

Health Scrutiny Committee – 1 June 2010

RESUME OF THE HEALTH AND WELLBEING PARTNERSHIP
22 MARCH 2010

Report of the Assistant Chief Executive (Strategy & Democracy)

1. MATTER FOR CONSIDERATION

To consider the proceedings of the last meeting of the Health and Wellbeing Partnership Board on 22 March 2010.

2. INFORMATION

2.1 The Partnership considered the following items:-

Healthy Weight Strategy

Sarah Newsam (Head of Health Improvement), Stockport Council - 07891 949204

The Partnership received a presentation on the implementation of the Healthy Weight Strategy, highlighting key facts and drivers for change.

The presentation focussed on:-

The Context

- Broadly 2/3 adults and 1/3 children overweight or obese
- Pattern increases with deprivation
- In Stockport childhood obesity highest in 2nd most deprived quintile
- Modern-day problem linked to modern-day lives, but not all due to over-eating
- Major public health challenge - obesity reduces life-expectancy by about 9 years

The vision of the Strategy

- to understand healthy weight including the risk factors and motivations
- have evidence of what works to reduce the number of people with unhealthy weight
- see a reducing trend in childhood obesity.

The immediate priorities

- Deliver the action plan in the next 3 years
- Focus on the early years – primary prevention
- Sustainable funding and commissioning
- Scaling-up services that work
- Focus on equalities – especially vulnerable groups
- Promote overweight as a social / lifestyle issue and invest in social marketing

Challenges

- Working in a 'whole system' way
- Lining up local structures & groups to deliver the strategy
- Develop local knowledge about what works
- Health Trainers, PARiS, Keep it Off for Good, A2A, MEND, risk-factor screening etc
- Need to be able to demonstrate interim progress

Members made a number of comments, including:-

- The implementation of this Strategy demonstrated the need for greater integration of activity across partners, particularly in respect of lifestyles, as there was clearly significant interventions taking place which may benefit from greater co-ordination.
- It was important not to neglect other 'fronts' to tackle this problem and not focus exclusively on children.
- There was a need for greater use of social marketing to assist with this agenda.
- Children and young people were a 'captive audience' while at school and were generally very receptive to messages about healthy weight which can translate into improvements in the habits of the wider family.
- While Stockport was performing comparatively well with obesity rates there was a marked increase in rates between Reception and Year 6.
- There were often competing demands at schools which meant less priority for physical activities. A greater emphasis was needed on simple activities, such as walking.
- It was vital to ensure that all the projects in the Strategy were being evaluated to ensure they were effective.
- It was important to recognise and support the role for the Foundation Trust in signposting patients to services to assist with healthy weight and other lifestyle issues.
- As employers partners can contribute to healthy lifestyles, and the hospital has been a pioneer in this respect.

The Partnership agreed that:-

- a summary of the evaluations from the activities within the Healthy Weight Strategy be submitted to a future meeting once the evaluations have taken place.
- a further report be submitted to a future Partnership meeting on proposed interventions for children between Reception and Year 6 age to address the increased rate of obesity during this phase of education.
- a further report be submitted to a future Partnership meeting on support to enable people receiving either primary or secondary care to make healthy lifestyle choices.
- clarification be provided on provision for public health/ lifestyle issues within the new contract between NHS Stockport and the Stepping Hill Foundation Trust.

The Partnership considered the Health and Wellbeing Partnership Framework third quarter performance monitoring report for 2009/10.

The Partnership discussed the issues surrounding early diagnosis and the impact on mortality rates for cancer/ heart disease. It was stressed that the recent figures were likely to have been a temporary anomaly in the long-term downward trend with reducing mortality rates. Concern was expressed about performance in relation to alcohol-related admissions to hospital, and alcohol services.

The Partnership agreed that 'alcohol' be considered at a future meeting.

Smoking In Pregnancy

Debbie Garrod, (Consultant Midwife), Stockport Foundation Trust – 0161 419 5531

The Partnership received a presentation on the work of Midwifery Service, with particular focus on the work of the service to address smoking in pregnancy.

The presentation focussed on the following issues:-

- The national and local context was one of decreasing prevalence of smoking both in the general population and during pregnancy.
- There was evidence that there was a lack of understanding about the impact of smoking on pregnancy, particularly in those groups where prevalence is highest.
- There was a decline in the number of parents wanting to stop smoking, particularly amongst women.
- In Stockport 27% of pregnant women were smokers before booking to see a midwife, which reduced to 17% at delivery, although this was above the target.
- The prevalence of smoking was higher amongst disadvantaged groups, with women from most deprived areas being five times more likely to smoke during pregnancy and less likely to quit (19% against 50% in most affluent). There was evidence that these women often had other more pressing concerns in their lives than quitting smoking.
- Younger mothers were also more likely to smoke, and those who smoked were less likely to breast feed.
- The Stop Smoking in Pregnancy Service had recently been reconfigured. The service provided training to practitioners on smoking cessation to standardise the provision available; provided links with other public health midwives; provided direct support to mothers with direct referrals to the clinic which has improved response times.
- Other help was available through Smoke free Northwest Incentive Scheme which would encourage long term cessation by incentivising non-smoking, through use of carbon monoxide monitoring.
- Recent NICE Guidelines encouraged carbon monoxide monitoring to ensure continued cessation.
- Recommendations for future activity for the service were:
 - Target communities/ social marketing
 - Information campaign
 - Continue joint working
 - Service for in-patients

- Targeted support for pregnancy loss - need to be clearer to mothers who suffer loss about the impact of smoking.

Members made a number of comments, including:-

- Although NICE Guidelines suggested referrals for every smoker in pregnancy they was likely to be more success in achieving long term success by working through the midwife/ patient relationship.
- It was important to target first time mothers to prevent smoking in subsequent pregnancies and to make clear the long term health implications on the child's health.
- There was significant progress being made in this area, but persistent problems in priority areas. There was a cultural change that needed to be addressed, through social marketing, including making clearer the benefits for mothers in stopping smoking. This was a responsibility that extended beyond the midwife service.

The Partnership noted the presentation.

LINK Welcome And Progress Report

Marie Kildunne, PEEBLE Enterprises, 0161 480 1211

The Board considered the third quarter performance report for the Stockport LINK.

The Partnership welcomed the increasing engagement between LINK and other partners.

JSNA

Emma Dowsing, Policy and Intelligence Manager), Stockport Council - 07800 618822

The Partnership was updated on the JSNA Refresh project. It was reported that work had now started on the project to ensure data was available for commissioning going forward. The Health and Wellbeing Integrated Commissioning Board would have an executive role in the project, with this Partnership taking the lead on the policy implications of the findings.

The update would focus on detailed and 'richer' analysis of the priority outcomes, as opposed to the focus on prevalence in the last assessment. There would be a series of workshops over the next months to help refine these priorities, which were likely to include alcohol, weight management and smoking.

Performance Reward Grant

Vince Fraga, (Head of Modernisation), Stockport Council - 07800 618822

The Partnership considered reports on two projects that had received support through the Stockport Partnership's Performance Reward Grant (PRG):-

- (i) Lifestyle Service

A project to pilot personalised, face-to-face support with health and/or healthier lifestyles in Brinnington. The project had received a grant of £110k from the PRG. The report also provided an update on the integration of lifestyle services.

Members welcomed the proposals to integrated further lifestyle services to provide a more holistic service, and stressed the need for evaluation of the effectiveness of activity.

A further report was requested on the reconfiguration of Lifestyle, including a timetable for this work.

(ii) Micro Social Care Enterprises

A project to develop a support service to encourage the development of micro social care enterprises that would provide services as par of the Personalisation agenda through users micro-commissioning services to meet their needs. The project had received a grant of £139k over three years from the PRG.

It was commented that this project complemented the business start-up projects of other partnerships within the Stockport Partnership family and would be a driver for innovation in service provision.

A further report on progress with developing Micro Social Care enterprises was requested.

Marmott Review

Sarah Newsam (Head of Health Improvement), Stockport Council - 07891 949204

The Partnership received a presentation on the recent 'Fair Society; Healthy Lives' report, referred to as the Marmott Review, and the likely impact its findings would have on the activity of the Stockport Partnership.

The Marmott Review challenged the current thinking on improving health inequalities by placing the emphasis on improving 'wellbeing' in a broader sense.

Marmott stressed the following messages:

- Health inequalities were not inevitable
- Local partnership & co-ordination was essential to reducing them
- Action needs to be taken across the life course
- The need for active involvement and engagement of local people
- *'Proportionate universalism'*
- Prioritise wellbeing

The challenge for Stockport was to:

- Recognise that Marmot reflects a strategic shift towards wellbeing
- Tackle multiple 'risks' simultaneously
- Focus on population-level changes – long term, sustained programmes not small scale initiatives
- Stockport Partnership family should consider reviewing / rebalancing strategic objectives and outcomes in light of the report.

Cllr Pantall in the chair

Members commented on the impetus the Marmott Review may have on furthering the integration agenda with respect to health services.

The Partnership supported the proposal that the implications of the Marmott Review be considered by the Stockport Partnership and appropriate thematic partnerships.

Engaging Communities Strategy and HWBP Response

Vince Fraga, (Head of Modernisation), Stockport Council - 07800 618822

The Partnership considered a report setting out a preliminary response from the Health and Wellbeing Partnership to the challenge set down by the Engaging Communities Strategy that had recently been adopted by the Stockport Partnership.

The Partnership endorsed the proposal within the report to establish a group to further the aims of the Engaging Communities Strategy for in respect, to include representatives from children's services, with that a further report be submitted to the next meeting on the priorities for this Partnership.

RECOMMENDATION

That the Scrutiny Committee note the report.

BACKGROUND PAPERS

Reports and Minutes of the Health and Wellbeing Partnership – 22 March 2010

Copies of past minutes and reports are available on the Partnership's website at:-
<http://s1.stockport.gov.uk/hwbp/meetings.html>

Anyone wishing to inspect the above background papers or requiring further information should contact Jonathan Vali on telephone number 0161 474 3201 or alternatively e-mail jonathan.vali@stockport.gov.uk