

AGENDA ITEM NO. 5

OVERVIEW AND SCRUTINY PANEL

Date	7 APRIL 2014
Title	FENLAND HEALTH AND WELL BEING PARTNERSHIP UPDATE

1. PURPOSE/SUMMARY

The main purpose is to provide an update on the progress of the Fenland Health and Well Being Partnership now in its second year since it was refreshed following the changes created by the Health and Social Care Act (2012).

2. KEY ISSUES

2.1 The Health and Well-Being Partnership in its refreshed form brought together a range of new partners that had not worked together as a partnership previously.

2.2 Although the Partnership has evolved over the past year there is still an ongoing need to further develop a shared language and culture to encourage and enhance collaborative working between these partners

2.3 The Partnership will be key to making improvements to the Health and Well- Being of the people of Fenland

2.4 There are some immediate challenges that confront the some of work in the Task and Finish Groups.

3. RECOMMENDATION(S)

To consider and discuss the progress of the Fenland Health and Well Being Partnership

Wards Affected	All
Forward Plan Reference No. (if applicable)	N/A
Portfolio Holder(s)	
Report Originator	Val Thomas, Consultant in Public Health, val.thomas@cambridgeshire.gov.uk Chairman of Fenland Health & Wellbeing Partnership
Contact Officer(s)	
Background Paper(s)	

1. BACKGROUND / INTRODUCTION

1.1 The Cambridgeshire Health and Well- Being Board and Strategy

The Fenland Health and Well-Being Partnership is part of the wider Cambridgeshire Health and Well-Being Network which links to the Cambridgeshire Health and Well-Being Board

The Health and Wellbeing Board (HWB) became a statutory committee in April 2013. Following County Council elections in May 2013 its membership was changed to include member representation from all the City and District Councils. There is an on going programme of development for Board members. Over the course of the past year the HWB has taken forward its statutory duties of reviewing and responding to major health and well being strategic developments.

The Chairman of the Health and Wellbeing Board is now Councillor Tony Orgee

The Health and Well Being Strategy produced in its first year is being taken forward through the Action plans. The Board has acknowledged the work and leadership contributed by a range of partner agencies to the Strategy.

The Fenland Health and Well Being Partnership has the Health and Well Board and Health and Well Being Strategy as standing items on its meeting agendas reflecting the value placed on good communication between the Health and Well-Being Board and the wider Network. The Board development days have also provided the opportunity for more detailed feedback from the local Health and Well Being Partnerships.

2. Health and Well Being Partnership Update

The Fenland Health and Well Being Partnership has been continuing to meet quarterly throughout the past year. There is regular communication and collaboration continues to increase across partners with joint working across new and existing health and well- being activities.

Partnership meetings have received presentations from a range of partners that includes Cambridgeshire and Peterborough Clinical Commissioning Group (CCG) Cambridgeshire County Council, Community Navigator Programme and from academics. This has given members the opportunity to discuss and respond to such key issues as the current CCG Older People's Services Procurement and the Better Care Fund.

2.1 Partnership Infrastructure

The new Partnership was launched in March 2012 with a revised membership that brought together for the first time local GP commissioners with other non-health partners. As it has evolved its membership has been broadening to include the voluntary sector and Cambridgeshire County Council Adult Education Services.

The Partnership currently includes the following members:

- Adrian Loades, Executive Director, Cambridgeshire County Council representing the Health and Well Being Board
- GP representation from the 4 Local Commissioning Groups (LCGs): Isle of Ely, Wisbech, Hunts Care Partners and Borderline

- Cambridgeshire County Council Public Health, Adult Social Care, Children's Services and Learning Services
- Fenland District Council (FDC) Member representation, including Portfolio Holders for Health & Well Being, Health Inequalities & Vulnerable People, Children and Young People & Golden Age and Leisure and Tourism, as well as Corporate Director and leads for key areas
- Healthwatch
- GP Practice Patient representatives – Wisbech and Isle of Ely
- Local Chief Officer from Isle of Ely and Wisbech LCG
- Cambridge CVS
- Local Pharmacy Committee

2.2. Partnership Priorities

The Partnership identified its priorities, found below following its re- launch and they are based on the Joint Strategic Needs Assessment along with partner information that was presented to the Partnership. This enabled the Partnership to review a range of issues and initiatives to identify where collaborative working could be targeted to meet the priorities.

It was agreed that there were many existing health and well- being issues that were already being addressed in Fenland. However the key aim of the Partnership is to provide “added value” to health and well- being initiatives. A key challenge for the Partnership was to identify a small number of focused areas where the Partnership could bring added value and support the delivery of positive outcomes in the priority areas.

1. Prevention of ill health
 - Establish a strategic focus upon prevention
 - Identify a number of local priorities where joint action can prevent ill health.
2. Engage the local population
 - Increase the engagement of Fenland residents in their communities and support them to take responsibility for their own health
3. Increase and Improve Communication
 - Avoid duplication of communications and improve the knowledge of health
 - professionals and the public about available services
 - Provide communities with appropriate information about current services
4. Increase the effectiveness of services
 - Improve the integration of actions across a wider range of organisations i.e. health, non-health, statutory and voluntary organisations.

2.3 Addressing the Priorities

Task and finish groups were established and are continuing to take work forward to address these priorities.

2.3.1 To prevent the hazardous and harmful alcohol consumption and drug misuse

- The Wisbech Cumulative Impact Zone (CIZ) was implemented in July 2013. The CIZ will place increased considerations around the renewal of and applications for new licenses with 1km of the centre of Wisbech. The CIZ allows partners to have greater control over the way that licensing conditions are adhered to. A review of the impact of the CIZ impact is planned for 14/15. Since implementation there has not been an increase in licensed establishments in the area.
- The “Superstrength campaign has been highly successful in Ipswich, Suffolk . A learning visit to Ipswich was undertaken in the autumn 2013 and subsequently a similar programme has been launched in Wisbech. Working in partnership businesses have agreed not to retail super strength alcohol. This is supported by an education programme designed to explain the issues surrounding hazardous and harmful alcohol consumption.
- A submission was made to become a national Local Alcohol Action Area which would secure additional expertise to support this initiative. Unfortunately the submission was unsuccessful. In light of this partners are agreeing the resourcing of the project to move it forward, taking into account recent feedback on legal challenges and alternative approaches to achieve the same outcome.
- The Fenland District Council Community house team has been trained to Identify and provide Brief Advice (IBA), a behavioural change style intervention for alcohol. This training enables and encourages officers to talk to individuals about alcohol issues and signpost them to services. There have been examples where staff have identified individuals with possible alcohol issues and provided signposting to professional assistance. Further training is planned that will link also to the Coronary Heart Disease initiative described below.
- There have been a number of discussions and proposals to identify how GP practices can support alcohol initiatives. The GPs are concerned about the effect of alcohol misuse upon vulnerable young people. It has been proposed that the police could notify Practices of young persons involved in alcohol related incidents. These young people could then be “red flagged” on GP system which would alert GPs at next consultation to make onward referrals and/or provide advice to the young person and family; thus improving outcomes for patients and reducing burden on other parts of the system. Currently the governance and data sharing issues are being discussed and practices are being asked to engage with this proposal.
- Alcohol use amongst the migrant population in Wisbech has been identified as a concern for a number of agencies. There has been an agreement for partners to jointly fund a post that would be based in the Rossini Centre. The post would advise, and support members of the migrant communities on alcohol misuse and other lifestyle issues

2.3.2 Reducing Health Inequalities – Coronary Heart Disease

- The Fenland Health and Well Being Partnership, the Cambridgeshire and Peterborough Clinical Commissioning Group have identified the reduction in health inequalities amongst those suffering from coronary heart disease as a priority area. The inequality is most marked in the Wisbech area and an action plan has been developed and taken forward by partners from the Fenland District Council, Cambridgeshire County Council, Health Trainer Service, Community Pharmacy and the voluntary sector.
- Central to addressing this is the need to provide people with appropriate information, identifying if they are at risk, supporting them to make healthy lifestyle choices and referring them to appropriate services.

- Motivational Interviewing (MI) is a recognised evidence based tool for supporting people to make healthy lifestyle choices. Staff from a range of agencies are being trained or scheduled to be trained in MI to a level appropriate to their role and opportunities. This will enable them to make brief intervention and refer to lifestyle services. See above for FDC staff.
- The NHS Health Checks Programme is a risk assessment offered to 40-74 year olds. It identifies those at risk of heart disease, provides advice and referrals. This has been mostly undertaken in GP surgeries. However workplaces are now being targeted to increase uptake by more hard to reach individuals.
- A pilot programme where people of all ages will be able to get a mini health MOT is being taken forward by the Health Trainer Service and a local community pharmacist. This will also focus upon workplaces and the pharmacy. In addition a Drop In service is scheduled to commence in April in the new Tesco's in Wisbech where people will also be able to receive a mini health MOT. Currently the number of Wisbech Health Checks are above the planned trajectory
- Reducing the number of people who smoke is a key intervention for reducing coronary heart disease. The Stop Smoking Service is continuing to focus upon high prevalence areas which includes Wisbech. County wide the number of quitters is down 10% year on year, reflecting the national picture. In Fenland performance is down from 12/13 but less than in other areas in Cambridgeshire.
- A resource that details lifestyle services in Wisbech has been completed and is now available for professionals. This has been given to practices in Wisbech and other local versions are planned for other areas in Fenland

2.4 Challenges

The partnership has brought together for the first time a diverse range of agencies that have previously not worked together. The legal changes that have driven the new Health and Well-Being Partnership provide an opportunity to create new collaborative and innovative ways of working that will have a positive effect on the health and Well-Being of the Fenland communities.

However there are still challenges for collaborative working that reflect language and cultural differences but also practical issues such as sharing data that could greatly enhance how different organisations could work together to make preventative intervention and to better support people in need.

The challenge for the Partnership is to facilitate and support collaborative working and to ensure that Partners continue to actively engage with the Partnership and work together to deliver improvements

3. COMMUNITY IMPACT

- 3.1 The Fenland Health and Well-being Partnership brings together a wide range of partners to address key health and well-being issues in Fenland