

## Public Health and Wellbeing Quarterly Performance Management Report 2021-2022

Quarter 2 (1<sup>st</sup> July to 30<sup>th</sup> September 2021)

**The information presented below is progress on the key objectives in the Health and Wellbeing Business Plan for 2021-2022**

KEY OBJECTIVE	PROGRESS REPORT (Q2)
<p><b>A.3586 To revise, develop and deliver the Implementation of Local Outbreak Management Project Plan</b></p>	<p style="background-color: #e1eef6; padding: 5px;">✔ ONTARGET</p> <p>Significant progress has been made against the LOMP aligned with locally agreed targeted needs of the population of Dudley. Since the development of the programme plan national policy and guidance has changed as the pandemic has evolved which has meant that some of the original objectives set out in the LOMP have needed to evolve and adapt with those changes. In line with the Contain Framework (Published in August) the ongoing focus for the Council has been to support our local residents and businesses, moving away from stringent restrictions to everyone’s day-to-day lives and advising people on how to protect themselves and others, alongside targeted interventions to reduce risk. A major priority for the system has been to learn the lessons thus far and protect and support those most vulnerable to the consequences of Covid and any other infectious disease. Updates -We continue to offer a 7 day service to respond to Covid incidents and outbreaks -Testing engagement and promotion continues with a particular emphasis on our hard to reach/vulnerable groups Contact tracing and door-to-door visits continue to encourage participation in test and trace • Welfare support continues • Financial support continues. A number of engagement strategies have been implemented to encourage and promote the uptake of vaccination</p>
<p><b>A.3587 Work with partners to support and build resilience in our businesses and places to overcome the ongoing challenges presented by COVID 19</b></p>	<p style="background-color: #e1eef6; padding: 5px;">✔ ONTARGET</p> <p>Communications with businesses regarding covid legislation and safe covid operation are regularly updated via CAPA and Dudley Business First. Advice is given to</p>

	<p>businesses by visits to premises, together with supply of LFT's. Business outbreaks are dealt with by the Dudley Test and Trace Cell and referred to IMTs where necessary. Emphasis is now on encouraging business to adopt safe operating practices and to support businesses who have been hit by the pandemic.</p>
<p><b>A.3588 Work with partners to develop and mobilise the integrated care partnership in Dudley -including the integration of public health commissioned services (children's and adults)</b></p>	<p>✔ ONTARGET</p> <p>Monthly meetings diarised with all providers, PH commissioners and DIHC in preparation for transfer on 1 April 22. DIHC update meeting held on 2nd Sept '21 for providers to hear from DIHC on the journey so far and intentions moving forwards. Childrens: CYP Contract monitoring continues quarterly for these providers, with open dialogue. Adults: There have been challenges from the provider of the integrated sexual health service in relation to the transfer. The provider's risk assessment will be reviewed as part of a full Sexual Health service review in Q3-Q4. Meeting also arranged in Q3 between DIHC and DMBC.</p>
<p><b>A.3589 Work with partners to develop, commission and implement a programme to increase the resilience of children, young people and families</b></p>	<p>✔ ONTARGET</p> <p>- Nurture &amp; Resilience (N&amp;R) steering group is due to meet 2.11.21 to oversee the investment of N&amp;R funds and hear from partners on the outcomes achieved so far. - 27 primary schools have N&amp;R practitioners. - Some schools will be nominated to receive national recognition with awards. - The Primary school N&amp;R project has been shortlisted for the 2021 Alex Timpson Awards, for the Special Award Category. - Dog, Duck &amp; Cat continues to provide support for all settings with children 9 years and below. The Fusion programme -offering counselling and support for LGBTQ+ BAME is working well to support Dudley's young people. Loudmouth theatre and workshops have adapted an online (covid safe) interactive working programme to still support all educational settings for children &amp; young people, covering; relationships, bullying, mental health and wellbeing, sexual health, abusive relationships and Child sexual exploitation. Young people are able to watch a piece of drama, then chat to the actors in character to ask clarification questions and discuss (with hindsight) what they should have noticed or questioned, what they would have done, sharing sources of local and national support. Working with the Dudley safeguarding lead and school safeguarding leads to support the introduction of a new programme covering sexual harassment of girls and women. To raise awareness, resilience and know what actions to take and where to get support. The Health Visiting Attachment Pathway has been developed into a Nurture and Resilience Pathway and is currently being reviewed for the 0-19 service. The Birth Trauma service is</p>

	<p>currently operating with a waiting list so DGH has agreed to match fund and offer another clinic in addition to training another practitioner. Promotional Guide Training has been rolled out as a multi-agency offer and has been implemented in both midwifery and health visiting.</p>
<p><b>A.3590 Provide leadership to implement and coordinate a systemwide commitment to the first 1001 Days, to include development of partnership plan and contribution to making Dudley a child friendly borough</b></p>	<p> ONTARGET</p> <p>First 1001 days remains a priority area of work and there is full commitment from across the partnership to drive this agenda. The First 1001 Days video was launched in October and pledges are being made on the H&amp;WBB Website. The video can be viewed on YouTube <a href="https://youtu.be/sS3lp_l_uOoo">https://youtu.be/sS3lp_l_uOoo</a> NHS partners have allocated funding for a Programme Manager post to lead on the First 1001 days. Interviews are planned for November 2021. The partnership are due to launch the universal phase of the programme "Five to Thrive" with training planned for the Autumn.</p>
<p><b>A.3591 Build upon the deliberative inquiry community engagement work to shape the system wide approach to tackling obesity across the life course. Review, prioritise and implement a plan of action with a focus on root causes</b></p>	<p> ONTARGET</p> <ul style="list-style-type: none"> <li>• Black Country wide submission to Sport England’s Commonwealth Active Communities fund - decision mid November 2021. The project will look to use the Commonwealth Games in 2022 as a catalyst to increase physical activity in the population as part of the legacy of the games. There are a range of interventions that will enable this.</li> <li>• Tier 2 Adult Weight Management Funding has been granted by the Office for Health Improvement and Disparities (previous PHE) based on levels of deprivation and obesity. Contracts have been developed for delivery from Jan 2022. Focus on community led projects for target groups - based on local data and intelligence, in addition to a commercial service offer.</li> <li>• Dudley Council are working in partnership with Active Black Country and Aspire Sports and Fitness to develop a specialist Community Sport and Health Officer (CSHO) Apprenticeship for Dudley schools to access from September 2021 (delayed due to the pandemic). The CSHO apprentice will have an important role to play in improving the health and wellbeing of children, families and communities by delivering fun, inclusive and engaging activities that help to bring about positive change in physical activity habits. Primary schools will be encouraged to use their PE and Sport Premium Funding to fund an CSHO apprentice.</li> <li>• A small number of Health Action Groups (developed as a result of the Deliberative Inquiry) have reformed and plan to start meeting regularly from the New Year</li> </ul>

	<ul style="list-style-type: none"> <li>• A review of Child Weight Management Services has been completed and recommendations are currently being considered by the Team before a decision sheet is prepared for decision.</li> <li>• There is a continued focus on the First 1001 Days and maternal obesity services, which had to go digital during the pandemic are being reviewed and areas of learning and innovation captured to inform future planning.</li> <li>• TfWM connectivity study regarding pedestrian and cycle links to the Metro has been completed.</li> <li>• There has been an expansion of FLO (telehealth support for breastfeeding) to support all parents to adopt responsive feeding regardless of feeding choice. We are exploring wider use of the FLO system to support postnatal weight loss and childhood obesity prevention</li> </ul>
<b>A.3592 Develop a Marmot Build back fairer community-oriented approach to reducing health inequalities</b>	<ul style="list-style-type: none"> <li>•  ONTARGET</li> <li>• Project plan produced. Marmot and ABCD approach approved by HWBB First meeting of the steering for inequalities will meet 1st week in November. Storytelling/ community narrative work commissioned. Thematic analysis will inform new ways of addressing health inequalities, building on community assets and community resilience.</li> </ul>
<b>A.3593 Upskill Dudley integrated care partnership in population health</b>	<ul style="list-style-type: none"> <li>•  ONTARGET</li> </ul> <p>Ongoing support being provided at key stakeholder meetings. A program of work is being developed to take public health support into PCNs, whilst working closely with and upskilling DIHC.</p>
<b>A.3594 Support NHS system recovery after COVID-19 to include restoration of NHS Health Checks and support for NHS screening programmes</b>	<ul style="list-style-type: none"> <li>•  BEHIND</li> </ul> <p>Difference after end of Q2 between highest and lowest PCN uptake has fallen to 9.4% (target: 1% per quarter, so remains on track). However, NHS health checks uptake is extremely limited at present due to ongoing COVID-19 pandemic pressures and few primary care practices are able to offer them in any volume. The reduction in the difference between best and worst performing areas is therefore a reflection of a reduction in uptake in better performing areas of lower need, rather than any significant improvement in uptake in more challenged areas. We continue to keep the program under review but do not expect any significant expansion in primary care capacity in the immediate future.</p>
<b>A.3595 Develop a system wide approach to bereavement and compassionate communities</b>	<ul style="list-style-type: none"> <li>•  ONTARGET</li> </ul> <p>Children &amp; young people - The CYP steering group is being reviewed and reformed. - The pathway for bereavement</p>

	<p>and loss support is to be reviewed with key partners in October '21 with an action plan from universal to targeted support. - The revised pathway and resources, support will then be clearly communicated to all. The children and young people's steering group is being reviewed and reformed. The pathway for bereavement and loss support is to be reviewed with key partners in October 2021 with an action plan from universal to targeted support. The revised pathway and resources, support will then be clearly communicated to all. A Bereavement Charter for Dudley and accompanying Bereavement Toolkit has been developed with community engagement and is planned to be launched during National Grief Awareness Week in December 2021. A series of communications to support National Grief Awareness Week is being developed. Further work continues with care home staff, funeral directors and religious celebrants in training and promotion of these resources and initiatives.</p>
<p><b>A.3596 Provide support to the NHS vaccination programme to ensure high vaccine uptake and reducing the inequality gap</b></p>	<p>✔ ONTARGET</p> <p>The vaccination on wheels project started on 21 June 2021 and has visited 47 locations across the borough. The mobile unit provided 2,623 covid vaccine dose between Jun - Sep. 25% of the locations were held at the three colleges. 40% of the van locations targeted low uptake areas. Significant communications were carried out including promotion using social media, 'feet on the street' team talking to people and addressing vaccine hesitancy, flyers to households, text messages to unvaccinated residents, road signage, website and an ad van. Vaccine van work has been paused while community engagement with specific communities are taking place</p>
<p><b>A.3597 Review and develop the local health protection system</b></p>	<p>✔ ONTARGET</p> <p>Reviewed processes with partners in light of new organisations formed. Agreed an initial way forward with regards to actions required to reduce impact of communicable disease through audit and education process. Continue in role of scrutiny and challenge on behalf of Director of Public Health and wellbeing by attending meetings hosted by stakeholders. Still heavily involved in COVID response supporting outbreaks and incidents within Social care and school settings</p>
<p><b>A.3598 Deliver Phase II of the innovation fund</b></p>	<p>✔ ONTARGET</p> <p>Projects supported on a need's basis. This included: • Identifying external funding opportunities (including grants) • Supporting projects to become sustainable once funding has finished • Support to rework project plans post covid • Maintaining project relationships for Public Health signposting • Sharing training opportunities with projects. Storytelling/ community narrative work</p>

	commissioned. Thematic analysis will inform priorities and approach for the next stage of the Innovation Fund.
<b>A.3599 Develop a system wide approach to reducing loneliness and social isolation</b>	<p>✔ ONTARGET</p> <p>Social connectedness network - delivered stay connected virtual events with local voluntary sector and health sector partner organisations, linking 30 local groups and 20 local residents together, connecting them to local information, activities and groups. Befriending scheme – a total of 119 older people offered weekly phone calls from a volunteer befriender. A total of 78 volunteers supporting the scheme. Quarter 1 = 23 referrals and quarter 2 = 37 referrals. In addition to supportive phone calls, a number of older people have been referred to specialist services including mental health support, digital technology support and safeguarding issues were addressed. Innovation funded project Digi Dudley started in September to address digital inequalities in older people and carers. Project aims to improve access, skills, confidence and motivation in older people and carers to enable them to access services, information and activities online independently. Referral system and digital buddy volunteer scheme in place.</p>
<b>A.3600 Deliver the Expert Patient Programme ensuring the service is targeted and effective for people with long term conditions</b>	<p>✔ ONTARGET</p> <p>Continued to communicate and support volunteer tutors via monthly e-newsletters and monthly coffee mornings.</p> <ul style="list-style-type: none"> <li>• Rebranded Dudley Self Management Programme and redesigned marketing material following health literacy training.</li> <li>• Courses that completed in Jul, Aug &amp; Sep = 1 course with 5 out of 7 participants completing attendance.</li> <li>• Since September 2020, the service was delivered via MS Teams and telephone courses.</li> <li>• No. of courses delivered = 21.</li> <li>• 105 participants out of 157 completed attendance.</li> </ul>
<b>A.3601 Work with partners to develop age-friendly environments</b>	<p>✔ ONTARGET</p> <p>Working with partners on Child Friendly Dudley.</p>
<b>A.3602 Improve health and wellbeing in care homes</b>	<p>✔ ONTARGET</p> <p>Dudley care homes website currently in progress. This will be a website dedicated to Dudley borough care homes to access information, updates, support for health and wellbeing and training.</p>
<b>A.3603 Deliver the one voluntary sector transformation project with the commissioning hub</b>	<p>✔ ONTARGET</p> <p>Commissioning process has restarted following service specification update and amendment. Timescales to award are currently on time.</p>

<p><b>A.3604 Developing a renewed focus on working in neighbourhoods with communities – building upon what is currently working well and investing in the new approaches</b></p>	<p>✔ ONTARGET</p> <p>Supporting/ leading on a number of projects/ programmes currently focussing on strength based approaches to working in neighbourhoods and communities such as Lye New Histories Project, work with the Salvation Army in Wrens Nest and Big Local in Coseley. Support provided to partners to develop 'Cluster Connect' groups in the five townships. Community priorities include loneliness and social isolation (DN), gap in life expectancy, community events and litter picks (BH) and promotion of lifeline leaflet for vulnerable families (DC). As One initiative rolled out with over 100 banners installed across the borough and an online presence established to encourage neighbourliness</p>
<p><b>A.3605 Influencing council work programmes to incorporate strength-based approaches</b></p>	<p>✔ ONTARGET</p> <p>Initial meeting with Regeneration team to scope potential for People’s Panel approach in Lye. Scoping completed with Healthy Ageing team to build strength based approaches into development of an older people’s forum and capacity building within the voluntary, community faith sector.</p>
<p><b>A.3606 Building on learning from the Innovation Fund and commissioning further storytelling work to inform and develop new ways of commissioning and working with communities</b></p>	<p>✔ ONTARGET</p> <p>Paper on storytelling/ community narrative work presented to PHSLT and SEB and company commissioned to carry out this work. Thematic analysis will inform new ways of working with communities post Covid-19.</p>
<p><b>A.3607 Relaunch of community forums across all townships</b></p>	<p>✔ ONTARGET</p> <p>Paper written and presented to PH SLT, SEB and Informal Cabinet. Recommendations approved, including to run online forums in Oct/Nov as a trial. Dates for meetings confirmed with Councillors and Police representatives and plans put in place including for online training and support for Liaison Officers and community development workers.</p>
<p><b>A.3608 Contribute to work to ensure that the Council and community is prepared for and is resilient to the impact of the EU withdrawal (including the impact on environmental health and consumer standards)</b></p>	<p>✔ ONTARGET</p> <p>Officers in EHTS have specialist knowledge of the altering regulatory requirements on businesses post Brexit. Advice is provided to both food and non-food businesses to ensure compliance and facilitate successful trading practices.</p>
<p><b>A.3609 Deliver inclusive growth along the Brierley Hill metro extension by maximising health potential of town centre regeneration projects</b></p>	<p>✔ ONTARGET</p> <p>Inclusive growth – The Metro Extension is the focus area for much of the delivery work for the application sent to Sport England for the Commonwealth Active Communities funding submission. Community engagement a key element of this bid.</p>

<p><b>A.3610 Maximise health potential in planning processes</b></p>	<p>✔ ONTARGET</p> <p>Planning - Contributed health considerations into the Black Country Plan ahead of the feedback deadline to ensure the BC Plan would have the policy hooks for local planners / planning policy to action in Dudley.</p>
<p><b>A.3611 Completion and adoption of local transport and health strategy</b></p>	<p>⚠ BEHIND</p> <p>Transport and Health Strategy – Principles for the strategy agreed, but the action plan that was prepared pre covid requires updating before being ready for Senior Leadership approval and adoption from elected members. Behind due to prioritisation on Covid response work</p>
<p><b>A.3612 Use a placemaking approach to create places that are supportive to resident’s health and wellbeing through working with key partners and across directorates around key themes</b></p>	<p>✔ ONTARGET</p> <p>Housing – Improving landlord standards in the private rented sector continuing through Healthy Council Switch. Focus moving away from accredited scheme and more to practical resolution and enforcement action.</p>
<p><b>A.3613 Complete review of a park activator service and implement agreed service reforms</b></p>	<p>✔ ONTARGET</p> <p>Draft review document prepared in collaboration with the PH staff who have supported with management of the staff. To be completed by end of November 2021</p>
<p><b>A.3614 Develop a delivery plan to reduce the impact of poverty on health and wellbeing. Update data to clarify impact of poverty as a result on the pandemic. Set up project delivery and governance plan.</b></p>	<p>✔ ONTARGET</p> <p>Project plan and governance arrangements reviewed. Paper submitted to SEB in October.</p>
<p><b>A.3615 Working with partners, refresh and deliver the suicide prevention plan to build a suicide safer Borough</b></p>	<p>✔ ONTARGET</p> <p>Children &amp; Young People - working in partnership to draft an action plan for Dudley, using the national findings report to shape what actions are needed. Findings show; - Social background is not an indicator. - Over a third of YP suicides had never been in contact with mental health services. - 62% had suffered a loss of attachment; friendship, bereavement or moved area. - 16% were on the autism spectrum. - Almost a quarter had experienced bullying. Delivery continues of suicide prevention training to those in front-line contact with people vulnerable to suicide. Over 100 people trained from a range of services/settings with positive learning outcomes World Suicide Prevention Day campaign launched on 10 September promoting uptake of the Zero Suicide Alliance on-line training in support of the Borough's Zero Suicide ambition Public Health England framework for suicide prevention in public places being applied in locations of concern Suicide prevention and surveillance group</p>

	convened to monitor suicide and suicidal behaviour and identify any local issues/patterns.
<b>A.3616 Work with partners to develop and deliver a public health approach to violence reduction</b>	No response
<b>A.3617 Implement the workplace wellbeing development plan and achieve the Bronze Thrive Workplace Wellbeing Charter for council and across the system</b>	<p>✔ ONTARGET</p> <p>Gap analysis of evidence has been conducted; Evidence website access sorted with WMCA. Maybe delay next quarter as officer who was tasked to do evidence upload has left the authority</p>
<b>A.3618 Work with Adult Safeguarding to reduce the number of vulnerable adults subject to financial scamming</b>	<p>★ AHEAD</p> <p>Specialist officers in Trading Standards attend Adult MASH to provide appraisal of financial abuse referrals and investigation where necessary. Scams officers visit Dudley residents who are being targeted by scammers to educate and prevent financial exploitation.</p>
<b>A.3619 To contribute to drive improvements with our stakeholders in air quality, including the Combined Authority, by the implementation of Government Directed Feasibility Study and the Borough Wide Air Quality Action Plan</b>	<p>✔ ONTARGET</p> <p>Air quality monitoring stations across the borough are operated and monitored by EHTS.</p>
<b>A.3620 To develop EH and TS service delivery to align with Public Health priorities</b>	<p>✔ ONTARGET</p> <p>Work is ongoing to develop links between food hygiene inspections and initiatives encourage healthy eating (tackling obesity), removing illicit tobacco from sale (reducing tobacco addiction/reducing smoking in pregnancy), improving air quality (tackling climate change) and visiting vulnerable residents who are targeted by scammers (tackling loneliness and isolation).</p>
<b>A.3621 Produce the Director of Public Health Annual Report and refresh the JSNA</b>	<p>✔ ONTARGET</p> <p>Plans are in place to develop the refresh of the JSNA using an asset-based approach. Draft by March 2022</p>
<b>A.3622 Develop a winter plan to ensure resilience of council and key partners</b>	<p>✔ ONTARGET</p> <p>EP Team organised a winter preparedness meeting on 13 September engaging both council services and local partners to understand any risks / additional pressures and prepare suitable mitigations. Exercise Winter's Point was held on 5 October to clarify the roles and responsibilities of organisations in the management of Covid and Seasonal Influenza Outbreaks, and to test organisational capacity and capability to a care home outbreak scenario. EP team are currently developing</p>

	<p>Dudley's Winter Plan to consider wider risks in addition to cold weather, including impact of Covid-19 and winter illnesses, fuel poverty, and the potential supply and energy crisis. In addition an Action Plan is being created to clearly identify key leads for each task to satisfy governance.</p>
<p><b>A.3623 Exercise of the Major Incident Plan to ensure council have a robust response</b></p>	<p> ONTARGET</p> <p>An exercise to test Strategic Executive Board's physical and digital on-call response to a major incident is scheduled to take place on 2 February.</p>
<p><b>A.3624 PH Legacy for Commonwealth games 2022</b></p>	<p> ONTARGET</p> <p>An internal session to discuss the planning for this event was held on 7 September. EP awaiting Programme Board to be established to develop Command, Control and Co-ordination arrangements. Dudley part of a Black Country collaborative funding application to Sport England's Commonwealth Active Communities fund. After initial EOI was successful, the Stage 2 final application was submitted on 30 September. Focus for Dudley on connecting residents with green spaces, Active travel and increasing Physical Activity.</p>