

## WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

<b>Prepared by</b>	Frances Howie Worcestershire PCT	<b>Revision date</b>	July 2009
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### SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Improving health and wellbeing	To support and improve the leading of healthy lifestyles and the well-being of adults and children and young people	Health & Wellbeing	Frances Howie Worcestershire PCT	PCT, Worcestershire County Council, District Councils, West Mercia Constabulary	Promoting Community Cohesion

Indicator	Description	Purpose	Indicator Lead
NI123	Stopping smoking	Smoking is the principal avoidable cause of premature death and ill health in England today. It kills an estimated 86,500 people a year in England (one-fifth of all deaths) and leads to an extra 560 thousand admissions to hospital. Reducing prevalence is therefore a key priority in improving the health of the population.  This indicator measures the number of four week smoking quitters who have attended NHS Stop Smoking Services per 100,000 population.	Linda Marklew, Worcestershire PCT

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
681 per 100,000 population aged 16+ (3 year average 2004-07)	682 per 100,000 population aged 16+	682 per 100,000 population aged 16+	682 per 100,000 population aged 16+	Designated

## CONSIDERATIONS

<b>Is this priority dependant on any other LAA priorities?</b>	<b>LAA Priority</b>	<b>Theme Group</b>	<b>Arrangement for managing dependency</b>
	N/A	N/A	N/A

<b>Have equality and diversity considerations been made?</b>	The Tariff payments have been structured to incentivise delivery to those living in deprived areas; those from BME populations; pregnant women and those aged under 24 years. Communications methods are reviewed to include those whose first language is not English, with electronic and written communications available in the main languages. A specific event is tied with Ramadan.
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<b>What are the significant risks associated with this priority?</b>	<b>Risk</b>	<b>Current Impact</b>	<b>Current Likelihood</b>	<b>How managed</b>
	Changes in commissioning arrangements may impact on service continuity	Low	Low	New staff are now in post and additional providers will be entering the market from October 2009

<b>Is this priority delivered through or dependant on any other policy, plan or strategy?</b>	<b>Policy, plan or strategy</b>	<b>Responsible Theme Group or organisation</b>	<b>Arrangement for managing dependency</b>
	N/A	N/A	N/A

<b>What arrangements are in place for managing performance of this priority?</b>	<p>Progress against delivery plan activity is monitored on a quarterly basis by the Health &amp; Wellbeing Theme Group in conjunction with performance updates provided by the Worcestershire County Council Research &amp; Intelligence Unit.</p> <p>Performance and activity are RAG assessed and reported along with all other LAA indicators to the Worcestershire Partnership Performance Management Task Group. Where we are not meeting our targets or activity is not being delivered an update is provided by the relevant Theme Group lead on what progress has been made and any remedial activity identified by the Theme Group to enable the appropriate challenge and support from the Partnership.</p>
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## ACTIVITY PLAN

### Direct Activity

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Conduct a self-assessment against the DH document 'Achieving excellence in tobacco control – 10 high impact changes'. Amend Tobacco Control Alliance action plan after this self-assessment.	Peter Hill, PCT		End of 08	Existing	Completed
Appoint health care assistant to the stop smoking service for a year to support service deliverers	Sarah Little, PCT		End November 08	Existing and budgeted income from drug company	Completed
Run March – May 09 county wide public health campaign to promote smoking cessation	Sue Pinfold-Brown, PCT		March – May 09	Existing	Completed
Develop tariff payment of smoking cessation so as to further incentivise providers	Frances Howie, PCT		Jan – April 09	Existing	Underway and early actions completed. A transitional period April – October 2009 has been negotiated with providers
Bromsgrove LSP Smoking Group: To run a pilot smoking awareness scheme and peer mentor programme facilitated by Youth Workers	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in March 2010	From September 09 – March 2010	£3,500	Not yet started. Funding has been approved by the Health Improvement Fund administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.

<b>Action</b>	<b>Who</b>	<b>Milestones / Success Measure</b>	<b>When</b>	<b>Resource Implications</b>	<b>Commentary</b>
A life coach will be appointed at Malvern Hills and Evesham College. The role will involve signposting students to health services (as appropriate) such as weight management, health trainers and smoking cessation. The life coach is required to track progress of these students and produce a report on outcomes	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in September 2010	From September 2009 – September 2010	£8,398	Not yet started. Funding has been approved by the Community Leadership for Health Fund. The project will be monitored by the Health Improvement Officer

### **Indirect Activity**

<b>Action</b>	<b>Who</b>	<b>Milestones / Success Measure</b>	<b>When</b>	<b>Resource Implications</b>	<b>Commentary</b>
Increase number of homes signing up to heart smart initiatives	Children's Services	Ongoing	Existing		Underway, led by Children's Services
Increase numbers of businesses signing up to heart smart initiatives	Peter Hill, PCT	Establish baseline figure	July 09		Included in business plan for Tobacco Control Alliance
Droitwich Spa Young Peoples Action Group: To run a drop-in Centre for young people. Activities will include exercise and martial arts classes and cookery courses as well as provision of bespoke healthy lifestyle services	Traci Lloyd-Moore, Worcestershire Partnership	Completion of project and evaluation in May 2011	From May 2009 – May 2011	£74,677	Underway. The project received funding from the Health Improvement Fund, administered by Worcestershire Partnership. The project will be monitored by the Health Improvement Officer.

<b>Action</b>	<b>Who</b>	<b>Milestones / Success Measure</b>	<b>When</b>	<b>Resource Implications</b>	<b>Commentary</b>
Reactive visits to premises following a complaint including promotion of responsible trader (STAR) scheme. Promotional follow on visits and test purchasing activity	Simon Wilkes Trading Standards	Reduction in the number of underage sales of tobacco	Ongoing from 1/4/09	Existing if current levels of activity are to be maintained	Aim to visit all premises that are the subject of a complaint alleging underage sales of tobacco.
Continued development of STAR and similar scheme for pubs. Continue its promotion and development.	Simon Wilkes Trading Standards	Reduction in the number of underage sales of tobacco	Ongoing from 1/4/09		Promotion of responsible trader scheme aims to reduce sales of all age restricted products. Limited resource available for funding promotion activities
Regional tobacco project	Simon Wilkes Trading Standards	Reduction in the number of underage sales of tobacco	Ongoing from 1/4/09		A range of projects are bring funded across GOWM region which Worcestershire Trading Standards are supporting