

**READING BOROUGH COUNCIL**  
**REPORT BY MANAGING DIRECTOR**

<b>TO:</b>	Health and Wellbeing Board		
<b>DATE:</b>	10 October 2014	<b>AGENDA ITEM:</b>	9
<b>TITLE:</b>	Health and Wellbeing Strategy Action Plan		
<b>LEAD COUNCILLOR:</b>	Councillor Hoskin	<b>PORTFOLIO:</b>	Health
<b>SERVICE:</b>	Public Health	<b>WARDS:</b>	Borough-Wide
<b>LEAD OFFICER:</b>	Asmat Nisa	<b>TEL:</b>	0118 937 3657
<b>JOB TITLE:</b>	Consultant in Public Health - Reading	<b>E-MAIL:</b>	asmat.nisa@reading.gov.uk

**1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

1.1 This report updates the Board on the Health and Wellbeing Strategy activity delivered and progressed through 2013/14 and 2014/15 to date. The action plan captures and reports on delivery of activity from partners contributing to the plan.

1.2 Appendices with this report:

- A summary of Health and Wellbeing Strategy Goals and Objectives (Appendix 1)
- The updated Health and Wellbeing action plan for 2014/15 (Appendix 2);

**2. RECOMMENDED ACTION**

2.1 To note the progress of activity that contributed to the delivery of Health and Wellbeing Strategy to date, as set out in Appendix 1.

2.2 To agree the proposed process for developing a baseline action plan for 2015/16, as set out in paragraphs 4.2 to 4.5, to be presented to the Board in April 2015.

2.3 To agree the reviewed process for keeping the action plan updated, as set out in paragraphs 4.6 and 4.7.

### **3. POLICY CONTEXT**

- 3.1** The Reading Health and Wellbeing Board has been working collaboratively with Health and Wellbeing partners since it was established in response to our statutory obligation. The Board is responsible for ensuring effective delivery of programmes and initiatives, which impact on health, across the Borough and this work is influenced by the jointly produced Health and Wellbeing Strategy for Reading.
- 3.2** The Health and Wellbeing Strategy was developed in 2013 and is due to be refreshed in 2016.

### **4. HEALTH AND WELLBEING STRATEGY AND ACTION PLAN**

- 4.1** Following feedback from the last board and subsequent discussions with health partners and other contributors to the delivery of the strategy, the action plan for 2014/15 has been reviewed and progress updates collated on all activity in 2013/14 and 2014/15 to date (see Appendix 1).
- 4.2** Public Health proposes to review lessons learnt to date and develop a framework for the development of an improved baseline action plan for 2015/16.
- 4.3** It is proposed that the Public Health team hold a workshop with partners contributing to the health and wellbeing agenda, to ensure that the action plan for 2015/16 focuses on and captures, key deliverables from all partners that contribute to the delivery of the Health and Wellbeing Strategy 2013-2016. Key outcome measures will also be included in the action plan for 2015/16, following feedback from partners, to ensure the impact is clearly demonstrated.
- 4.4** The action plan for 2015/16 will be expanded to include contributions from other partners, including Healthwatch, voluntary sector providers and provider organisations.
- 4.5** Baseline action plan for 2015/16 to be presented to the Board in April 2015.
- 4.6** Public Health will monitor and track progress to the strategy and the delivery of activity. Partners will be asked to regularly review activity that they have put themselves forward as being accountable for, and provide progress updates that will be collated and reported to the Health and Wellbeing Board every six months. Usually requests will be issued electronically, but where there is an opportunity to review progress at regular meetings that have already been planned, public health will ask for the action plan to be added to the agenda, for example at regular quarterly update meetings with CCG partners.
- 4.7** The Public Health team has worked with partners to ensure key contacts for monitoring activity of each area have been identified. Partners have been asked to advise of any changes.

## **5. CONTRIBUTION TO STRATEGIC AIMS**

- 5.1** The Health and Wellbeing Strategy and action plan will impact on the strategic aim of promoting equality, social inclusion and a safe and healthy environment for all.

## **6. COMMUNITY ENGAGEMENT AND INFORMATION**

- 6.1** Our ongoing commitment to working with other local health services, partners, communities and local people in the work we do reflects how important we believe engagement in developing local health services is.

## **7. EQUALITY IMPACT ASSESSMENT**

- 7.1** No equality impact assessment has been undertaken for this report.

## **8. LEGAL IMPLICATIONS**

- 8.1** There are no legal implications associated with this report.

## **9. FINANCIAL IMPLICATIONS**

- 9.1** The financial implications of the Strategy must be contained within current resources for all partners. For the Public Health team, this is absorbed within the ring fenced grant from the Department of Health. The Department of Health grant for Reading is £8.212 million for 2014/15 and will remain the same for 2015/16.

## **10. BACKGROUND PAPERS**

- 10.1** Health and Wellbeing Strategy 2013 - 2016:  
[http://www.reading.gov.uk/documents/Health\\_Social\\_Care/Public\\_Health/25013/ReadingHealthandWellbeingStrategy.pdf](http://www.reading.gov.uk/documents/Health_Social_Care/Public_Health/25013/ReadingHealthandWellbeingStrategy.pdf)

## Our vision – A healthier Reading

Communities and agencies working together to make the most efficient use of available resources to improve life expectancy, reduce health inequalities and improve health and wellbeing across the life course

### Goal One – Promote and protect the health of all communities particularly those disadvantaged

**Objective 1** – Protect health and reduce the burden of communicable diseases by targeting services more effectively

**Objective 2** - Ensure effective support is available to vulnerable and BME groups to protect their own health.

**Objective 3** – Increase awareness and uptake of Immunisation and Screening programmes

### Goal Three – Reduce the impact of long term conditions with approaches focused on specific groups

**Objective 1** - Assist and support ability to self-care in all adults and young people with existing long term conditions

**Objective 2** - Ensure high quality long term condition services are available to all including those with a learning disability

**Objective 3** - Build on and strengthen the quality and amount of support available to adult and young carers in Reading

### Goal Two – Increase the focus on early years and the whole family to help reduce health inequalities

**Objective 1** – Ensure high quality maternity services, family support, childcare and early years education is accessible to all

**Objective 2** – Reduce inequalities in early development of physical and emotional health, education, language and social skills

**Objective 3** - Improve identification and reduce the effects of domestic violence on emotional wellbeing for the whole family

### Goal Four – Promote health-enabling behaviours & lifestyle tailored to the differing needs of communities

**Objective 1** – Improve tobacco control and reduce harm due to alcohol and drug misuse in Reading

**Objective 2** – Enhance support and target causes of lifestyle choices impacting health for adults and children

**Objective 3** – Reduce the prevalence, social and health impacts of obesity in Reading including targeting key causes

## Health and Wellbeing Action Plan 2014/15

G O	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
1 1.1	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	Needs assessment completed. Outcomes used to inform content of Integrated Sexual Health Services specification.	Complete Sexual Health Services tender process.
1 1.1	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	Public Health/Adult Social Care	Green	Community Health Action Trust commissioned. Project Undertaken.	Finalise and circulate project write up and recommendations.
1 1.1		Enhanced testing in primary care	Public Health	Green	Piloted enhanced testing. Report produced and recommendations provided to the CCG.	No further action in primary care, as enhanced testing was considered not to be best use of resources. However, other methods of increasing uptake to be considered.
1 1.1	To reduce transmission of HIV & reduce late diagnosis	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, NHS England, voluntary orgs (Secondary Care Blood Donation Service)	Amber	Community Health Action Trust project commissioned and undertaken.  Reading sex workers HIV awareness campaign delivered and independently evaluated.  Scope and detail of HIV services clearly described within the integrated sexual health service specification.	Develop Sexual Health IT Platform for promotion and dissemination of information.
1 1.1		Increase opportunity to and uptake of HIV testing and disseminate information about opportunities for testing to targeted/vulnerable groups	Public Health, Adult Social Care	Amber	As above.	Develop Sexual Health IT Platform for promotion and dissemination of information.
1 1.1		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, Adult Social Care, Public Health	Amber	As above.	Develop Sexual Health IT Platform for promotion and dissemination of information.

## Health and Wellbeing Action Plan 2014/15

Goal Objectives	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
1 1.1	To provide high quality care/treatment	Primary Community Prevention	Secondary care/Hospital	Green	Over 90 professionals and volunteers working in drug and alcohol treatment services have been trained to carry out point-of-care tests for Hepatitis C and HIV, focussing on increasing the proportion of injecting drug users that receive a test.  Asian Blood Borne Virus (BBV) project raises awareness of BBVs and tackles stigma and discrimination by providing regular workshops for South Asian communities and testing for Hepatitis C and HIV at clinics set up across Reading.  Two workshops updating on latest BBV research were provided to all trainees in both projects.	The new drug and alcohol treatment provider, commissioned by Reading DAAT will continue to support the BBV Champions project and deliver targeted testing.  Two workshops to be delivered every year updating all trainees in both projects on latest BBV research.
1 1.2	Respond to local needs for vulnerable people	Safe Place scheme in the town Centre providing support of people with a learning disability	Community Safety, Adult Social Care	Green	The Safe Place scheme to provide support for people with a Learning Disability has been put in place.	Further promotion of the Safe Place scheme for service users and providers.
1 1.2		Anti-Social Behaviour Risk assessment leads to enhanced response for vulnerable people and communities	Community Safety, Housing, Neighbourhoods and Community Services	Green	Police anti-social behaviour risk assessment has been introduced across the whole of Thames Valley Area. This includes an assessment of vulnerable people and communities.	The policy and procedure for tackling anti-social behaviour is being reviewed to co-incide with the implementation of the new anti-social behaviour legislation, which goes live on 20th October 2014.
1 1.2	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	Green	54 properties were made free of category 1 hazards across private sector housing.	Continue to monitor and take action if Category 1 hazards are identified in properties.
1 1.2		Undertake enforcement action for overcrowding in private sector housing	Regulatory Services	Green	Officers inspect properties both as a result of service requests and during proactive inspections and both formal and informal action is taken to deal with overcrowding.	Ongoing.
1 1.2	Provide better access to information on how to protect own health.	Develop better information pathways to support travelling communities	Housing, Neighbourhoods and Community Services	Amber	Unauthorised Encampment Procedure has been drafted.	Gypsy, Roma and Traveller Achievement Network meetings are utilised to provide service overviews and referral mechanisms, but this still needs to be formalised.  Identify health lead officer to collate information relating to services available across Reading.

Health and Wellbeing Action Plan 2014/15						
G O	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
1 1.2		Develop better information pathways to support BME communities	All Health and Wellbeing Partners	Green	Information pathways have been established through providers of commissioned health and wellbeing services, Council services and partner organisations including Reading Voluntary Action, online through our Reading Services Guide and the Council's website, via local forums and community events and the local media.	Opportunities will be explored on an ongoing basis and new pathways adopted as appropriate.
1 1.2	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	Set up the service and put in place a process on approaching potential victims effectively. List of potential victims is received from National Scams Hub montly.	Developing a strategy on working with neighbouring boroughs and police to visit potential victims and support or refer them to the appropriate agency and take enforcement action against fraudsters.
1 1.2		Provision of Grants & Loans (inc Disabled Facilities Grants)	Regulatory Services	Green	Provided through Home Improvement Agency who have a vetted list of contractors.	Ongoing.
1 1.3	Increase take up of screening and immunisation	Review screening checks for communicable diseases, e.g. tuberculosis & measles, chlamydia, flu	Commissioned by PHE Area Team and Public Health, provided by Primary Care	Green	The Chlamydia screening specification reviewed and updated.  Public Health team supported delivery of flu campaign. Flu vouchers provided to eligible staff.	Pilot 'dual testing' for Chlamydia.  Work in partnership to deliver the flu campaign.
1 1.3		GP Practice targets for health checks are achieved and a wide range of community interventions ensure access to health checks though alternative settings	Public Health	Amber	Target for eligible population offered health checks was met with 25.6% of eligible population offered a health check to date. Completed health checks were close to the target of 50% with 47.7% completed.	Ongoing review of options for improving uptake of NHS Health Checks offered by GP practices and additional access to health checks beyond GP setting.
1 1.3		Develop targeted improvements to increase uptake of screening in people with a learning disability	Reading Learning Disability Partnership Board, Adult Social Care	Amber	Being Healthy sub group of the Learning Disability Partnership Board have worked with People With Learning Disabilities, Healthwatch and Berkshire Healthcare Foundation Trust to increase uptake.	Build targets into the new disability strategy currently being developed.
1 1.3	Increase uptake of cervical, bowel and breast screening screening in low take up areas of Reading	Provide support and oversee local screening programmes	Cervical & breast screening commissioned by Area Team/PHE, bowel screening commissioned by PHE, all three screenings provided by Primary Care	Amber	Bowel screening campaign carried out by South Reading and North and West Reading Clinical Commissioning Groups during 2013/14 with some success. For North & West Reading CCG there was a increase in screening from 55.5% to 61.9%.	New local initiatives to be considered to take this forward in conjunction with Public Health England as appropriate.
1 1.3	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	Commissioned by NHS, provided by Public Health, CCGs	Green	See progress below.	No further steps.

Health and Wellbeing Action Plan 2014/15						
G O oa bj	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
1 1.3		Work with health visitors to improve year 1 immunisation targets	Commissioned by NHS England, provided by primary care	Green	Successful pilot in 2013/14 for year 1 immunisations. North & West Reading CCG achieved the 95% target. South Reading CCG achieved 94.5%; target missed in South Reading by 0.5%.  CCGs recommended to commissioner (NHS England) to work directly with the provider, Berkshire Healthcare Foundation Trust.	No further steps.
1 1.3	To promote MMR vaccine uptake - Develop to increased uptake of MMR	Scrutinise vaccine uptake results and provide leadership. Campaign - Primary Health/Children Centres/Health Visitors	Commissioned by Public Health England, provided by Berkshire Healthcare Foundation Trust and GP practices	Green	MMR catch up campaign in Reading successfully implemented between February and May 2014.	Immunization working group discussing next steps at Berkshire and Thames Valley level.
2 2.1	Improve maternity pathways and parenting support for all family types.	Participate in the maternity working group and work jointly with the midwifery team.	Early Help	Green	78% of referrals have accessed Children's centre provision as of Q1 of 2014/15.	Continue to monitor access of referrals. Set up maternity services in South and East Reading Children's Centres programmes.
2 2.1	Increase the availability and accessibility of antenatal education opportunities	Review and scope out existing provision of antenatal education from statutory and voluntary providers. Provide input and detail to commissioners (NHS England).	Early Help	Amber	Project has been planned up to implementation with appropriate support from Children's Centres, CCGs and BHFT.	Project management resource identification to start implementation.
2 2.1		Educating new parents on appropriate use of A & E and how to manage common childhood ailments	Commissioned by CCGs, supported by Public Health, Children's Directorate	Green	Childhood illnesses booklet developed. See CCG website: <a href="http://www.nwreadingccg.nhs.uk/images/publications/Your-Health/NWR_Common_childhood-illnesses.pdf">http://www.nwreadingccg.nhs.uk/images/publications/Your-Health/NWR_Common_childhood-illnesses.pdf</a>	Childhood illnesses booklet to be widely circulated.  Roadshow with messages targeted at families and use of NHS services scheduled for October 2014.  South Reading CCG to run a minor ailments clinic from November 2014 to April 2015 to manage A&E demand and educate families on appropriate use of NHS services.
2 2.1	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	Early Years & Extended Schools	Amber	222 new places funded during the year to meet actual demand from families.	Grow supply towards 850 places through all types of settings including schools. Activate broad market advertising as eligibility increases to 40% of families from 20%.
2 2.1	Improve quality of provision in private, voluntary and independent sector		Early Years & Extended Schools	Green	National policy has removed this remit from local authorities, Focus is on OfSTED judgements only now.	Develop robust system to support those settings rated less than good and signpost of appropriate training and services to support excellence.
2 2.1	Provision of childcare for older children aged five and over	Joint working - engagement with schools.	Early Years & Extended Schools	Green	26 After school clubs run by schools. Reading Borough Council filling the gap with 3 more where market is not developing.	Push further into non established areas and help schools develop 8am-6pm services to support working families.



Health and Wellbeing Action Plan 2014/15

Goal Objectives	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
2.2	To engage with single plan, local offer, joint commissioning, personal budgets.	Provide impartial support to parents seeking assessment for children with special educational needs or disabilities through the parent partnership service	SEN team	Green	Extremely busy Parent Partnership service has seen an increase in staffing to meet demand.	National changes will increase demand further. Department for Education three year funding to be used for further resources.
2.2		Influence decisions for the SEN panel for support children aged 0-5 with SEN	SEN team	Amber	Significant change in Special Education Needs world has required review of the whole system and the role of the panel.  Local Offer and the new Education, Health and Care plan process are in place.	New system in place with more school to school moderation. Review of Action Plan planned including admission arrangements and the role of the SEN panel in those decisions.
2.2	Reduce speech and language inequality	Implement the language strategy and deliver supported projects	Early Years & Extended Schools	Amber	Core contract in place and service being used. Focus of Local Authority resources on other areas of Special Education Needs have meant few, additional projects underway.	SEN Action Plan review and a new contract basis for academic year 15/16 onwards.
2.2		Provide access to speech and language therapies within the Early Years settings	Early Years & Extended Schools	Green	Existing contract well utilised and providing services.	Continue to monitor and ensure quality of service delivered until end of contract period.
2.2		Improve access for BME groups to early speech and language intervention	Early Help, Adult Social Care	Amber	Existing contract for speech and language support to targeted children was extended, however, this was not specifically targeted at BME children.	No immediate plans for speech and language intervention targeted specifically at BME groups due to resource constraints.
2.2	Increase the prevalence of breastfeeding across all areas of Reading but with a particular focus on the low rate wards	Support the Unicef Baby Friendly Initiative to achieve UNICEF accreditation. Breastfeeding network commissioned to work with breastfeeding volunteers locally.	Public Health / Berkshire Healthcare Foundation Trust	Green	Baby Friendly Initiative (BFI) delivered in Berkshire and completed Level 3 UNICEF accreditation in October 2014. Breastfeeding Network delivering well evidenced outcomes.	Confirm future BFI funding arrangements and outcomes.
2.2		Continued implementation of the Breastfeeding Peer Support Project	Commissioned by NHS England, provided by BHFT, Public Health, Breastfeeding Network	Green	Successful implementation of the project, reporting to Public Health department shows good uptake.	Identify future funding arrangements to ensure the service can continue.
2.2		Promote breastfeeding in collaboration with key stakeholders	Commissioned by NHS England & and provided by BHFT	Green	Worked collaboratively with Berkshire Healthcare Foundation Trust to promote breastfeeding.	Continue to work with Berkshire Healthcare Foundation Trust to promote breastfeeding.  Develop new ways of reaching the target population.  Awareness campaign scheduled for March 2015 to coincide with breastfeeding week.
2.2	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	Green	Public Health continue to provide toothbrushes to children centres through Brushing for Life.	Complete Brushing for Life evaluation to access outcomes and value for money.
2.2	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).	Public Health	Green	JUICE points provision available across sites in Reading. JUICE points provision included within sexual health services specification.	Ensure new sexual health provision delivers effective young peoples services that are easy to access (JUICE).

Health and Wellbeing Action Plan 2014/15

G O	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
2 2.2	Better access for parent to health and wellbeing information and support	Improve/develop use of technologies to get information to parents on H&WB information & support including Mental Health Issues	Early Help	Green	Bid in place to resource developing peri-natal support in Children's Centre.	Locate resource to implement bid.
2 2.2		Children's Centres as a 'hub' to access support to children & families (L 5 years)	Early Help, CCGs	Amber	Family and professional consultation completed. Ongoing discussion corporately about model to use consistently in Reading.	Finalise the model with corporate colleagues for wider discussion.
2 2.3	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.	Public Health, Berkshire Women's Aid	Amber	11 Practices recruited to project, 13 expressions of interest. 10 practices receiving training each quarter. 9 Practices referring to the advocate educator. 22 referrals received. 2 referrals to MARAC from Primary care.  Public Health funding secured to continue the pilot into year 2, agreed a full evaluation will be completed at pilot end.	Further Training for GPs, more practices to be recruited and pathways for referral developed.
2 2.3		Review Domestic Violence commissioning strategy	Housing, Neighbourhoods and Community Services	Green	Priorities agreed, draft strategy to be completed in Autumn, will then need to be approved for consultation.	Draft strategy to be completed and approved for consultation.  Outcomes family choice project.
3 3.1	Implement projects within the scope of the Long Term Conditions board to enhance and improve LTC services and support	Patient education programmes - talking health and web based. Moderated online network	Long Term Conditions programme board, CCG, Adult Social Care	Green	Diabetes website, talking health service for people with long term conditions and moderated online network (SHARON and Young Sharon programme) are all in place.	Develop website for respiratory diseases.  Quality improvement project is also planned.
3 3.1		Chronic Fatigue Syndrome service - create a community CF/ ME Service	Long Term Conditions programme board, CCG, Adult Social Care	Green	An integrated Chronic Fatigue Syndrome service has been put in place with Berkshire Healthcare Foundation Trust.	Completed.
3 3.1		Diabetes Education, commission and implement structured patient education programmes for both Type 1 and Type 2	Long Term Conditions programme board, CCG, Adult Social Care	Green	Programmes have been put in place. Monthly highlight reports are submitted to Long Term Conditions programme board.	Ongoing.
3 3.1		Epilepsy, establish an epilepsy nurse specialist post. Develop Website	Long Term Conditions programme board, CCG, Adult Social Care	Green	Epilepsy nurse specialist post has been established.	Further work in neurology, to include development of a strategy, headache review and parkinsons disease review.

Health and Wellbeing Action Plan 2014/15							
G oa bj	O	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
3	3.1		Care home in reach services - Dementia	Long Term Conditions programme board, CCG, Adult Social Care	Green	Improvements to care of people with dementia have been delivered in 3 care homes in Reading by training care staff and working alongside them to model good practice.  A dementia friendly garden has been constructed at The Willows Care Home in Reading.	Report on Dementia Service Development Across the West of Berkshire to be presented to the Health and Wellbeing Board in October 2014.  Continue to work closely with care homes and support them in delivering improvements to care of people with dementia.
3	3.1		Older people's mental health	Long Term Conditions programme board, CCG, Adult Social Care	Amber	RBC Mental Health staff have been seconded to BHFT, Frail Elderly Care Pathway is being developed to support older people to remain well for longer, Enhanced Support to Care Homes has worked with a number of care homes on good practice modelling, the Discharge to Assess are being developed with a view to having operational to cover the winter.	Dedicated Mental Health Project Manager is now in place and is currently developing a benefit analysis of Mental Health Integration.
3	3.1	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	Green	Community based NHS Health Check programme for 2013/14 completed. Offered in workplaces (RBC, local school), education (Reading Community Learning Centre) and at community group events.	Review community NHS Health Checks programme for 2014/15.  Identify barriers to health checks and work collaboratively with partners to identify solutions.
3	3.1	Co-Production with patient participation groups	For pathway & support	Adult Social Care	Green	Links established with patient participation groups, led by GP surgeries.	Ongoing.
3	3.1	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	Green	Through the provision of the Home Improvement Agency contract circa 3,000 customers were assisted through grants, minor adaptations and handihelp services.	Ongoing.
3	3.2	Increase public say in support available	Deliver activity within the Learning Disability Plan - A Big Voice. 2014 end date. Refresh of Learning Disabilities plan ongoing	Adult Social Care	Amber	Consultation event has taken place regarding priorities for inclusion in the Learning Disability Big Plan. The Learning Disability Big Plan was signed off at the Partnership Board.	Develop a new Disability Strategy on the basis of the Learning Disability Big Plan.
3	3.2	Increase engagement for planning Long Term Conditions (LTC) services for those with learning disabilities	Support the Reading Learning Disability Partnership Board to engage with LTC projects	Adult Social Care	Amber	Plan is being developed to assess what role the Reading Learning Disability Partnership Board can play in achieving this.	Long term conditions projects to include impact on people with learning disabilities. Plans to be established to assess what role the Reading Learning Disability Partnership Board can play in achieving this.
3	3.2		Access to services for people with learning disabilities. Health & Social Care Joint Assessment	Adult Social Care	Amber	Joint Health & Social Care Assessment not yet established but a Workforce Development Workstream has been developed addressing issues across the West of Berkshire across key partners.	Join Health & Social Care assessment to be delivered as part of the Berkshire West Integration project.
3	3.2		LD Liaison Nurse in Royal Berkshire Foundation Trust	Adult Social Care	Green	The Liaison nurse role continues to work well. The nurse is active in many health forums.	Ongoing.

Health and Wellbeing Action Plan 2014/15

G O	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
3	3.2	Learning Disabilities Health Checks	Adult Social Care	Amber	Health Passport was launched in spring 2014.	Strategies for increasing uptake are being developed by the Learning Disability Partnership Board in conjunction with the roll out of the Health Passport.
3	3.2	Identify those who do not access services who we should target	Adult Social Care	Amber	Reading Services Guide has been developed to enable residents better access to information about services.	Develop Information and Advice Strategy that will increase awareness of services.
3	3.3	Strengthen the quality of support provided for carers in Reading.	Adult Social Care	Amber	National Carers Strategy review has been delayed, hence Berkshire West work delayed as well. A Carers Collaborative commissioning group comprising is in the process of scoping the development of joint Carers Strategy.	Identify resource to carry out local data analysis once the National Carers Strategy has been reviewed by Department for Health.
3	3.3	Increase take up of service from marginalised groups.	Carers Steering Group, Adult Social Care	Green	Berkshire West Carers Information Advice and Support contract is in place with targets to reach hidden carers.  Updated Reading Carers Information Pack has been published: <a href="http://www.reading.gov.uk/documents/27827/Reading-CIPfv14-May2014.pdf">http://www.reading.gov.uk/documents/27827/Reading-CIPfv14-May2014.pdf</a>	Monitor contract on a quarterly basis.  Refresh the Reading Carers Information Pack every 6 months.  Reading Carers Action Plan will be updated as part of the local update of National Carers Strategy
3	3.3	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	PDSN Network, Adult Social Care	Green	A range of carer breaks services have been commissioned from pooled health and social care budgets.	Review what has been commissioned and plan for recommissioning. Needs to be refreshed in line with Better Care Fund.
3	3.3	Service provision and needs are better matched.	Carers Steering Group, Adult Social Care	Green	We have involved carers in the reference group for development of our market position statement.	Develop detailed commissioning strategies for the market position statement.
3	3.3	Support for carers in a wider sense. E.g.; support at home etc.	Carers Steering Group, Adult Social Care	Green	Maintained the Carers Steering Group to seek and respond to feedback on the appropriateness of service provision.	Ongoing.
3	3.3	Development of the sector to provide community capacity.	Adult Social Care	Green	Market development was supported within business and usual.	In 2014/15 the following two specific projects will be looking to increase capacity: Quality and Diversity of Services project and Information, Advice, Advocacy and Prevention project within the Care Act implementation programme.
4	4.1	Detect and take action against illegal tobacco suppliers	Regulatory Services	Green	Intelligence led approach to taking enforcement action. On completion of the operation press release provided.	Ongoing.
4	4.1	Detect and take action against illegal alcohol consumption/supply	Regulatory Services	Green	Intelligence led through Community Alcohol Partnership and police. Test purchasing has been carried out with 1 fail.	Licensing review for the shop that failed test purchasing.

Health and Wellbeing Action Plan 2014/15						
G O oa bj	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
4 4.1	Detect illegal and potentially unsafe alcohol products, illicit tobacco and NPS	Intelligence led enforcement visits	Regulatory Services	Green	Carried out enforcement action on 6 premises with counterfeit alcohol products, 157 bottles were seized in total.	Prosecute one of the shops with counterfeit alcohol products, issue formal warnings to the other 5.  Work with Home Office on research into NPS. Looking into what Trading Standards can do to restrict the sale.
4 4.1	Ensure businesses are complying with marketing requirements of tobacco products including display bans and plain packaging.	Intelligence led enforcement visits	Regulatory Services	Green	Carried out action to ensure businesses comply with display bans.	Carry out action to confirm plain packaging is complied with, provided this comes into effect on national level.
4 4.1	Reduction in drug related deaths	Establish notification pathways and family support mechanisms, and identify appropriate intervention, prevention and training activities.	DAAT, Adult Social Care	Amber	A system has been put in place to collate information about all potential drug related deaths (DRDs) in Reading. This is an agreed procedure with the Coroner. Where the deceased was known to services a comprehensive report is collated and forwarded to the coroner asap for the inquest.  DAAT collates updates and outcome DRD group was set up in Reading, with attendance from West Berkshire. This meeting was chaired by the Chair of Reading User Forum (RUF).	Enhanced harm reduction and relapse prevention measures have been written into service specification for our new provider who will commence 1st Oct 14. DAAT to manage performance.  New provider is keen to work with the DAAT to roll out take home Naloxone training for service users and carers. Work on ensuring risk of overdose on prison release with new provider. DRD meeting Terms of Reference and membership to be reviewed as RUF Chair has now retired. Action plan to be refreshed.
4 4.1	Reduction in drink and drug related harm/injury	Run First Stop Bus in the Town Centre	Regulatory Services	Green	First Stop Bus is positioned in the Town Centre every Friday and Saturday night. Approximately 300 people have been treated so far. 80% required medical attention, of those 70% required an ambulance. A&E noticed reduction of alcohol related incidents.	Continue with the current service, expand to include day time uses such as health checks. Work with third parties including Reading University to develop further uses for the bus.
4 4.1		Better links with Reading University to build activity & capacity in these areas.	Regulatory Services / Public Health	Green	Links with Reading University and Thames Valley University have been established. Volunteers have begun signing up for the First Stop Bus service. Currently discussing how volunteers could contribute to improving health in deprived communities.	Roll out a programme of activities.
4 4.1	Reduce alcohol consumption in young people	Introduce Community Alcohol Partnerships across Reading	Regulatory Services	Green	Maintained existing Community Alcohol Partnerships areas in Tilehurst and Cavensham.	Additional resource secured to roll out across Reading.
4 4.1	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	Regulatory Services, Tobacco Control Alliance Coordinator	Amber	Updated Tobacco Control plan and responded to consultation on smoking in cars.	Agree action plan and provide information to smokers in line with the action plan.

Health and Wellbeing Action Plan 2014/15							
G oa	O bj	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
4	4.1	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.	Regulatory Services, Tobacco Control Alliance Coordinator	Amber	No coordinator resource was available to carry out the survey in 2013/14. Survey has now been planned and is due to be carried out in 1 secondary school in October 2014.	Secure agreement with other secondary schools and carry out the survey
4	4.1	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	Regulatory Services, Tobacco Control Alliance Coordinator	Red	The survey is still being carried out, therefore peer mentoring has been delayed.	Peer monitoring to take place once the survey has been completed.
4	4.1	Better intelligence sharing between Tobacco Control Alliance Partners	Share intelligence regarding illegal tobacco and non compliance of tobacco related legislation between Police, HMRC, Unitary Authority, Public Health and Royal Berkshire Fire and Rescue Service	Regulatory Services, Tobacco Control Alliance Coordinator	Green	Established links and a process to share intelligence with partners.	Intelligence to be shared on ongoing basis.
4	4.2	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, Environment, Culture and Sport	Green	A three-month long consultation was undertaken on the draft Cycling Strategy, adopted as Council policy in March 2014: <a href="http://www.reading.gov.uk/council/strategies-plans-and-policies/TransportStrategy/Itp-3-sub-strategies/">http://www.reading.gov.uk/council/strategies-plans-and-policies/TransportStrategy/Itp-3-sub-strategies/</a> .  Funding was secured through the Local Sustainable Transport Fund (LSTF) to deliver a project based around 'Active Neighbourhoods' and 'Interactive Online Networks'. The LSTF Outputs Report 2013/14 was submitted to the DfT. More information on the LSTF programme can be found in the Committee Library under Traffic Management Sub-Committee: <a href="http://www.reading.gov.uk/meetings">http://www.reading.gov.uk/meetings</a> .	All areas of the LSTF programme continue to progress well, including the planned delivery of the pedestrian and cycle bridge, increasing the number of cycle parking facilities, the launch of ReadyBike, and the delivery of training and sessions supporting active travel. Additional revenue funding has been secured for the delivery of active travel measures in 2015/16.  Ongoing promotion of active travel, including Freshers Fayre and UoR Green Week in the Autumn. The recruitment of a fixed term Walking Coordinator with the aim of promoting health walks. To continue progressing key infrastructure projects delivered as part of the LSTF programme and the Local Transport Plan and supporting strategies.
4	4.2	Beat the Street initiative	Complete an evaluation to measure and review success.	Commissioned by CCG's, supported by Public Health	Green	Reading wide Beat the Street programme commissioned by CCGs and with support from Public Health and Transport.	Complete an evaluation of Beat the Street programme as delivered in May/June 2014.
4	4.2	Access to wider workforce, community, peer support role	Review Health Trainer Service and Activity	Public Health	Green	Review completed. Contract was not extended as outcomes were not as strong as expected.	Review service model and approach and agree next step with Berkshire-wide partners.

## Health and Wellbeing Action Plan 2014/15

G oa	O bj	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
4	4.2	Key pathways for risk factors e.g. diabetes, obesity, coronary heart disease etc.	Develop /renew pathways	Public Health	Green	Stakeholder event held In October 2014 to identify and share Best Practice for prevention diabetes to identify the current service provision and referral pathways.  Analysis of options for renewing obesity treatment pathways.	West & East Berkshire to work collaboratively on a diabetes strategy, sharing data and protocols for Best Practice. Identify and engage service provisions across Berkshire who contribute to prevention/early intervention work on diabetes, identify opportunities to collaborate and if there are any gaps.  Commission Eat 4 Health to provide additional service.  Raise awareness of risk factors for diabetes through a Pharmacy based campaign.  Berkshire-wide workshop to be held on treatment pathways for obesity.
4	4.3	Improved access to good quality information and advice on nutrition	Promote good quality information and advice on nutrition through our childrens' centres	Early Help	Green	Range of provision and sessions available in Childrens' Centres to provide information and advice on nutrition	Understand impact.
4	4.3		Provide family learning for cooking on a budget and healthy eating	New Directions, Environment, Culture and Sport	Green	The following courses were delivered: x3 'Lets Get Cooking' courses - Teaching Adults to cook Healthy meals x2 'Packed Lunches' courses - Healthy Lunches for children x3 Cooking at an Easy Pace - Teaching Adults to cook on a budget	Further courses funded by Public Health to be completed in the academic year.  Evaluate success of classes to secure further funding.
4	4.3		Introduce Eat Well Get Well initiatives such as British Health Foundation Healthy hearts scheme to tackle obesity	Regulatory Services / Public Health	Amber	Applied for funding to enable delivery of Eat Well Get Well initiatives, however, no funding secured to date.	Explore further options for funding and continue to deliver other physical activity and healthy weight programmes, such as Let's Get Going, Beat the Street, Eat4Health, Walking Programmes, free swimming for children.
4	4.3	Ensure a minimum of 90% Reception Children and Year 6 children are weighed and measured each year.	Continued implementation of the National Child Measurement Programme	Public Health, BHFT	Amber	Reading measured 68.3% of children in reception and 91.8% of children in year 6. Suggested target 95%. Berkshire wide unitary authorities fell below target, this is being addressed by matrix lead.	To continue running the National Child Measurement Programme in Reading schools. Plan to send out results letters to parents in 2014/15 school year as recommended by Public Health England.
4	4.3	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	Let's Get Going (LGG) rolled out to a further 5 schools, identified due to their high levels of childhood obesity as identified through the National Child Measurement Programme.	LGG contract has been extended for one year with extended provision due to partnership work with John Madejski Academy feeder schools. Anticipated 10-12 courses to be run in 2014/15.

Health and Wellbeing Action Plan 2014/15							
G oa	O bj	What Do We Want To Achieve	What Will We Do	Key delivery partners	RAG Status	Progress Update (Includes progress made in 2013/14)	Next Steps
4	4.3	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	Scoping event and activity completed, steering group set up. Draft strategy written and being edited prior to consultation.	Develop action plan to meet identified needs. Sign off Healthy Weight Strategy and work with partners to deliver, track and monitor activity.
4	4.3	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	Green	Eat 4 Health contract retendered across Berkshire West.	Work with new provider (Solutions for Health) to promote and monitor uptake of classes. Assess potential need for additional classes for pre diabetes patients.
4	4.3	Increase access to physical activity programmes	GAP Analysis & mapping	Public Health / Environment, Culture and Sport	Green	Healthy weight stakeholder workshop delivered September 2013.  Healthy weight startegy group established; mapping and gapping commenced	Extend Let's Get Going offer to a further 5-7 schools (academic year 14/15).  Recruit to Reading Walks Co-Ordinator Post (funding confirmed).
4	4.3	Increase take up of Your Reading Passport (a discount and library card)	Review operation of current scheme and investigate alternative options.	Environment, Culture and Sport	Amber	Commenced the scoping and assessing of alternative options.	Complete scoping and assessment of options. Prepare a paper for CMT in October 2014.