

HEALTH AND WELLBEING ACTION PLAN MONITORING

Priority	Priority Lead Officer	Big Idea	Governance / Partnership (Partners Involved) Monitoring Board.	Actions	Lead for Actions	Key Success Measures relating to actions	Planned Completion date	Baseline position for actions (as at March 14)	RAG Rating
1. Reduce Childhood Obesity	Lisa Davies	We will maintain or increase the number of children who are a healthy weight, through the provision of a range of healthy weight interventions and the promotion of physical activity and healthy eating.	Maternity and Child Health Advisory Forum Joint commissioning Management Board (Children and Young People) Children's Trust Board	Increase the number of primary schools participating in FFL in the four localities with particular focus on schools with high levels of obesity					
				Agree a collaborative programme of activity for childhood obesity including healthy eating and physical activity across all agencies in Trafford using the life course approach					
				Support new mothers to breastfeed by using universal services, peer support groups and targeted follow up					
				Work with planners, local food outlets and other agencies to ensure healthy food is available and promoted, and that allotments and green spaces are utilised and developed					
				The LARCO (Locality Approach to Reducing Childhood Obesity) project will fund local groups in three areas of Trafford to provide innovative activities for primary age pupils around physical activity and healthy eating					
2. Improve the emotional Health and wellbeing of children and young people	Jill Colbert	Trafford will support children and families with emotional health issues to access the most appropriate services quickly and easily.	Emotional Health and Wellbeing Advisory Forum Joint Commissioning Management Board (Children and Young People) Children's trust board Children's Trust Board	Work as a partnership to develop a single point of access (SPA) for emotional health services to provide a clear and easy to access system					
				Ensure voluntary and community sector providers are engaged with the SPA					
				Engage schools in developing the SPA as key supporters of children with emotional health issues					
				Develop clear communications and publicity to ensure that all relevant services, as well as the young people and families, understand how to access the SPA					
				Deliver targeted (National Institute Health and Care Excellence) behaviour change evidence based interventions for parents of 0-5 year olds					
				Work with schools to coordinate mental health services and promote emotional health for children and young people					
A partnership task and finish group will work together to ensure that all services locally are evidence based (NICE) and of a high quality									
3. Reduce alcohol and substance misuse and alcohol related harm	Mark Grimes	We will reduce the harm alcohol and substance misuse inflicts.	Safer Trafford Partnership: Joint work with police, linking with the police crime commissioner and joint working on alcohol related harm	Work collaboratively with partners to ensure messages relating to drugs/alcohol are promoted across the borough at events such as the Warehouse project					
				Implement the RAID model within Trafford to reduce the demand on A & E caused by frequent flyers					
				Ensure those with alcohol/drug misuse issues who are committing crime are subject to ATR or DRR to encourage them to address their addiction					
				Refresh alcohol strategy for Trafford and action plan					
				Deliver a programme of events in Trafford for alcohol Awareness week in November 2013 "Hair of the Dog"					
Review and revise as necessary the care pathway for GPs to ensure early identification support people with alcohol problems - in line with national best practice Map of Medicine guidelines									

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4. Support People with Long term health & Disability Needs to live healthier lives	Julie Crossley	We will deliver a transformational universal model of integrated care and support with people who have a range of long term conditions and disabilities, based on coproduction.	Commissioning and Operations Steering Group	Commission a patient coordinated care hub in Trafford					
				For all provider organizations to develop single access point for all patients					
				Develop a hub and spoke model of information and advice services with partners, linked to locality working by March 2015.					
				Increase the number of people in receipt of a personal budget to further promote choice and control by 10% by March 2014					
				Increase the number of people in receipt of Telecare, to promote independence and resilience linked to the Trafford Telecare Pledge.					
				Implement the Winterbourne View Response Actions Plans and deliver on the identified areas for improvement in the Winterbourne submission stocktake					
				Deliver the Learning Disabilities Service Improvement Programme, including the Winterbourne View Response Action Plans					
				Deliver the Trafford Autism Strategy Delivery Plan					
5. Increase Physical Activity	Helen Darlington/ Daniel Newall	More People, More Active, More Often.	The Trafford Strategic Sport and Physical Activity Partnership	Ensure that strategic planning processes contribute to creating a local environment, including facilities for outdoor recreation, physical activity and play that supports an active lifestyle.					
				Work in partnership to increase participation levels and offer GP Referral pathways to progression.					
				We will identify gaps in provision and target interventions where they are most needed, e.g. women and girls', ethnic minority communities and young people between the ages of 14 - 24					
				Develop and extend/promote the Active Trafford and Junior Active Trafford Scheme to communities in most need.					
				Evaluate, then develop and expand / innovate the Healthy Hips and Hearts older peoples exercise programme throughout Trafford working with physiotherapists and Occupational Therapies and Housing.					
6. Reduce the number of early deaths from cardiovascular disease and cancer	Abdul Razzaq/Julie Crossley	Reduced differences in life expectancy and healthy life expectancy between communities (through greater improvements in more disadvantaged communities)	Commissioning and Operations Steering Group	Commission work to understand what lifestyle interventions will have the biggest impact on CVD / cancer in disadvantaged communities based on National Institute of Health and Care Excellence Public Health Draft Guidance					
				Deliver NHS Health Checks programme and consider extending the programme (e.g. out of hours, non clinical venues) targeting disadvantaged communities					
				Design and implement a patient education programme for CVD and cancer awareness targeted at disadvantaged communities					
				Design and implement a clinical education programme in Primary Care					
				Develop and deliver primary care cancer & CVD strategies across whole population					

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7. Support people with enduring mental health needs, including dementia to live healthier lives.	Ric Taylor	We will commission streamlined services which are joined up and have the person at the heart of what we do.	Trafford CCG Quality Finance & Performance / Dementia Strategy Group.	Review and refresh the council section 75 Partnership agreement with Greater Manchester West to further Transform the model of support based on personalisation, choice and control.					
				To facilitate the development of an integrated service model with shared performance indicators across the health and social care economy, following a partnership review of current spend and activity.					
				To review in partnership, all existing all-age mental health services					
				Deliver the Improving Access to Psychological Therapies Service Improvement Programme					
				Deliver the Trafford Dementia Kite mark for residential care and homecare services across the Borough.					
				Proposed: Develop Intergenerational work regarding Dementia to Principles: 5 Ways of Wellbeing. Connect, Be Active, Take Notice, Learn a new skill, Give. To link to the Trafford Dementia Kite mark.					
8. Reduce the occurrence of common mental health problems amongst adults	Ric Taylor / Helen Darlington	Developing workplace health by supporting Trafford employers to prevent/intervene early and support those experiencing common mental health problems.	Joint Strategic Commissioning Group. Proposed: Wellbeing Partnership.	We will work to deliver improved mental health in working aged adults through new and innovative Workplace Health programmes specifically through 'Healthy Workplaces' and 'Fit For Work' services. Therefore, we will develop the mental health in the workplace training for businesses and organisations including GMP and other support agencies.					
				We will implement targeted, mental health and wellbeing programmes across Trafford that will then develop to inform evidence led commissioning. We will work with partner such as Trafford Housing Trust to address the wider determinants of health and wellbeing.					
				We will work across boundaries to develop and deliver a new 2014 Salford Bolton and Trafford Suicide Prevention Strategy Targeted approach to men					
				We will promote mental resilience and reduce the burden of mental illness through awareness raising programmes including interventions such as 'books on prescription' and through campaigns to reduce stigma relating to mental illness.					
				We will work with key stakeholders to address wider health inequalities and social determinants of health e.g. housing, social exclusion and income inequality and we will develop plans to mitigate the potentially negative impact of benefit changes and other economic changes linked to the economic downturn.					
				Manage provider performance against contract / KPIs					
				Housing, Employment, Leisure, Environment, Education, Living and Working Conditions					
				Targeted Vulnerable & Disadvantaged Groups					