

City Priority Plan 2011-15: Health and Wellbeing: Version 7

Strategic Outcomes

Over the next four years we will focus on delivering and monitoring the following strategic priorities:

Outcome 1: Across the whole of the Leeds population healthy life expectancy will continue to rise

Outcome 2: In four years time the widening of the health inequalities gap will have halted

Outcome 3: The people of Leeds live healthy, safe and independent lives

Our Plan

To achieve this we will deliver the following themes over the next 4 years:

- Increase healthy behaviour and healthy lifestyles
- Improve the social determinants of health
- Transform health and social care services

All performance indicators used in this plan will be disaggregated to measure progress for the whole of Leeds compared to the 10% most deprived Super Output Areas (SOAs). Indicators will also measure progress to address the specific health needs experienced by priority populations where appropriate.

Working Principles

The priority plan will be developed to be:

- Realistic what success will look like in four years time and frame the priority areas and linked priorities accordingly
- Frame priority areas/priorities in outcome based language
- A limited number of effective actions using evidence from reports such as the Marmot review and NICE guidance
- Actions that can be implemented within the current and projected resources available across partners agencies
- Actions focussed on those that can be achieved in partnerships not the responsibility of single organisations
- Measurable using performance indicators that measure short term progress towards long term change
- Deliver change for individuals, communities and across the whole population of Leeds

Strategic Outcome HW1. Across the whole of the Leeds population healthy life expectancy will continue to rise

Accountable Director – Ian Cameron

Lifestyle factors lead to poor health outcomes and cause increased disease, disability and death. They also place additional costs on the economy both through sickness and inactivity and further demands on health and social care services.

To achieve change we need to

- Empower individuals and communities so that they can increase responsibility and control for their own health and that of people around them.
- Focus on the lifestyle factors causing greatest harm
- Create social conditions that support healthy choices (see Strategic Outcome HW2)
- Increase access to healthy lifestyle and prevention services (see Strategic Outcome HW3)

Performance Indicators

Targets

2011-12 2012-13

Empower individuals and communities so that they can increase responsibility and control for their own health and that of people around them.

- Life Expectancy
- All-age all cause mortality rate
- All-age all cause mortality rate - Females city wide
- All-age all cause mortality rate - Males city wide
- Estimated prevalence of adults that eat healthily
- Participation in moderate intensity sports and active recreation on 20 or more days in the previous 4 weeks
- Percentage of household involved in civic participation
- Percentage of people taking part in formal volunteering at least once a month in the last 12month
- Increase in Vitality Index metrics

Reduce the Harm caused by Substance Misuse

- 16+ current smoking rate prevalence
- Alcohol related hospital admission rate
- Increase the numbers of drug users in effective treatment

<ul style="list-style-type: none"> • Proportion of adults aged 16+ who binge drink • Increase in the number of people who feel able to visit the City Centre at weekend evenings 				
Increase in mental health and well-being <ul style="list-style-type: none"> • Suicide rates • Self reported measure of feeling of well-being 				
Priority Actions				
Priority Action - HW1a: Empower individuals and communities so that they can increase responsibility and control for their own health and that of people around them.			Delivery Lead: Ian Cameron	
Action Plan 2011/12:				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Build the capacity of Leeds public services to engage communities and individuals in key decisions impacting on quality of life	Leeds City Council, Criminal Justice Services, Fire and Rescue Services, NHS commissioners and health care providers	Dawn Bailey/?		Increase in the number of staff who engage in education and training on health improvement, delivery of brief advice and health inequalities
Support the role of the Voluntary and Community Sector in reducing health inequalities and influence the provision of sustainable funding and resources for the sector	Voluntary Sector target areas (MSOAs and priority populations)	Ruth Middleton/Brenda Fullard/John England	Voluntary Sector Commissioning group Voice Locality Health and Wellbeing Partnerships	Secure 3 year contract agreements.

Create change through informed choices by increasing health awareness and access to health information in a range of settings and through diverse media, cultural activities and Community Health Champions	Target SOAs and priority populations	Brenda Fullard/John England	LCC and NHS Leeds Communications Teams Altogether Better	Development of a campaign that promotes Leeds, delivered through a diverse range of activities and media. Increase in activity through the Altogether Better Programme
Priority Action - HW1b: Reduce the Harm caused by Substance Misuse				Deliver Lead: Ian Cameron
Action Plan 2011/12				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Develop and deliver a comprehensive approach to reduce alcohol harm	City wide, Binge drinkers, Children and families Employers and businesses	Jim Willson Brenda Fullard John England	Safer Leeds Alcohol Management Board	City wide alcohol plan operational from April 2011 Review local licensing powers in line with Home office recommendations - November 2011
Develop and deliver a comprehensive approach to illegal drug misuse	City wide, drug misusers, children and families of drug misusers, offenders	Jim Willson Victoria Womack	Safer Leeds	
Develop and deliver a comprehensive approach to reduce tobacco use	Retailers, Children and families, target SOAs and priority populations, statutory and commercial employers	Heather Thomson, LCC lead officer for Trading Standards, Helen Freeman		
Priority Action - HW1c: Increase in mental health and well-being				Delivery Lead: Ian Cameron
Action Plan 2011/12				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target

Develop and deliver a comprehensive approach to reduce suicide		Victoria Eaton/LCC officer		
Raise awareness of mental health to challenge the stigma and misunderstanding around mental health issues		Catherine Ward/LCC officer		
Prioritise action to improve the lifestyle choices and physical health of people with mild to severe and enduring mental illness.	Target SOAs, offenders, refugees and asylum seekers, homeless people, and those who misuse alcohol and drugs	Victoria Eaton/LCC officer		

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Strategic Outcome HW2. In four years time the widening of the health inequalities gap will have halted

Health inequalities are driven by a range of complex social factors and social inequality. We need to create the conditions for people to take control over their own lives. If the conditions, in which people are born, grow, live, work and age are favourable and equitably distributed then people will have more equal freedom to have a good life in ways that will influence their own health. We need to ensure that the people of Leeds live in a City where social, economic and environmental conditions improve their health and well-being throughout every stage of people's lives.

Performance Indicators	Targets	
	2011/12	2012/13
<p>Give every Child the Best Start in Life (targeting pre-birth and under 7s)</p> <ul style="list-style-type: none"> • Infant Mortality rates • Take up for formal child care by low income working families • Emotional health of children • Prevalence of breast-feeding at 6-8 wks from birth • Obesity in primary school age children in Reception • Prevalence - Obesity in primary school age children in Year 6 • Under 18 conception rate <p>Healthy and Sustainable Places</p> <ul style="list-style-type: none"> • Percentage of housing stock deemed as decent • Percentage of overcrowded houses • Percentage of households accepted as being unintentionally homeless and in priority need • People perceiving neighbourhood as improved • Accessible green space as a percentage of all land • Density fast food outlets • Percentage of household involved in civic participation • Percentage of people taking part in formal volunteering at least once a month in the last 12months <p>Income, Work, Worklessness and Health</p> <ul style="list-style-type: none"> • Claimants of incapacity benefit/severe disablement allowance with mental/behavioural disorders • Percentage of Adults receiving secondary mental health services in employment 		

- Reduced work absenteeism due to reported sickness
- Reduction in levels of worklessness

Priority Actions

Priority Action - HW2a: Give every Child the Best Start in Life

Delivery Lead:

Action Plan 2011/12

Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Delivery of a sexual health strategy that includes the prevention of teenage pregnancy				
Prioritise action to reduce the number of children living in poverty in Leeds				
Prioritise action to improve maternal and child health including breastfeeding, family obesity, family substance misuse and parenting				

Priority Action - HW2b: Healthy and Sustainable Places

Delivery Lead:

Action Plan 2011/12

Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Housing: bring together actions on fuel poverty, overcrowding, housing quality and energy efficiency				

Increasing access and choice of healthy, affordable food and encourage existing outlets to provide healthier food options				
Increasing physical activity through active transport and increased access to leisure and sports facilities by target populations				
Health Impact assessment on planning applications and Local Development plans				
Priority Action - HW2c: Income, Work, Worklessness and Health				Delivery Lead:
Action Plan 2011/12				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Development and implementation of effective workplace health and well-being initiatives in both paid and unpaid work settings.				
Identify and promote effective ways to improve retention and in-work support for disabled people and those with mental or physical health problems, or caring responsibilities.				
Improve access to timely				

advice and support to those at risk of or in poverty, including improving take-up of and benefits and reduction in debt				
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Strategic Outcome HW3. The people of Leeds live healthy, safe and independent lives	Accountable Director: Sandie Keene
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Equitable access to high quality, integrated health and social care services ensuring that barriers are removed so that vulnerable groups and priority populations increase their appropriate use of services

Performance Indicators	Targets	
	2011/12	2012/13
<ul style="list-style-type: none"> To be confirmed 		

Priority Action – HW3a enabling access to services closer to home	Delivery Lead:
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Action Plan 2011/12				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
Reduce avoidable admissions to hospitals and care homes				
Develop intermediate care services				
Re-ablement and prevention services				
Integration of health and social care mental health services				
Integration of health and				

social care learning disability services				
Supported housing?				
Priority Action – HW3b increase control and choice for individual				Delivery Lead:
Action Plan 2011/12				
Action	Targeting	Action Owner	Contributing Officers	Milestone or Target
personal health and social care budgets				
self directed support				
Self care				
Priority Action – HW3c Vulnerable people live free from abuse and neglect				Delivery Lead:
Adult safeguarding				