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Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board

AGENDA ITEM 2.4.3
4 August 2011

FAIRER HEALTH OUTCOMES FOR ALL
Reducing Inequities in Health Strategic Action Plan

Report of	Executive Director of Public Health
Paper prepared by	Principal Health Promotion Specialist
Executive Summary	<p>The purpose of this paper is to brief the Strategic Planning and Performance Committee on <i>Fairer Health Outcomes For All</i>, the Welsh Government's (WG) strategic action plan for reducing inequities in health and to describe the UHB contribution across plans and services.</p> <p><i>Fairer Health Outcomes For All</i> takes forward the focus on reducing health inequities, highlighted in the public health framework <i>Our Healthy Future</i> (WAG 2009), and proposes further cross service and cross organisational working to improve the health of the population.</p> <p>The vision, aspiration, underlying principles and five action areas are presented together with how the UHB will deliver against these.</p> <p>Recommendations for action by the UHB are suggested in addition to ways of monitoring progress and mitigating risks.</p>

FOR DECISION and INFORMATION

<p>Action/Decision required</p>	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> • NOTE the information provided on the Welsh Government document <i>Fairer Health Outcomes for All</i> • SUPPORT the proposed actions and all Divisions in delivering this agenda
<p>Link to other Board Committee (s) and sub-committees</p>	<p><i>Our Healthy Future</i> was discussed by the UHB Board on 23 March 2010 within the paper 'Overview of our communities health and potential for improvement'</p>
<p>Link to Standards for Health Services in Wales</p>	<p>3. Health Promotion, Protection and Improvement</p>
<p>Link to Public Health Agenda</p>	<p>The focus and action in this paper will take forward the</p> <ul style="list-style-type: none"> - Improving Population Health, Wellbeing and Illness Prevention priority of the UHB Operational Plan - Local Public Health Strategic Framework, including the Cardiff Healthy City Programme and the Vale of Glamorgan Healthy Communities Framework
<p>Link to UHB Strategic Direction and Corporate Objectives / Legislative and Regulatory Framework</p>	<p>The focus and action in this paper will take forward the Staying Healthy objective of the Annual Quality Framework</p>
<p>Link to relevant evidence base</p>	<p><i>Fairer Health Outcomes for All</i> (2011)</p>

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FAIRER HEALTH OUTCOMES FOR ALL
Reducing Inequities in Health Strategic Action Plan

INTRODUCTION

The purpose of this paper is to brief the Strategic Planning and Performance Committee on *Fairer Health Outcomes For All*, the Welsh Government's (WG) strategic action plan for reducing inequities in health and to describe the UHB contribution across its plans and services.

BACKGROUND

In the public health strategic framework *Our Healthy Future* (WAG 2009), a new approach was called for in tackling gaps in health and well being status across and between populations and for a focus on inequities rather than inequalities in health. Health inequities are avoidable and unfair differences in health between populations often illustrated by the life expectancy gap, mortality by area deprivation and the Inverse Care Law (access to services).

The 'Improving Population Health, Wellbeing and Illness Prevention' priority of the UHB Operational Plan and the Local Public Health Strategic Framework describe the UHB's response and action planned to deliver against the priorities identified within *Our Healthy Future*. Further action is required to decrease health inequities.

FAIRER HEALTH OUTCOMES FOR ALL

Fairer Health Outcomes for All (FHOFA) provides a framework to tackle health inequities and proposes further cross service and cross organisational working to address population needs. It sets out the vision of:

'Improved health and well being for all, with the pace of improvement increasing in proportion to the level of disadvantage.'

To achieve this vision, the following aspiration is included:

By 2020 to improve healthy life expectancy for everyone and to close the gap between each quintile of deprivation by an average of 2.5%

In moving forward, four underlying principles are articulated in FHOFA:

1. A long term evidence based approach
2. Action across the social gradient in health
3. Action across the social determinants of health and well being
4. Action across the life course.

The following seven action areas are identified:

- building health into all policies and all policies into health
- giving every child a healthy start
- developing health assets in communities
- improving health literacy
- making health and social services more equitable
- developing a healthy working Wales
- strengthening the evidence base.

To address inequities in health, complex and multifaceted action will be required to achieve long term changes in the behaviours of individuals, communities and business and in public sector service provision. The UHB is in a position to make a significant contribution to reducing inequities in health through its service delivery, workforce and organisational development approaches and through working in partnership with other organisations. Reducing inequities in health is a key partnership priority, is central to the integrated partnership strategies across Cardiff and the Vale of Glamorgan and is the overarching theme of the Cardiff Healthy City Programme.

Table 1 summarises the specific UHB contributions to each action area within the FHOFA framework. The proposed contributions of the UHB are challenging and will require embedding across divisions, directorates and services.

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Table 1 UHB delivery within FHOFA framework

Key issue	UHB delivery	Health Outcomes
<p>Building health into all policies and all policies into health</p>	<p>Drive forward the inclusion of health and wellbeing across:</p> <ul style="list-style-type: none"> • All UHB policies and plans • Partnership plans including the Integrated Health and Social Care Board, Cardiff's Integrated Partnership plans and the Vale of Glamorgan Integrated Community plans <p>Deliver in partnership Cardiff Healthy City Programme and Vale Healthy Communities including action on tobacco control, healthy eating, physical activity and alcohol consumption</p>	<p>Reduced life expectancy gap between populations living in Radyr and Butetown; and Llandough and areas of Barry</p> <p>Increased services delivered across the social gradient proportionate to need (proportionate universalism)</p> <p>Reduced smoking rates, increased consumption of fruit and vegetables, improved levels of safer drinking, and increased participation in physical activity</p>
<p>Giving every child a healthy start</p>	<p>Deliver public health action focusing on pregnancy, early and school age years, with delivery proportionate to the level of population disadvantage</p> <p>Focus the health visiting service appropriately across the social gradient</p>	<p>Reduced levels of infant mortality, low birth weight and teenage conceptions</p> <p>Increased breast feeding rates and increased immunisation rates across areas of deprivation</p>

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	Implement a system that addresses health needs of looked after children	Improved health outcomes for looked after children
Developing health assets in communities	Provide training to develop public health capacity – dietetic capacity, mental health first aid Deliver the Cardiff and Vale component of the environment and health action plan	Enhanced lifestyle skills and knowledge of community workers Successful system for public protection of the environment in place
Improving health literacy	Develop health literacy through the public health programmes of tobacco control, alcohol, healthy eating and physical activity	Increased individual understanding and skills to adopt health behaviours
Making health and social services more equitable	Deliver the Local Public Health Strategic Framework Lead the identification of key service areas within the Integrated Health and Social Care Board to deliver action to reduce health inequities Use the data within Primary Care Annual Reports to identify and act on unacceptable variations in health outcomes Deliver the immunisation action plan	Evidence of health and social care services delivered across the social gradient proportionate to need (proportionate universalism) Improved vaccination uptake rates in line with WG targets

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Developing a healthy working Wales	Achieve Corporate Health Standard at the platinum level Proactively manage sickness absence	Improved health outcomes of staff Reduced staff sickness across UHB
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MONITORING

Progress will be monitored using existing systems with specific inclusion in the routine UHB Performance Reports. The UHB public health indicator set will be reviewed to ensure it matches the requirements of the FHOFA strategic action plan. Additionally, progress will be linked to the Health Gain targets, and the existing targets and indicators in the Child Poverty Strategy for Wales and the Tobacco Control Action Plan for Wales.

KEY RISK AREAS

The following risks have been identified:

- some services are based on delivery models that are demand led rather than needs led presenting a possibility of inadvertently increasing inequalities and inequities between our communities
- the concept of proportionate universalism is new and challenging to service providers and resource allocators across the UHB and its partners
- the child poverty agenda is challenging and complex

Mitigation of risks

To mitigate the above risks, the concept of equity will be incorporated within our performance management system; a needs-based approach will be promoted in all areas of UHB work including service planning and resource allocation.

CONCLUSION

This paper has summarised the main issues within FHOFA requirements and the contributions the UHB will make against the action areas to deliver this agenda.

RECOMMENDATION

The Committee is asked to:

- **NOTE** the information provided on the Welsh Government document *Fairer Health Outcomes for All*
- **SUPPORT** the proposed actions and all Divisions in delivering this agenda

IMPACT ASSESSMENT

Health Improvement	This focus on equity will drive the health improvement agenda of the UHB and its partners
Workforce	Staff may be uncertain of the concepts and principles of this approach
Education and Training	Further staff education and training will be required on the concept of proportionate universalism and community development approaches.
Financial	Resource allocation and resource monitoring across the social gradient will require development
Legal	There are no legal implications
Equality	This approach will enhance equality of access to services
Environmental	There are no environmental implications

RISK ASSESSMENT

Clinical/Service	Failing to adopt a needs-based approach has the potential to inadvertently increase inequities in access to health services
Financial	Adopting the proportionate universalism approach could enhance efficient use of resources
Reputational	The UHB is expected by the WG to incorporate actions within its plans that take forward FHOFA

FOR DECISION and INFORMATION

Acronyms and abbreviations	AQF – Annual Quality Framework FHOFA – Fairer Health Outcomes for All LSB – Local Service Board OHF – Our Healthy Future WG – Welsh Government
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CONSULTATION AND ENGAGEMENT

Not applicable

SOURCES OF INFORMATION

Cardiff and Vale University Health Board (2010) Overview of our communities' health and potential for improvement. Paper to the Board March 2010 Agenda Item 4.1.

Cardiff and Vale University Health Board (2011) Draft Operational Plan. Paper to the Board June 2011 Agenda Item 5.1

Welsh Assembly Government (2009) Our Healthy Future. Technical Working Paper 1

Welsh Assembly Government (2011) Fairer Health Outcomes For All - Reducing Inequities in Health Strategic Action Plan. Technical Working Paper 2