

Building a healthier future together

Southwark's Joint Health and Wellbeing Strategy

2013-14 Action Plan

October 2013

Foreword by Peter John, chair of the board

I am delighted to introduce how we, the health and wellbeing board, intend to translate into action our hopes and ambitions for the residents of Southwark. This document sets out what actions we will take to turn the vision and ambitions we set out in our joint health and wellbeing strategy into reality over 2013/14.

We as partners know we are stronger together and we are hungry for change, but we recognise too the significant challenges facing our communities. We made a good start tackling the borough's most intractable problems through the board's work in its shadow preparatory year, but we will not be complacent or rest on our laurels.

We therefore set out in this document the actions we believe will make the biggest difference over the lifetime of this strategy. We have set ourselves bold targets and milestones because we want to make sure we are having the impact we intend, but we are also building for the longer term. Our residents deserve no less.

Our joint health and wellbeing strategy covers 2013/14, and we will, concurrently with implementing the actions in this document, work towards updating and extending our vision and strategy beyond April 2014. We are already working on developing our priorities into a longer-term transformational plan.

We will also continue to work with stakeholders and communities to translate these actions into the results they want to see, as well as to develop longer-term strategic ambitions and priorities. This will include widespread consultation to better understand what local people think is working well within the strategy's identified priority areas, and what needs to change.

In publishing this document, the partners on the board commit to making the actions a reality, and will be held to account in achieving the progress we intend. We have named a champion for each action in order to give them a high-level profile and ensure any obstacles are overcome. Together we can make sure this borough is a place everyone can thrive and be proud of.

Cllr Peter John
Leader, Southwark Council
Chair, Southwark Health and Wellbeing Board

Our priorities and the results we want

The health and wellbeing board agreed to focus partners' efforts on the three priority objectives over 2013/14. Over the following pages we have set out what actions we will take over the coming year to progress towards achieving these objectives:

Priority 1: Giving every child and young person the best start in life

In the joint health and wellbeing strategy, partners have committed to doing more to:

1. Provide high-quality advice and support services in the early years, and tackle inequalities in life chances for mothers, babies and toddlers
2. Help parents to raise their children successfully, particularly in troubled or neglectful families, and continue to keep children and young people safe and in stable homes
3. Keep more children physically and mentally healthy, a healthy weight and doing well in school
4. Support more young people to succeed into adulthood and education or employment
5. Identify and divert more vulnerable adolescents from risky behaviours or unhealthy choices, including unsafe sex or relationships, and involvement in crime

Priority 2: Building healthier and more resilient communities and tackling the root causes of ill health

1. Reduce the number of people dying early, particularly from the most common killers and long term conditions
2. Improve the quality and availability of advice to promote healthier lifestyles and mental wellbeing in communities, health services and workplaces
3. Increase the focus on primary prevention, and spot and act earlier on the signs of ill health, including more diseases being detected early, and less variation in care
4. Help people to change unhealthy behaviours, and to better manage long term conditions including through better self-management
5. Improve the quality of local housing and neighbourhoods, increase employment opportunities and help communities flourish

Priority 3: Improving the experience and outcomes for our most vulnerable residents and enabling them to live more independent lives

1. Continue to safeguard vulnerable children and adults, ensuring they have a safe and stable home close to their communities, including more children being adopted
2. Provide more services in community settings, reducing the need for specialist or acute support across a range of needs and areas
3. Enable more residents with complex and chronic conditions to lead independent and fulfilling lives for longer and enjoy good mental wellbeing
4. Give users and carers a seamless, personalised experience, enabling them to have more choice and control over their life, death and support services
5. Improve people's wellbeing, resilience, connectedness and satisfaction with the services they receive

Actions we will take this year and the results we expect

Name	Description	Additional comment	Impact we expect (PH outcomes framework indicator as appropriate)	Champion	Promotion
Priority 1 – Giving every child and young person the best start in life					
Family fusion	Referral-based exercise programme for obese and overweight families or families-to-be	Refocuses Exercise on Referral programme to target families rather than individuals; referrals from practitioners such as midwives and using children's centres as hubs for delivery	Reduction in maternal and childhood obesity rates and increase in activity levels (2.6, 2.12, 2.13)	Dr Ruth Wallis	Supported by communications campaign
Pop-up children's centre	Roaming "children's centre" providing information and advice, including signposting, at community locations, for example housing or social services offices, and GP surgery	Comprises key delivery partners, such as Southwark Works and benefits advisors, community nutritionist, dentist and voluntary sector partners, alongside early years and early help staff, and builds on existing children's centres and local programmes	Increase take-up of children's centres programmes, key partner services, and childhood entitlements (1.1, 1.2, 2.1, 2.2, 2.3, 2.5, 4.1)	Cllr Dora Dixon-Fyle	Supported by locality publicity and communications campaign
Healthy Schools Programme	To revive and refocus previous healthy school programmes to target key health issues for local children and families	Comprises of all partners who can work with schools to deliver child health outcomes. This could include targeted work on teenage pregnancy, dental care, immunisation, obesity, healthy eating and risky behaviours	key partner services, and childhood entitlements (1.1, 1.2, 1.4, 1.5, 2.1, 2.2, 2.3, 2.5, 3.2 4.1)	Romi Bowen	Supported by locality publicity and communications campaign
Babies and toddlers' clinics	Prenatal and health visiting clinics to be relocated to neighbouring children's centres where feasible	Potential to make better use of existing children's centres' buildings and provide more holistic experience for families	Increase take-up of children's centres activities and childhood	Dr Amr Zeineldine	Supported by locality publicity

			entitlements (1.1, 1.2, 2.1, 2.2, 2.3, 2.5, 4.1)		
Text speak	A free text-me-back service for young people who want advice and guidance on topics such as sexual health, drugs and alcohol, or homelessness	Text service would be advertised on a credit card-sized card, which would be distributed widely; makes good use of technology to engage young people and build on existing local programmes; could be extended further to target particular issues, cohorts or postcodes	Increase take-up of key services such as sexual health screening or EET, and reduce risky behaviours (1.4, 1.5, 2.4, 3.2)	Cllr Dora Dixon-Fyle	Member launch supported by communications campaign
The flying squad	A multi-agency rapid response team to deal with issues identified in local areas	Targeted team approach, providing more joined-up support using existing resources focused on specific issues, cohorts or hotspots	Fall in risky activity, such as youth crime and improved reported wellbeing (1.4, 1.5, 2.4, 3.2)	Cllr Dora Dixon-Fyle	Communications campaign
Priority 2 – Building healthier and more resilient communities and tackling the root causes of ill health					
Pop-up health checks	Roaming health check clinic covering key long term conditions, diseases and health risk factors, visiting community hubs such as pubs, churches and high streets as well as employers	More holistic approach to identifying health conditions by targeting across clusters of known health risks in at-risk cohorts or communities; programme will be informed by pooling of intelligence from all partners; potential target groups include men, BME communities, adolescents, postcodes etc; could consider using voluntary sector for additional outreach capacity	Increase take-up of health check, plus higher prevalence rates of key conditions and diseases (2.11, 2.12, 2.14, 2.17, 2.20, 2.22, 3.3, 3.4, 4.12)	Cllr Catherine McDonald	Member launch supported by extensive communications campaign
Better recall	Follow-up service to engage residents who do not show up for appointments resulting from health checks	Extends existing infrastructure of following up residents who do not show up for health checks; consider using voluntary sector for additional outreach capacity; could be extended further as a notification hub for pharmacists for no-show repeat prescription collections and to support residents' better self-management	Increase in treatment rates across key conditions and diseases (2.11, 2.12, 2.14, 2.15, 2.17, 2.19, 2.20, 2.22, 3.3, 3.4, 4.12)	Andrew Bland	Member launch supported by communications campaign

Pop-up wellbeing shops	Temporary lease of empty shops to local start-ups or social enterprises with a health or wellbeing product or service	Examples could include fitness, health foods, debt management or therapies; supported by enterprise workshops and training through libraries and economic development	Increase in small local businesses, and supports improved community wellbeing	Cllr Peter John	Communications campaign linked to Healthy High Streets
Train and treat	Key non-medical staff working with vulnerable residents trained to apply brief advice approach, such as for alcohol screening	Builds on existing brief advice and interventions model to increase range of professionals equipped, and greater targeting of interventions on at-risk groups	Increase in prevalence and treatment of key health risks such as alcohol misuse (1.7, 1.11, 2.14, 2.15, 2.17, 2.20, 3.2, 3.3)	Neil Robertson	Internal communications campaign
Planning for health	Use of section 106 planning requirements to provide additional resources for health and wellbeing projects which address health inequalities or board priorities	Builds on existing systems, for example, using section 106 funding to resource health checks, smoking cessation programmes or iPads for older people in local communities	Increase in use of section 106 funding for health-related priorities	Eleanor Kelly	Internal communications
Happier @ work	Mindfulness-based programme to support frontline staff to manage better their and their clients' mental health and wellbeing	Using King's Health Partners' methodology and working jointly with partners' organisational development teams to develop and roll-out a one-off module for priority staff groups (social workers, A+E staff etc) across all partners	Increase in staff wellbeing and morale (1.9)	Romi Bowen	Staff internal communications campaign
Priority 3 – Improving the experience and outcomes for our most vulnerable residents and enabling them to live more independent lives					
Silver surfers	A library-style lending scheme giving pensioners access to iPads to support their independence and improve IT skills; scheme	Builds on existing technology and innovation funding opportunities; creates intergenerational aspect through working with local schools; also support greater independence and self-management	Increase in self-reported wellbeing and independence for older residents (1.18, 2.23, 4.13)	Romi Bowen	High-profile event with communications campaign

	supported through adult education environment or by pairing pupils through schools network	approaches through access to electronic resources; longer term this could support local telecare approaches			
Southwark special sports	Borough-wide school sports day for children and young people with a special educational need or disability	Builds on Community Games model and Paralympics legacy, utilising key programmes and resources such as disabled cycling, adventure playgrounds, special schools sports and local leisure facilities	Increase in take-up of disability sports or disability activities (2.6)	Dora Dixon -Fyle	High-profile event with communications campaign
The silver league	Over-65s competitive sports and activities ranging from, for example, chess to table tennis, swimming or dancing	Using amateur sports league model and existing facilities such as residential homes, day centres, libraries etc; programme runs throughout year, with finals culminating during Silver festival; programme provides potential for ongoing social peer networks, building on Southwark Circle model	Increase in self-reported health and wellbeing for older residents (1.18, 2.12, 2.13, 2.23, 2.24, 4.13, 4.14)	Cllr Peter John	High-profile event with communications campaign
The wellbeing module	Intergenerational module in local apprenticeship and post-16 learning	Extends existing programmes to target support at socially isolated older residents, such as providing health and beauty in care homes, or handyman services for pensioners	Increase in self-reported wellbeing and independence for older residents (1.15, 1.18, 1.19, 2.23, 4.13)	Cllr Catherine McDonald	Communications campaign