

Trafford Health and Wellbeing Board
22nd September 2015
Update on delivery of Health and Wellbeing Board Priorities

At the last meeting of the Health and Wellbeing Board, it was agreed that the workplan for the existing strategy (to 31st March 2016) would be modified, to focus on the following four key areas:

- Physical activity
- Cancer screening
- Older people (in particular, reducing non-elective emergency admissions)
- Alcohol misuse

Progress has been made on developing programmes within each of these areas, and this paper gives some brief information on this. The name of the lead contact for each area is also included, should further information be required on any element. All the groups are including monitoring of impact within their remit, and particular attention will be paid to the impact of these programmes on reducing health inequalities.

Increasing uptake of cancer screening: lead Helen Gollins

- A Trafford Local Cancer Implementation Group chaired by Trafford's CCG Head of Schedule Care group will have its initial meeting in October. This group will pull together all the activity around cancer happening across borough including cancer screening.
- Voice of BME have been commissioned to improve cancer screening (and NHS Health Check) uptake in the North Locality. They will focus predominantly on community engagement.
- Public Health and the CCG are working together to sustain and improve cervical screening rates across the Borough.
- Plans for a community engagement and communication programme are under development.

Reducing the impact of alcohol: lead Paula Whittaker

Trafford Council has appointed an Alcohol Commissioning Lead, Nicky Shaw, and has an Alcohol Steering Group which meets quarterly to share intelligence, plan priorities and monitor delivery of the Trafford Alcohol Strategy.

The following actions have been agreed by the steering group for completion by 31 March 2016:

- Development of a map of alcohol harm for Trafford by ward
- Development and piloting the application of alcohol harm scoring tool to licence applications
- Pilot of a common assessment tool across Phoenix Futures and Greater Manchester West for detoxification patients

- Production of an alcohol brief intervention plan to train all frontline staff to have identification and early intervention conversations with all clients and patients

Increasing physical activity levels: lead Eleanor Roaf

The Sport and Physical Activity Partnership, at its meeting on 17th August 2015, agreed that we should focus on the following three priorities from the Greater Manchester Moving:

- To increase the number of people walking and running
- To increase the number of people cycling
- To promote physical literacy in the early years, at school and at home

In order to achieve these, we are working on the following projects:

- Increasing primary care promotion of physical activity
- Piloting a new falls rehabilitation scheme
- Learning from the Liverpool East Activity Partnership (LEAP)
- Working with Transport for Greater Manchester and British Cycling on identifying and promoting new cycle routes within Trafford
- Working with the Health Visiting team and Greater Manchester Moving on promoting physical activity and play in early years

A paper giving more detail on these topics is attached for information.

We are very fortunate to have Dr Phil Clelland, Specialist Registrar in Sports and Exercise Medicine, working in the team for six months. Phil has a background as a GP and will be taking a particular lead in working with the CCG and local GPs on promoting physical activity in general practice.

Older people and reducing non-elective emergency admissions: Lead Eleanor Roaf

Trafford remains an outlier for the number of falls among older people, and in order to address this, a multi-agency strategy for Bone Health and Falls Prevention has been agreed, and is now being implemented. Within this, we have identified a particular need for work to be undertaken on **reducing falls among residents in nursing and residential homes**, as we have high numbers of admissions from this sector. A multi agency meeting to scope the work required and to produce an action plan for delivery is being held on 23rd September 2015.

Recommendations

The Health and Wellbeing Board is asked to note the contents of this report. Members of the Board are asked to contact the named lead officers if they have any further questions, or suggestions for further activity in these areas.