

Draft Health and Wellbeing Action Plan 2014/15

Goal	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	RAG Status	What needs to improve?	What would be the first step to achieve this?
Promote and protect the health of all communities particularly those disadvantaged	OBJECTIVE: 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 (Extended).	Undertake a sexual health needs assessment	Public Health	Green	Consultation method was paper. Why not on line? Also too long. Needs to be more user friendly (extend consultation to all risk groups).	Early community engagement with the process. For example, Asking Youth Cabinet to help design questions.
	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	Adult Social Care /Public Health	Red	We need to do this.	Clarify responsibility for HIV testing in community and primary care. Needs ownership. Need to talk to Thames Valley Positive Support.
	To reduce transmission of HIV (to be linked with Late Diagnosis - Below)	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 in LA, CCGs/NHS England, voluntary organist	Amber	Increased awareness and at earlier stage. Co-ordinated work -> To identify gaps & clarity of respective roles.	Co-ordinate with RAHAB & Thames Valley Positive Support. Consultant in Public Health to provide clarity of responsibilities. Clear briefing about what is currently happening.
	To reduce late HIV diagnosis (to be linked with Transmission - Above)	Increase opportunity to and uptake of testing and disseminate information about opportunities for testing to targeted/vulnerable groups	NHS England, who commission GPs & in Secondary Care Blood Donation Service	?	As above.	As Above
	To provide high quality care/treatment	Primary Community Prevention	Secondary care/Hospital	Red	?	Review objective so it accurately reflects what we want to achieve.
	Anything Missing?	Other comm, diseases, e.g.. TB & measles	Public Health	?		
	OBJECTIVE: 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	Green	Report on user feedback to Access & Disabilities Working Group	Suggest agenda item to working group. Need to have appropriate representation.
		ASB Risk assessment leads to enhanced response for vulnerable people and communities	Community Safety	?	? - Don't know, but need to find out.	
	Improve living conditions for vulnerable and disabled residents	Reduce the number of Category 1 hazards under the Housing Health & Safety Rating System, to improve living conditions.	Regulatory Services	Amber	Under reporting by tenants, intimidation & lack of compliance by landlords, targeting the most vulnerable.	Work with partners to ensure greater understanding of risk and enforcement activities. Widen use of evidence to target the most vulnerable.
		Undertake enforcement action for overcrowding in private sector housing	Regulatory Services	Amber	Under reporting by tenants, intimidation & lack of compliance by landlords, targeting the most vulnerable.	Work with partners to ensure greater understanding of risk and enforcement activities. Widen use of evidence to target the most vulnerable.
	Anything Missing?	Travelling communities	DEACS			
	Anything Missing?	Need to have specific reference to BME				
	Protect the vulnerable from aggressive doorstep selling, rogue traders and scams	Support the National Scams Hub and provide advice to victims. Provide a rapid response and full investigation of doorstep selling offences.	Regulatory Services	Green	Improved links/joint working with police. Education of vulnerable consumers. Successful prosecutions of offenders	Raise with PCC and TVP at Community Crime Group
		Provision of Grants & Loans (inc Disabled Facilities Grants)	Regulatory Services	Green	Further improve processing times.	Provision of surveying support.
	OBJECTIVE: Increase awareness and uptake of Immunisation and Screening programmes					
	Increase uptake of bowel and breast screening in low take up areas of Reading	To work with CCGs and Public Health England to provide support and oversight to local screening programmes	Public Health, CCGs, PHE (B/screening)	Green	Are there culture sensitivities? Cultural diversity re bowel screening. Need to increase awareness across the board.	More engagement, BME groups, community groups. Appropriate publicity in different langs. Targeted awareness. Weekend & evening appointments.
	Increase the consistent up take of immunisations across Reading to ensure national coverage targets are achieved	Provide advice to PHE Immunisation leads as appropriate to ensure effective evidence based interventions are developed to meet local needs	Public Health & CCGs	Amber	Increased uptake in some GP practices & ethnic groups.	Continue to prioritise at CCG & practice level. More effective communication via midwives. More targeted work in relation to flu uptake.
	To promote MMR vaccine uptake - Develop to increased uptake of MMR	Scrutinise vaccine uptake results and provide leadership. Campaign - Primary Health/CCs/Health Visitors	Public Health England - Needs to be localised to practice level	Green/Amber	Still myth busting re autism link. Recall systems/health visitors delivering.	Communication/publicity.
	Increase uptake of screening in people with a learning disability	Reading Learning Disability Partnership Board to advise on targeted improvements	Partnership and Development (who are they?)	?		Ask the board what is happening.
	Anything Missing?	*Needs better communication between all services/agencies to ensure no duplication or gaps & to inform better practice.				

Appendix 2
Draft Health and Wellbeing Action Plan 2014/15

Goal	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	RAG Status	What needs to improve?	What would be the first step to achieve this?
Increase the focus on early help strategy and the whole family to help reduce health inequalities	OBJECTIVE: 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	Insufficient knowledge	Improve communication on impact & effectiveness. Review who leads this work - to join up work of LA & Health	
	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)	NHS England	Insufficient knowledge	Improve communication on impact & effectiveness. Review who leads this work - to join up work of LA & Health	
	Increase access to good quality & affordable childcare.	Provide 15 hours free early education childcare to all two year olds meeting the free school meals criteria (will need to review given change in FSM).	TBC - LSP?	Amber	Need to have data to inform the debate. Links to economic development & poverty agenda.	Is both access to free early education & general access.
	Improve quality of provision in PVI sector		Early Years & Extended Schools			
	Provision of childcare for older children aged five and over	Joint working - engagement with schools.	Early Years & Extended Schools			
	OBJECTIVE: Reduce inequalities in early development of physical and emotional health, education, language and social skills					
	To engage with single plan, local offer, joint commissioning, personal budgets. *N&W SEN framework, so this needs reworking to address new requirements.	Provide impartial support to parents seeking assessment for children with special educational needs or disabilities through the parent partnership service	SEN/CSC & Health	Amber	Get report to HWB. Target sources to implement C&F action at parents, to ensure Aggerton NDI & strategic level	Update objectives & refresh
		Influence decisions for the early intervention panel for support children aged 0-5 with SEN	Early Years & Extended Schools	Green/Amber		
	Reduce speech and language inequality	Implement the language strategy and deliver supported projects	Early Years & Extended Schools	Green	Achieved - END	
		Provide access to speech and language therapies within the EY settings	Early Years & Extended Schools	Green	Achieved - END	
	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	BHFT	Green	Improve information on the impact this work has had & if we need to improve/change targeting	Report needed to HWB board. Accredited action achieved? When achieved, maintain.
		Continued implementation of the Breastfeeding Peer Support Project	BFN	Green	Do we know stats worked elsewhere? If so, can we do better?	
	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/ BHFT	Insufficient Information	Improve communication so we know.	Review outcomes. Continue to review number of toothbrushes & packs distributed via children's centres.
	Reduce the prevalence of unplanned teenage pregnancies (refresh needed)	Continued implementation of designated young people friendly drop-in clinics and promotion of the Young people's health website (JUICE).	RBH	Green	Improve real-time information available to all partners.	
	Improve/develop use of technologies to get information to parents on H&WB information & support					
	Children's Centres as a 'hub' to access support to children & families (L 5 years)	Mental Health Issues	BHFT		Identifying major issues	Monitor Outcomes
	Beat the Street initiative	Looked after children	CCG			Monitor Outcomes
	Anything Missing?	Infant mortality			Tackling risk factors of prematurity like smoking during pregnancy	
	OBJECTIVE: 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. Needs to cover whole health professional	Implement the IRIS project as a Pilot in 12 of the Reading practices (6 in each CCG). Higher referral rates to police & early help services.	Berkshire Women's Aid	Red		
	Outcomes family choice project		Housing, Neighbourhoods and Community Services		Improve quality of referral information from all agencies Communication with DV strategy group (including governance links)	professionals are confident and can manage risk appropriately Two half day tips training (for primary health care team)
	Anything Missing?	Review DV commissioning strategy	Housing, Neighbourhoods and Community Services			Report to partnership board
	Anything Missing?	Better links with Reading University to build activity & capacity in these areas.			Identifying vulnerable children & mapping access/health outcomes e.g. Children with diabetes/ on CP plans. Something on Health Visitor transition to LA & how this could support Goal 2	

Draft Health and Wellbeing Action Plan 2014/15

Goal	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	RAG Status	What needs to improve?	What would be the first step to achieve this?
Reduce the impact of long term conditions with approaches focused on specific groups	OBJECTIVE: 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. Target specific groups better.	Public Health	Amber	Improve recording & delivery of health checks across health & social care	Community Health Checks to be developed by Public Health. Move to goal 1 as screening
		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. Care planning, diabetes/care homes. Directory of signposting services to support self care.	PDSN Network. Goal One.	Amber	Need to extend to other LTCs	
	Self Care	Expert patient programmes. Not commissioned.	We have 'Talking Health', CDM/COPD, eggs		Recruitment of 'patients'/commission jointly	
	<i>Anything Missing?</i>	NHS Health Checks & other screening checks (HIV, dementia/depression etc.)	Public Health		Identify specific groups	Goal one
	<i>Anything Missing?</i>	Telecare & Telehealth	Adult Social Care		COPD/HF, Also evaluation of work	
	Co-Production with PT groups	For pathway & support	Adult Social Care			
	Support the work of the Home Improvement Agency	Enable the ability for people to remain living in their own homes by reducing accidents in the home	Regulatory Services	Amber	Ability to assist a greater number of people through the handyperson service	Additional funding to enable more vulnerable residents to have small handyperson jobs carried out to reduce slips and trips and costs associated with hospital stays, rehabilitation and home care
	OBJECTIVE: Ensure high quality long term condition services are available to all					
	Increase public say in support available	Deliver activity within the Learning Disability Plan - A Big Voice. 2014 end date. Refresh of LD plan ongoing	Adult Social Care	Amber	Susses to date, but some actions remain. Areas identified in joint health & social care assessment need to be actioned & take forward.	
	Increase engagement for planning LTC services for those with learning disabilities	Support the Reading Learning Disability Partnership Board to engage with LTC projects	Adult Social Care		Use frail elderly pathway to set strategy for Goal 3	
	<i>Anything Missing?</i>	Access to services for LDs. Health & Social Care Joint Assessment	Adult Social Care			
	<i>Anything Missing?</i>	LD Liaison Nurse in RBFT	Adult Social Care			
	<i>Anything Missing?</i>	LD Health Checks	Adult Social Care	Amber		
	<i>Anything Missing?</i>	Identify those who do not access services who we should target	Adult Social Care			
	OBJECTIVE: 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. Plan in place & resource in place across West Berkshire. Now needs to be implemented.	Adult Social Care	Amber		
	Increase take up of service from marginalised groups.	Deliver activity within the Reading Carers Action Plan. Including: Reading Carers Communication. Gaps identified.	Carers Steering Group	Amber	Implement the carer's action plan.	
	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. Some respite available. Lack of capacity. Strict criteria needs to be met.	PDSN Network	Amber/Red		
	Service provision and needs are better matched.	Review future commissioning plans against the needs of carers	Carers Steering Group			
<i>Anything Missing?</i>	Support for carers in a wider sense. E.g.; support at home etc.	Carers Steering Group				
<i>Anything Missing?</i>	Development of the sector to provide community capacity.	Adult Social Care		More involvement in voluntary sector.		
<i>Anything Missing?</i>	*Needs to be refreshed in line with BCF	Adult Social Care				

Improved communication & information sharing across health & social care. (MIG) smart cards/apps etc.

Draft Health and Wellbeing Action Plan 2014/15

Goal	What Do We Want To Achieve	What Will We Do	Who Will Lead This Work	RAG Status	What needs to improve?	What would be the first step to achieve this?
Promote health-enabling behaviours & lifestyle tailored to the differing needs of communities	OBJECTIVE: 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	Regulatory Services	Not Known	Further communicate re content & status of plan	Request circulation of plan & update. Consider future report to H&WBB
	Detect and take action against illegal alcohol consumption/supply	Identify areas where there is known underage drinking for targeted intelligence led enforcement response.	Regulatory Services	Amber	RAMEG protocol updated and agreed by TVP and partners. Further communicate re content & status of plan	Request circulation of plan & update. Consider future report to H&WBB. Report through DADG
	Detect illegal and potentially unsafe alcohol products, illicit tobacco and NPS	Intelligence led enforcement visits	Regulatory Services	Amber	Identifying sources	School Survey
	Ensure businesses are complying with marketing requirements of tobacco products including display bans and plain packaging.	intelligence led enforcement visits	Regulatory Services	Amber	Resources to conduct checks provided by CAP officer	Recruit CAP officer
	Reduction in drug related deaths	TBC (long term substance misusers)	Drug and Alcohol Action Team	Green	Clarification as to whether work will be driven locally or Berkshire wide. Consistency/clarity of what is a DPD	
	Reduction in drink and drug related harm/injury	Run First Stop Bus in the Town Centre	Regulatory Services	Amber	Decision over commissioning of service and replacement of Coordinator. Clarification over reporting lines. Greater buy in from NHS. Assessment of outcomes. Further funding.	Report to Project Board/CSP
	Successful completion of treatment & indicator around prevention	Re-commission drug & alcohol services	DAAT community safety	Amber	More emphasis on prevention education. Further/affective use of resources via recommissioning	Ensure robust monitoring of new arrangements benchmarking performance with statistical neighbours
	Reduce alcohol consumption in young people	Introduce Community Alcohol Partnerships across Reading	Regulatory Services	Green	Recruit 1 year fixed term coordinator and produce implementation project plan	Complete recruitment process and project plan
	Provide national and local information to smokers on a Smoke free homes and cars campaign	Provide information to smokers via doctors surgeries, pharmacies libraries and work place newsletters on smoke free homes and cars main messages	Tobacco Control Alliance Coordinator	Amber	Better links to National schemes, better publicity of what we do locally.	Project plan, lists of premises to be targeted, press release or press briefing ref this work. Partnership working with local businesses
	Secondary School pupils smoking and drinking habits survey	Survey as many 11-18 year olds in full time education in Reading on their smoking and drinking habits.	Tobacco Control Alliance Coordinator	Amber	Better information regarding this project to partners and Cllrs	Getting the schools to sign up to the project before July 2014, .
	Peer mentoring of year 10 pupils in secondary schools-to provide stop smoking support to those in year 10 or younger	Following smoking survey report provide as required a peer mentoring programme for Reading Secondary schools. Provide mentor training and refresher training through the year.	Tobacco Control Alliance Coordinator	Amber	Being provided with survey statistics regarding potential use of the peer mentoring programme	Provision of data base of peer mentor trainers, full support of the scheme from secondary schools
	Better intelligence sharing between Tobacco Control Alliance Partners	Share intelligence regarding illegal tobacco and non compliance of tobacco related legislation between Police/HMRC/ UA/PH/RBFR	Tobacco Control Alliance Coordinator	Amber	All partners share intel via IDB, or via secure mail links	Providing overarching template regarding the sharing of data and ensuring data sharing is done so timely and securely
	OBJECTIVE: 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	Green/Amber	More focus on health/leisure walks	Respond to outcomes of cycle strategy. Create capacity around health walks.
GP Practice targets for health checks are achieved and a wide range of community interventions ensure access to health checks though alternative settings	Continue to implement the Health Checks Programme across Reading through GP practices and targeted community interventions	Public Health	Amber	Awareness targeted & community Access	Understanding current levels of activity	
Access to wider workforce, community, peer support role	Review Health Trainer Service and Activity	Public Health	Red	Could link to VCO service B	Review need for any future provision re MT or alternative models	
Key pathways for risk factors e.g. diabetes, obesity, CHD etc.	Develop /renew pathways	Public Health		GAP Analysis. More co-ordination bln services		

OBJECTIVE: 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 children's' centres	Early Years & Extended Schools	Not Known		
	Provide family learning for cooking on a budget and healthy eating	New Directions	Not Known		
	Introduce Eat Well Get Well initiatives such as BHF Healthy hearts scheme to tackle obesity	Regulatory Services	Red	Funding stream needs to be secured in order to progress a healthy eating award	Set up action plan and review whether support can be obtained through LSP.
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	BHFT - School Nursing Locality Lead	Amber	Finalise Healthy Weight Strategy	
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)	Public Health Berkshire Youth - Lets Get Going Co-ordinator	Green		
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	Amber	Finalise Healthy Weight Strategy	
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.	Public Health		Work through tendency process. Check re adolescents with scope of tender	
Increase access to physical activity programmes	GAP Analysis & mapping	Public Health / Environment, Culture and Sport			Development of Berkshire PA Framework
Increase take up of your Reading Passport		Environment, Culture and Sport			