening in low take up areas of Reading	Increase the consistent up take of immunisations across Reading to ensure national coverage targets are achieved	To work with CCGs and Public Health England to provide support and oversight to local screening programmes	Public Health	
			Provide advice to PHE Immunisation leads as appropriate to ensure effective evidence based interventions are developed to meet local needs	Public Health	
			To promote MMR vaccine uptake	Scutinise vaccine uptake results and provide leadership	Public Health
			Increase uptake of screening in people with a learning disability	Reading Learning Disability Partnership Board to advise on targeted improvements	Partnership and Development (Debra Cole)

Goal 2 : Increase the focus on early years and the whole family to help reduce health inequalities					
Strategic Objective	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	What Outcomes Does This Help Us Achieve	
Ensure high quality maternity services, family support, childcare and early years education is accessible to all	Improve maternity pathways and parenting support for all family types.	Participate in the maternity working group and work jointly with the midwifery team.	Early Years & Extended Schools	PHOF 1.1 - Children in poverty; PHOF 2.1 - Low Birth Weight of term; NHSOF1.6i-ii - Reducing deaths in babies and young children; NHSOF 4.5 - Women's experience of maternity services; 1.16 - Utilisation of green space for exercise/health reasons; 2.2 - Breastfeeding; PHOF 2.4 - Under 18 conceptions; PHOF 2.5 - Child development at 2-2.5 years; PHOF 2.6 - Excess weight in 4-5 and 10-11 year olds; PHOF 2.7 - Hospital admissions caused by unintentional and deliberate injuries in under 18s; PHOF 2.8 - Emotional wellbeing of looked-after children; PHOF 4.1 - Infant mortality	
	Increase the availability and accessibility of antenatal education opportunities	Review and scope out existing provision of antenatal education from statutory and voluntary providers. Develop plans and where necessary commissioning proposals to implement Birth and Beyond (DH 2001)	Public Health		
	Increase access to childcare.	Provide 15 hours free early education childcare to all two year olds meeting the free school meals criteria.	Early Years & Extended Schools		
Reduce inequalities in early development of physical and emotional health, education, language and social skills	Increase support to available to parents	Deliver the Early Years Foundation Stage framework	Early Years & Extended Schools		
		Provide impartial support to parents seeking assessment for children with special educational needs or disabilities through the parent partnership service	Early Years & Extended Schools		
		Influence decisions for the early intervention panel for support children aged 0-5 with SEN	Early Years & Extended Schools		
	Reduce speech and language inequality	Implement the language strategy and deliver supported projects	Early Years & Extended Schools		
		Provide access to speech and language therapies within the EY settings	Early Years & Extended Schools		
	Increase the prevalence of breastfeeding across all areas of Reading but with a particular focus on the low rate wards	Continued implementation of the Unicef Baby Friendly Initiative	Lynn Aubrey-Jones Infant Feeding Co-ordinator (BHFT)		
		Continued implementation of the Breastfeeding Peer Support Project	Katy Hughes Breastfeeding Network		
	Improved Oral Health in the <5s	Mid term evaluation of the Brushing for life project. Continued implementation of the Brushing for Life intervention	Public Health		
	Reduce the prevalence of unplanned teenage pregnancies	Continued implementation of designated young people friendly drop-in clinics and promotion of the Young people's health website (JUICE).	Janice Burnett RBHFT		
		Improve the accessibility and promotion of the Pharmacy EHC scheme	Public Health		
Improve identification and reduce the effects of domestic violence on emotional wellbeing for the whole family	Increase the number of victims of domestic abuse identified and referred by GP.	Implement the IRIS project as a Pilot in 12 of the Reading practices (6 in each CCG)	Bernadette Adams Berkshire Women's Aid		

Goal 3: Reduce the impact of long term conditions with approaches focused on specific groups					
	Strategic Objective	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	What Outcomes Does This Help Us Achieve
	Assist and support ability to self care in all adults and young people with existing long term conditions	Facilitate access to appropriate treatment(s) and support in managing long term conditions independently	Offer preventive health checks in community locations to adults aged 40-74 who are at risk of developing vascular disease.	PDSN Network	PHOF 1.6i: People with learning disabilities in settled accommodation; PHOF 1.6ii People receiving secondary mental health services in settled accommodation; PHOF 1.8 - Employment for those with a long-term health condition including those with a learning difficulty/disability or mental illness; PHOF 4.16 - Dementia and its impacts; NHSOF 2.1 - Proportion of people feeling supported to manage their condition
			Extend opportunities for accessible confidential testing for HIV, and ensure information is available and accessible in a range of formats appropriate to at-risk HIV groups.	PDSN Network	
	Ensure high quality long term condition services are available to all including those with a learning disability	Increase public say in support available	Deliver activity within the Learning Disability Plan - A Big Voice	Partnership and Development (Debra Cole)	2.2 - Employment of people with long term conditions; NHSOF2.3i - Unplanned hospitalisation for chronic ambulatory care sensitive conditions (adults); NHSOF 2.3ii - Unplanned hospitalisation for asthma, diabetes and epilepsy in under19s
		Increase engagement for planning LTC services for those with learning disabilities	Support the Reading Learning Disability Partnership Board to engage with LTC projects	Partnership and Development (Debra Cole)	
	Build on and strengthen the quality and amount of support available to adult and young carers in Reading	Strengthen the quality of support provided for carers in Reading.	Review National Carers Strategy against local provision	Partnership and Development (Debra Cole)	2.2 - Employment of people with long term conditions; NHSOF2.3i - Unplanned hospitalisation for chronic ambulatory care sensitive conditions (adults); NHSOF 2.3ii - Unplanned hospitalisation for asthma, diabetes and epilepsy in under19s
		Increase take up of service from marginalised groups.	Deliver activity within the Reading Carers Action Plan. Including: Reading Carers Communication	Carers Steering Group (Ifty Ahmed)	
		Support carers of adults with long term conditions - including young carers - to access support services and identify other services which can ease the burden of caring	Respite opportunities	PDSN Network	
		Service provision and needs are better matched.	Review future commissioning plans against the needs of carers	Carers Steering Group (Ifty Ahmed)	

Goal 4: Promote health enabling behaviours & lifestyle tailored to the differing needs of communities					
	Strategic Objective	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	What Outcomes Does This Help Us Achieve
	Improve tobacco control and reduce harm due to alcohol and drug misuse in Reading	Detect and take action against illegal tobacco suppliers	Implement/enhance the Berkshire-wide Tobacco Control Plan	Consumer Protection	PHOF 2.9 - Smoking; prevalence - 15 year olds; PHOF 2.11 - Diet (Placeholder); PHOF 2.12 - Excess weight in adults; PHOF 2.13 - Proportion of physically active and inactive adults; PHOF 2.14 - Smoking prevalence - adult (over 18s); PHOF 2.17 - Recorded diabetes; PHOF 2.18 - Alcohol-related admissions to hospital; PHOF 2.19 - Cancer diagnosed at stage 1 and 2; PHOF 2.20 - Cancer screening coverage; PHOF 2.21i-vii - Access to non-cancer screening programmes; PHOF 2.22 - Take up of the NHS Health Check Programme - by those eligible; PHOF 2.24: Falls and fall injuries in the over 65s;
		TBC	Identify area where there is known underage drinking for targeted licensing response.	Community Safety	
		Reduction in drug related deaths	TBC (long term substance misusers)	Drug and Alcohol Action Team	
			Introduce SOS Bus in the Town Centre		
	Enhance support and target causes of lifestyle choices impacting health for adults and children	Increased active travel	Deliver a programme of personalised travel planning, incentives, fare discounts and concessionary fares, workplace challenges, cycle training, new infrastructure and reallocating road space	Transport Team	
		GP Practice targets for health checks are achieved and a wide range of community interventions ensure access to health checks through alternative settings	Continue to implement the Health Checks Programme across Reading through GP practices and targeted community interventions	Public Health	
		TBC	Review Health Trainer Service and Activity		
	Reduce the prevalence, social and health impacts of obesity in Reading including targeting key causes	Improved access to good quality information and advice on nutrition	Promote good quality information and advice on nutrition through our childrens' centres	Early Years & Extended Schools	
			Provide family learning for cooking on a budget and healthy eating	New Directions	
			Introduce Eat Well Get Well initiatives such as BHF Healthy hearts scheme to tackle obesity	Consumer Protection	
		Ensure a minimum of 90% Reception Children and Year 6 children are weighed and measured each year.	Continued implementation of the National Childhood Measurement Programme	Penny Cooper - School Nursing Locality Lead	
		Increase access to specialised healthy weight interventions for primary school children	Continued implementation of the Lets Get Going Project in 2 Reading Primary Schools (Katesgrove and Newtown)	Holly Raeby - Lets Get Going Co-ordinator	
		Develop a joint obesity strategy and action plan for Reading (to include adults and children and maternal obesity)	Scope out the existing services commissioned across Reading that translate as "assets" in a strategy and action plan to reduce obesity in adults and children in Reading and identify gaps and needs.	Public Health	
			Hold a stakeholder workshop as the starting point for developing an obesity strategy and action plan	Public Health	
Establish an obesity strategy group	Public Health				
Develop an obesity strategy and action plan	Public Health				

		Increase access and availability of specialist healthy lifestyle courses (exercise and nutrition)	Continued promotion and implementation of Eat for Health Programme with the opportunity being extended to include adolescents.	Melanie Benford??
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