

Report to the Health and Wellbeing Board, 18th March 2021

Report from	Health Improvement Partnership Board
Report Date	26 th February
Dates of meetings held since the last report: 25 th February 2021	
HWB Priorities addressed in this report	
<ul style="list-style-type: none"> <input type="checkbox"/> A coordinated approach to prevention and healthy place-shaping. <input type="checkbox"/> Improving the resident's journey through the health and social care system (as set out in the Care Quality Commission action plan). <input type="checkbox"/> An approach to working with the public so as to re-shape and transform services locality by locality. <input type="checkbox"/> Plans to tackle critical workforce shortages. ✓ A Healthy Start in Life ✓ Living Well ✓ Ageing Well ✓ Tackling Wider Issues that determine health 	
Link to any published notes or reports:	
<p>Papers for the November meeting were published and can be found here: Agenda for Health Improvement Partnership Board on Thursday, 19 November 2020, 2.00 pm (oxfordshire.gov.uk)</p>	
Priorities for 2021-22	<p>The priorities are subject to review when the impact of COVID-19 on the local population is better known</p> <ol style="list-style-type: none"> 1. Keeping Yourself Healthy (Prevent) <ul style="list-style-type: none"> • Reduce Physical Inactivity / Promote Physical Activity • Enable people to eat healthily • Reduce smoking prevalence • Promote Mental Wellbeing • Tackle wider determinants of health - Housing and homelessness • Immunisation 2. Reducing the impact of ill health (Reduce) <ul style="list-style-type: none"> • Prevent chronic disease though tackling obesity • Screening for early awareness of risk • Alcohol advice and treatment • Community Safety impact on health outcomes 3. Shaping Healthy Places and Communities <ul style="list-style-type: none"> • Healthy Environment and Housing Development • Learn from the Healthy New Towns and influence policy • Social Prescribing • Making Every Contact Count • Campaigns and initiatives to inform the public

1. **Progress reports on priority work to deliver the Joint HWB Strategy (priority, aim, deliverable, progress report)**

A. Cardiovascular disease (CVD) Prevention Update

Priority	Reducing the impact of ill health
Aim or Focus	The Director of Public Health and Chair of Oxfordshire CCG provided an update on the activity to prevent cardiovascular disease in Oxfordshire residents.
Deliverable	The Oxfordshire Prevention Framework has been presented to different organisations. Following discussions there were several calls to set one priority for prevention across the system. Preventing Cardiovascular Disease has been chosen as the priority.
Progress report	<p>Cardiovascular disease is clearly linked to inequalities in the County. The CCG and Public Health are working closely to develop work in the county through the prevention spectrum to address CVD in more deprived communities.</p> <p>The following five workstreams are being developed</p> <ul style="list-style-type: none"> - Managing blood pressure in individuals - Targeting NHS Healthchecks - Smoking cessation and the advancing of Smokefree Oxon - Making Every Contact Count (MECC) and Social Prescribing - Healthy Place Shaping <p>These work streams will help address the drivers of CVD and allow the NHS and OCC to develop an Oxfordshire focussed plan to address CVD inequalities as part of a wider NHS plan to address CVD inequalities across the region.</p>

B. Community Activation for Wellbeing

Priority	<ul style="list-style-type: none"> • Making Every Contact Count • Campaigns and initiatives to inform the public • Reduce Physical Inactivity / Promote Physical Activity • Promote Mental Wellbeing
Aim or Focus	Inform the Health Improvement Partnership Board on community-based programmes which are designed to engage and inform the public about achieving and maintaining wellbeing to improve health outcomes and address wider determinants and health behaviours.
Deliverable	<p>Three reports to the Board provided an update to members of the Health Improvement Partnership Board</p> <ul style="list-style-type: none"> • Activity of Citizens Advice North Oxon and the Benefits in Place programme • The community work in Oxford City to promote physical activity and improve wellbeing • Making Every Contact Count programme

Progress report

Reports on the three activities can be accessed at the link below [Agenda for Health Improvement Partnership Board on Thursday, 25 February 2021, 2.00 pm \(oxfordshire.gov.uk\)](#)

Citizens Advice

This paper presented information about the activity of the service, including the nature of who was accessing services and the type of advice which was sought.

The report also presented information on the Benefits in Practice programme, which provides information and signposting to benefits and financial support to people visiting practices. This service has had to adapt to a more community focused and online/ telephone-based service due to COVID which has opened up opportunities to expand and develop the service.

Citizens Advice in a joint bid with the NHS received funding to develop Community Connect Social Prescribing which delivers advice to residents to address issues of loneliness, social isolation and inactivity.

Sport and Physical Activity

This report shared information on the work of Oxford City Council on a whole system approach to improving the wellbeing of residents in the City. The City Council along with partners are developing and using opportunities to influence the wider system including

- Locality hubs
- Community Impact Zone
- Healthy Place Shaping
- Local Cycling and Walking Activation Plan (LCWAP)

The report also highlighted the diverse range of physical activity provision to support resident's wellbeing.

Making Every Contact Count

Making Every Contact Count is a programme which originally developed in the NHS. MECC utilises opportunistic conversations in everyday life to talk about health and wellbeing. It involves responding appropriately to cues from others to encourage them to think about behaviour change and steps that they could take to improve their health and wellbeing.

The benefits of MECC in more community-based settings is recognised. Staff in such settings as libraries are being are now trained to have health and wellbeing-based conversations with local residents. This demonstrates the real potential of developing MECC in the community on a much wider scale.

The reports presented to the Board demonstrate the development of the workforce to improve the knowledge of services and behaviors of residents in everyday settings. The Board is considering how these

approaches can be expanded to support addressing health inequalities with the most deprived wards in Oxfordshire.

The Board also received updates on

Health Improvement Board Priorities-

The Board has experienced congestion in their work programme which is impacting on time available in meetings to manage their business. To explore how to resolve this issue, a workshop was held in January 2021 to review the board priorities, meeting frequency and the business of the meetings.

The Board agreed to keep the frequency of meetings as they are. It was felt that additional meetings would not address the causes of the current congestion and place additional pressures on all partners of the Board. The Board have agreed to improve efficiency of meetings by assuming that participants have read all the papers so that the meeting time is used for questioning of reports rather than listening to a presentation.

Agenda items brought to the board should be “intelligence” led. While the Board will continue to monitor and oversee performance, the focus in meetings should be on areas where indicators are showing poor performance and will benefit most from closer support and scrutiny of the Board.

In the light of the Coronavirus Pandemic the Board recognize that there will need to be a review of priorities. The overarching priorities of the Board are to promote prevention and address inequalities. The priorities are set by the Health & Wellbeing Board, however key priorities the HIB will focus on in the next 12 months will be Obesity, Smoking and Mental Well-being. These priorities are all supported by recent strategies endorsed by the Board and will have significant impact on inequalities.

2. Note on what is being done in areas rated Red or Amber in the Performance Framework

The performance framework published for this meeting showed that, of the 21 indicators reported:

3 indicators are green

8 indicators are amber

4 indicators are red (see below)

- 2.17 Increase the number of smoking quitters per 100,000 smokers in the adult population
- 2.18 Increase the level of flu immunisation for at risk groups under 65 years
- 2.21i Increase the level of Cervical Screening (Percentage of the eligible population women aged 25-49) screened in the last 3.5 years)
- 3.18 Increase the level of Breast Screening - Percentage of eligible population (women aged 50-70) screened in the last three years (coverage)

The impact of COVID 19 and the lockdown earlier in the year is reflected in the indicators, particularly on the uptake of health screenings, NHS health checks

among others face to face services which were affected. Part of the recovery plan is to improve preventive services on the back of this. Critical working needs to be done.

Eunan O'Neill, March 2021