

Appendix 1

Ashford Health and Wellbeing Partnership

Priority - Inequalities

Lead - Angela d'Urso

Sponsor - Sheila Davison

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
Reducing differences in life expectancy									
Reducing smoking levels to reduce premature mortality	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.	M	July 2019	DS	Community safety officer	Number of young people reporting a deterrence to taking up smoking A reduction in the number of young people smoking		
	Make smoking more difficult in public places	Increase the number of smoke free school gates in the borough, developing an enhanced offer through creation of OneYou referral pathway to support offer	H	2019/20	EE	KCHFT	Number of smoke free school gates in operation across the borough Number of parents engaged in smoking cessation support services as a result		
		Smoking related litter fixed penalty notices (FPNs) drive at key hotspot places	M	2019/20	EE	Environmental services	Q1/2- hotspots and other key locations identified Q3/4 - increase in the number of FPNs issued as against baseline and target		
		Increase smoke free locations - William Harvey Hospital discussions for 2019, plus other locations to be explored and progressed Broadening the range of stakeholders and their role in tobacco - businesses etc.	M	2019/20	Ad'U		Q1/2- Review possible public locations for a smoke free environment, developed to proposal stage		
	Tackle illicit tobacco	Illicit tobacco roadshow to be delivered	M	2019/20	EE	KCC	Illicit tobacco roadshow designed and booked		
		Work with key partners to secure a closure order for the sale of illicit tobacco	L	2019/20	Ad'U	Licensing, community safety officer	Closure order secured and promoted		
Reducing obesity levels to reduce premature mortality	Improve public knowledge and skills about healthy eating across all ages	Explore best practice of approaches within schools, undertake audit of the Ashford offer, assess areas of highest inequalities and obesity concerns and develop Ashford approach	H	2019/20	SH		Q1 - audit undertaken		
		Work to prevent / tackle clustering of fast food outlets, particularly around schools	M	2019/20	Ad'U	Licensing, planning	Q1 - scale of issue mapped and interventions explored		
		Explore opportunities to have a show allotment in a key public location and / or healthy town hanging baskets containing fruit and vegetables	M	2019/20	SH		Q1 - proposal developed		
		Comms campaign to build public awareness and deliver behaviour change e.g. Fizzy February, portion sizes (for the under 5s especially), recipes	H	2019/20	Ad'U	EE	Comms strategy developed and being delivered - to focus on a general health approach		
	Increase active lifestyles	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	H	2019/20	SH		Strategy produced and agreed or in process of agreement		
		Capacity build communities to deliver their own healthy and active schemes - a new post is being created to lead on this activity. To include Man vs Fat	H	2019/20	SH	Ad'U	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		
Early years - giving every child the best start in life	Target those most in need of health improvement / behaviour change at the point of pregnancy	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	H	2019/20	Ad'U				
	Vaccinations uptake	Explore whether this is an issue locally and develop any corresponding activity	M	2019/20	Ad'U				
Reducing harm caused by poor air quality	Improve/maintain air quality and enable communities to take action to protect themselves	The strategy to be produced to cover three priority areas: - Leading the way - Working with our partners - Enabling behaviour change	H	2019/20	Ad'U	Environmental policy and projects officer	Q1 - Officer appointed Air quality action group established Full action plans developed for each priority Measures to be confirmed when action plan finalised		

<p>Targeting groups and communities experiencing health inequalities</p>	<p>Reducing existing health inequalities</p>	<p>Health outcome inequalities to be explored across groups and communities, with targeted intervention as required. Groups to be assessed include: Substance misusers (alcohol harm reduction is the SLI focus for south east ADPH) Carers Homelessness Foodbank users, frees school meals Health related worklessness Mental health Sexual health Geographical hotspots Routine and manual workers Men</p>	<p>H</p>	<p>2019/20</p>	<p>Ad'U</p>	<p>As required per the identified group and action taken</p>	<p>To be developed, for example could be: Build links with the Ashford food bank and promote options for accessing the food - for example school breakfast clubs, after school clubs etc. Develop 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</p>		<p>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</p>
<p>Excess winter deaths</p>	<p>Reducing the number of excess winter deaths</p>	<p>Explore opportunities around fuel poverty and decreasing affordability of utilities</p>	<p>H</p>	<p>2019/20</p>	<p>RW</p>	<p>Ad'U</p>			

Ashford Health and Wellbeing Partnership

Priority - Innovation

Lead - Mark Cummings

Sponsor - Sadia Rashid

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
One You flagship									
Continually improving the One You service offer	A new and improved One You location	Continue to increase the the number of people using the shop and the number of interventions delivered, including through development of new interventions based on new facilities e.g. physical exercise, healthy cooking, baking for mental health etc., and new referral pathways Deliver a launch event and related communications strategy, with a specific launch event for primary care to create increased referral pathways Promotional campaign undertaken - to include a billboard, the back of parking tickets etc. Generate income in line with new facilities	H	Q1 2019 for launch event	MC and Ad'U	One You team	Interventions developed and targeted Increased footfall Increased walk ins Increased booked appointments Increased income generation		
	Ensure services are targeting inequality in health outcomes	Develop targeted interventions and specific health events for those with lower engagement rates e.g. men, wards with lowest attendance as compared to highest needs, business link schemes with large manual workforces etc.	H	2019/20	MC and Ad'U	One You team	Interventions developed More people coming to the shop and satisfied with the service offer Increase in attendance of individuals in need from those groups with lowest attendance rates		
Leading the way in local care									
Modelling the future	Bringing care closer to those in most need	Explore opportunities to create a health village, designing in the easiest access to health care for those with the highest needs / most vulnerabilities	M	2019	CCG	Planning	Q1 - exploration phase completed, project activity for future quarters agreed		

Ashford Health and Wellbeing Partnership
Priority - Infrastructure
Lead - Head of Local Care for Ashford CCG
Sponsor - Jim Kelly

Outcome	Focus	Activity	Priority	Timescale	Lead	Resources	Performance measures	R/A/G	Progress update
Estates									
Bringing care closer to home	Delivering the Ashford CCG estates strategy	Developing a new approach to S106 contributions to health - designing a forward funding loan, ensuring the estates strategy is delivered as efficiently and effectively as possible	H	2019	CCG, Ad'U	Planning, legal	Q1 - Agree terms of loan and secure all necessary agreements		
Workforce									
Clear pathways to clear job roles are available	Growing the future workforce	Explore opportunities around local schools and colleges in terms of work experiences, establishment links, mentoring schemes etc	M	Q1 2019	GP rep	LCP Chair	Q1 - exploration phase completed, project activity for future quarters agreed		
Attracting and keeping the workforce	A quality and affordable home is accessible	To explore in there are any oportunities for supporting key workers through better access to housing	M	Q1 2019	Housing rep	Planning, Ad'U	Q1 - exploration phase completed, project activity for future quarters agreed		
	Ashford as a destination of choice	Building on effective promotional approaches, a campaign to encourage the workforce to Ashford focusing on key educational pathways, institutions, events etc	H	2019/20	Ad'U	Comms	Q1 - campaign designed with mapped out timeline to target activity		
	Enabling access to the workforce	Explore options around schemes to support those accessing a second undergraduate degree with no access to student loans and possible opportunities to encourage links to Ashford	M	Q1 2019	GP rep	Ad'U	Q1 - exploration phase completed, project activity for future quarters agreed		