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Cardiff and Vale
University Health Board

AGENDA ITEM 4.3

7 September 2010

**A FRAMEWORK FOR HEALTHY COMMUNITIES IN THE VALE OF
GLAMORGAN**

Report of	Director of Public Health
Paper Prepared By	Consultant in Public Health
Purpose of Paper	To inform the Board of the development of a 'Healthy Communities' framework in the Vale of Glamorgan.
Action/Decision Required	The Board is asked to note action taken to develop a 'Healthy Communities' framework in the Vale of Glamorgan.
Link to Health Care Standards	7, 29, 30.
Link to Health Board Strategic Direction and Corporate Objectives / Legislative and Regulatory Framework	Links to the following objectives: <ul style="list-style-type: none">• improving health and well being• improving healthcare quality• reducing health inequalities• workforce health and well being
Acronyms and Abbreviations	BRA - Barry Regeneration Area UHB - University Health Board

A FRAMEWORK FOR HEALTHY COMMUNITIES IN THE VALE OF GLAMORGAN

EXECUTIVE SUMMARY

Building on the strong foundation of delivery of partnership action to improve the health and well being of the population in the Vale of Glamorgan, this report will provide an outline of a new 'Healthy Communities' Framework to be delivered over forthcoming years, in parallel with the University Health Board (UHB) as a practising public health organisation and Cardiff as a Healthy City.

Vale of Glamorgan Council Cabinet committee has recently agreed to taking forward this framework with the UHB and partners, which will focus on food and fitness. A food and fitness strategy and action plan will be prepared, using results-based accountability methodology, incorporating the themes of building capacity and skills, supporting people in disadvantaged areas and incorporating public health in the design and re-design of communities. This work will contribute to reducing the burden on health and social care services by keeping people independent for longer.

INTRODUCTION

The Board has previously agreed that the UHB would work with the Vale of Glamorgan Council and partners on action to improve the health of, and address health inequities within, the population of the Vale of Glamorgan, to achieve equal focus on this agenda across Cardiff and Vale UHB, alongside Cardiff as a Healthy City.

The overarching aim is to improve health outcomes and reduce health inequities in the population. Benefits to the UHB, the Vale of Glamorgan Council and our partners include reducing the burden on health and social care services by keeping people independent for longer, increasing the use of leisure services and producing a healthy more productive workforce across organisations with reduced sickness absence.

PROGRESS

Discussions have taken place with key Vale of Glamorgan Council Councillors including the cabinet member for Social Care and Health and

the Chair and Vice Chair of the Council's Social Care and Health Scrutiny Committee. The Directors of Social Services, Learning and Development and Environmental and Economic Regeneration have also been involved. Developments have been informed by discussions in Local Service Board partnerships.

Given the health challenges that we face, this framework, in parallel with developing the UHB as a practising public health organisation and Cardiff as a Healthy City, will focus on the food and fitness agenda, as well as encompassing other key areas of health improvement work such as tobacco control.

There are three themes within the Healthy Communities framework:

- Building capacity and skills for public health, both with staff and with individuals and groups in the community. This will involve, for example, the provision of training to social care staff such as the intermediate care team, home carers and care home staff on food and nutrition and how to support older people make healthy food choices
- Supporting those most in need in disadvantaged areas, for example increasing facilities to support physical activity within the Barry Regeneration Area (BRA). We have recently secured the time of the Strategic Programme Manager for Health Improvement, Heads of the Valleys to work with us for one day per week on the health improvement agenda in the BRA
- Incorporating a public health dimension in the design and development of communities. This will involve, for example, training planners on the effects of planning on health and where planning can intervene, and piloting a healthy urban planning approach within the BRA

Councillor Turner presented a paper on the Healthy Communities framework to Vale of Glamorgan Council cabinet at its meeting on 21-07-10 (appendices 1 and 2). The cabinet endorsed the Healthy Communities framework, the championing of the framework by the Local Service Board with effective oversight of the relevant Scrutiny committees, and the development of a food and fitness strategy and action plan to take this framework forward.

CONCLUSION

This paper has outlined the initial stages of developing a 'Healthy Communities' Framework in the Vale of Glamorgan, which will be further

developed and delivered in tandem with Cardiff as a Healthy City and the UHB as a practising public health organisation.

RECOMMENDATION

The Board is asked to:

- **NOTE** the contents of this report
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IMPACT ASSESSMENT

Health Improvement	This framework forms part of the overall approach to improving the health of the population.
Workforce	The framework will include the workplace as a setting to improve health and will therefore have a positive impact on the health of employees.
Financial	Designed to make better and more efficient use of resources. The financial impact of each element of the public health work programme will be considered within the current financial programme.
Legal	Discharges statutory duties.
Equality	Actively designed to tackle health inequalities.
Environmental	Designed to support healthy and sustainable environments.

RISK ASSESSMENT

Clinical/Service	No risks identified.
Financial	Medium risk in balancing priorities and meeting financial target. Although one of the aims of sustainable development is to make better and more efficient use of resources, there may be a requirement to invest in order to realise longer term benefits.
Reputational	No risks identified.

CONSULTATION AND ENGAGEMENT

Community involvement and engagement will be a key element of developing Healthy Communities' in the Vale of Glamorgan.

SOURCES OF INFORMATION & EVIDENCE

Overview of Our Communities' Health and Potential for Improvement
Paper to Cardiff and Vale UHB Board 23rd March 2010

Cardiff and Vale of Glamorgan Healthy Schools Networks Paper to
Cardiff and Vale UHB 11th May 2010

A Practising Public Health Organisation Paper to Cardiff and Vale UHB
6th July 2010

Tackling Health Inequalities through Sustainable Development Paper to
Cardiff and Vale UHB 6th July 2010

A Framework for Healthy Communities in the Vale of Glamorgan Paper
to Vale of Glamorgan Council Cabinet Meeting 21st July 2010

The Vale of Glamorgan Council

Cabinet Meeting: 21st July 2010

Report of the Cabinet Member for Social Care and Health

A Framework for Healthy Communities in the Vale of Glamorgan

Purpose of the Report

To seek approval for a new approach to improving the health of the population, called the Healthy Communities Framework and set out in Appendix 1.

Recommendations

1. That Cabinet notes and endorses the Healthy Communities Framework.
2. That the Local Service Board be requested to champion the Healthy Communities Framework across the key strategic partnerships.
3. That Cabinet approves use of the Framework to produce a Food and Fitness Strategy and action plan for the Vale, with contributions by relevant Council departments and partners, led by the Director of Social Services.
4. That Cabinet refers the report to the next meeting of the Scrutiny Committee for Social Care and Health and the Corporate Resources Scrutiny Committee.

Reasons for the Recommendations

1. To support a focused approach to improving the health of the population in the Vale of Glamorgan.
2. To encourage involvement by a wide range of agencies and organisations in delivering the new approach.
3. To take forward the programme of work needed to help residents in the Vale adopt a healthier lifestyle.

4. To ensure that the relevant Scrutiny Committees are able to exercise effective oversight of the way in which the Framework is being used.

Background

The current health of the population in the Vale of Glamorgan provides a number of key challenges to all public services in the area, including:

- increasing numbers of older people and consequent levels of chronic conditions;
- poorer health outcomes related to cancers, heart disease, stroke and respiratory disease within our most disadvantaged communities; and
- the local consequences of an all Wales trend in overweight children (which may mean that, in an increasing number of cases, parents will begin to outlive their children).

The impact on demand for public services is considerable and wide-ranging, just as the causes are multiple and complex. These issues need to be tackled in a planned way and on a multi-agency basis. Council services play a significant role in influencing the health of the population. There is strong evidence that employment, education and lifelong learning, housing, planning the physical environment, sustainable development, community safety and access to services are extremely important for improving health.

The creation of a new Public Health Wales organisation and University Health Board, better linked to local networks, has provided opportunities for dialogue across the Council to discuss how a more collaborative, more corporate and more planned approach to promoting healthy living and healthy communities can be achieved in the Vale. The benefits are evident already in the work done in developing the Corporate Plan. To take forward this agenda, a proposed framework for promoting Health Communities has been developed and this is set out in Appendix 1. Using food and fitness as the key focus of attention, it identifies ways of embedding efforts to improve public health as a key function within the Council and across the LSB partnerships, to change the pattern of demand on services and to improve health outcomes.

The potential benefits to the Council of taking a focused, strategic approach to health improvement include:

- reducing the burden on social care services by keeping people independent for longer;
- increasing the use of leisure services; and
- producing a healthy, more productive workforce with reduced sickness absence

Relevant Issues and Options

In its role as community leader and given the range of services it provides, the Council has a central role to play in improving the health of the population. The 'Healthy Communities' framework would help to ensure that the Council routinely considers public health issues in all relevant planning and partnership activities, with a key focus on food and fitness. This would include:

- considering the impact of policy decisions on public health;
- targeting public health development work in disadvantaged areas; and
- using community staff and venues as a resource to communicate public health messages.

The 'Healthy Communities' framework would be used also to monitor delivery of current partnership health improvement actions such as tobacco control.

The areas of food and fitness have been chosen because:

- a lack of healthy food choices and participation in physical activity are key risk factors for the most common diseases in the Vale, which impact on patterns of service use;
- these are health improvement areas where the Council can realistically look to produce positive change, using available Council and partner resources; and
- this will build on current actions already sponsored by the key strategic partnerships (Health, Social Care and Wellbeing and Children and Young People), enable a focus on particular geographical areas of need and include action which will benefit the whole population.

As set out in Appendix 1, there are three themes in the 'Healthy Communities' framework and a range of actions within each:

- building capacity and skills for public health, both with staff and with individuals and groups in the community. This would involve, for example, the provision of training to social care staff such as the

intermediate care team, home carers and care home staff on food and nutrition on how to support older people make healthy food choices.

- supporting those most in need in disadvantaged areas. This would involve, for example, increasing facilities to support physical activity within the Barry Regeneration Area; and
- incorporating a public health dimension in the planning, design and development of new communities. This would involve, for example, piloting an assessment of the impact on health of a major development in the Vale of Glamorgan

The next step would be to use the 'Healthy Communities' framework to produce a Food and Fitness Strategy and action plan for the Vale, with a range of Council departments and partners, to be launched in autumn 2010.

It is proposed that, in addition to the better co-ordination of work across the Council, the LSB should be asked to champion the 'Healthy Communities' framework across the key strategic partnerships. To date, it is the Health, Social Care and Wellbeing Partnership the Children and Young People Partnership which have been most clearly taking concerted action to improve health and prevent ill health in the Vale. The other partnerships also have a key role to play.

Resource Implications (Financial and Employment)

This programme of work will be supported through existing resources within the Council and from partner organisations.

Where appropriate, opportunities will be taken to draw in additional funding to support this framework. Successes to date include use of the Chief Medical Officer Wellbeing grant to support the development of a fitness room in Cowbridge leisure centre and training for planners; one day per week from the Strategic Programme Manager for Health Improvement (hosted by the WLGA), Heads of the Valleys funding to support health improvement action in Barry Regeneration Area; enhanced support from the University Health Board community dietetics department (funded by Public Health Wales), to support work on healthy food choices. An application has been submitted to the WAG rural health innovation fund for a grant of £64,000 to provide lifestyle coaching (including a part-time Council Rural Physical Activity Officer).

Legal Implications (to Include Human Rights Implications)

There are no legal implications as a direct result of this report.

Crime and Disorder Implications

If the 'Healthy Communities' framework is successful, the model could be used in future for other priority issues particularly pertinent to crime and disorder, such as alcohol use.

Equal Opportunities Implications (to include Welsh Language issues)

Much of the action within 'Healthy Communities' will support the health of the population of the Vale of Glamorgan as a whole.

Corporate/Service Objectives

'Healthy Communities' meets a range of Council corporate objectives, including:

- 'to promote through partnership working greater cooperation with other organisations that deliver services in the Vale, thereby improving the quality of life of its citizens';
- 'to support children and young people enjoy a healthy life free from abuse, victimisation and exploitation';
- 'to improve the health of citizens and encourage healthy lifestyles';
- 'to encourage the development of a diversified and sustainable community by working in partnership to improve the quality of life for Vale's residents.'

Policy Framework and Budget

This report is a matter for Executive decision by the Cabinet.

Consultation (including Ward Member Consultation)

There are no matters in this report which relate to an individual ward.

Relevant Scrutiny Committee

Social Care and Health and Corporate Resources

Background Papers

None

Contact Officer

Fiona Kinghorn, Consultant in Public Health (Locum), Public Health
Wales/Cardiff and Vale University Health Board
Philip Evans, Director of Social Services

Officers Consulted

The appropriate Chief Officers have been consulted.

Responsible Officer:

Sharon Hopkins, Director of Public Health, Cardiff and Vale University
Health Board
Philip Evans, Director of Social Services

Taking Forward a 'Healthy Communities' Framework – making the healthy choice the easy choice

This section provides examples of actions that are currently being delivered or that are proposed as part of a 'Healthy Communities' framework. The actions span a range of Council departments, highlighting how public health can become part of routine work, and all 5 partnerships within the Vale of Glamorgan Local Service Board. Actions will be delivered within available Council and partner resources and efforts will be made to draw in external funding to support the framework, building on success to date. All opportunities will be explored to identify additional ways that physical activity and healthy food choices can be built into routine service developments within Council departments.

Building staff and community capacity and skills for public health

Key messages

-There is evidence that malnutrition in older individuals leads to more GP visits, longer hospital stays (30%) and greater likelihood of admission to care homes than well nourished individuals and that the cost of malnutrition in the UK amounts to around £7.3 billion pounds per year

-The National Institute for Health and Clinical Excellence (NICE), commenting on promoting physical activity for children and young people, highlights that 'opportunities for moderate to vigorous physical activity include everything from competitive sport and formal exercise to active play and other physically demanding activities (such as dancing, swimming or skateboarding). They also include some of the actions that can be involved in daily life (such as walking, cycling or using other modes of travel involving physical activity'

The 'Healthy Communities' framework will include a range of actions to build capacity and skills for public health, including:

-Deliver Open College Network (OCN) training to care home staff, home carers and the intermediate care team to support older people choose

healthy food options. Continue to build on the OCN Flying Start and schools training programmes

-Develop community sports coaches to support the Big Lottery-funded play schemes

-Develop confidence and skills of adults and older people with chronic conditions in the Western Vale through the multi-agency lifestyle coach project as part of the Rural Health Implementation Plan

-Link with adult and community education to promote food and fitness public health campaigns, such as the UK and WAG *Change4Life* campaign and training opportunities

-Enhance diversionary activities in physical activity contributing to aims of the Intervention Service within the community safety agenda

Food and fitness in Barry Regeneration Area

Key messages

-The health needs assessment section highlights that people living in disadvantaged communities have poorer health outcomes

-A key way to improve health of those most in need is to target a range of public health action to disadvantaged areas. There are opportunities to develop added value action for food and fitness in the Castleland renewal area and other parts of the Barry Regeneration Area, linking with the range of Council departments involved and with the Communities First Partnerships

-There is evidence that multi-faceted regeneration programmes can have an effect on the health of the population concerned as a whole

The 'Healthy Communities' framework will include a range of actions on food and fitness in the Barry Regeneration Area, potentially including:

-Link public health campaign work, such as Change4Life with housing refurbishment in Castleland and Gibbonsdown

-Target Local Area Partnership Agreement actions at the Barry Regeneration Area, for example developing sports coach development skills training

-Continue to support free swimming for under 16s. Through Communities First in Castleland, explore potential to increase access to leisure facilities for the over 16s, drawing from experience in Birmingham

-Develop community exercise classes for older people within Barry Regeneration Area

-Identify additional opportunities within Barry Regeneration Area to increase facilities to support physical activity and access to healthy food

Planning and creating healthy environments

Key messages

Healthy communities design

-Encouraging and supporting individuals and communities to make healthy food choices and becoming more active is not enough to create the change we require to improve the health of the population. Evidence shows that the environment has an important influence on health

-This is about planning the right environments to improve health. It promotes the idea that towns and urban areas are more than simply buildings, streets and open spaces – a living organism, the health of which is closely related to that of its citizens

-One strategic aim of the *WAG Climbing Higher* strategy is that action should make it 'easier for people to be more physically active through ensuring appropriately designed and maintained play areas, safe and attractive streets, pedestrian links, cycle paths and access to green space such as parks and allotments'

-Planning measures can help improve health in a range of ways, from facilitating improvements to parks and footpaths in order to encourage physical activity, to increasing opportunities for food growing and improving access to recreational opportunities

-Such action is clearly linked to the sustainability agenda

Healthy Settings

-Healthy settings are an evidence-based way of improving health, including Healthy Schools and a Healthy Workplace

Healthy communities design

We will take a healthy urban/communities design approach in the Vale of Glamorgan building on what the Council has already achieved. Actions will include:

- Deliver awareness raising training for planners on the effects of planning on health and where planning can intervene
- Assess major high level policies that support the Local Development Plan for impact on health
- Explore potential to pilot assessment of the impact on health of major developments
- Provide evidence of impact on health as a supportive element of the LDP sustainability framework

Healthy settings

The Healthy settings approach is an evidence-based way of improving health. The Vale of Glamorgan Healthy Schools Network is exemplary in Wales and includes all schools. It is an important way of promoting the health and well being of our children. The approach includes actions across the domains of curriculum, school environment and the community, known as the 'whole-school approach.

The corporate health standard, run by the WAG, is the quality mark for workplace health promotion in Wales, which organisations can work towards to promote the health and well being of their employees. There are 4 levels of award – bronze, silver, gold and platinum. Vale of Glamorgan Council currently holds a Gold award, where it had to demonstrate that health and well being interventions were integrated into the core values of the organisation.

Future actions for Healthy Settings in the Vale will include:

- Support all schools to maintain their involvement in the Healthy Schools Network
- Support schools who meet the criteria to achieve the new National Quality Award
- Strengthen connections between the Healthy Schools Network and Community-focused schools, with regard to the well being agenda
- Implement the Appetite for Life action plan, the WAG action plan to improve the nutritional standards of food and drink provided in schools in Wales

- Consider linkages between Council and University Health Board food procurement programmes
- Work towards the corporate health standard platinum award for Vale of Glamorgan Council. A key component of this level of award is that an organisation must demonstrate an organisational commitment to support not only their employees, but other organisations and the local community – the Healthy Communities framework is a key means through which this could be achieved

Conclusion

This paper has highlighted the key health issues we face in the Vale of Glamorgan and the geographical picture across the Borough. It has highlighted a new approach, through a 'Healthy Communities' framework to embed public health as an organisational principle within the Council and across the LSB partnerships.

The next steps will be to draw together the 'Healthy Communities' framework, with a range of Council departments and partners, into a Food and Fitness Strategy and action plan for the Vale, to be launched in Autumn 2010. It is suggested that the LSB champions the 'Healthy Communities' framework across its partnerships.