

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

This Action Plan which forms the service delivery plan for the Health Improvement Service on behalf of Stratford on Avon and Warwick District Councils has been prepared in line with the key priorities contained within the Joint Health Policy: -

- Tackle Social Exclusion and Inequalities
- Reduce Death Rate from Coronary Heart Disease & Stroke and Related Diseases (including Cancer)
(with particular emphasis on supporting smoking cessation programmes, including 1000 new smoking cessation attempts per year in each of the partner districts)
- Reduce the Death Rate and Serious Injury Rate from Accidents
- Reduce the Death Rate from Suicide and Undetermined Injury

The actions/activities contained within this Action Plan actively support national, regional and local, plans, strategies and frameworks in relation to Health Improvement and Well Being.

It is important to realise however that this Action Plan is a working document which will inevitably require refinement as resources are allocated and priorities emerge. In particular it is designed to be flexible enough to accommodate the key issues which will emerge from the forthcoming White Paper 'Choosing Health' and any themes identified at local level. This plan does not sit in isolation as a number of actions identified in individual service plans also make a contribution towards achieving the same objectives.

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

Key Issue: Reduce the Death Rate and Serious Injury Rate from Accidents

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To support, influence & develop and implement accident prevention policy and strategy in line with national local and regional targets	<p>To engage with partners individually and collectively to influence actions (Warwickshire Action on Accidents Alliance)</p> <p>To translate strategy into local action within the partnership</p>	Multi Agency (in the region of 20 plus member organisations)	To contribute in the delivery of specific accident prevention initiatives such as Crucial Crew Prevention of accidents to children (PATCHES) Safety in Warwickshire Opportunities for Older People (SWOOP)	<p>Draft strategy in final stages ready to go to consultation in August</p> <p>In planning stages for 04/05 initiatives</p>	<p>Strategy in place</p> <p>To continue to contribute in the delivery of specific accident prevention initiatives such as Crucial Crew PATCHES SWOOP As detailed in action plan</p>	Monitor and revise strategy in light of success of initiatives and emerging priorities
Promoting safety practices of children	To support the Healthy Alcester Parents and Youngsters Project (HAPPY) schools project by promoting accident prevention messages to Reception children of Alcester Primary Schools	SDC St Faiths Primary School Alcester Infant School SWPCT	To support & sustain the initiative through delivery of accident prevention messages to new intakes in the 3 Alcester primary Schools	Project delivered to all new intakes from three sites Total of 75 children reached	To continue to deliver the project to new intakes from Alcester primary schools (based on 04/05 numbers and to consider expanding the initiative to primary schools in other market towns	To continue to deliver the project to new intakes from Alcester primary schools (based on 05/06 numbers and to consider expanding the initiative to primary schools in other market towns

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
Promoting safety practices of children	Supporting the annual Crucial Crew County safety event by co-ordinating the Action on Accidents Safety Scenario	SDC WCC WDC Multi agency Warwickshire Action on Accidents Alliance	To support Sept/Oct 04 event by developing & implementing an accident scenario aimed at targeting in the region of 2000 year 6 children in participating Warwickshire schools	Planning stages for scenario. Co-ordinating support from School Health Advisors, Health Visitors and other Health Professionals across the County to support the event	To support 2005 event by providing support for the Action on Accidents safety scenario aimed at targeting in the region of 2000 year 6 children in participating Warwickshire Schools	To repeat 05/06 target
Promoting safety practices of older people	Encouraging older people to participate in an annual safety event (SWOOP)	SDC WDC Action on Accidents Alliance Partners inc. Private Sector Media Members	To reach a wider target audience (min 350 max 600) by hosting a joint SDC & WDC event in November 2004 Baseline minimum of 200 participants completing questionnaire and who have made positive lifestyle changes	Still in planning stages, 40 plus agencies have confirmed attendance at the event, promotional materials being co-ordinated, transport secured	To host a joint event in Autumn 05, with an increase of 5% on participants making positive lifestyle/behavioural changes	To repeat and increase by a further 5%

**STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL
BEING ACTION PLAN 2004-2007**

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To reduce the incidence of accidents to children of families on low incomes In the Stratford District	To provide, co-ordinate, monitor and install free home safety equipment through the PATCHES scheme (Prevention of accidents to children home safety equipment scheme) to low income families (based on 80 new births in the Stratford District 2004/5)	SDC CVS ACW SWPCT (Health Visitors) WSHPS SWHA Media	To provide free home safety equipment through referrals received from health visitors to qualifying families (based on 80 new births in the Stratford District 2004/5)	Funding secured, handyman identified, official launch of scheme imminent	To secure longer term funding to sustain free home safety equipment through referrals received from health visitors to qualifying families (based on 80 new births in the Stratford District 05/06)	To continue to provide equipment to qualifying families, subject to funding, based on new births Figures to be confirmed by WCC
To reduce the incidence of accidents to children of families on low incomes In Warwick District	To provide, co-ordinate, monitor and install free home safety equipment through the PATCHES scheme (Prevention of accidents to children home safety equipment scheme) to low income families (based on 160 new births in the Warwick District 2004/5)	SDC WDC SWPCT WSHPS ACW	To provide free home safety equipment through referrals received from health visitors to qualifying families (based on 160 new births in the Warwick District 2004/5)	March to June 04 take up off scheme by 90 families	To continue to provide free home safety equipment through referrals received from health visitors to qualifying families (based on 160 new births in the Warwick District 05/06)	To continue to provide equipment to qualifying families, subject to funding, based on new births. Figures to be confirmed by WCC

**STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL
BEING ACTION PLAN 2004-2007**

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To reduce the incidence of road traffic accidents, particularly in the under 25's & elderly In Stratford District	Support Road Safety action plans to reduce the numbers of people killed and seriously injured	SDC PCT AonA WCC	To identify the main accident 'hot spots' and target with specific initiatives (to be identified & pending further information)	No further action will be taken by Stratford District HIWEB Group as this action is being addressed by the Community Safety key group		

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

Key Issue: Reduce the Death Rate from Coronary Heart Disease & Stroke and Related Diseases (including cancer)

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To support, influence & develop food safety and healthy eating policy & strategy relating to the Warwickshire Food For Health Group and in line with national local and regional targets	To engage with partners individually and collectively to influence actions (Warwickshire Food For Health Group) To translate strategy into local action within the partnership	SDC WDC South Warks Gen Hospitals Trust RBC NBBC NWBC Media	To contribute in the delivery of specific food safety and healthy eating initiatives including the Heartbeat Award Scheme National Food Safety Week	Action plan updated and mapping of food related activity underway. Response formulated to DOH on Choosing Health –Food and Health, the new white paper expected in the Autumn	To continue to contribute in the delivery of specific food safety and health eating initiatives including the Heartbeat Award Scheme National Food Safety Week As detailed in action plan	Monitor and revise strategy in light of success of initiatives and emerging priorities

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To support, influence & develop food safety and healthy eating policy & strategy relating to the National Heartbeat Award Scheme in line with national local and regional targets	<p>To engage with partners individually and collectively to influence actions. (Warwickshire Heartbeat Co-ordination Group)</p> <p>To translate strategy into local action within the partnership</p>	<p>SDC WDC South Warks Gen Hospitals Trust RBC NBBC NWBC Media</p>	<p>To contribute in the:-</p> <p>development implementation monitoring & evaluation of success where they contribute to the aims of the partnership</p> <p>In particular to help support and facilitate 6 new awards in South Warwickshire</p>	<p>Liasing with Chartered Institute of Environmental Health regarding National Ownership of the Award.</p> <p>Discussions also in place with the FSA The DOH considering using Warwickshire Model promotional materials to enable National facilitation until longer-term decision made.</p> <p>Stratford District = 31 awards Warwick District = 19 awards including the Healthy Living Network in L/Spa who have just achieved the award</p>	<p>To increase the number of awards in Stratford and Warwick District by 10% (or in line with National targets once ownership of the scheme has been determined)</p>	<p>To increase the number of awards in Stratford and Warwick District by a further 10% (or to reflect national targets as appropriate)</p>

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 04/05	PROGRESS	TARGET 05/06	TARGET 06/07
To support, influence & develop policy & strategy in respect of SDC/WDC's internal health improvement & well being action plans in line with national local and regional targets	To engage with internal & external partners individually and collectively to influence actions To translate strategy into local action within the partnership	SDC WDC	To contribute in the:- Development Implementation Monitoring & evaluation of success where they contribute to the aims of the partnership	We have engaged with internal and external partners the outcomes of which are contained within this action plan. Discussion current on the potential of a themed approach	Action Plan modified to accommodate themes identified by partner agencies	Monitoring and evaluation
To support, influence & develop policy & strategy in respect of Stratford and Warwick District HIWEB LSP and line with national, local and regional targets	To engage with internal & external partners individually and collectively to influence actions To translate strategy into local action within the partnership	Multi Agency	To contribute in the:- Development Implementation Monitoring & evaluation of success where they contribute to the aims of the partnership	Key health improvement and well being priorities identified by partners. Next stage to translate priorities into action plans which will be fed into district LSP boards	Action Plan modified to accommodate themes identified by partner agencies	Monitoring and evaluation

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 03/04	PROGRESS	TARGET 04/05	TARGET 05/06
Promote food safety & healthy eating	Taking theatre into primary education, including pre-schools and nurseries to raise awareness & promote food safety and healthy eating messages	SDC WDC SUAC NHS Local businesses	We will target in the region of 25,000 children across South Warwickshire including vulnerable/ Socially excluded groups with food safety and healthy eating messages (This will include targeting the Sure Start Scheme in Leamington Spa)	2004 programme delivered to 65 primary schools reaching 20,000 plus children, generating extensive positive media coverage. Report currently in progress	To expand and develop the scheme in line with partner resources and to reach 20,000 plus children in South Warwickshire with Food Safety and Healthy Eating Messages(with a particular focus on tackling obesity)	To expand and develop the scheme in line with partner resources and to reach 20,000 plus children in South Warwickshire with Food Safety and Healthy Eating Messages(with a particular focus on tackling obesity).

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 03/04	PROGRESS	TARGET 04/05	TARGET 05/06
<p>Promote and Encourage Smoke Free environments and smoking cessation</p>	<p>To support SmokeFree Warwickshire</p> <p>To support the recommendations as appropriate as an outcome of the Cessation of Smoking Scrutiny Panel (Spring 2004)</p>	<p>SDC WDC WSSS SWPCT SmokeFree Warwickshire Multi Agency Media</p>	<p>To work towards driving 1,000 smokers wanting to make a quit attempt to the Stop Smoking Service to help meeting NHS targets.</p> <p><u>NOTE: NHS Smoking Cessation targets are delivered by the NHS, but are supported by a range of other organisations</u></p>	<p>Quit dates set for the period of April to May 2004</p> <p>Stratford District = 211</p> <p>Warwick District = 158</p> <p>as at 21/07/03 latest figures</p>	<p>Targets to be agreed with Smokefree Warwickshire partners</p>	<p>Targets to be agreed with Smokefree Warwickshire partners</p>

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

<p>To promote and encourage smoke free environments</p>	<p>Encouraging & promoting smoke free environments by developing smoke free policies in partnership with relevant organisations and PCT Stop Smoking staff</p>	<p>SDC WDC SWPCT SmokeFree Warwickshire Partners Private sector media</p>	<p>To increase in the number of smoke free environments in line with Smokefree Warwickshire targets (awaiting confirmation)</p>	<p>Smokefree Warwickshire franchise for Roy Castle Foundation National Clean Air Awards. Members of the Alliance attended a recent training day, which will be cascaded, to WSS and other members. Stakeholders from a diverse range of organisations including members will be invited to attend an event to discuss details of award & how it can be promoted/ implemented. Part of the franchise agreement is that the franchisee must be exemplars in</p>	<p>Targets to be agreed with Smokefree Warwickshire partners</p>	<p>Targets to be agreed with Smokefree Warwickshire partners</p>
---	--	---	---	---	--	--

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 03/04	PROGRESS	TARGET 04/05	TARGET 05/06
To support Smoking cessation	<p>To use existing networks to raise awareness of the Stop Smoking Service, including parish councils, CVSs, Community Venues, etc.</p> <p>To focus activity in areas of high smoking prevalence to contribute towards tackling inequalities.</p> <p>To continue to raise the profile of the Service through existing mechanisms.</p> <p>To work with Stop Smoking Service staff to ensure consistent and appropriate messages.</p>	SDC Warwickshire Stop Smoking Service PCT SmokeFree Warwickshire Partners Media	<p>To promote Warwickshire Stop Smoking Service to smokers who wish to quit</p> <p>To use existing mechanisms to promote consistent messages on the NHS Smoking Helpline through post franking, letterheads and others as appropriate.</p>	<p>achieving the award.</p> <p>Information distributed via various Networks.</p> <p>Working in partnership with WSS to devise follow up questionnaire to establish usage of information</p>	To be agreed with Warwickshire Stop Smoking Service and other partners, subject to the outcome of the questionnaire	Based on outcome of 04 questionnaire

STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL BEING ACTION PLAN 2004-2007

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 03/04	PROGRESS	TARGET 04/05	TARGET 05/06
To support Smoking cessation	Ensure that there is a local initiative in place in support of National No Smoking Day	SDC SWPCT SmokeFree Warwickshire Private Sector Partners Local Radio Media	Co-ordinate & implement events in SWarks To encourage ex-smokers who have used the Stop Smoking Service to act as the "face" of the campaign	2004 event successfully delivered. Report distributed. In planning stages for 2005	To expand on 2004 campaign and actively work with local business to promote the 2005 campaign	To expand on 2005 campaign and actively work with local business to promote the 2006 campaign

Key Issue: To reduce the death from suicide and undetermined injury

OBJECTIVE	ACTION/ACTIVITIES	AGENCIES/ RESOURCES	TARGET 03/04	PROGRESS	TARGET 04/05	TARGET 05/06
No objectives which are directly related at present	To be determined based on outcome of investigations	Multi		Investigations currently being undertaken into the incidence of suicide which will determine what course of action, if any to be undertaken.		

**STRATFORD ON AVON & WARWICK DISTRICT COUNCILS JOINT HEALTH IMPROVEMENT & WELL
BEING ACTION PLAN 2004-2007**