

Strategic Priority: 4			H&W Board Sponsor – Ian Cameron	
Make sure that people who are the poorest improve their health the fastest.			Delivery Lead: Brenda Fullard	
Performance Indicators				
Reduce the differences in life expectancy (and healthy life expectancy subject to ONS and Local Authority citizen panel survey) between communities				
Priority Actions				
Priority Action 4a – Minimise the impact of poverty on health of under 5s				
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Continue the development and implementation of the Infant Mortality Action Plan, including the Reducing Infant Mortality demonstration sites, and roll out best practice to areas of greatest need across Leeds	10% most deprived communities and priority populations	Sharon Yellin (NHS)	Commissioners (NHS ABL), LCC Children's Services, Leeds Teaching Hospitals NHS Trust (LTHT), Leeds Community Healthcare NHS Trust (LCHT)	Low birth weight rate in deprived Leeds vs Leeds as a whole <ul style="list-style-type: none"> • Breastfeeding maintenance at 6 - 8 weeks • Maternity Access - full booking assessment by 12 weeks • Smoking in pregnancy. Target 95% of smoking status known at booking in and delivery. Target 1% reduction in the prevalence of smoking during pregnancy

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Establish Leeds Early Start Service bringing together health visiting and children centre practitioners into fully integrated teams with increased capacity in deprived areas to deliver the new early start service model .	Babies born to families living in deprived areas of Leeds	Jane Mischenko (NHS)	Sarah Sinclair: LCC Andrea Richardson: LCC Sam Prince:LCHT Janice Burberry: NHS ABL Commissioners (NHS ABL) LCC Children's Services	Achieve full integration by 2013; including increasing capacity in deprived Leeds to deliver the new early start service model.
Increase priority access to quality early years services for parents and young children	Top 100 methodology in localities 0 to 5 review Target services where known risk attributes identified e.g. Domestic violence Substance misuse Mental health offending Teenage parents/carers	Andrea Richardson (LCC)	Jane Mischenko:NHS Sam Prince:LCHT Sal Tariq :LCC Sue May:LCC NHS Commissioners LCC Children's Services Leeds Community Healthcare NHS Trust	Clear service entitlement across health ,early education and family support for families at risk Reduction in the number of LAC who are under 5
Secure and double the capacity of the family nurse partnerships	Families with children under 5 years living in deprived areas of Leeds	Jane Mischenko (NHS)	Sam Prince LCHT Sarah Sinclair :LCC Janice Burberry :NHS NHS Commissioners LCC Children's Services Leeds Community Healthcare NHS Trust	Family Nurse Partnership programme in place with the capacity to engage 200 young mums

Priority Action 4b – Action on housing, transport and environment to improve health and wellbeing				
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Integrate a health perspective/ implement health impact assessments on spatial planning developments	Localities experiencing the highest levels of inequality	Phil Crabtree (LCC)	Janette Munton (NHS)	Health considerations are made within LCC spatial planning decision-making process
Increase physical activity and improve mental health by: <ul style="list-style-type: none"> Promoting active travel Protecting and promoting the use of community green space Ensuring accessible and low cost of leisure and recreation opportunities 	Low income households; people with existing physical and mental health conditions, learning disabilities, children and families, older people.	Gary Bartlett (LCC) Ed Mylan (LCC)	Janette Munton (NHS) Mark Allman (LCC) Alex Hammond (NHS) Emma Croft (NHS) Jan Burkhardt (NHS)	Proportion of adults and children who regularly participate in leisure and cultural activities Number of visitors to parks and open spaces, representative of Leeds in terms of age, ethnicity, gender and disability Development of LCC Bike to Work Scheme for 2012; 10 more "Scoot to School" schools; and 6 roadshows in secondary schools to promote sustainable travel.

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<p>Improving health and wellbeing for the most vulnerable through improved housing and warmth</p>	<p>Low income households; people with existing physical and mental health conditions, learning disabilities, children, older people</p>	<p>Liz Cook (LCC)</p>	<p>Brenda Fullard (NHS) Mark Ireland (LCC) Dawn Bailey (NHS)</p>	<p>Baseline to be established Proposed targets–</p> <ul style="list-style-type: none">• Identify and reduce households experiencing excess cold• Reduce fuel poverty and increasing income maximisation• Improve housing to reduce infant mortality and for families with complex needs
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Priority Action 4c – Support people back into work and to healthy employment				
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
<p>Provide support to increase employment.</p> <p>Encourage and support individuals into work to improve wellbeing.</p>	Local residents in deprived communities, people with disability, mental or physical health problems	Job Centre+ , Jane Williams (NHS)	Jane Hopkins (LCC) Rachel McKlusky (NHS) Steve Callaghan (LCC) Michele Tynan (LCC) Lorraine Shuker (NHS)	<ul style="list-style-type: none"> • 500 referrals per annum into mental health employment support service. • Baseline Indicator to be established • Number of Employment Support Allowance recipients required to comply with conditionality-undertake job search / stay in touch with the labour market /moving into work
Enabling employees to stay in work, by developing and implementing action to promote mental and physical health and well-being whilst at work (health promotion and prevention)	Disabled, carers and those with long term physical and mental health conditions.	Dawn Bailey/Lorraine Shuker (NHS)	Neighbourhoods Team (NHS) <i>Tom Holvey (tbc)</i> <i>Leeds Ahead (tbc)</i> Catherine Ward (NHS) Lisa Mallinson (LCC) Health & Safety Executive, Occupational Health providers, Human Resource practitioners, Trade Unions, employer forums	<p>Baseline Indicator to be established</p> <p>Reduce the incidence of work-related ill-health and injuries and their causes.</p>

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Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Supporting employees to return to work (early detection both in terms of work related ill health and healthy lifestyle)	Disabled, carers and those with long term physical and mental health conditions.	Chris Ingham (LCC) (tbc)	Occupational health Services (LCC), LOHAS, Andrea Hildrid (LCHT), Lorraine Shuker (NHS) Brenda Fullard (NHS), Dawn Bailey (NHS), Occupational Health providers, Human Resource practitioners, Trade Unions, GPs	Baseline Indicator to be established Proportion of people with mental illness and or disability in employment

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Priority Action 4d – Increase advice and support to minimise debt and maximise income				
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Deliver affordable banking services, (including affordable credit and bill paying services)	People on low incomes or in receipt of benefits and priority population groups, especially mental health service user groups. Registered Social Landlords tenants in receipt of Universal Credit	Dave Roberts/ Chris Smyth (Leeds City Credit Union), Registered Social Landlords.	Financial Inclusion Partnership, Department for Work and Pensions.	<p>CBP- TP1e Maintain the level of recruitment of new customers on low incomes accessing credit union services (savings, loans & current accounts)</p> <p>Increase the total number of Leeds City Credit Union members.</p> <p>Establish a Community Development Financial Institutions. Number of tenants paying rent by monthly bill paying account.</p>
Improve access to debt and money advice and support to improve financial capability.	People on low incomes or in receipt of benefits and priority population groups, especially mental health service user groups. Groups who may be detrimentally affected by the national welfare reforms	Dave Roberts/ Dianne Lyons (Leeds Citizens Advice Bureau)/ Janette Munton (NHS)	Advice Leeds Financial Inclusion Partnership NHS Commissioners	Number of clients advised on debt and money advice issues, primarily in GP practices and other health settings and specialist services, by Leeds advice agency partners. Information arising from the Council Welfare Reform Board.

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Improve access to welfare benefits advice	People on low incomes or in receipt of benefits, and priority population groups. Groups who may be detrimentally affected by the national welfare reforms	Dave Roberts/ Steve Carey/ Paul Broughton	Advice Leeds Financial Inclusion Partnership NHS Commissioners	Number of clients advised on welfare benefits issues in GP surgeries and other health settings by Leeds advice agency partners and Welfare Rights Team. Information arising from the Council Welfare Reform Board.
Improve the uptake of free school meals	People on low incomes or in receipt of benefits, and priority population groups	Dave Roberts/ Julie Meakin/ Pat Toner	Rosemary Molinari NHS Commissioners	Increase take up of free school meals by 5% annually.
Ensure that vulnerable households have access to all existing fuel poverty assistance.	People on low incomes or in receipt of benefits, and priority population groups	Dave Roberts/ George Munson (LCC), Myrte Elbers (NHS)	Environment Policy Team Robert Curtis	Arrange for 'Hotspots' training for frontline health services staff in 10% most deprived areas.

Priority Action 4e – Ensure equitable access to services that prevent and reduce ill-health				
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Clinical Commissioning Groups (CCGs) to ensure this priority is embedded within their approach to commissioning and improving the quality of primary care	Target practices (with more than 30% of their practice population living in the most deprived 10% SOAs) Other practices in terms of 'vulnerable' groups	Lucy Jackson (NHS) Jon Fear (NHS) Victoria Eaton (NHS)	Diane Burke Karen Newbould	Actions within CCG commissioning plans- April 2012 Actions agreed in line with improving quality of primary care within
Engage with the NHS and Adult Social Care transformation programme to embed this as a priority across work programme	People identified at high risk of hospital admission through risk stratification	Lucy Jackson (NHS) Victoria Eaton (NHS) Jon Fear (NHS)	Diane Burke Karen Newbould	Within all work streams of NHS and ASC programme
Improve accessibility; and provision of advocacy, information, advice and language support to make effective use of healthy living services	Low income households; people with existing physical and mental health conditions, excluded groups, learning disabilities, families with young children and older people.	Brenda Fullard (NHS)	Staying Healthy Commissioning team (NHS), Mike Sells (LCC) Dan Barnett (Leeds Initiative) Library services (LCC) Baksho Uppal (LCC) Elizabeth Bailey (LCC) Tim Taylor (LCC)	Increase in referrals to healthy lifestyle services

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Behavioural and lifestyle programme to increase early diagnosis of cancer	Localities and population groups that experience higher levels of cancer mortality than the rest of Leeds	Brenda Fullard (NHS)	John Fear (NHS) Catherine Foster (NHS), Veronica Lovatt (NHS), Fran Hewitt (NHS), Louise Cresswell (NHS), Matt Callister (LTHT) Dawn Ginns (NHS) Feel Good Factor Healthy Leeds Network Baksho Uppal (LCC)	Increase in early diagnosis of lung cancer
Build the capacity, confidence and skills of individuals, communities and the third sector to take control of their own health and play an active role in the well-being of others	Low income households; people with existing physical and mental health conditions, excluded groups, learning disabilities, older people.	Janette Munton (NHS) Pat Fairfax (LCC)	Locality Health and Wellbeing partnerships Brenda Fullard (NHS) Mick Ward (LCC) Ruth Middleton (NHS)	<ul style="list-style-type: none"> • Evidence of increased engagement in inter-generational and inter-cultural community activities • Increase the number of vulnerable population groups engaged in co-producing services