

APPENDIX 3

Ashford Health and Wellbeing Partnership
One You Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/A/G
A new and improved One You location	<p>Q2 - Design new layout to maximise delivery options and income generation possibilities Identify funding streams and any budget gaps Secure funding and agreement</p> <p>Q3 - Start and finish works to new location Develop new interventions based on new facilities e.g. physical exercise, healthy cooking, tongue tie assessments etc. Deliver a launch event and related communications strategy, as well as ensuring branding is in place at launch - particularly around the NHS</p> <p>Q4 - Upscale delivery and outcomes in line with new facilities Continue to promote new location and services, deliver a further launch event targeting those delivering primary care</p>	<p>Interventions developed and targeted</p> <p>Increased footfall</p> <p>Increased walk ins</p> <p>Increased booked appointments</p> <p>Increased income generation</p>	2018/19	Ad'U / MC / DS	<p>Shop layout designed and fully costed - a number of designs have been considered and reviewed. Final schedule of works being agreed and contractor appointed.</p> <p>Funding secured to pay for move, additional funding being sought re enhanced disabled bathroom facilities</p> <p>Community payback resource identified and confirmed</p> <p>Discussions with B and Q in terms of equipment and kitchen</p>	
Increase use / footfall across all communities	<p>Develop targeted interventions and specific health events for those with lower engagement rates e.g. men, wards with lowest attendance</p> <p>Promotional campaign undertaken - to include a billboard, the back of parking tickets etc.</p>	<p>Interventions developed</p> <p>More people coming to the shop and satisfied with the service offer</p> <p>Increase in attendance of individuals in need from those groups with lowest attendance rates</p>	2018/19	DW / Ad'U	<p>Use of One You goes from strength to strength - new facility will allow for further activity to increase interventions. Some recent service user feedback:</p> <p>"I can't say enough how much I value the girls in the shop. They're always there to make sure I'm OK and take my blood pressure. I've told all my friends about you!"</p> <p>"Thank you for all the support you offer us. It's wonderful feeling like we can just drop in to the Booth of Truth or for blood pressure monitoring and always see a friendly face."</p> <p>"It's just wonderful that this is so easy to access. And free!"</p> <p>"Thank you for your help today. I've been struggling to find good healthy recipes."</p> <p>Targeted referral pathways are being developed with colleagues from housing</p>	

Ashford Health and Wellbeing Partnership
Smoking Cessation Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/AG
Increase the number of quitters in Ashford	Increase the number of referrals of Ashford smokers into the Stop Smoking Service via the One You shop	Number of referrals Rate of take up of interventions offered e.g. stop smoking, smoking in pregnancy Success rate of interventions taken up	2018/19	DW	Interest and demand for the shop remain high, with attendance figures increasing month on month. August 2018 has had the highest monthly attendance so far at 262 people. Stop smoking services have so far accounted for 21% of all interventions delivered since the shop opened.	
	Explore options within the new KCC youth workers and school nurses contracts to develop Quit Coaches in schools and other key locations	Discussions with KCC held with options explored	Q3 2018/19	SH	Options explored. The North School hub has secured funding to develop a pilot scheme to work with young people to become peer quit advisors. An initial target has been set to achieve 60 quitters in 1 year.	
	Support the development of Smoking+ service, delivered by GPs Introduce proposed scheme and secure agreement	Smoking+ service introduced Number of people being prescribed nicotine replacement therapy Increase in the number of quitters	2018/19	DS	Meeting across all partners to agree the way forward held Discussed and agreed at GP forum	
	Capture data from stop smoking services in pharmacies, GPs, community advisors etc., to ensure we capture the full amount of people supported to quit smoking	Number of people taking up the support service options Number of people who have quit smoking, measured by the intervention they received	2018/19	EE	On track and fed into Public Health data	
	Promote national apps when launched	Successful promotion through the One You shop and our media channels	2018/19	SP	Website to be developed and social media campaign	
Stop young people taking up smoking	Deliver anti smoking sessions as part of Safety in Action fortnight, targeted at all year 6 pupils in the borough. To be designed and prepared this year, with delivery in 2019/20	Number of young people reporting a deterrence to taking up smoking A reduction in the number of young people smoking	2018/19 - 2019/20	DS		
Make smoking more difficult in public places	Embed and increase smoke free school gates	Number of smoke free school gates in operation across the borough	2018/19	EE	The programme has been offered to all primary schools. Work continues to increase uptake	
	Smoking related litter fixed penalty notices (FPNs) drive at key hotspot places	Q3 - hotspots and other key locations identified Q4 - increase in the number of FPNs issued	2018/19	EE / TB	To be reviewed	
	Pilot the talking smoking litter bins in key targetted locations, and ensure useful survey questions that will support our evidence base for futher partnership activity	Q4 - Pilot an agreed number of bins in agreed locations Agree questions for the bins to be programmed with the task group	2019	EE	Proposals being developed and funding opportunities explored	
	Increase smoke free locations - William Harvey Hospital discussions for 2019, plus other locations to be explored and progressed	Q4 - Review possible public locations for a smoke free environment, developed to proposal stage	2019	Ad'U	Options appraisal for new smoke free locations has started, with some target locations identified. Work with partners will start shortly.	
Tackle illicit tobacco	Develop illicit tobacco roadshow to implement in 2019/20	Illicit tobacco roadshow designed and booked	2019/20	Ad'U	Roadshow options explored and will be booked based on funding allocation 2019/20	
	Work with key partners to be the first council in the region to secure a closure order for the sale of illicit tobacco	Closure order secured and promoted	2018/19	Ad'U	Options to progress being explored following on from initial meeting with KCC trading standards	

Ashford Health and Wellbeing Partnership
Healthy Weight and Healthy Eating Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/A/G
Improve public knowledge and skills about health eating across all ages	* One You delivering healthy eating programme to council officers, alongside the Onions scheme * One You to explore options to offer the programme to other businesses within Ashford	Number of council officers engaged in the programme at the start and at the end Number of businesses taking up the offer	2018/19	DW	One You programme being delivered to council officers	
	Increase healthy eating programmes in schools - including exploring growing area schemes and an audit of what already exists. Scheme will seek to adopt a competition approach, with prizes awarded. Lesson plans will be provided as part of the scheme.	Number of schools delivering healthy and active programmes Number of schools with school allotment	2018/19, with new scheme developed for 2019/20	SH	Audit to be undertaken following the start of the new school year. Meeting being arranged with council allotments officer. Also exploring possible links with the County Show society.	
	Explore opportunities to have a show allotment in a key public location and / or healthy town hanging baskets containing fruit and vegetables	Options developed for allotment in 2019/20	2018/19, for delivery in 2019/10	SH	Meeting being arranged with council allotments officer.	
	* Increase uptake of existing food awareness programmes, such as Little Cooks * Design and deliver a preparing food programme at the One You, such as the Healthy Heart programme delivered by the Ashford Volunteer Centre	Number of attendees at Little Cooks Programme designed ready for launch in 2019/20	2018/19	EE	Information and promotional material to be shared - web page to be developed. Options around linking the Little Chefs programme and the food bank are being explored. The new kitchen facilities at One You are also being explored as part of this.	
	* Build links with the Ashford food bank and promote options for accessing the food - for example school breakfast clubs, after school clubs etc. * Consider the development of a scheme whereby a monthly box of raw ingredients (flour, sugar etc.,) can be delivered to those people who attend programmes such as Little Cooks	Further meetings with the Food Bank to develop scheme options Create service pathways as required Promote the new schemes to the target audience	2018/19	Ad'U	Initial meeting with Food Bank held, further meetings to be held to develop scheme options. Promotional activity of the breakfast club offer - networks identified to ensure offer is getting to the right places.	
Increased levels of physical activity in the borough	Promote universal programmes aimed at children and young people e.g. Start 4 Life	Promote through our key channels for reaching young people and young parents	2018/19	KS/SP	Web page to be developed, and linked social media.	
	Deliver a Man vs Fat project, building on evidence collected through pilots	Q3 - Explore options for delivery, funding opportunities etc. Establish programme in line with findings - likely 2019/20	2018/19	Ad'U	Potential delivery mechanism identified, meeting set up to progress options	
	Deliver physical activities at the One You shop	Q3 * Design new interventions and programmes based on the new space at One You * Deliver new interventions and programmes to agreed number Q4 * Understand the impact upon existing programme outcomes and embed key learning	2019	DW	New interventions being developed in line with progress made in the move of the shop	
	Deliver the Snowdogs project	Increase the number of steps taken by our communities	2018/19	SH	Visitors using the Snowdog trail app pedometer have recorded 1.5 million steps since the launch, with 1,300 individuals visiting all 35 sculptures on the trail	
	Produce and deliver the cycling and walking strategy - a borough wide focus with specific area plans included and a link to the air quality strategy	Strategy produced and agreed or in process of agreement	2018/19	SH	Under construction with a Cabinet report to emerge at the end of 2018/19.	
	Promote 10 years of Move and Groove, as well as the extension of the daily mile into primary schools, plus the Joe Wicks school programme on YouTube. Further exploration into the delivery mechanisms through discussion with the Mason Mile.	Agree comms plan and deliver	2018/19	EE/SP	Mason Mile attending the AHWB	
	Capacity build communities to deliver their own healthy and active schemes - a new post is being created to lead on this activity	Develop JD in line with needs, grading etc. Recruitment process to appoint officer for the beginning of 2019/20 Agreed workplan, including key elements of portfolio action plans moving forward	2019	SH / Ad'U	JD has been produced and is being graded	
	Ensure the new leisure contract builds in outreach and targeting activity and considers a range of capabilities in their class programme, ensuring all are able to access physical activity	To emerge as part of the contract	2019/20	SH	This is being factored into the procurement process	

Ashford Health and Wellbeing Partnership
Early Years Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/A/G
Target those most in need of health improvement / behaviour change at the point of pregnancy	Q3 - Hold workshop with key partners to explore options based on a whole systems approach and data to identify need. Identify funding options. Test options with providers and potential service users, make adaptations. Explore options arising from the changing ways of working of health visitors and the opportunities to provide information and services through the children's centres, also explore options to reach nurseries through the use of the link person based at the children's centres Q4 - Prepare programme for 2019 Q1 launch, including any related referrals or communications	Programme agreed and ready to launch for 2019/20	2018/19	Ad'U	Meeting workshop being booked and external support identified	
Control portion size - raising awareness of what size a meal should be for under 5s	To be addressed in further details as part of the workshop session above. Target nurseries and primary schools, as well as opportunities at other events. A comms campaign will be a key part of this.	Programme agreed and ready to launch for 2019/20	2018/19	Ad'U	Existing educational literature to be shared in advance of workshop. ABC web page to be developed and social media approach - this will happen in 2018/19.	

Ashford Health and Wellbeing Partnership
Air Quality Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/A/G
Improve air quality and protect communities	The strategy to be produced to cover three priority areas: - Leading the way - Working with our partners - Enabling behaviour change	Q3 - Strategy produced Q4 - Strategy agreed by Cabinet - Process of officer appointment to commence	2018/19 (to agree strategy)	Ad'U	Strategy being written ready for final agreement by Cabinet	

Ashford Health and Wellbeing Partnership
Dementia Action Plan 2018/19

Outcome	Activity	Performance measures	Timescale	Lead	Progress update	R/AG
Become a dementia friendly borough	Continue to deliver dementia awareness training sessions across partnerships, ensuring dementia friendly services and work to capacity build dementia friendly communities are delivered	Number of sessions delivered Number of attendees broken down across partner organisations	2018/19	JS	Sessions and refresher sessions being delivered to all council staff	
	Provide training to key services likely to be used by people, ensuring the borough becomes an easier place for them to live - for example training taxi fleet drivers	Number of sessions delivered Number of attendees across key service areas	2018/19	JS	Session organised for fleet taxi drivers	
	Explore the opportunity to use a dementia bus at events in order to foster understanding in the community of what living with dementia is like	Number of events attended by the dementia bus Number of people / interactions	To deliver in 2019/20	JS/AO		

