

# Report to South East Area Public Health Liaison Board

Date initiated: **12<sup>th</sup> December 2007**

Report of: **Noreen Kickham/Kathryn Rowles, Area Director of Public Health  
(Hampshire PCT)**

Subject: **Outline Work Programme 2008/09**

## SUMMARY

At the September 2007 meeting of the South East Area Public Health Liaison Board, it was agreed that further work be progressed in defining local action to address the three public health priorities:

- To increase physical activity across all age groups
- To effect a reduction in levels of obesity in children and adults
- To promote independence and quality of life/well being amongst older population groups

This report provides an outline action plan which has been developed from the Officers Group Planning meeting held on 23<sup>rd</sup> November 2007. More detailed project plans will be developed to direct specific Work Programmes. It is proposed the Officers Group will meet on a regular basis to maintain a focus on delivery and outcomes.

## RECOMMENDATION

The Board is invited to:

- (a) Approve the outline Action Plan and Performance Monitoring Framework
- (b) Sanction the establishment of the Officers Group to undertake a co-ordination and project monitoring role for ongoing implementation on behalf of the Area Public Health Liaison Board

## OUTLINE ACTION PLAN

1. The Officers Group, comprising representation from the Local Authorities and the Primary Care Trust, met for the first time on 23<sup>rd</sup> November 2007. The purpose of the meeting was to:
  - Identify jointly agreed outline actions to address the Public Health Priorities identified by the Area Public Health Liaison Board
  - Ensure outline actions build on existing programmes of work being delivered by individual organisations and “add value” through joint working across agencies in the South East Hampshire area.
2. Outlined in **Schedule A** below are the actions proposed and an outline performance monitoring framework for each strand of work. The proposed actions are underpinned by the following themes:

The need to maximise opportunities to implement Hampshire Primary Care Trust's Vascular Inequalities Programme across the South East of Hampshire;

- To expand and extend existing evidence based programmes of action
- To ensure a focus on measurable outcomes for each outline action proposed
- To propose a discrete, focused range of programmes of action to maximise capacity and capability to deliver across Area Health Liaison Board member organisations.

Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<b>Priority 1: To Increase Physical Activity across all Age Groups</b>				
<b>Action 1 - Walking to Health Schemes</b> Promote and support the implementation of 'Walking to Health' Schemes across Fareham, Gosport and Havant Borough Council areas	Links with Priority 2 (reducing levels of obesity) and Priority 3 (wellbeing of older people)	<ul style="list-style-type: none"> <li>- Number and coverage of schemes</li> <li>- Uptake/numbers participating in Health Walks</li> </ul>	Borough Councils	Ongoing
<b>PROGRESS April 2008</b> Havant – W2H scheme delivered including support to volunteers. New style leaflets and advertising material developed and distributed. Local press and HBC publication 'Serving You' articles have generated a good response. Discussion with other colleagues within HBC to develop some independent walks within the Borough have been held – lack of funding for leaflets has stalled this project.				
<b>Action 2 – Health Trainers</b> Promote and support the Health Trainers programme across the South East Hampshire area, as a means of addressing key lifestyle risk factors (including physical activity) with vulnerable groups	Links with Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Population coverage of Health Trainer Scheme</li> <li>- Numbers of accredited Trainers</li> </ul>	Hampshire PCT	Existing schemes to be sustained & New Schemes to be implemented from April 08
<b>PROGRESS April 2008</b> 3 generic schemes operating in the area – levels of activity low. New scheme commissioned through Probation Service to work with offenders in the SE.  PCT Lead (Lee Dawson <a href="mailto:lee.dawson@midhampshirepct.nhs.uk">lee.dawson@midhampshirepct.nhs.uk</a> ) Undertaking a review and evaluation of the current schemes. Lee to present report and recommendations to the June Board.				
<b>Action 3 - Healthy Schools Scheme</b> Continue to support schools across the Fareham, Gosport and Havant areas to participate in the Healthy Schools Scheme as a means of tackling health improvement issues through curriculum and 'whole school' policy interventions	Links with Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Numbers of schools across Fareham, Gosport and Havant participating in the Scheme</li> <li>- Focus themes of work in participating schools</li> </ul>	Reporting through Hampshire PCT for Hampshire activity	Ongoing
<b>PROGRESS April 2008</b> Report showing numbers/% of SE Schools by LA area <ul style="list-style-type: none"> <li>• Achieving Enhanced status</li> <li>• Progressing toward</li> <li>• Not engaged</li> </ul> To be prepared for the Board meeting on the 5 <sup>th</sup> March.				

Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<b>Action 4 – Exercise Referral</b> Implement Exercise Referral pilot scheme in Fareham Borough area and evaluate outcomes to support further development	Links with Priority 2 (reducing levels of obesity) and Priority 3 (wellbeing of older people)	<ul style="list-style-type: none"> <li>- Numbers participating in referral scheme</li> <li>- Numbers completing programme.</li> </ul>	Fareham BC in conjunction with Hampshire PCT	Commence from April 09
<b>PROGRESS</b> <b>April 2008</b>	<p>PCT Lead Dawson <a href="mailto:lee.dawson@midhampshirepct.nhs.uk">lee.dawson@midhampshirepct.nhs.uk</a>            Fareham scheme re-established. Pilot to be evaluated.</p> <p>Hampshire wide Exercise Referral Forum led by Lee looking at standardising schemes across the HPCT area (referral criteria, evaluation and funding).</p> <p>Gap in access for the Havant and Gosport areas identified. Links to the VI Programme (Priority 2 Action 1). Investigating opportunities to address gap.            Report to June Board meeting.</p>			

Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<b>Priority 2: To Effect a Reduction in Levels of Obesity in Children and Adults</b>				
<p><b>Action 1 – Weight Management Programmes</b></p> <p>As part of Hampshire Primary Care Trust's Vascular Prevention Programme establish weight management programmes.</p> <p>These will include :</p> <ul style="list-style-type: none"> <li>- Training and Development Programme for primary care staff to support patients with weight management issues</li> <li>- Commissioning of specialist weight management services to target those with a Body Mass Index (BMI) over 30 and with associated co-morbidities e.g. diabetes and cardio vascular disease (CVD)</li> </ul>	<p>Links with Priority 1 (increasing physical activity) and Priority 3 (wellbeing of older people)</p>	<ul style="list-style-type: none"> <li>- Numbers of practices completing training</li> <li>- % of adult patients having BMI recorded</li> <li>- Numbers participating in specialised Weight Management Services</li> </ul>	Hampshire PCT	Service in Havant and Gosport to be established during 2008/09
<p><b>PROGRESS April 2008</b></p>	<p>Training and development for Primary Care. On target to start delivery in April/May in the Havant and Gosport areas.</p> <p>Plan a training programme for wider workforce e.g. exercise referral leads for Sept 08.</p> <p>Increasing capacity in Specialist Wt Management Programmes Agreed the programme outcomes (Av wt loss of 1.5lb / 0.75kg per week for 20 weeks; and loss maintained at 26 and 52 weeks).</p> <p>Completed mapping of current service capacity and draft Service specifications developed. Gaps identified.</p> <p>Plan to commission additional services from April 08 onward.</p> <p>Havant- LPSA projects, Sow the Seed and The Food Show with 7 schools in the Borough commence in June. Kenwood Project - Have made a successful link with Kenwood who will be carrying out healthy eating cookery demonstrations followed by practical sessions for the children as a pilot. MEND (mind, exercise, nutrition, do it!) programme has commenced. First course completed showing good results. A further 6 to be run within the next 2 years</p>			

**Schedule A**

Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<p><b>Action 2 – Leisure/Physical Activity Opportunities</b> Scope and define sustainable physical activity opportunities through Borough leisure/recreation/play strategies for children and adults</p>	<p>Links with Priority 1 (increasing physical activity)</p>	<p>Comprehensive information provided by Borough to support signposting from PCT led Weight Management Services</p>	<p>Borough Councils</p>	<p>Review to be completed Spring 08</p>
<p align="center"><b>PROGRESS April 2008</b></p> <p>Havant – application has been submitted to Sport England for a PA Officer although this is proving to be a lengthy process. StreetSport holiday programme continues to be delivered. Fred and Ginge Dance classes continue to be delivered and are now fully sustainable.</p>				
<p><b>Action 3</b> Promote and support programmes of work to halt the rise in childhood obesity across the area and in targeted schools (LPSA 2 Childhood Obesity - Gosport 4; Havant 7) reduce levels by 20010/11.</p>	<p>Healthy Schools. Physical Activity</p>	<p>% of children in Year R and Year 6 weighed and measured.</p> <p>Prevalence of overweight and obesity in Year R and Year 6 children.</p> <p>Prevalence of overweight and obesity in Year 6 children in the 11 target schools.</p>	<p>Hampshire PCT</p>	<p>Annual monitoring (coverage and prevalence)</p> <p>2010/11</p>
<p><b>Action 4</b> Implement “Cook &amp; Eat” Programme in targeted schools and communities from April 2008 – 2010/11.</p>	<p>Healthy Schools</p>	<p>Numbers of schools engaged.</p> <p>Numbers of children and adults participating.</p> <p>% uptake of school meals.</p> <p>Increase in fruit and vegetable intake.</p>	<p>Hampshire PCT</p>	<p>Annual report March 2009 March 2010 March 2011</p>
<p><b>Action 5</b> Implement MEND Programmes <a href="http://www.mendprogramme.org">www.mendprogramme.org</a> in Havant and Gosport for families with overweight and obese children</p>	<p>Physical Activity</p>	<p>No of participants</p> <p>Av Wt loss</p> <p>Levels of self esteem</p>	<p>Borough Councils</p> <p><b>Havant</b> (Lorraine Gregory). <b>Gosport</b> (Michael</p>	<p>2008 - 2010</p>

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Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<b>Priority 3: To Promote Independence and Quality of Life and Wellbeing for Older Population Groups</b>				
<b>Action 1 – Implement the Quit4Life ‘Sign up and Quit’ smoking cessation project, which includes provision of mobile clinic sessions in community settings</b>	Links with Priority 1 (increasing physical activity) and Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Numbers taking up mobile smoking cessation services</li> <li>- Numbers quitting through mobile smoking cessation support</li> </ul>	Hampshire PCT	Programme to be implemented from April 08
<p style="text-align: center;"><b>PROGRESS April 2008</b></p> <p>The pilot phase Sept-Dec. 07 and early 08 events have not delivered predicted target numbers of service referrals and resultant 4-week quitters. From May 08 new community-level approaches will be made via local council partnership and associated neighbourhood programmes (including support of the SF Hants &amp; IoW Tobacco Alliance activity with councils) to encourage and motivate ‘hard to reach’ groups to use Quit4Life services. New activity to support smoking target via VI Programme lead/ HPCT and SFHioWTA.</p>				
<b>Action 2 – Develop community based intervention services to support alcohol reduction</b>	Links with Priority 1 (increasing physical activity) and Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Service network established</li> <li>- Numbers accessing services and programme completion rate</li> </ul>	Hampshire PCT	Implementation from Jan. 09
<p style="text-align: center;"><b>PROGRESS April 2008</b></p> <p>A proposal paper on commissioning BI training and service provision has been drafted for discussion at Hampshire Alcohol Partnership Group (HAPG) meeting 10<sup>th</sup> June 08.</p>				
<p><b>Action 3 – Case Finding in Primary Care</b></p> <p>As part of Hampshire Primary Care Trust’s Vascular Prevention Programme, ‘case find’ in primary care, individuals with increased cardio vascular risk. This will include weight management for obese patients, smoking cessation support, blood pressure/cholesterol monitoring</p>	Links with Priority 1 (increasing physical activity) and Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Numbers of patients identified as being of CV increased risk</li> <li>- Numbers of CV risk patients receiving interventions around: <ul style="list-style-type: none"> <li>• weight management</li> <li>• hypertension management</li> <li>• smoking cessation</li> <li>• brief interventions around alcohol misuse</li> </ul> </li> </ul>	Hampshire PCT	Implementation from Autumn 08
<p style="text-align: center;"><b>PROGRESS April 2008</b></p>				

Outline Action	Linkage with Other Priority Areas	Performance Monitoring Measures	Lead Agency	Timescales
<b>Priority 3: To Promote Independence and Quality of Life and Wellbeing for Older Population Groups</b>				
<b>Action 4 – HomeCheck Schemes</b>  Sustain implementation of local authority HomeCheck schemes as a means of reducing falls amongst older people and supporting independent living	Links with Priority 1 (increasing physical activity) and Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Numbers of HomeChecks undertaken with adults over 60 years</li> <li>- Numbers of elderly adults 60+ referred into the scheme by community health services</li> </ul>	Borough Councils	Ongoing
<b>PROGRESS April 2008</b>				
<b>Action 5 – Falls Prevention Pathway Development</b>  Develop signposting referral links between community health and Homecheck providers as part of integrated Falls Prevention Care Pathway developed during 08/09	Links with Priority 1 (increasing physical activity) and Priority 2 (reducing levels of obesity)	<ul style="list-style-type: none"> <li>- Development of integrated Falls Prevention Pathway which reflects community schemes</li> </ul>	Hampshire PCT	Implementation from 09 (including a fully developed Pathway)
<b>PROGRESS April 2008</b>				
<b>Action 6 - Public health workforce development project in district Local Authorities</b>  Define and map the public health workforce within each district Borough Council and implement a programme to support workforce development which will enhance delivery of activities under each of the three public health priority areas	Links with Priority 1 (increasing physical activity), Priority 2 (reducing levels of obesity) and Priority 3 (wellbeing of older people)	<ul style="list-style-type: none"> <li>- Definition of workforce, services and development needs by Local Authority</li> <li>- Development plan in place</li> <li>- Numbers participating in learning programmes</li> <li>- Learning outcomes and relevance in practice</li> </ul>	Borough councils in conjunction with NHS South Central Education Service (NSCES) project facilitator	Scoping exercise completed by end March 08  Development plan implemented from April 08
<b>PROGRESS April 2008</b>				

## **IMPLEMENTATION: MONITORING PROCESS AND NEXT STEPS**

- 1 It is proposed that the Officers Group becomes the main focus for ongoing monitoring of implementation of progress. It will be accountable to the Area Public Health Liaison Board and report to each Board meeting.  
Members include:
  - \* Janie Millerchip/Emma Barrett (Fareham Borough Council)
  - \* Dave Jago (Gosport Borough Council)
  - \* Claire Hughes/Nicki Conyard (Havant Borough Council)
  - \* Noreen Kickham/Kathryn Rowles and Neil Lockett (Hampshire PCT)
- 2 It is proposed that with Board approval of the Outline Action Plan, next steps will comprise the development of robust project plans for each strand of work. These will include key tasks, lead officer, milestones, resource/funding, performance monitoring measures. Projects should demonstrate/reflect the 'added value' as a result of a joint interagency approach. For each project relevant indicators and targets should be included to support performance monitoring.
- 3 To support the delivery and workforce development, the Officers Group is participating in a Public Health Workforce Development local authority pilot project. This will comprise training/development opportunities or local authority staff delivering health and wellbeing programmes. Funding has been sourced through NHS Education South Central (NESC) to support this developmental project.
- 4 It is proposed Local Authority leads will work with the NESC appointed Project Consultant to identify the approach to delivery and the project priorities in each local authority.