

Cabinet Meeting	
Meeting Date	28/3/2022
Report Title	Health and Wellbeing Plan Action Plan Annual Review
Cabinet Member	Cllr Angela Harrison, Cabinet Member for Health and Wellbeing
SMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Charlotte Hudson, Head of Housing and Community Services
Lead Officer	Zach Evans, Health and Wellbeing Officer
Key Decision	No
Classification	Open
Recommendations	1. To review progress to date and approve 2022/23 action plan proposals.

1 Purpose of Report and Executive Summary

- 1.1 This report serves to provide an update of progress to cabinet members with respect to the Health and Wellbeing Improvement Plan (HWIP). Alongside the plan appended, this report serves to outline the current progress and future actions with respect to the overarching community development strategy.

2 Background

- 2.1 Following the creation of the Health and Wellbeing Officer (HWO) role, it was agreed that the council required a Health and Wellbeing Improvement Plan in order to outline priorities and detail specific commitments to improve the health of the borough.
- 2.2 Progress has been made across a number of the themes from within the Health & Wellbeing Improvement Plan, although this has been slower than anticipated at the outset due to the ongoing impact of COVID-19 and also a change in staffing for the role. Despite this, a key element of the progress made includes the attendance of the HWO at numerous key groups such as the Social Prescribing Platform, Health and Housing Platform, Whole Systems Obesity Approach, and closely working with KCC and Medway Council on the Childhood obesity programme. The Medway and Swale ICP have set up a new childhood obesity taskforce, which the HWO attends, and is lending support to during the initial stages.
- 2.3 Dementia Friendly training has been organised and delivered to all relevant staff, as highlighted as a priority in the HWIP. Healthy and Active in Swale social media pages have been markedly more active, with the promotion of multiple videos

surrounding Active Lives being produced and shared via numerous forms of social media. In addition, quarterly meetings held between the CCG and Planning teams in order to provide updates about planning applications and CCG requirements have been implemented. A Green Schools initiative supported through the HWO in partnership with KCC has also been facilitated. The Sports Community grant scheme has now been rebranded to Community, Health & Wellbeing grant with the criteria expanded to encourage applications from organisations delivering projects that positively impact on the health and wellbeing of residents.

- 2.4 Not all projects have been a success immediately. A Smoke Free School Gates project was launched in late 2021. This project was halted following a very poor response from schools; a total of 15 responses out of a possible 58, giving a response rate of 26% with none of the responding schools highlighting smoking at school gates as a problem. The low response rate could be due to the Omicron variant which was increasingly a concern throughout the period in question, in combination with the Christmas period. It is intended for this project to be revisited in the future alongside a revised look at how we engage schools in our activities and projects.
- 2.5 There have been recognised priorities within the plan that will be areas of focus for the team going forward. These are summarised below:
- i. Linking in with Communications to further develop the delivery of health-related information to residents, maximising knowledge of availability and improving accessibility to services and opportunities. This will include an online catalogue of services to be developed as a priority.
 - ii. Further developing the strategy of support for mental health and ensuring residents are supported in timely diagnosis for this and all other health related issues.
 - iii. The cost-of-living crisis will also feature significantly as a workstream going forward due to its integral role in all aspects of health and wellbeing for residents.
 - iv. Expanding the focus from smoking cessation to tackle all addictions and seek to provide relevant support and signposting to residents needing help in these areas.

3 Proposals

- 3.1 For Cabinet to note the progress and next steps identified in the Health and Wellbeing Improvement Plan (Appendix 1).

4 Alternative Options

- 4.1 To not continue with the commitment to the Health and Wellbeing Improvement Plan. This option is not recommended. Without a joined-up approach that is

documented within this plan with partners and internal departments, it would be difficult to effectively address health and wellbeing priorities across the borough. WIP shows a level of repetition.

- 4.2 The Health and Wellbeing Improvement Plan will form part of an overarching Community Development strategy to be developed in Q1 of 2022/23 following the completion of the Community Services restructure currently at staff consultation stage.

5 Consultation Undertaken or Proposed

- 5.1 A consultation period ran from December 2020 until mid-February 2021 for the original Health and Wellbeing Improvement Plan prior to it being adopted in March 2021. Further consultation will take place during the production of the Community Development Strategy in due course.

Cabinet Advisory Committee

- 5.2 Regular updates on key projects and progress have been presented to the Cabinet Advisory Committee at regular intervals.

6 Implications

Issue	Implications
Corporate Plan	The Health and Wellbeing Improvement Plan delivers against corporate priority 3.2 – Reduce health inequality by developing more productive relationships with local health partners and making health and wellbeing a central consideration in all relevant council decision-making, recognising especially the link between housing and health.
Financial, Resource and Property	The Health and Wellbeing Improvement Plan seeks to maximise potential within existing workstreams and from partnership agencies. The actions rely on existing resources and do not call for any additional resources at the current time.
Legal, Statutory and Procurement	No Legal, Statutory and Procurement implications identified at this stage.
Crime and Disorder	No Crime and Disorder implications identified at this stage.
Environment and Climate/Ecological Emergency	The Health and Wellbeing Improvement Plan seeks to have positive implications in this area as it incorporates the areas of air quality and active travel.
Health and Wellbeing	The aim of the Health and Wellbeing Improvement Plan is to have positive implications as it seeks to address several areas of health inequality across the borough.

Safeguarding of Children, Young People and Vulnerable Adults	The Health and Wellbeing Improvement Plan seeks to have positive implications in this area as it incorporates the areas of supporting diagnosis and treatment of many health issues experienced by children, young people and vulnerable adults which could result in safeguarding issues if not support.
Risk Management and Health and Safety	No Risk Management and Health & Safety implications identified at this stage.
Equality and Diversity	The Health and Wellbeing Improvement Plan seeks to have positive implications in this area as it strives to tackle and reduce the health inequalities experienced by residents across a range of issues.
Privacy and Data Protection	No Privacy and Data Protection issues identified at this stage.

7 Appendices

7.1 The following documents are to be published with this report and form part of the report:

- Appendix I: HWIP Progress Spreadsheet

8 Background Papers

8.1 17 March 2021 – Cabinet – Health & Wellbeing Improvement Plan adoption