

Chorley Council's Action Plan to contribute towards delivering the Choosing Health Outcomes

March 2007



Foreword

Helping people make more healthy choices is at the core of mainstream activity by Government, the NHS and local authorities, including Chorley Council. Together we need to create an environment that touches and enthuses the lives of every individual and the community so that sustained improvement will happen. This will be achieved by delivering practical solutions that connect with real lives.

We are committed to improving the health of local people and take our responsibilities arising from Choosing Health very seriously. This Action Plan outlines the actions we will take over the next 3 years.



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Council Leader



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Introduction

The majority of the Council's services contribute towards improving the health of local people; be it refuse collection, leisure facilities, providing green spaces and creating an environment within which businesses can prosper and employ people. All important factors which contribute towards the health of individuals. Choosing Health, along with other initiatives such as the development of the Local Strategic Partnership and Local Area Agreements, take our involvement in this area beyond our traditional role. This is a part of the Council's important community leadership role. As with any developing area of work, it is important that what is expected of the Council is understood, both by the Council and its partners. The production of the Action Plan will assist us in prioritising requests for further investment in this area.

Choosing Health in Chorley

The Government's White Paper 'Choosing Health: Making Healthier Choices Easier' sets out how the Government will make it easier for people to make healthier choices by offering them practical help to adopt healthier lifestyles.

Choosing Health sets out steps to prevent unnecessary deaths and help people who want to be healthier. It is underpinned by three key principles:

- Informed choice for all;
- Personalisation of support to make healthy choices; and
- Working in partnership to make health everyone's business.

Choosing Health highlights action over six key priorities for delivery based upon more people making more healthy choices:

- tackling health inequalities;
- reducing the numbers of people who smoke;
- tackling obesity;
- improving sexual health;
- improving mental health and well-being; and
- reducing harm and encourage sensible drinking.

There is a clear expectation that local authorities are key in the delivery of Choosing Health. Not just in their own right, but through their role as community leaders.

Where are we now and how do we move forward?

Through its work with the Local Strategic Partnership and the development of the Local Area Agreement, the Council has been proactive in moving the Choosing Health agenda forward. Over recent months, the reconfiguration of the Primary Care Trusts in Lancashire has resulted in a reduction in momentum. However, now that the top tiers of management are in place at Central Lancashire Primary Care Trust there is a renewed enthusiasm to take this work area forward.

The work to date in this areas has already made a difference. We are working with partners to increase physical activity; we are being proactive with local business to help them get ready for 1 July 2007 smoking ban; we are working collaboratively to organise events such as Disability Awareness Day; and tackle the issues caused by alcohol misuse. However, there is more we can do.

The following pages outline the actions the Council will undertake to drive Choosing Health forward.

Action	Who is responsible for delivery?	Who else is involved in delivery?	Start and end date	Key milestones and targets/success measures	What the outcome will be as a result of delivering the action
Appoint a Choosing Health Member and officer 'Champion'	The Council at the Annual Council meeting will appoint the Member Champion. The Chief Executive will appoint the officer Champion.	N/A	Appointments reviewed and made in May each year.	Appointment of Member and officer Champions for Choosing Health. Currently the Executive Member for Health, Leisure and Well Being and the Director of Leisure and Cultural Services.	A Member and officer overseeing and driving the Choosing Health agenda.
Health outcomes to be considered in strategy, policy and service development.	Director of Policy and Performance to ensure health outcomes feature in the Consultation Strategy. Individual directors to ensure this is actioned.	All directorates and partners we work with on specific projects.	Ongoing, reviewed in the annual report to Executive Cabinet.	Evidence of health outcomes being incorporated in the development of strategy, policy and the delivery of services.	Strategies, policies and services that are tailored to health outcomes and reducing health inequalities.
Develop health initiatives through the Local Strategic Partnership.	Director of Leisure and Cultural Services.	A range of partners, principally central Lancashire Primary Care Trust and Lancashire County Council	Ongoing, reviewed in the Annual Report to Executive Cabinet.	The thematic group dealing with health is yet to meet. However, projects tackling the problems caused by alcohol and teenage conceptions are being tackled in other parts of the Partnership	Based on the two projects identified, to date, there will be a reduction in the harm caused by excessive alcohol consumption and a reduction in the number of teenage pregnancies.

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Contribute to the improvement of two tier working in Lancashire to improve the health outcomes of people in Chorley.	Chief Executive.	Other Directors, particularly Director of Policy and Performance.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet and specific reports on the subject.	Clarity on the way forward, actions and timescale to take improved two tier working forward – by 30 September 2007.	Improved working with Lancashire County Council and Central Lancashire Primary Care Trust that leads to enhanced access and services which improve health outcomes for local people
Contribute to the delivery of Lancashire's Local Area Agreement and, specifically, targets relating to health in Chorley.	Co-ordinated by Director of Policy and Performance.	Directors are involved in the delivery of individual targets.	Current Local Area Agreement finishes on 31 March 2007.	Targets are reviewed on a quarterly basis. The agreement is refreshed on an annual basis.	The delivery of the Local Area Agreement will result in improved health outcomes for people in Chorley. The delivery of the stretch targets will determine the financial reward received by Chorley Council.
Contribute to the implementation of the LSP/LAA Teenage Pregnancy Project.	Director of Leisure and Cultural Services.	Chorley Local Strategic Partnership, Children and Young People's Thematic Group.	Start 1 April 2007, if funding approved. Project complete by 31 March 2009.	Reduction in the number of teenage conceptions. Chorley's Local Area Agreement stretch target achieved.	Young people given better sexual health and contraceptive advice with a resulting reduction in teenage pregnancies in Chorley.

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<p>With partners, explore the potential to deliver a project that addresses the multi-dimensional problems that impact on vulnerable families facing the greatest risk of exclusion.</p>	<p>Deputy Chief Executive</p>	<p>Chorley Local Strategic Partnership's, Public Sector Partnership Board.</p>	<p>Ongoing, to be reviewed in the Annual Report to Executive Cabinet.</p>	<p>Agreement on the way forward with this project.</p>	<p>Provide a multi-agency intervention to vulnerable families with a resulting positive impact, in terms of community safety, in the areas they live.</p>
<p>With partners, implement the multi agency project to reduce the harmful effects of excessive alcohol consumption.</p>	<p>Deputy Chief Executive</p>	<p>Chorley Local Strategic Partnership, Public Sector Partnership Board, individual directorates, as required.</p>	<p>Ongoing, to be reviewed in the Annual Report to Executive Cabinet.</p>	<p>To be determined.</p>	<p>A reduction in the harmful effects of excessive alcohol consumption.</p>
<p>Implement the Healthy Workplace awards.</p>	<p>Director of Streetscene, Neighbourhoods and Environment</p>	<p>Central Lancashire Primary Care Trust and Chorley Local Strategic Partnership.</p>	<p>Ongoing, to be reviewed in the Annual Report to the Executive Cabinet.</p>	<p>The number of businesses achieving the various levels of award.</p>	<p>Workplaces that promote health and well-being with a resulting positive impact on the health and well-being of local people.</p>

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Encourage physical activity by all and particularly those with health risks, through the activity on referral scheme.	Director of Leisure and Cultural Services	Community Leisure Services and Central Lancashire Primary Care Trust. Various partners, including voluntary, community and faith sector.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet.	Number of people using leisure facilities. Number of referrals from GPs to leisure facilities.	Increased physical activity levels with resulting health benefits.
Contribute to the local Tobacco Alliance.	Director of Streetscene, Neighbourhoods and Environment	Central Lancashire Primary Care Trust and Lancashire County Council.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet.	Delivery of Local Area Agreement targets. Reduction in the number of smokers. Local implementation of smoking ban on 1 July 2007.	Reduction in the number of people smoking, with resulting health benefits.
Work in partnership to facilitate the development of new primary care health facilities in the Borough.	Director of Leisure and Cultural Services and Director of Development and Regeneration	Central Lancashire Primary Care Trust	Ongoing, to be reviewed in the Annual Report to Executive Cabinet.	Delivery of Friday Street Health Centre. Delivery of health facilities as part of the Buckshaw development.	Improved access to primary care health facilities.

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Carry out inspections of local businesses to ensure they are complying with their statutory obligations.	Director of Streetscene, Neighbourhoods and Environment		Ongoing, to be reviewed in the Annual Report to Executive Cabinet.	Number of local businesses inspected.	Businesses functioning in a manner that does not pose a risk to the health of the public.
Continue to develop positive activities for children and young people to contribute to tackling the childhood obesity issue.	Director of Leisure and Cultural Services.	Various external partners, principally Lancashire County Council's Youth and Community Services and voluntary, community and faith sector groups.	Ongoing, to be reviewed in the Annual Report to Executive Cabinet.	Increase in number of children and young people taking part in Get Up and Go activities. Agree with Lancashire County Council, how to implement the Chorley Youth Offer by 31 December 2007. Increase in number of Parish Councils, Cultural Champions and Neighbourhood Groups who are developing positive activities.	Increased activity levels amongst children and young people, with resulting reduction childhood obesity.

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Effective scrutiny of work around the Choosing Health agenda.	Director of Customer, Legal and Democratic Services, supporting the Overview and Scrutiny Committee.	Overview and Scrutiny Committee.	Ongoing, reviewed in Annual Report to Executive Cabinet.	Evidence of consideration of whether to look at this work area in the Overview and Scrutiny programme of work.	Effective overview and scrutiny of this work area.

Monitoring and Review

As mentioned earlier, the Action Plan is principally an internal Chorley Council document to document the scale of our involvement in the Choosing Health agenda and to track the progress of actions we are committed to delivering. Some of the specific actions will be monitored and reviewed in other places, for example, through the Local Strategic Partnership and its thematic groups, the Local Area Agreement. The Plan will be monitored on a quarterly basis by the Executive Member for Health, Leisure and Well-Being and Director of Leisure and Cultural Services. An annual monitoring and review report will be presented to Executive Cabinet.

The Action Plan, as it stands, is a list of actions at the appoint in time. Due to the development of this work area, they will change with time and it is the intention to update it regularly throughout the year. Clearly, there has been some involvement of external partners in the production of the Action Plans. Once approved, the Action Plan will allow us to consult with our partners to ensure that the actions we are contributing to have the greatest impact for the resources we are allocating to these areas.

In addition, performance indicators will be included in the 2007/08 Business Improvement Planning process to track progress in this area. The indicators have been selected to reflect Corporate, Local Strategic Partnership, and Local Area Agreement priorities. The performance indicators will cover:

- Deaths from coronary heart disease
- Physical activity levels
- Smoking cessation.

Contacts

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