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**SHADOW DUDLEY HEALTH AND WELL-BEING BOARD**

**1<sup>st</sup> OCTOBER 2012**

**Joint Report of the Director of Adult, Community and Housing Services, Acting Director of Children's Services, Director of the Urban Environment, the Director of Public Health and the Interim Senior Responsible Officer of the Clinical Commissioning Group**

**DRAFT JOINT HEALTH AND WELL-BEING STRATEGY**

**Purpose of Report**

1. For the Shadow Dudley Health and Well-Being Board to continue its lead on developing a Joint Health and Well-Being Strategy for Dudley.

**Background**

2. At its meeting of 23<sup>rd</sup> July 2012, the Shadow Board was reminded that the production of a Joint Health and Well Being Strategy is a key activity of the Shadow Health and Well Being Board. The work associated with such a Strategy supports the duty on Local Authorities and Clinical Commissioning Groups to improve health and the quality of health services.
3. Through its Development Sessions, the Shadow Health and Well Being Board has shaped initial direction for a Joint Health and Well Being Strategy. Key considerations have included:
  - the need to address the needs of all people “from cradle-to-grave,” across the whole life-course including an initial suggestion of the “Top Key Facts” from our Joint Strategic Needs Assessment;
  - focus on important principles such as closing the health inequalities and care gap through health improvement and improvement in quality of health services;
  - next steps in improving our approach to integrated commissioning and provision between the Council and the Clinical Commissioning Group so that people using services have better pathways to care;
  - responding to the content of the discussion by the Shadow Health and Well-Being Board at both its public meetings and Development Sessions to date e.g. what a definition of “Well Being” has meant to the Shadow Board Members;
  - that the Strategy should be concise and produced to meet the needs of a range of audiences; and
  - that the public should be engaged in the development of the Strategy.

4. The Planning / Editorial Group have continued working on the draft Report in the light of the feedback from the July 2012 Engagement Event. The comment received were collated and themes have been identified which have been linked to the developing draft. Feedback received through other routes such as email has also been taken into account. The Appendix to this Report is the second draft of the Strategy for further development.
5. Samples of direct feedback from the Event were reported at the Shadow Board's July meeting. To allow for more and wider engagement to occur, a small revision has been made to the timetable for the production of the final Strategy so that the final product might take account of that extra engagement. The final Strategy will be presented at the next Board meeting.
6. At the time of writing this Report, further work is being undertaken to widen the cohort of people with whom we have engaged through:
  - July Event Attendees – use of “Newsletter” communication
  - “From the street” – a planned initiative undertaken by the Shadow Board to attempt to engage with a wider audience through direct contact with people at a variety of locations across Dudley Borough
  - “Broadnet “- investigating the possible free use of an established telephone polling technique to reach out to new people
  - Using Family Information Service to secure wider engagement with children and young people

A verbal up-date on progress so far will be provided to the Shadow Board at its meeting.

7. Overall, the Board will be keen to learn from the process and outcome of developing a first Health and Well Being Strategy during 2012. New guidance for consultation was published by the Department of Health on July 31st 2012 which recognises that the Joint Health and Well Being Strategy is a process that will need up-dating but that this does not have to be done every year.
8. The view of the Shadow Board has been that based on the first version produced in 2012, that an updated Strategy would be produced in 2013, however. This will give opportunity to strengthen the links to the Joint Strategic Needs Assessment work which has been renewed in the course of the year.

### **Finance**

9. Any financial implications arising from the content of this Report will be met from within existing budgets between the agencies.

## Law

10. The background to the development of Health and Well Being Boards and the production of Joint Health and Well-Being Strategies lies in the guidance issued to date leading up to the enactment of the Health and Social Care Act 2012.

## Equality Impact

11. The establishment of a Shadow Dudley Health and Well-Being Board provides an opportunity to extend the influence of the Council in working more closely with partners, particularly GP and Clinical Commissioners, to consider equality issues through the work of the Board including the development of a Joint Health and Well Being Strategy. This Strategy will need to be informed by other strategies and principally the Health Inequalities Strategy.
12. It has been agreed to undertake an Equality Impact Assessment in respect of the developing Joint Health and Well Being Strategy and this will need to take account of the revised timetable for production.

## Recommendation

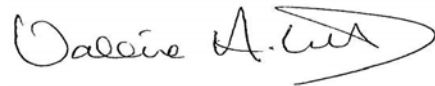
13. That the Shadow Dudley Health and Well-Being Board: -
  - Comment and direct the current content of the draft Joint Health and Well-Being Strategy as well as any issue connected to engagement with a view to the provision of a final strategy for the next Board meeting.
  - That an Equality Impact Assessment be undertaken to take account of the revised timetable for the Strategy.
  - Note and comment as needed on the further Engagement activity.



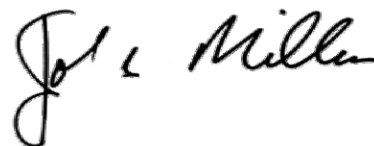
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