

# Ashford Health & Wellbeing Board (AHWB)

## Partner Quarterly Update Template

Update from(delete as applicable)	Public Health
Quarter concerned (delete as applicable)	July to September 2014
What's going on in our world	<p><b>Breastfeeding services</b> The tender award for the Kent Infant Feeding Service has been made to PS Breastfeeding. Further communication will be announced shortly. Mobilization is under way and the official commencement date is 1 October 2014.</p> <p><b>Healthy Weight</b> Consultation on healthy weight services has closed – this focused on Kent residents and the type of interventions / services they would like to see. We are due to report on this in November. Further consultation will be needed with other stakeholders and partners before the future model of service provision is agreed.</p>
Success stories since last AHWB	<p><b>Smoke Free Parks and play spaces</b> Kent Public Health and Ashford Borough Council are working together to pilot an initiative to keep children's plays areas Smoke Free in Ashford. This will form part of Ashford's litter campaign.</p>
What we are focusing on for the next quarter <u>specific to the key projects</u>	<p><b>Falls</b> County wide contracts will be tendered for future postural stability classes in community settings commencing at the end of this year. In the meantime, Voluntary Action Maidstone (Brighter Futures) delivers some short-term 12 week courses in East Kent (including Ashford and Tenterden). Contact VAM for more info.</p> <p><b>Healthy Weight</b> Obesity / Healthy Weight – Public Health is committed to being a lead partner in the work AHWB agrees in relation to this key project. The Public Health team have begun work on producing a county strategy on healthy weight which will support the implementation of local activity.</p>
Anything else relevant to AHWB priorities NOT mentioned above	<p><b>Healthy Living Pharmacies</b> The Healthy Living Pharmacy programme has been launched and a total of 149 pharmacies in Kent are signed up to take part. 12 of the 20 (60%) pharmacies in Ashford have expressed an interest in the accreditation. The pharmacies will be contacted by the training provider in the next few weeks to arrange attendance at the free Health Champion</p>

	<p>(Understanding Health Improvement) training which forms part of the eligibility criteria. Further details will be published shortly on the Kent Local Pharmacy Committee website.</p> <p><b>Tobacco Control</b> New Tobacco Control initiatives are being considered to include harm reduction programmes and to incorporate the findings of the recent stop smoking service review. The detail and recommendation of the Rapid Review of Quit Smoking Services is currently being finalised and will inform future strategy and commissioning approach for stop smoking programmes. CCGs and Acute Health services will be included in the development of a future approach. Babyclear stop smoking programme for pregnant women is continuing to be delivered by Health Visitors.</p>
Strategic challenges & risks including horizon scanning?	<p><b>Priorities for Ashford</b> identified in the district Health Profiles are being considered at the Ashford Lead Officer Group. In the 2014 Health Profile performance data set, Ashford performs significantly worse than the England average on three indicators (Statutory Homelessness, Smoking Status at time of Delivery and Breastfeeding initiation). This shows an improvement from 2013 where five indicators performed significantly worse. This included GCSEs achieved and Obese Adults which are now not significantly different from the England average. Consideration needs to be given to the continued commitment and strategic approach to addressing priorities to ensure that resources are effectively targeted but also that priorities are not abandoned once short term improvements have been identified. Activities that support the indicators should be effective in the long term and sustainable.</p>
Any thing else the Board needs to know	
Signed & dated	2 <sup>ND</sup> October 2014

**AHWB key projects are:**

- **Community Network**  
Project Lead: Clinical Commissioning Group (Sue Luff)  
Project Coordinator: Peter Marsh, KCC, Dementia Officer (Email: peter.marsh@kent.gov.uk)
  
- **Dementia Day Care**  
Project Lead: Clinical Commissioning Group (Sue Luff)  
Project Coordinator: Peter Marsh, KCC Dementia Officer (Email: peter.marsh@kent.gov.uk)
  
- **Healthy Weight (specific project TBC)**

Project Lead: KCC, Public Health (TBC)

Project Coordinator: Simon Harris, Ashford Borough Council, Sports Projects Manager & Active Ashford Coordinator, Cultural Projects (Email: [simon.harris@ashford.gov.uk](mailto:simon.harris@ashford.gov.uk))

- **Farrow Court**

Project Lead: Ashford Borough Council (Tracey Kerly)

Project Coordinator: Richard Robinson, Ashford Borough Council, Housing Improvement Manager, Housing Improvement (Email: [Richard.robinson@ashford.gov.uk](mailto:Richard.robinson@ashford.gov.uk))

- **Rough Sleeping**

Project Lead: Ashford Borough Council (Housing, Tracey Kerly)

Project Coordinator: Sharon William, Ashford Borough Council, Housing Operations Manager, Housing Options (Email: [sharon.williamson@ashford.gov.uk](mailto:sharon.williamson@ashford.gov.uk))

**AHWB priorities are:**

- Independent living & self management for those with long-term conditions
- Dementia
- Homelessness
- Obesity
- Falls prevention
- Sustainable development for health & wellbeing