

Sandwell Health and Well-being Board
Monday 16th November
4:00 - 6:30pm
Room 2F, Second Floor Front, Kingston House

Minutes

Present:

Cllr Darren Cooper (Chair), Cabinet Member for Adults, Sandwell MBC
 Rob Bacon, Chief Executive, Sandwell PCT
 Alan Dean, Head of Health and Well-being Services
 John Edwards, Chair, Scrutiny Management Board, Sandwell MBC
 John Garrett, Executive Director, Adult and Community Services, Sandwell MBC
 Keith Heyes, Head of Cultural Services, Sandwell MBC
 Pam Jones, Chair of Sandwell Local Involvement Network
 John Middleton, Director of Public Health, Sandwell PCT
 Richard Nugent, Chair Sandwell PCT
 Praful Patel, Thematic Liaison Manager, Sandwell MBC
 Andrea Pope-Smith, Director of Adult Services and Health, Sandwell MBC
 Shane Ward, Voluntary Sector Representative
 Andy Williams, Director of Commissioning, Sandwell PCT (item 4.2)

In Attendance:

Cllr Bob Badham, Sandwell MBC (item 3.4)
 Rosie Edwards, Anti-Poverty Manager, Sandwell MBC (item 3.1)
 Sue Edwards (for Janine Brown) (item 5.4)
 Alan Goodman, Planning and Development, Sandwell MBC (item 3.4)
 Sue Howard, Older People's Policy Officer, Sandwell PCT (item 3.3)
 Lynn Jackson, Joint Planning and Policy Manager, Sandwell PCT (item 5.3)
 Tomas Jones, Partnerships and Housing, Sandwell MBC (item 3.5)
 Neeraj Malhotra, Chair of Housing and Health, Sandwell PCT (item 3.5)
 Ann-Marie McElhone (notes), Planning and Performance Officer, Sandwell PCT
 Simon Mitchell, Director of Clinical Services, Sandwell PCT (item 5.4)
 Paul Stefanoski (for Karen Dowman), Sandwell Mental Health Foundation Trust
 Richard Wilson, Head of Information and Intelligence, Sandwell PCT (item 5.4)

1.	<p>Introductions and Apologies</p> <p>Apologies were received from John Adler, Janine Brown, Derrick Campbell, Susan Davis, Glynn Dixon, Karen Dowman, Mary Fairfield, Linda Horton, Peter John, Joy Massey, Andy Ferguson, Ian Walton and Paul Wright for today's meeting.</p>
2.	<p>Minutes/Matters Arising</p> <p>a) Previous meeting minutes - 21st September</p> <p>The Board: Agreed that these were a true reflection of proceedings.</p> <p>b) Action Log</p> <p>It was noted that the items in green were included on the agenda for today's meeting and those in amber were coming forward to future meetings.</p>

3.	<p>Development Issues/Strategic Priorities</p> <p>3.1 Draft Anti-Poverty Strategy - action and marketing plans</p> <p>Rosie Edwards was in attendance to present this item. Three documents had been provided, the Anti Poverty Strategy, Action Plan and Marketing Plan. She began by saying that the strategy document was an attempt to pull out some 'routeways' and ranges from maximising peoples income, to recruitment into jobs. Rosie said there was a need to monitor more closely what we were doing and this is where the action plan helped. Rosie has liaised with colleagues across the partnership. The action plan was not designed to be prescriptive and was about looking at how we can make progress across the partnership.</p> <p>Rosie referred to one or two 'loose ends' in the documents which she is due to meet with colleagues about over the next week.</p> <p>John Middleton referred to the work Rosie described having taken place over a fairly substantial period of time and involved various papers to cabinet. He went on to speak regarding the Routeways to healthcare scheme which has recruited over 100 people into healthcare jobs. John said he would encourage partners to take up this scheme. He added that another thing to support was for the health service to encourage members/staff in signing up with their local credit union. Darren Cooper said that the council is now taking a decision not to recharge the credit union and agreed that staff should be encouraged to sign up. Richard Nugent referred to discussions which took place some time ago in this regards and John Middleton felt there was a need to look at this again.</p> <p>The Board: Agreed for the final Anti-Poverty Strategy to come back to the Board.</p> <p>3.2 Impact of Sport and Physical Activity on Health and Wellbeing</p> <p>Keith Heyes had provided an enclosure for today's meeting, which had been circulated to members. Keith began by saying that Sandwell Physical Activity Board has agreed a new strategy. This Board is a multi-agency group with representation from the MBC, PCT, West Bromwich Albion and schools. This group's purpose is to develop and deliver a new strategy with a focus on National Indicator 8 (NI 8) - Adult Participation in Sport and Active Recreation. The strategy will have 10 focus activities ranging from football, swimming and cycling. These are the main activities where it is felt that they could deliver and improve participation.</p> <p>Keith moved on to talk about NI 8 in more detail. The baseline for this is 14.9% and the target to reach by March 2011 is 17.9%, 1% improvement on an annual basis over 4 years.</p> <p>Moving on to talk about market segmentation, Keith said that this</p>
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piece of work will determine what areas should be targeted to have greatest impact and what activities will be of interest there. Results Based Accountability (RBA) determines those areas which are successful and what activities should be continued there. A national campaign is being run around the '5 X 30' time to get active and they now have a partnership plan for local awareness raising and targeted marketing.

Keith added that they are working with sports clubs in Sandwell and there is a lot of capacity building with volunteers and coaches. There is a very detailed action plan around NI 8 and a steering group has been set up which monitors this action plan and progress against projects can be seen, this group is chaired by Cllr. Linda Horton.

On speaking of the survey which is used to measure progress of this indicator, Keith said that 500 people are surveyed each time and out of a population of 300,000 the results may not be a true reflection.

Keith asked the Health and Wellbeing Board to pledge to support the '5 X 30' get active campaign and also pledge to support staff by setting up work based activities. He added that it would be of benefit if we can sign up our own staff and lead by example on this. It was noted that there will be a lot more of this provision to be rolled out by Working Neighbourhood Fund (WNF).

Alan Dean said that in targeted groups there was work going on with older people and people with disabilities, he felt that members needed to be aware of this.

Shane Ward asked how this work linked to the extend programme. Keith responded that this all linked in and was captured under the NI 8 indicator.

John Middleton said that what Keith Heyes had described was a tremendous effort and emphasised that the strategy was both sport and physical activity. To get everybody active we do need the walking and the cycling etc, some of which isn't counted in NI 8. Walking from home has proved very successful and has changed people's dependency on services, however he felt that we should be more 'adventurous' on making schemes more affordable.

Pam Jones spoke of the links described by Keith with the PCT and asked what the links were with the Mental Health Trust and lifestyle services. Keith responded that whilst he wasn't quite sure what work was being done on the ground, in the NI 8 action plan all contributions are captured and he suggested what could be done is to map all activity and interventions that are happening. If we drill down we may be able to show these links.

Sue Edwards drew attention to an item which was coming up on the agenda with regards to obesity, which looks at how things link

together and closely looks at the work of lifestyle services.

3.3 Safeguarding - Dignity and Respect Campaign

Andrea Pope-Smith introduced this item and then handed over to Sue Howard who was in attendance to present a report she had prepared in advance of today's meeting. Sue informed members that this campaign is led by the Sandwell Safeguarding Adults Board. The aim of the campaign is to deliver a programme of information and awareness raising of the dignity challenge for health and social care organisations and beyond.

On speaking about the first of three projects within this campaign, Sue referred to the Dignity Challenge. She described the aim of this was to get managers to accept the challenge and enforce this in their delivery and management of services with regards to vulnerable adults. People will be asked to make a written pledge and this pledge will ask people to do 'just one thing'. Members can sign up to the pledge via the healthy lifestyles one telephone number.

The second project is around dignity champions and public relations. This aims to promote the role of dignity champions setting examples for ordinary people. A launch event will be taking place on 3rd December at The Hawthorns and Sue circulated some information with regards to this event to members.

The third and final project within this campaign relates to an intergenerational project which aims to give young people an insight into the issues of dignity and respect through a community placement.

Andrea said that when she first spoke to the Health and Wellbeing Board about this, members had agreed to sign up and push down into their own organisations. She added all elected members will be approached in this regard. Alan Dean asked for Sue to confirm the healthy lifestyles numbers for members who wish to make the pledge, this number was noted as 0800 011 4656. He agreed that members will be reminded of this following today's meeting.

John Garrett felt the slogan used on promotional material for this campaign would do very well and he will be pursuing sign up to this as well as taking it to the an Executive Management Team (EMT).

The Board:

Endorsed the contents of the report and supported the sign-up to the dignity challenge.

3.4 Healthy Urban Development - progress update

- **Tesco Planning Application**
- **Update on Obesity Strategy - for information**

Cllr Bob Badham and Alan Goodman were both in attendance for this item. Bob began by referring to the report which Alan had

prepared in advance of today's meeting, enclosure 6. He said that the Healthy Urban Development group has started to 'take off' now and the important thing is to set achievable targets. He referred to page 2 of the report and said that future direction and work programme is probably in keeping with this workplan.

Bob went on to say that we tend to concentrate a lot on cycling and mentioned that one of the problems in Sandwell was the hills. He therefore felt there was need to be realistic on this and what we aimed to achieve. He added that there were quite high targets in the past and they are now looking at a cycle hire shop in Sandwell Valley.

Moving on Bob referred to the sharing of information. He indicated that this needed some direction from the PCT and the Local Authority so that everyone gets the same information to 'help move things forward'. He then spoke regarding people's access to fresh food and people having the opportunity to grow their own food, he felt that this wasn't very well publicised and added that he would like to look at shared ownership on plots of land to turn people over to growing their own food. Reflecting on this, Bob said that this sort of work helps disabled people, the elderly and other people within their community.

Bob moved on to speak about the Tesco development. He felt that the link to Dartmouth park was very important so that people can get access into Sandwell Valley. He referred to the need for a large outdoor site which would be of benefit to people locally for canoeing, sailing etc within Sandwell Valley.

John Middleton referred back to discussions around shared information. He said the 'doors were open' and both Research Sandwell and PCT staff are getting on with a geographical mapping exercise. He added that he would like a report to come back to the Board with regards to what is going on in relation to 'growing your own'. Cllr Badham said he would like to take something to cabinet in this regards also.

John Garrett spoke of a site in Woodgreen and how within an allotment arrangement it could be considered looking into shared ownership etc. Andrea said this concept had been looked at about 3 years ago and another thing explored that the time was allocating some of that land to schools etc for nature reserves. She queried maybe this could be sponsored by local businesses?

Richard Nugent said there was a need to 'spell out' from the outset some of these principles and evaluate. Alan Goodman took the opportunity to say that a master planning exercise is going on which Urban Initiatives are working on. A lot of progress is being made in many areas. He felt that there was so much going on that there was a need to limit ourselves to what we can achieve.

Pam Jones asked how communities would be engaged within in this process so that they would 'own' whatever was developed. Alan Goodman responded that a lot of this came into consultation, and through the planning process they would aim to engage people. Alan Dean added that this was about trying to design what people want, and determining what is going to work such as building a shop within walking distance.

The Board:

Agreed that a report on 'growing your own' will come to a future meeting for members to be aware of what is going on in Sandwell in this regards.

3.5 Draft Housing and Health Strategy

Neeraj Malhotra, Chair of the Housing and Health Thematic Group was in attendance at the meeting to present this item. A set of presentation slides was circulated to members at the meeting. This strategy had been presented to PCT directors on 10th September and it has been requested that a business case is drafted for the PCT Commissioning Board. The overall objective of the strategy is to reduce the numbers of vulnerable people living in non-decent housing to which Neeraj added that a cost calculator to help quantify the costs of non-decent housing to the NHS is now available.

Neeraj presented the housing and health commissioning framework. The top two levels are concerned with identifying non-decent housing amongst patients with long term conditions, particularly cardiovascular and respiratory disease, in both acute and primary care settings. We currently do not systematically identify housing problems or fuel poverty amongst these patients, which could well be exacerbating their condition.

Andrea said this was an excellent piece of common sense and this would be missed opportunity to take forward without social care.

John Garrett queried if there was sufficient resources to help private tenants tackle private landlords. Neeraj said that this strategy primarily reaches out to the private sector given that £500million has been allocated to address non-decency within public sector housing stock.

Tomas Jones who was also in attendance for this item said that he has seen resources decline over the years. He added that there was difficulty speaking to people about taking out equity loans to improve their living conditions. He felt that maybe with time we may need to build a case for extra resources.

Rob Bacon queried a business case looking at funding for this work. He felt that the problem with the system was that it is designed for hospitals and how we extract funding for this work and make it available is the challenge.

	<p>Neeraj stated that relatively small amounts of money could potentially generate large savings and cited the evidence about timely aids and adaptations releasing large savings for social care. She went on to refer to a project in Westminster in this regard.</p> <p>John Middleton said that in the context of the Right Care, Right Here Programme, when we do the preventative work this housing element has got to be a clear component. We have not been involved in medical priority for re-housing for about 15 years. Our preferred approach is repairs on prescription and using health considerations to inform overall housing priority.</p> <p>Tomas spoke about a deal in place with NPower. Whilst installation isn't free a discounted rate is given and discussions are ongoing about reducing this further. Alan Dean felt this could be a joint piece of work with the PCT.</p> <p>The Board: Supported the contents of the strategy and the approach taken for the Commissioning Board.</p>
4.	<p>Governance Matters</p> <p>4.1 Update and Issues from Sandwell Local Involvement Network (LINK)</p> <p>Pam Jones gave a verbal report on this item. She informed members that LINK have hosted two public consultations with regards to maternity services and the governments green paper on 'The Future of Care Together'.</p> <p>Sub-groups have started to look at their work plan and various training has been undertaken. An 'Enter and View' took place which focused on dignity and respect, this was done jointly with Birmingham LINK and they looked particularly at single sex wards.</p> <p>Pam said she was really pleased with the joint working with other LINK's and they have also worked with Dudley LINK around Russell Hall.</p> <p>LINK continues to be promoted through various events such as the Alcohol Visioning day and the LSP's Forward Together event.</p> <p>4.2 Report back from LSP Executive</p> <p>Rob Bacon presented this item and indicated that in future he would like the minutes from LSP Executive meetings to come forward. He went on to speak of recent discussions around the CAA, Breastfeeding and Obesity which have taken place. Rob said that at the most recent meeting in November, focus was on performance and business planning for next year, it was discussed how to get these back in to the overall strategic plans.</p> <p>Rob went on to speak about a visit which took place from the Prime Ministers Support Unit. They had been doing some 'sums' on the</p>

	<p>impact of the recession and Sandwell is one of four places which will be hit the hardest along with Hull and Wolverhampton. It was discussed how we were not able to offer more resources to help however were going to look at the impact of the recession on youth employment.</p> <p>The Board: Agreed for the minutes of future LSP Executive meeting would come to the Board.</p>
5.	<p>Performance Improvement</p> <p>5.1 Care Quality Commission (CQC) ratings</p> <p>Rob Bacon said that the PCT received a number of 'fair' ratings for resources and quality of services. Whilst this was not great it had been expected. Some ratings were around mental health in the community, in particular crisis response.</p> <p>A red rating was received for dental services, and while Sandwell is rated high for the number of people accessing dental services, we were red rated as these numbers haven't actually increased.</p> <p>5.2 NST Visit on Health Inequalities - proposed additional support arrangements</p> <p>Alan Dean referred to the NST Action Plan which was produced following the feedback from the visit and added that a number of staff have been identified to attend masterclasses in this regard. He asked that any members interested in attending should get in touch with either himself, Ann-Marie McElhone or Lynn Jackson. A list of masterclasses was given on the last page of Alan's report, enclosure 8.</p> <p>John Garrett said that following the first NST visit they said that we had a number of interventions in closing the gap in health inequalities, he asked how far are we in achieving this? Alan Dean indicated that there has been a recent review of lifestyle services and they have taken quite a lot of steps to do this.</p> <p>5.3 Quarter 2 2009/10 Performance report</p> <p>Lynn Jackson joined the meeting for this item. She informed members that a different approach has been taken within the two delivery groups. Supporting Independence is being led by Adult Services and they propose to broaden things out further. She added that this is the final year of the reward grant.</p> <p>Referring to section 2 of enclosure 9, Lynn spoke about Circulatory Diseases. We are currently awaiting final data on this and key interventions are reported on a routine basis.</p> <p>With regards to smoking quitters, final quarter 2 data is expected in December. A report is coming to the Health and Wellbeing Board in January regarding the stakeholder event and feedback from social</p>

marketing exercise. She added that performance on alcohol interventions is amber.

Speaking of annual data, Lynn said that we were currently waiting results of the NI 8 - Adult Participation in Sport survey, she referred to delivery plan actions around this indicator which have been updated.

Lynn moved on to speak to enclosure 9a as Mindy Kullar was not in attendance to speak to this item. This report covers performance around Supporting Independence delivery group. A more detailed report on NI 130 - Individual budgets, is going to the Partnership Performance Group in November. In other respects performance is going really well.

Andy Williams spoke with regards to smoking and indicated it was worth members knowing that there is a move from various PCT's to look at tariffs. An initiative is in place but this is recognised as a calculated risk. He went on to clarify that what tariff means is that providers will be reimbursed for people who actually quit smoking.

The Board:

Noted the contents of the performance reports and agreed that smoking tariff would be monitored carefully.

5.4 Lead Officer Reports

- **Mortality rates - in year monitoring**

Richard Wilson was in attendance for this item. He said that figures showed a 'mixed picture'. With regards to National Indicator (NI) 121 - Circulatory Deaths under 75, we are seeing a decrease. NI 22 - Cancer Deaths under 75 was not showing this same decrease and there is no one reason for this. There is work ongoing with Alexis Macherianakis in Public Health to explore this.

Moving on to All Cause All Age Mortality - NI 120, Richard referred to the last data point. If this continues this would improve on All Cause All Age mortality for males. Work on Cardiovascular Diseases, lead by Paul Westerby, may have impacted on this.

John Middleton thought that this progress was very encouraging and Richard indicated that latest figures are due in at any time now.

- **MSDi software tool - update**

Simon Mitchell joined the meeting for this item. He spoke of how the PCT had introduced a system some years ago called MSDi, this allowed the PCT to perform audits remotely on practices. This system was then developed further to support the PCT's work on Cardiovascular Disease screening. Simon indicated that basically this system monitors how well those patients are managed. This new system was launched in August of this year and an audit was run in October. Key messages from this audit were that this was a valuable tool and progress has been seen already.

	<p>Simon went on to say that we now know that 500 patients with high blood pressure have their condition under control, by the end of the year this could be as much as 2,000. It is hoped that this system will be incorporated into future contractual arrangements.</p> <p>Sue Edwards asked if there was capacity to apply this system in the future within children and young people services for conditions such as Asthma. Simon responded that there is potential to extend this and focus on specific age groups.</p> <p>Rob added that Sandwell are leading as a PCT in this area. Andrea indicated that we are very close in being in control of Health Inequalities rather than it controlling us, while Alan Dean indicated that this was very much the sort of work that the NST wanted us to do.</p> <ul style="list-style-type: none"> • Good Start to Life <p>Sue Edwards was in attendance on behalf of Janine Brown for this item. The papers provided to members prior to meeting were presented to the LSP Executive in September and gave an overview of the Good Start to Life Programme with specific details around Breastfeeding and Childhood Obesity.</p> <p>Referring to page 2 of enclosure 12a, Sue advised that quarter 2 figures for breastfeeding prevalence are now available and performance is at 22%. She added that we were unlikely to hit the target of 33.7%. With regards to breastfeeding coverage, as indicated at top of page 3, quarter 2 figures shows performance of 61%, however there are issues around collecting data for this.</p> <p>Sue moved on to talk about childhood obesity and referred to work which Gordon Andrews is undertaking.</p> <p>John Garrett said that this item had been presented to the LSP in September. Sue agreed that she would feed this back to Janine Brown.</p>
6.	<p>Agenda items for next meeting (Development Focus)</p> <ul style="list-style-type: none"> • Quarterly reports on Right Care, Right Here Programme; World Class Commissioning; and AS&H Transformation and Personalisation • Progress update on implementing revised joint commissioning arrangements • Strategic Review of Carers Services • Future proposals on Arts and Health; and Physical Health of People with Learning Disabilities • BME Health Needs Assessment - Final report • New Horizons - towards a shared vision for Mental Health • Progress reports on; Adult drug treatment plan and End-of-life-care, centre of excellence • Sandwell Works - Fit for Work Service pilot

	<ul style="list-style-type: none"> • Health Centre Developments - LIFT Schemes • Key issues arising from Tobacco Control Stakeholder and Social Marketing event <p>Alan Dean indicated to members that this list may have to be streamlined for the next meeting due to time restrictions and the number of items coming forward.</p>
7.	<p>News and Information</p> <ul style="list-style-type: none"> • Items for the next Newsletter <p>Alan Dean suggested that the next newsletter should focus on what work is taking place and should cover areas such as; MSDi Software, Richard Wilsons paper on mortality rates, the Dignity and Respect campaign, Housing and Health Strategy and Keith Heyes' Physical Activity report. These items along with a number of others from the previous two meetings will be considered.</p>
8.	<p>Any Other Business</p> <p><u>Living with Diabetes day</u> Rob Bacon took the opportunity to speak regarding an event he had attended on Saturday. He said that this event for Diabetes was a very successful day with over 300 people in attendance.</p> <p><u>Chairing Arrangements</u> It was noted that from the next meeting Richard Nugent will takeover the role of Chair. Darren advised members that he has been appointed the new leader of Sandwell Council and will no longer be in attendance at these meetings. He took the opportunity to thank members and said he had thoroughly enjoyed working with members and will be moving on to a new political direction.</p> <p>Richard Nugent thanked Darren for his contribution to the Board.</p>
9.	<p>Next meeting (Development Focused)</p> <p>Monday 18th January 2010 4:30 - 6:30pm Room 2F Kingston House 438 High Street, West Bromwich</p>