

Appendix 3a - HEALTH AND WELLBEING ACTION PLAN (24 Mar 14) - Draft 5

Housing, Employment, Leisure, Environment, Education, Living and Working Conditions
Targeted Vulnerable & Disadvantaged Groups

Priority	Priority Lead Officer	Big Idea	Governance / Partnership (Partners Involved) Monitoring Board.	Actions	Organisations linked to Action	Reporting Lead for Actions	Planned Completion date	Intended Outcomes linked to actions
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	Bid for, and develop, a Trafford wide cycle scheme	Trafford Council / Pennine Care NHS Foundation Trust	Jan Trainor	Oct-14	Cycle Scheme in place
				Improve links between community sport and schools	Sport and Physical Activity Partnership	Louise Wright	Mar-15	Greater - number of school children engaging with local sports clubs and number of links schools have with community clubs
				Develop a Healthy Weight Care Pathway involving key stakeholders.	Clinical Commissioning Group	Jill Colbert/Jan Trainor	Mar-15	Healthy Weight Pathway for Children and Young People implemented
				Develop a Grandparent involvement programme in relation to family based healthy eating activities	Age UK Trafford.	Ann Marie Jones	Sep-14	Family based approach to healthy eating activities completed
				Identify, train health champions in relation to improving the general health of offenders based on a family approach	Probation Services	Kevin Bulman	Dec-14	Health champions identified, trained and awareness support underway
				Raise awareness of Junior Active Trafford	Trafford Community Leisure Trust (TCLT).	Kay Statham	On-going	Active Trafford Scheme refreshed Awareness of Junior Active Trafford proved
				Agree and implement a collaborative programme for childhood obesity	Trafford Council / Trafford CCG	Lisa Davies	Dec-14	Programme agreed and in place
				Support new mothers to breastfeed using peer support scheme	Trafford Council / Trafford CCG	Lisa Davies	on going	Reduction in inequalities between areas in Trafford in relation to breastfeeding at 6-8 weeks
				Develop and implement a work programme in 3 food outlets to promote healthier choice	Trafford Council / Trafford CCG	Helen Darlington	Jul-14	Programme in place to work with planners in 3 food outlets
				Implement LARCO project to engage local families in the reduction of childhood obesity in areas with high levels	Trafford Council / Trafford CCG	Lisa Davies	Jun-14	Project in place and evaluation to be completed
				Establish a "Lads and Dad's" football initiative	blueSCI / TCLT / Trafford Council	Stuart Webster	Jan-14	Initiative in Place
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	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	Trafford CCG and Council	Jill Colbert	Dec-14	Clear routes of access in place Self Help information available for early access by children, young people and families
				Engage schools in developing the SPA as key supporters of children with emotional health issues	Trafford Council and local schools	Jill Colbert	Dec-14	Engagement programme for schools implemented
				Develop a communication strategy to ensure that all relevant services, as well as young people and families, understand how to access the SPA	Clinical Commissioning Group	Jill Colbert	Mar-15	Communication strategy and accessible publicity aimed at local services, children, young people and families
				Deliver targeted (National Institute Health and Care Excellence) behaviour change evidence based interventions for parents of 0-5 year olds	Trafford Council and Council	Jill Colbert	Dec-14	Early intervention programme in place. Improvement in School Readiness and the delivery of the AGMA eight stage model
				Work with schools to coordinate mental health services and promote emotional health for children and young people	Trafford Council and local schools	Jill Colbert	Dec-14	Schools engaged in promoting good emotional health

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				A partnership task and finish group will work together to ensure that all services locally are evidence based (NICE) and of a high quality	Trafford Council/CAMHS	Jill Colbert	Dec-14	Guidance on ensuring services are evidence based and a flexible outcomes framework accessible for local commissioners and providers
				Develop a parent and Family approach to support	blueSCI/Trafford Council	Stuart Webster	Mar-15	Parent and Family approach to support in place
				To run a Learning Though Adventure Programme	Trafford Community Leisure Centre	Kay Statham	Mar-15	Programme completed
3. Reduce alcohol and substance misuse and alcohol related harm	Kylie Thornton	We will reduce the health and social harm alcohol and substance misuse causes in communities	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	Trafford Council	Kylie Thornton	Mar-15	Reduction in serious incidents
				Monitor the implementation of the RAID model within Trafford to reduce the demand on A & E	Clinical Commissioning Group	Ric Taylor	On-going	Reduction in attendances at Accident and Emergency
				Ensure those with alcohol/drug misuse issues who are committing crime are subject to appropriate positive requirements	GMP	Paul Burton	On-going	Decrease in re-offending
				Revise the annual Alcohol Action Plan, ensuring objectives are SMART and involving all partners.	Trafford Council	Kylie Thornton	April-June 2014	Alcohol action plan revised
				Deliver a stakeholder programme of events in Trafford for Alcohol initiative including Alcohol Awareness week, Festive Campaigns and Dry January.	Trafford Council	Dave England	Feb-15	Stakeholder programme of events delivered
				Review and revise as necessary the care pathway for GPs around Shared Care to increase the involvement of Primary Care.	Trafford Council	Kylie Thornton	June-July 2014	Increase in those accessing treatment at early stage
				Awareness raising regarding alcohol and substance misuse and Dementia	Age UK Trafford	Ann Marie Jones	Mar-15	Awareness programme of alcohol related dementia developed. 2 training programmes completed
				Refresh and promote client pathways for substance misuse provision across Trafford Partners and Residents.	Collaborative	Jessica Taati	Aug-14	Increase in numbers accessing treatment
				Raise awareness of substance misuse issues across the BME population of Trafford.	Alchemey Arts	Paul Burton / Dave England	Mar-15	Increase awareness within BME community.
4. Support People with Long term health & Disability Needs to live healthier lives	Julie Crossley/Linda Harper	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	Develop an Early Intervention and Wellbeing Hub	Trafford Council	Linda Harper	Mar-17	Hub in place
				To commission a Patient Care Co-ordination Centre (PCCC) on which the Hub will be based	Trafford Clinical Commissioning Group	Jonathan Cross	Apr-15	PCCC in place by April 2015. To reduce activity at Acute Providers and improve patient experience whilst reducing DNA's.
				As part of the Better Care Fund - Develop a Frail and Older People Programme to identify provision in service to support/reduce interventions into Acute Providers	Trafford Clinical Commissioning Group	Adam McClure	Phase one September 2014	Programme in place Improve provision to over 75's to reduce interventions within Acute Providers
				Develop a hub and spoke model of information and advice services with partners, linked to locality working	Trafford Council	Linda Harper	Mar-15	Hub in place
				Increase the number of people in receipt of a personal budget to further promote choice and control by 10% by March 2014	Trafford Council	Diane Eaton	Mar-15	Increased numbers of people with a personal budget
				Increase the number of people in receipt of Telecare, to promote independence and resilience linked to the Trafford Telecare Pledge.	Trafford Council	Barry Glasspell	Mar-15	Increase the number of people in receipt of Telecare
				Implement the Winterbourne View Response Actions Plans and deliver on the identified areas for improvement in the Winterbourne submission stocktake	Trafford Council/Trafford Clinical Commissioning Group	Jenny Holt/Sandy Bering	Mar-15	Winterbourne View Response Actions Plans delivered
				Implement the Trafford Autism Strategy Delivery Plan	Trafford Council/Trafford Clinical Commissioning Group	Jenny Holt/Sandy Bering	Mar-15	Autism strategy delivery plan implemented

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				Macmillan Gp's/Long Term Conditions/Cancer support for Carers	blueSCI	Stuart Webster	Mar-15	Improved support for people with, and carers of people with, cancer
				Establish an "in-reach" Community Hips and Hearts activity in 2 residential care homes	TCLT/Trafford Council	Kay Statham/Helen Darlington	Jan-15	Programme established in 2 residential homes
5. Increase Physical Activity	Helen Darlington/ Kay Statham	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.	TCLT, Sport and Physical Activity Partnership	Kay Statham/ Louise Wright	Sep-14	Audit of current provision to be completed, partnership approach to the promotion of the offer.
				Work in partnership to increase participation levels and offer GP Referral pathways to progression and develop social prescribing	TCLT, Trafford Council, sport and Physical Activity Partnership	Kay Statham	Jan-15	Formalise an offer for GP referral that links to partners
				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	TCLT, Trafford Council, sport and Physical Activity Partnership and Greater Sport	Louise Wright/Helen Darlington/ Kay Statham	Jan-15	Current gaps in provision identified and funding stream located to kick-start activity (Sportivate)
				Develop and extend/promote the Active Trafford and Junior Active Trafford Scheme to communities in most need.	TCLT	Kay Statham	Mar-15	Review of current offer and develop links through partner organisations
				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.	TCLT/ Trafford Council	Kay Statham/ Helen Darlington	Sep-14	Training package developed, engagement work taking place
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	Support practices to improve uptake of their population for cervical and bowel cancer screening	Trafford Council / Trafford CCG	Lisa Davies	Dec-14	Invitation letters being revised in practices with low cervical cytology uptake and letters of support from GPs being piloted in 4 practices
				Deliver NHS Health Checks programme through general practices in Trafford and consider extending the programme using local pharmacies as a pilot and possibly(e.g. out of hours, non clinical venues) targeting disadvantaged communities	Trafford Council / Trafford CCG	Lisa Davies	on-going	Earlier identification of risk factors for stroke, heart disease etc.
				Design and implement a patient education programme for CVD and cancer awareness targeted at disadvantaged communities (subject to public health proposed funding)	Trafford Council / Trafford CCG	Adele Coyne	Mar-15	Patient education programme for CVD and cancer awareness implemented
				Design and implement a clinical education programme in Primary Care	Trafford CCG	Julie Crossley	on-going	Clinical education programme in Primary Care implemented
				Develop and deliver primary care cancer strategy across whole population	Trafford CCG	Julie Crossley	on-going	Primary care cancer strategy delivered
				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.	Trafford Council/GMW	Linda Harper/Annette Rooney	Mar-14	Renewed Partnership Agreement is in place
				To facilitate a review of Trafford's mental health services to ensure that services are fit for purpose and meeting the challenges and priorities articulated within Closing the Gap: Priorities for essential change in mental health (DH 2014)	NHS Trafford CCG / TMBC / GMW / MMHST / CWP	Ric Taylor/Mark Grimes	Apr-15	Review completed. Proposed approach agreed
				Deliver the Improving Access to Psychological Therapies Service Improvement Programme	Trafford CCG / GMW / Self Help Services	Ric Taylor / Annette Rooney	Apr-15	66% dementia diagnosis target achieved in Trafford (62% adjusted)
				Implement effective psychiatric Liaison 'RAID' services for Trafford's registered population	NHS Trafford CCG / TMBC / GMW / CMFT / UHSM / MMHST	Ric Taylor / Annette Rooney	Apr-14	Service in place and reduction in excess bed day payments (core RAID KPI) achieved
				Review and retender of the health component of Trafford's Community Learning Disability team	NHS Trafford CCG	Sandy Bering	Apr-15	CLDT Health Team in place following re-tender
				Develop an Age UK Trafford Dementia awareness training programme tailored for Trafford Police and deliver to Officers and Probation Services.	Age UK Trafford	Ann Marie Jones	Sep-14	Dementia awareness training programme developed and delivered

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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.	Work in partnership to deliver Trafford's Dementia Strategy Action Plan	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Linda Harper	Mar-15	Action Plan signed off and review conducted
				Deliver the Trafford Dementia Kite mark for residential care and homecare services across the Borough.	Trafford Council	Linda Harper	Jun-14	Dementia Kite mark developed with partners. Pilot completed. Formal launch planned for June 2014.
				Deliver a Dementia Public Health Campaign	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Ric Taylor / Linda Harper	Apr-14	66% dementia diagnosis target achieved in Trafford (62% adjusted)
				Review Dementia Friendly Community implementation work in Sale and Urmston to inform best practice for further community development work	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Linda Harper	Oct-14	Review completed. Best practice identified for further development
				Identify 2 natural dementia communities in South and North of Trafford as initial development areas for dementia friendly initiatives	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Linda Harper	Mar-14	2 communities identified
				Deliver the GP and Pharmacy dementia wellbeing project	NHS Trafford CCG / National Association of Primary Care	Ric Taylor	Apr-15	Pharmacists and GPs trained in basic dementia awareness
				Develop particular initiatives to implement preventative health agenda RE; vascular dementia	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Ric Taylor	Apr-15	Initiatives developed relating to vascular dementia
				Ensure alignment of dementia initiatives with Frail Elderly workstream within Trafford CCG and across partner agencies and organisations.	TMBC / NHS Trafford CCG / All organisations linked to Trafford's Dementia Strategy Group	Ric Taylor	Apr-14	Frail Elderly lead as member of Trafford Dementia Strategy Group
8. Reduce the occurrence of common mental health problems amongst adults	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 develop mental health in the workplace training for businesses and organisations including GMP and other support agencies.	GMP / Trafford Council / Trafford CCG / Probation	Helen Darlington	Dec-14	Mental health in the workplace training programme developed / delivered
				We will implement targeted, mental health and wellbeing programmes with 2 partner organisations	Trafford Council / Trafford CCG	Helen Darlington	Mar-15	Programme implemented with 2 partner organisations
				We will develop and deliver a new 2014 Salford, Bolton and Trafford Suicide Prevention Strategy Targeted approach to men	Trafford Council	Helen Darlington	Dec-14	Suicide prevention strategy developed and delivered
				We will pilot 'books on prescription' scheme with 2 GP practices as part of a programme to promote mental resilience	Trafford Council / Trafford CCG / NHS England (local area teams)	Helen Darlington	Mar-15	Books on prescription scheme piloted and evaluated