

**Warwick District Health Improvement  
and Well Being Partnership  
(WD HIWEB)**

**Health Improvement  
and Well Being Strategy  
2004 – 2007  
(1<sup>st</sup> Draft)**

In this document we present the draft health improvement and well being strategy for Warwick district which supports the overall vision of the community plan

*'We want Warwick district to be safe, healthy, fair and prosperous now and into the future'.*

This health strategy, currently in draft form, will inform the new community plan due out October 2004.

The strategy comprises three main objectives beneath which lie three priorities which will have associated action plans and performance targets for the next three years.

It builds on the achievements of the health action plan contained within the existing community plan 2001 – 2004 and has been developed in partnership with the following organizations and agencies:-

Warwick District Council

Warwickshire County Council

Age Concern Warwickshire

South Warwickshire Primary Care Trust

Council for Voluntary Service

Council of Disabled People

Senior Peoples Forum

Warwickshire Health Promotion Service

Healthy Living Network

Regenesis

South Warwickshire General Hospitals  
NHS Trust

Our **mission statement** sets out how we intend to work towards achieving the vision within the community plan.

*Working together to widen opportunities to achieve and maintain the best possible health and well being for all*

## **HEALTH INEQUALITIES**

*'Health Inequalities can be defined as differences in health status or in the distribution of health determinants between different population groups or differences in mortality rates between people from different social classes'*

*(Health Development Agency)*

In order to address health inequalities and meet specific local targets we will be working in partnership to minimize the impact of low income on health and to recognize and respond to the needs of the diverse communities within our district.

The action plans supporting the aims, objectives and priorities are underpinned by five principles of tackling health inequalities in practice:-

- Preventing health inequalities getting worse by reducing exposure to risks and addressing the underlying causes of ill health
- Working through the mainstream by making services more responsive to the needs of disadvantaged populations
- Targeting specific interventions through new ways of meeting need, particularly in areas resistant to change
- Supporting action from the centre by clear policies effectively managed
- Delivering at a local level and meeting national standards through diversity of provision

## **OUR AIMS ARE:**

### **SF. SUPPORTING FAMILIES**

OBJECTIVE: To enable families to provide a healthy start to life, for life.

### **PH. PROMOTING HEALTH AND WELL BEING**

OBJECTIVE: To enable the people of Warwick district to make informed, healthier lifestyle choices.

### **AP. ADDRESSING THE IMPACT OF THE AGEING POPULATION**

OBJECTIVE: To support older people in maintaining health and quality of life.

## **THE PRIORITIES FOR 2004 - 2007**

**Accompanying each aim and objective are priorities for the next three years (subject to annual review)**

### **Supporting Families**

- SF1** Raise awareness of the Sure Start initiative and integrate its principles and activities into the work of appropriate agencies within the district
- SF2** Support, sustain and develop informal social opportunities across the district for families who might otherwise feel socially isolated
- SF3** Improve access to sexual health services

### **Promoting Health and Well Being**

- PH4** Encourage and support smoke free environments and support smoking cessation services
- PH5** Encourage and promote healthy eating
- PH6** Encourage and promote physical activity

## **Addressing Impact of Ageing Population**

- AP7** Preventing falls and accidents amongst older people
- AP8** Support existing benefits take up campaigns and expand range of information and advice services
- AP9** Increase participation in preventative programmes and screening activities

## **HEALTH IMPACT ASSESSMENT**

As part of the process of collaboration and consultation, we will introduce a health impact assessment screening tool to the other LSP Steering Groups to help them identify and, if necessary, improve, the impact of their strategies, policies and actions on health inequalities.

The health impact assessment will help to identify other root causes of poor health such as poor housing, poor mental health, stress, crime, drug abuse and unhealthy working conditions. Its important that the problems are tackled that cause people to adopt unhealthy lifestyles

It is essential that actions, where appropriate, are linked across the steering groups in order to embed health in non-health areas.

## **APPROACH**

The strategy aims to adopt a balanced approach to tackling inequalities with actions that relate to general health improvement whilst others focus on people who are disadvantaged in recognized, deprived neighbourhoods e.g. Brunswick and Crown wards.

This balance is important in an area such as Warwick district where there are nasty pockets of deprivation surrounded by areas of affluence and consequently the inequality gap is significant.

Action plans focusing on deprived areas will seek to enhance and support existing projects e.g. Surestart and the emphasis will be to move towards integrated service provision, both medical and preventative, in those target areas.

## **IMPLEMENTATION OF STRATEGY**

Actions will be detailed for each of the nine priorities. Action plans will be implemented by the following:-

- WD HIWEB Sub Group
- Small teams made up of WD HIWEB members and co opted people specifically set up
- Specific organizations that 'fit' the action and will be supported by WD HIWEB
- In collaboration with other LSP Steering Groups
- In collaboration with existing projects and initiatives e.g. healthy schools, smoking cessation, Surestart

## **MONITORING OF PERFORMANCE**

Targets for each of the priorities are yet to be agreed.

The strategy will adopt a handful of indicators from the National Basket of Health Indicators that are of relevance to the locality and to the objectives and priorities contained within the strategy.

In addition, the appropriate Quality of Life Indicators adopted by the community plan will be used to monitor performance.

The Warwick District Health Improvement and Well Being Partnership will be responsible for monitoring the performance of the action plans on a quarterly basis, and it will be overseen by the Warwick Partnership Board as part of the monitoring of the community plan as a whole.

## **LINKS WITH KEY STRATEGIES**

The WD HIWEB Strategy aims to support and link in with the following:-

- National Service Framework
- Warwick District Council Corporate Strategy 2004 – 2007
- Warwick District Community Plan 2004 +
- South Warwickshire Primary Care Trust 3 Year Plan
- Targeting Inequalities: A Programme for Action
- Warwickshire County Council HIWEB Strategy
- Vulnerable Children and Young People's Strategy

- Community Safety Strategy
- Warwick District Housing Strategy
- Xxxx
- Xxxx
- Xxxx
- Xxxx

## **RESOURCES**

The actions arising out of the Strategy will be resourced in a number of ways:-

- By the appropriate organization where sole responsibility for the delivery of a particular service lies
- By joint funding where outcomes meet the targets of a number of partner agencies e.g. falls prevention, coronary heart disease
- By community plan funding where actions link in with the overarching objectives
- By funding from other national initiatives e.g. community safety
- By external funding and with the support of the Warwick Partnership
- By actively seeking new partners in the public and private sectors in order to maximize opportunities to promote health related issues and to be opportunistic in seeking sponsorship and funding

## **ASSESSMENT AND REVIEW**

The strategy will be assessed and reviewed on an annual basis each October and a progress report on performance against targets will be presented to the WD HIWEB Group and to the Warwick Partnership Board.

As part of the assessment and review there will be an annual consultation with stakeholders.

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