

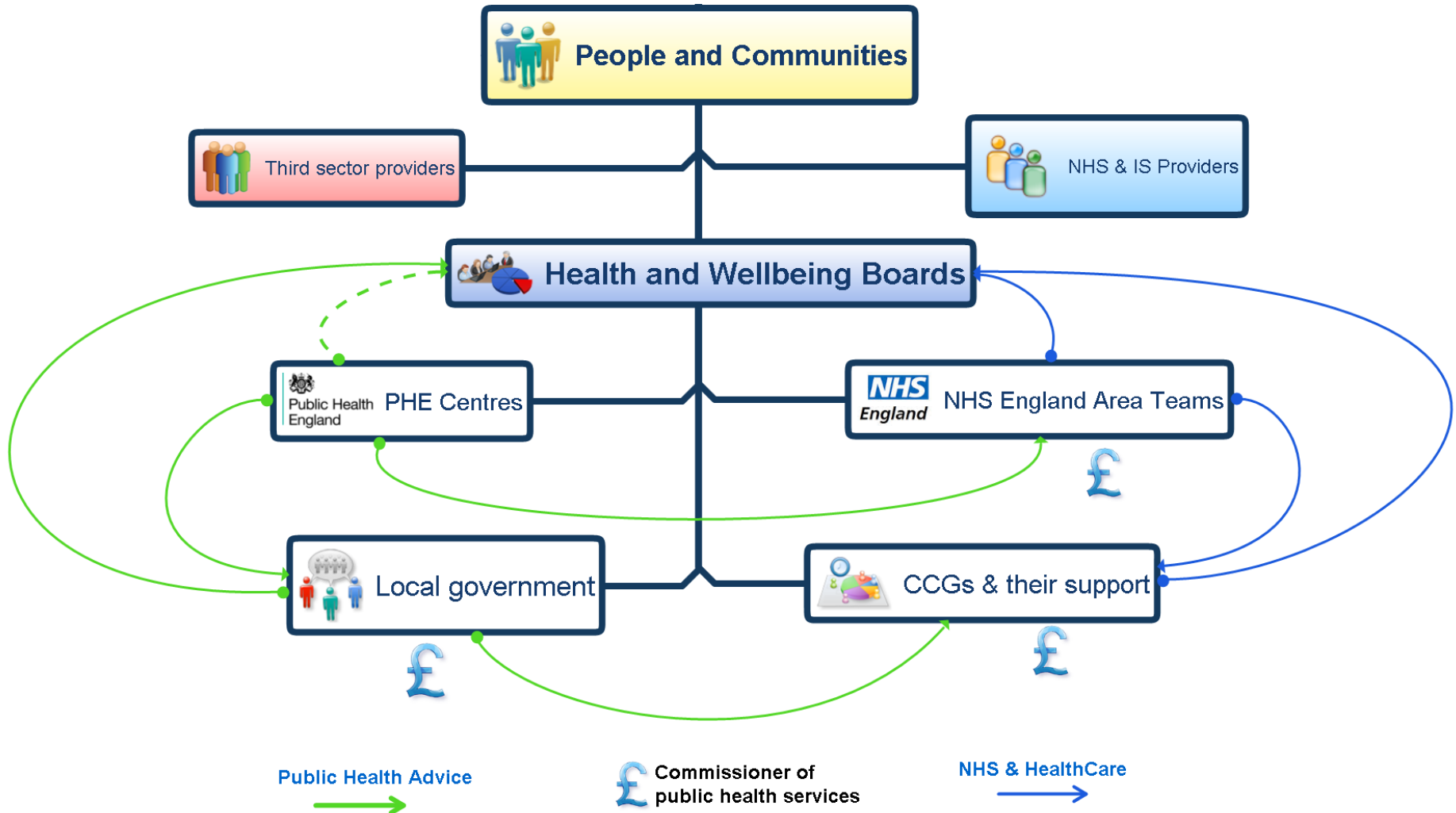


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Supporting Birmingham's Health and Wellbeing Priorities

Dr Sue Ibbotson, Director, PHE West Midlands

Place based approach to public health





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Proposed Priorities for Birmingham's Health & Wellbeing Strategy

	Outcome or Area
Improving the wellbeing of children	Detect and Prevent Adverse Childhood Experiences
	All children in permanent housing
Improve the independence of adults	Increase the control of individuals over their care through Integrated Personal Commissioning (Personal Health Budgets & Direct Payments)
Improving the wellbeing of the most disadvantaged	Increasing employment and stable accommodation for those with severe mental health problems
	Improving stable and independent accommodation for those learning disability
	Improve the wellbeing of those with multiple complex needs To Be Agreed
Making Birmingham a Healthy City	Improve air quality (and be legally compliant)
	Increased mental wellbeing in the workplace To Be Agreed



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Improving the wellbeing of children

The importance of school readiness

School readiness starts at birth with the support of parents and caregivers, when young children acquire the social and emotional skills, knowledge and attitudes necessary for success in school and life

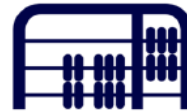
Children who don't achieve a good level of development aged 5 years struggle with:



Social skills



Reading



Maths



Physical skills

which impacts on outcomes in childhood and later life:



Educational
outcomes



Crime



Health



Death

Preventing ACEs in future generations could reduce levels of:



Poor diet
(current)
by 14%



Binge drinking
(current)
by 15%



Smoking
(current)
by 16%



Early sex
(before age 16)
by 33%



Cannabis use
(lifetime)
by 33%



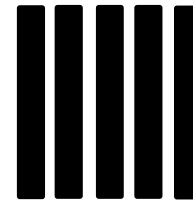
Unintended teen pregnancy
by 38%



Violence victimisation
(past year)
by 51%



Violence perpetration
(past year)
by 52%



Incarceration
(lifetime)
by 53%



Heroin/crack use
(lifetime)
by 59%



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Improve the independence of adults

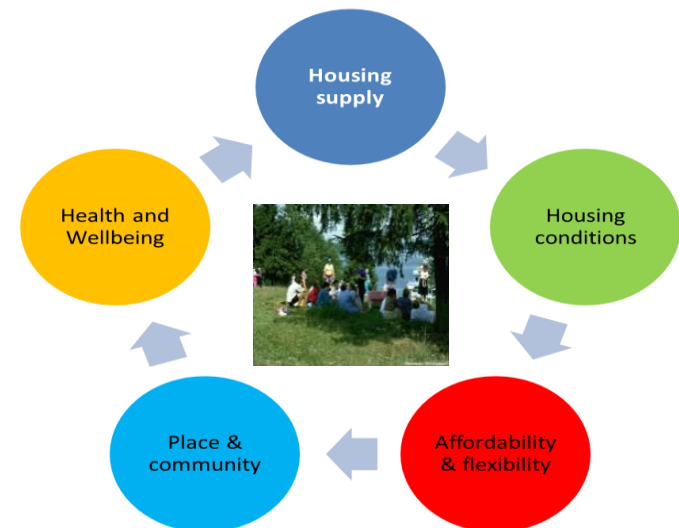
The right home environment is essential to health & wellbeing, throughout life

Key features of a 'healthy' home:

- A home in which to start, live and age well
- Warm and affordable to heat
- Free from hazards; safe from harm
- Enables movement around the home and is accessible
- Promotes a sense of security and stability
- Support available if needed

A Memorandum
of Understanding
(MoU) to support
joint action on
improving health
through the home

December 2014





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Improving the wellbeing of the most disadvantaged

Increasing employment & stable accommodation for those with severe mental health problems

- Support West Midlands Homelessness and Housing groups
- Regional Offender Accommodation Group
 - Improving pathways to accommodation for people in the justice system
- Migrant Health
- Promoting Health Inequality and Equity Assessment Tool (HEAT)
- Alcohol Licensing Forum includes Birmingham
 - Injury Surveillance Data produced by PHEWM informs local decision making



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Improve the wellbeing of those with multiple complex needs

- Support LA commissioners to improve recovery rates
- Support Birmingham's ongoing work on employability - 'Getting into Work' ADPH priority.
- Connect 5 train the trainers programme
- Workplace health charter
- Promote forthcoming JSNA toolkit and national ROI work to facilitate local prevention concordats and help local areas articulate joint planning arrangements.



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Making Birmingham a Healthy City

- Centre for Radiation, Chemicals and Environmental Hazards (CRCE)
 - Expert advice, presenting health evidence associated with air pollution
- Workplace wellbeing



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ADsPH West Midlands Network

Health, Wellbeing & Wealth

“Faces of the Same Coin”



Sue Ibbotson Director PHE WM
Jane Moore DPH Coventry City Council
Ros Jervis DPH City of Wolverhampton Council

What if West Midlands local authorities were the best?

If **all** of our authorities were the top-performing authority in their respective comparator groups, there will be...



2,054 more five year olds
ready for school



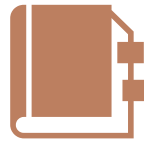
1,509 fewer 16-18 year
olds not in education,
employment or training



3.6 years additional
healthy life expectancy
for males (average)



207 more five year olds
on free school meals
ready for school



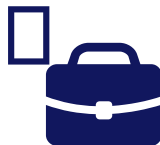
3,018 more pupils
achieve 5+ good GCSEs
inc/I English & Maths



3.2 years additional
healthy life expectancy
for females (average)



1.1% fewer working
days lost (average)



20,316 fewer people on
employment and support
allowance



181,780 more
people who are
economically active



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PHE WM offer to support WMCA

1. Contribute knowledge, intelligence, & specialist advice to support:
 - understanding the relationship between health, jobs & wealth
 - the HWB “gap” across the WMCA
 - the evidence of “what works” in prevention to improve the public’s HWB
 - how investment in prevention can reduce demand on public services & realise financial savings, improve economic productivity and support the most vulnerable.
2. Lead the development of a health premium that will make both positive economic & health impacts by influencing investment decisions designed to bring about economic growth.
3. Lead the active travel & workplace wellbeing agenda
4. Bridge the divide between population change (non-NHS) & individual behaviour change (NHS) to scale up ill health prevention



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WMCA HWB Metrics

- Healthy life expectancy
- Inequality in healthy life expectancy
- Re-offending levels
- First time entrants to the youth justice system
- Physically active adults
- Suicide

The WMCA Performance Management Framework table displays a range of performance indicators across different categories. Key metrics include:

- Outcomes:** Economic prosperity, improved data for the region, and improved data for the nation.
- Measures of Success:** Various financial and operational metrics.
- 2010 Target:** Specific targets for the year 2010.
- 2010 Actual:** Actual performance for the year 2010.
- 2010 Change:** The change in performance from 2010.





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Summary

- Crossover with PHE WM & Birmingham's shared priorities
- PHE specific joint work with Birmingham
- WMCA work contributing / will assist with delivery of your priorities