

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

The delivery plan set out below is a central element of the Council's Health in All Policies commitment, providing further details on how and where we will address the priorities and objectives identified in Section 8 of the Health and Wellbeing Strategy. This is a continual learning process; data and targets/outcomes will be further developed as intelligence is collated during the first year of the plan to reflect changes in published health indicators used to formulate our evidence base.

Priority 1 - Encourage people of all ages to have more active and healthy lifestyles and take control of their own health and wellbeing					
Objectives	Actions	Outcomes	Timescale	Key Contributing Services/Teams	Funding Source
Develop and support initiatives which enable people to be more active, with a particular focus on tackling inactivity	Work with Live at Home Lichfield and Burntwood to offer weekly dance and exercise classes	✓ 1 dance class and 1 chair based exercise class per week helping 100 unique individuals	March 2019	Leisure & Operational Services and Freedom Leisure	Community and Voluntary Sector grant funding
	Work with South Staffordshire Cruse Bereavement Care to develop regular drop-in group activity sessions	✓ 50 drop in group sessions with an average of 15 attendees per session	March 2019	Licensing & Partnerships	Leisure and Operational Services outsourcing contract
	Work with Freedom Leisure to:	✓ 15 low income families	April 2019	Food & Health & Safety	LCB residual funding for health and wellbeing activities
	<ul style="list-style-type: none"> use ward-level low-income data to target residents from deprived areas through a 'street of week' campaign offering a free programme or activity of their choice deliver physical activity programmes in partnership with schools, targeting children of all ages Leisure maintain an offsite focus and work collaboratively with partner organisations to ensure a targeted and equitable provision develop a health membership to engage those from local GP referral programmes and social prescribing opportunities throughout Lichfield District 	✓ 20 Programmes	December 2020		
Reduce childhood and adult obesity	Work with Staffordshire County Council's Everyone Health service to Signpost adults aged over 50, living in the identified wards of Chasetown, Chadsmead and Curborough for support with public health interventions.	✓ Everyone Health promoted	December 2020		
	Work with Freedom Leisure to:	✓ 150 Family Memberships	April 2020		

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

	<ul style="list-style-type: none"> introduce a Healthy Lifestyle Activity programme targeting inactive overweight adults, using our spatial evidence base and information sharing with partner organisations, e.g. GP surgeries work with Streetgames to deliver the 'Let's Get Physical programme' which is designed to engage inactive and overweight children from disadvantaged areas collaborate with other partner agencies as appropriate to ensure all outcomes within the emerging Leisure and Operational Services Health and Wellbeing Delivery Plan are successfully achieved promote National Campaigns - support campaigns such as Public Health England One You, Sport England's This Girl Can, Dry January and market at specific groups 	<ul style="list-style-type: none"> ✓ 120 adults Engaged ✓ 432 children engaged in weekly activities ✓ 36 community sessions held benefiting 720 attendees 	April 2020 December 2019 March 2019 March 2019		
	Work with Staffordshire County Council and its Public Health development team to develop a placed-based approach for early intervention and ensure that Health in All Policies (HiAP) is a success in Lichfield District.	<ul style="list-style-type: none"> ✓ HiAP introduced ✓ Measures of local public health indicators developed with SCC 	December 2018 December 2020		
Develop a more informed and empowered district and inspire healthier food choices and eating habits	Support an environment that makes healthy eating an easy and accessible choice and encourages more families to eat healthily	<ul style="list-style-type: none"> ✓ Define/establish baseline of catering premises offering 'healthier' food choices ✓ Develop plan for increasing the number of catering premises offering healthier food choices 	December 2020 December 2020	Development Leisure & Operational Services and Freedom Leisure Food & Health & Safety Communications	Food & Health & Safety Community and Voluntary Sector grant funding Leisure and Operational Services outsourcing contract LCB residual funding for health and wellbeing activities
	Work with partner organisations including Birmingham University to establish the potential for a 'Healthy Eating' rating system pilot for food premises across the district, with a focus on urban centres	<ul style="list-style-type: none"> ✓ Daily fruit and vegetable consumption is increased beyond 2.51 portions per day ✓ All staff in public facing roles have been briefed in the HiAP approach, and are able to signpost customers for further help or advice 	December 2020 October 2019		

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

	Work with relevant partners to help people access the information and services they need to improve their health and wellbeing (e.g. promotion of digital resources)	✓ Customers receive more integrated and well-informed engagement and customer service experience and are signposted to digital health and wellbeing resources	October 2019		
	Ensure partner organisations in front line roles understand local health and wellbeing concepts and can 'Make Every Contact Count' (MECC)	✓ More people are making healthier lifestyle choices, reducing the prevalence and severity of poor health	December 2020		
Improve mental wellbeing	Increase participation of activities which build confidence and self-worth	✓ Public Health indicators show improved mental wellbeing amongst children and young adults vs 2016	December 2020	Leisure & Operational Services and Freedom Leisure	Community and Voluntary Sector grant funding
	Deliver Mental Health First Aid (Young People) Training to all the Active Lichfield workforce and volunteers.	✓ 15 Members of Staff and 5 volunteers	March 2019	Communications	
	Work with Live at Home Lichfield and Burntwood to offer 'wellbeing walks' for older people	✓ 2 wellbeing walks per year	March 2019	Licensing & Partnerships	

Priority 2- Support older and vulnerable people in our communities to live and age well					
Objectives	Actions	Outcomes	Timescale	Contributing Services/Teams	Funding Source
Reduce social isolation of older and vulnerable people	Making every contact count to further improve identification, engagement and referral of people at risk	✓ Front Line staff can identify and effectively respond to people who may be vulnerable and signpost accordingly	Summer 2019	All front line staff	Community and Voluntary Sector grant funding
	Work with Freedom Leisure to deliver the walking for Health programme for the over 60s	✓ 50 over 60s recruited	December 2020	Leisure & Operational Services and Freedom Leisure	
	To develop links with isolated members of the community through engagement with health carers, churches and GP surgeries and support those identified to access activities	✓ 30 isolated individuals supported	December 2020	Licensing and Partnerships	
	Work with Live at Home Lichfield and Burntwood to offer: <ul style="list-style-type: none"> a befriending service through home visits, telephone and post weekly lunch clubs weekly outings focussed support for men 	✓ 250 individual benefitting ✓ 6 lunch clubs per week benefitting 180 individuals ✓ 1 trip or outing per week ✓ 4 activities piloted to engage new male members	March 2019 March 2019 March 2019 March 2019	Customer services (Connects)	
	Work with Places of Welcome Plus to open additional venues	✓ 6 new additional venues each offering 2 hours of support per week to 50 new visitors	March 2019		
	Work with Action on Hearing Loss to provide monthly 'Hearing Check and Information Drop-in' sessions in selected areas and 'Community Information Days'	✓ 800 individuals engaged through 2 sessions per month and 4 information days	March 2019		
	Work with partners to provide Dementia Awareness training to staff and external colleagues Support the CCG and partners on Dementia awareness amongst local businesses and residents in Lichfield District	✓ Greater awareness of dementia issues amongst frontline staff ✓ Greater awareness of dementia issues amongst employees of local businesses	December 2020 December 2020		
Reduce proportion of	Warmer Homes Greener District (WHGD) will: <ul style="list-style-type: none"> continually update local knowledge to improve 	✓ 200 vulnerable households assisted annually ✓ 40 home visits to fuel poor and	March 2020	Housing Strategy Private Sector	Energy Insulation Capital

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

fuel poor households	monitoring, targeting and allocation of resources for fuel poor households	vulnerable households annually	March 2019	Housing	
Reduce the proportion of excess winter deaths	<ul style="list-style-type: none"> increase collaboration with districts, boroughs and other organisations across the county to maximise opportunities from Energy Company Obligation (ECO) and similar schemes maintain a prominent role within the emerging local integrated care offer 	<ul style="list-style-type: none"> ✓ 20 referrals for funded energy efficiency measures annually ✓ Collaborative partnerships between Staffordshire authorities has increased funding within the district, supported hard-to-engage households and reduced the local excess winter mortality index to below 20¹ 	March 2019 September 2020		
Employment, training and volunteering opportunities are fully promoted	Build community capacity through Community and Voluntary Sector funding programme	✓ Proportion of households experiencing financial stress is below the national average (of 28%) in all wards	December 2023	Economic Growth	Community and Voluntary Sector grant funding
	Work in partnership with Talent Match and Support Staffordshire to offer volunteering and training opportunities to young people not in education, employment or training (NEET)	✓ 8 NEET young people supported	December 2020	Housing Strategy	
	Work with South Staffordshire Cruse Bereavement Care to recruit and train volunteers	✓ 6 additional volunteers recruited and trained	March 2019	Housing Options	
	Work with the Let's Get Physical programme to recruit volunteers	✓ 5 additional volunteers recruited and trained	March 2019	Customer Services (Connects)	
	Work with Live at Home Lichfield and Burntwood to recruit and train volunteers	✓ 25 new volunteers recruited and 75 unique volunteers trained	March 2019	Development Management	
	Work with Places of Welcome Plus to recruit and train volunteers	<ul style="list-style-type: none"> ✓ 18 additional volunteers recruited at 6 new venues ✓ 4 volunteers recruited and trained 	March 2019 March 2019	Licensing and Partnerships	
	Full participation in the Shaw Trust 'Work and Health Programme' ²	✓ Council actively participating	March 2020		

¹ The EWM index is calculated so that comparisons can be made between sexes, age groups and regions, and is calculated as the number of excess winter deaths divided by the average non-winter deaths, expressed as a percentage. An EWM index of 20 shows that there were 20 per cent more deaths in winter compared with the non-winter period.

² The Work and Health Programme is a Welfare to Work programme commissioned by the Department of Work and Pensions (DWP). It is designed to improve employment outcomes for people with health conditions or disabilities and those unemployed for more than two years: <https://www.shaw-trust.org.uk/Services/Work-and-Health-Programme>

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

Promote Support Independent Living in Staffordshire (SILIS) and increase personal independence	<ul style="list-style-type: none"> • Work with the Support Independent Living in Staffordshire (SILIS) partnership including Millbrook Healthcare Ltd and Staffordshire County Council to promote SILIS • Work in the SILIS partnership to monitor the contract with Millbrook and ensure successful delivery of home adaptations enabled through Disabled Facilities Grants (DFG) 	<ul style="list-style-type: none"> ✓ Residents needing advice or support receive an improved Home Improvement Agency experience ✓ At least 80 residents per annum receive DFG funded adaptations in their homes ✓ Average waiting times between initial DFG grant application and installation are reduced 	December 2018	Housing Strategy Licensing and Partnerships	Better Care Funding for DFG's of c£900,000 per annum
	Work with South Staffordshire Cruse Bereavement Care to support grieving households to live more independently at home	✓ 85 households supported and where appropriate	March 2019		
	Work with Live at Home Lichfield and Burntwood to offer: <ul style="list-style-type: none"> • computer classes providing older people with skills to remain independent • assisted shopping services • dementia day care sessions and carer support and respite • a prompted telephone support service to individuals living with memory loss 	<ul style="list-style-type: none"> ✓ Signposting/referral to the Methodist Homes for the Aged (MHA) Live at Home project and Action on Hearing Loss ✓ 6 computer classes per week ✓ 25 households benefiting from assisted shopping ✓ 2 dementia day care sessions per week ✓ 150 telephone prompts monthly 	March 2019 March 2019 March 2019 March 2019		
	Work with Places of Welcome Plus to provide information sessions GPs and practice staff to raise awareness of the barriers people with hearing loss face and potential solutions	✓ 2 targeted GP information sessions	March 2019		
Reduce the number of people experiencing serious injury from falls	Work with internal teams and external agencies/Service Level Agreement (SLA) partners to reduce harm to those at risk of falls by: <ul style="list-style-type: none"> • developing evidence based interventions for older populations, e.g. physical activity, better nutrition and appropriate housing • identifying trip hazards within and around the homes of vulnerable people they visit, to identify personal characteristics which may place individuals at higher risk of falls, and 	<ul style="list-style-type: none"> ✓ Falls at-home amongst the frail and elderly and consequent serious injuries, visits to Accident and Emergency (A&E) and hospitalisation are reduced ✓ Developers are committing to increasing the choice of affordable and age/ability appropriate housing in new developments 	December 2020	Housing Strategy Private Sector Housing & Environmental Health Development Licensing and Partnerships	Community and Voluntary Sector grant funding Private sector housing funding
			December 2020		

APPENDIX B: Health and Wellbeing Strategy Delivery Plan 2018-2020

Draft for Cabinet

	<ul style="list-style-type: none"> • make appropriate referrals to other services as appropriate 			Leisure and Operational Services	
Reduce housing inequalities by preventing homelessness and increasing the number of affordable homes	<ul style="list-style-type: none"> • Maximise delivery of new affordable homes • Provide affordable homes grant funding to Approved Registered Provider(s) to enable new affordable homes • Gather evidence for a new Housing and Homelessness Strategy 2019-2022 • Revise our Housing Assistance Policy to ensure that emergency home repair assistance funding is available to help those most in need • Support more benefits qualifying households through our revenues and benefits services to ensure income maximisation 	<ul style="list-style-type: none"> ✓ Delivery of our target of 158 new affordable homes annually means that more residents have been housed in good quality affordable homes and are less likely to experience rent/mortgage/utility arrears ✓ Fewer homelessness applications are being made ✓ Reduced use of and time spent in temporary accommodation ✓ Fewer households are living in inappropriate housing 	March 2021 December 2020 December 2020 December 2020	Housing Strategy Housing Options Revenues and Benefits Private Sector Housing	Commuted sums (a grant to support affordable housing development) Emergency Home Repair Assistance grant

Priority 3 – Improve workplace health, wellbeing and safety					
Objectives	Actions	Outcomes	Timescale	Contributing Services/Teams	Funding Sources
Lichfield District Council to become a smoke-free, low fat, low-sugar, active workplace	Lead by example towards making the Council workforce a healthy workforce by: <ul style="list-style-type: none"> • promoting physical activity as part of the working day • providing regular active-workplace activities including pedometer challenges, martial arts and various aerobic sessions, to encourage a more active lifestyle. 	<ul style="list-style-type: none"> ✓ Healthy eating, living and working information is available on Brian ✓ Staff are encouraged to incorporate movement into their daily work schedules ✓ 200 employees participating in regular workplace activities 	December 2018 December 2019 December 2019	Food, Health and Safety Leisure and Operational Services Communications	
Incorporate mental health awareness as a core focus in the emerging People Strategy	Through the People Strategy: <ul style="list-style-type: none"> • Advocate the 'Time to Change' national campaign³ or similar • Foster more trust and openness between staff and their line-managers • Ensure an environment where staff are able to talk in confidence with managers 	<ul style="list-style-type: none"> ✓ Council employees have the confidence to discuss any mental health issues with their managers ✓ Employees have access to support to prevent reaching crisis point ✓ The number/duration of recorded absences for stress/psychological reasons is reduced 	March 2019 March 2019 March 2020	Corporate Services Communications	
Promote healthy and safe workplaces to further reduce the risk of accidents, mental stress and sickness absence	<ul style="list-style-type: none"> • Continue to target our interventions on areas having the greatest impact on ill health reduction • Ensure that premises under our control for health & safety enforcement only have interventions if risk management is failing • Develop partnerships with small local businesses and larger national companies based in our district, to provide consistent and proportional advice on health & safety issues at both local and national levels 	<ul style="list-style-type: none"> ✓ Improved work/life balance and employee satisfaction (self-reported) ✓ Fewer recorded workplace accidents ✓ Fewer recorded absences due to work-related ill-health 	March 2020 March 2020 March 2020	Food, Health and Safety	

³ Time to Change is a growing movement of people changing perceptions about mental health: awareness campaigns aim to improve public attitudes towards people with mental health problems, reduce discrimination and challenge stigma. Local authorities can access resources to help promote this: <https://www.time-to-change.org.uk>