

DARLINGTON LOCAL STRATEGIC PARTNERSHIP
DELIVERING 'ONE DARLINGTON : PERFECTLY PLACED'

**HEALTHY DARLINGTON THEME GROUP
DELIVERY PLAN 2008 – 2011**

HEALTHY DARLINGTON

INTRODUCTION

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Overview

Actions taken under this priority aim to reduce the health inequalities between different parts of the Borough and the between Darlington and the rest of the country by aiming to narrow the gap in average life expectancy, maximise people's ability to live independently throughout their lives and by contributing towards improving life chances of young people through good health choices.

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HEALTHY DARLINGTON

PERFORMANCE AGAINST TARGETS

The following tables show performance against targets set for the short to long term. The table allows quarterly reporting although some indicators are only recorded annually. Many of the indicators are also new and therefore in some cases data is not available for 2007/08. This table shows:

- Progress achieved to long-term (SCS - 2021) targets using P+ rating
- Progress achieved against short/medium-term (LAA-2011) targets using P+ rating
- Direct linkage between performance and delivery plan interventions described in detail later

HEALTHY DARLINGTON

SUSTAINABLE COMMUNITY STRATEGY INDICATORS

Performance Indicators [Those from National indicator set shown with a *]	2021 Target	Baseline (2006/07) Unless indicated otherwise	LAA Improvement Targets [All in this table are designated]			Partners signed up to targets: Members of Children's Trust LSP Theme Group: [Lead Partner shown with a *]
			2008/09	2009/10	2010/11	
Ni 112 Under 18 conception rate		64% (1998) -24.5% (2006)	-37.5%	-46.2%	-55.0%	
NI 120 All age, all cause mortality rate PSA 18 (VS B01)		791	770	750	730	
NI 137 Healthy life expectancy at age 65		To be established via new local Place Survey	To be established	To be established	To be established	

HEALTHY DARLINGTON**LOCAL AREA AGREEMENT INDICATORS**

Priority	Performance Indicators [Those from National indicator set shown with a *]	Baseline (2006/07) Unless indicated otherwise	LAA Improvement Targets [All in this table are designated]			Partners signed up to targets: Members of Healthy Darlington LSP Theme Group: [Lead Partner shown with a *]
			2008/09	2009/10	2010/11	
Healthy Darlington	NI 123* 16+ current smoking rate prevalence (Smoking Quitters) (1) [VSB05]	Proxy Measure: 898 quitters per 100,000 population aged 16 and over	908	916	923	Darlington Primary Care Trust*
	NI 050* Emotional health of children	New PI (2)	Baseline to be set in 2008/09	Target to be set in 2009	Target to be set in 2009	Darlington BC (Children's Services)*
	NI 136* People supported to live independently through social services (all ages) [VSC03]	2,670	2,727	2,785	2,870	Darlington BC (Adult Social Care)* & Darlington PCT
	NI 130* Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets) [VSC17]	141.9/ 100,000 [No IB] (2007/08 out-turn)	160	220	280	Darlington BC (Adult Social Care)* & Darlington PCT

(1) Until data becomes available through the Integrated Household Survey, figures for the rate of self-reported 4-week smoking quitters per 100,000 population aged 16 or over are to be used.

(2) Data is to be captured from 2008 as part of the annual 'Tell Us Survey'. Data capture ends 12 June 2008. Results will be Published Autumn 2008 allowing for targets to be set for subsequent years.

HEALTHY DARLINGTON

LOCAL AREA AGREEMENT INDICATORS (CONTINUED)

Priority Healthy Darlington (Continued)	Performance Indicators [Those from National indicator set shown with a *]	Baseline (2006/07) Unless indicated otherwise	LAA Improvement Targets [All in this table are designated]			Partners signed up to targets: Members of Healthy Darlington LSP Theme Group: [Lead Partner shown with a *]
			2008/09	2009/10	2010/11	
	NI 112* Under 18 conception rate (3) [VSB08]	64% in 1998 -24.50% (2006)	-37.5%	-46.2%	-55.0%	Darlington Primary Care Trust*
	NI 056* Obesity among primary school age children in year 6 [VSB09]	21.0%	21.8%	21.0%	20.3%	Darlington Primary Care Trust*
	NI 008* Adult participation in sport	21.1%	22.1%	23.1%	25.1%	Darlington BC (Cultural Services) via Community Sports Network & Sport England*
	NI 004* Percentage of people who feel they can influence decisions in their locality	29.1% [Comm. Survey]	31%	33%	35%	Darlington BC (Chief Executive's Department)* via Place Survey

(3) Targets relate to calendar years and not financial years in accordance with the national Teenage Pregnancy Unit recording standards

HEALTHY DARLINGTON

LONG-TERM PRIORITIES 2008-2021

The long-term, core healthy outcomes must be delivered to enable the One Darlington: Perfectly Placed vision to be achieved. The performance indicators selected to measure progress towards delivering these outcomes are identified in brackets, and included in the table above.

Ni 112 Under 18 conception rate

NI 120 All age, all cause mortality rate PSA 18 (VS B01)

NI 137 Healthy life expectancy at age 65

HEALTHY DARLINGTON

SHORT AND MEDIUM TERM PRIORITIES AND WORK STRANDS

In the short to medium-term, interventions planned to move towards these long-term aims are set out in five Work Strands described below and reflected in the Action Plan.

1. Tackle Health inequalities to narrow the gaps in health, well-being and life expectancy

Reduce the prevalence of lifestyle choices and behaviours which do not support health and well-being, in those communities with the highest burden of disease and illness.

2. Create easy access to sport and leisure

Make sport and physical activity aspirational, easy and accessible to all in communities and individuals in Darlington

3. Create healthy workplaces

Implement healthy working practices and facilities linked to health improvement priorities available to those working in Darlington

4. Tackle obesity in young people

Halt and reverse the trend for overweight and obese children and young people in Darlington

5. Promote emotional health and well-being

With a focus on the most vulnerable groups develop equity of aspiration, opportunity and access to information and services to improve their own health and well-being

6. Plan for an ageing population

Adapt health and social care provision to meet the diversity of needs of people growing older in Darlington

WORK STRAND

1. Tackle Health inequalities to narrow the gaps in health, well-being and life expectancy

Reduce the prevalence of lifestyle choices and behaviours which do not support health and well-being, in those communities with the highest burden of disease and illness.

		Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
1.	a	Reduce the prevalence of lifestyle choices and behaviours which do not support health and wellbeing, in those communities with the highest burden of disease and illness.	Improve access to early detection, diagnosis and treatment for those with established risk factors for Coronary Heart Disease through the implementation of a CVD pathway in primary care	Richard Helicon	03/11		NI120	Yes	Vital Signs	
	b		Implement and regularly review the Smoke Free Darlington Action plan.	Darcy Brown	03/11		NI123	Yes		
			<ul style="list-style-type: none"> Establish smoking prevalence across Darlington particularly the priority wards Increase quit rates faster in wards with highest prevalence, than the wards with lowest prevalence. 							
	c		Target those communities with highest prevalence of smoking with a social marketing campaign to reduce prevalence	Ken Ross/Wendy Robinson/Darcy Brown	August 2009				Vital Signs (Using quit rates as proxy measure)	
	d		Identify and provide intensive support to reduce those women who are known to be smoking when pregnant through specialist Smoking in pregnancy advisor	Darcy Brown	March 2009				Vital Signs Smokers in Pregnancy	
	e		Improve the uptake of breast, cervical and bowel cancer screening programmes through:- <ul style="list-style-type: none"> Expanding access to cancer information and support Improving rates of cervical screening in GP practices Implement bowel cancer screening programme 	Nick Springham	<ul style="list-style-type: none"> June 2010 March 2011 March 2009 			Vital Signs		

WORK STRAND**1. Tackle Health inequalities to narrow the gaps in health, well-being and life expectancy (continued)**

	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/ Outcomes	Progress
f	Reduce the prevalence of lifestyle choices and behaviours which do not support health and wellbeing, in those communities with the highest burden of disease and illness.	Reduce the rates and impact of Sexually Transmitted diseases and HIV through:- <ul style="list-style-type: none"> working with providers to Improve access to the diagnosis, early detection and treatment of STI's and HIV. Improve uptake of Chlamydia screening in young people Improve access to condoms via expansion of 'C' Card scheme Improve HIV pre testing counselling for those considering an HIV test 	Lynn Wilson/ Donna Thorne	<ul style="list-style-type: none"> September 2013 June 2009 August 2020 March 2009 				Vital Signs STI rates (inc Chlamydia screening uptake) GUM Access times	
g		Refresh and review of the implementation of the Prevention of Teenage Pregnancy Strategy on an annual basis to effectively reduce the rates of teenage conceptions in Darlington	Donna Torne	June 2009	96k pa + additional funding streams accessed	NI112	Yes	Vital Signs Teenage (<18yrs) Conception rate.	Amber/red
h		Improve capacity and focused support within delivery of SRE, Young Parents support and school nursing.	Jill Walker	September 2011		NI050	Yes		
i		Develop additional contraception and sexual health services for young people in those communities with identified need.	Donna Thorne	June 2011		NI112	Yes		
j		Develop the local workforce across all agencies and partners in Darlington and improve skills and capacity	Donna Thorne/Jill Walker	September 2011					
k		Reduce health inequalities through whole school approaches to developing healthy lifestyles in young people eating through implementation of the Healthy School Standard.	W Bagnall/Jill Walker	ongoing		NI050 NI004 NI056	yes		
		Engage communities in the planning, facilitation and decision making process related to service development, delivery and change	Amanda Dexter/Connecting with Communities	March 2011		NI004	yes		

WORK STRAND

2. Create easy access to sport and leisure

Make sport and physical activity aspirational, easy and accessible to all in communities and individuals in Darlington

		Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/ Outcomes	Progress
2	a	Make sport and physical activity aspirational, easy and accessible to all in communities and individuals in Darlington	Implement the Darlington Sports and Physical activity strategy	Mike Crawshaw	March 2011		NI056	yes		
	b		Continue to develop the Darlington Community Sports Network (CSN). Bringing together all agents, partners and deliverers of Sport and Physical Activity to identify priorities within Darlington and develop an action plan to deliver on priorities.	Paul Foreman	March 2010		NI008	Yes		
	c		Increase opportunity of community based Sport and Physical Activity provision through a variety of local and national projects including Darlington Portfolio Projects (Club and Equity, Outdoor Activity and GEM), Sports Unlimited, Zone Active and PCT Swimming Action Plan	Gemma Saunders/Paul Foreman	Review March 2011					
	d		Work across the partnership to ensure the delivery of sport and physical activity as an integral part of other opportunities such as: youth work sessions, after school clubs, Special Needs PA and activities for Looked After Children etc.	Mike Crawshaw/ DBC Leisure Services/Community Sports Network/Youth Service/Children's Trust	Review March 2011					
	e.		Provide training and development opportunities for residents and volunteers to enable sport and physical activity to be delivered in local settings by local people. Opportunities will include Voluntary Walk Leaders Training, Community Sports Leadership Award and NGB coaching qualifications.	Sports Development Team						
	f.		Re-develop the 'paper based' Darlington Sports Directory and circulate widely	Gary Adey	March 2009					

WORK STRAND										
2. Create easy access to sport and leisure (continued)										
		Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
	g.	Make sport and physical activity aspirational, easy and accessible to all in communities and individuals in Darlington	Deliver initiatives and programmes specifically targeted towards BME groups as part of the Club and Equity Portfolio Project.	Gary Adey	September 2008.	£60,000.				
	h.		work with schools to improve the quality and range of PE and School Sport working towards the Government's PSA target of 85% of 5 - 16 year olds accessing a minimum of 2 hours High Quality PE and School Sport per week.	School Sports Partnership/ Alison Raw	2011					
	i.		Revision of Darlington Play strategy to offer free to come and go and free to access play opportunities. This has included appointment of Play Rangers to support in the deliver of adventure play in natural environments	Gill Walker/Nigel Potter/Paul Foreman	2009					
	j.		Delivery of extending schools programmes, positive activities and holiday programmes to support the delivery of extending services in Darlington.	Paul Forman	2009					
	k.		Increase levels of active travel amongst the general population through initiatives promoting walking and cycling.	Owen Wilson	2011	£100,000			Mode share of walking and cycling trip s	

WORK STRAND

3. Create healthy workplaces

Implement healthy working practices and facilities linked to health improvement priorities available to those working in Darlington

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
3.	a	Implement healthy working practices and facilities linked to health improvement priorities available to those working in Darlington	To develop a local programme to reward areas of good practice i.e. Investors in Health Award	Vicky Waterson Barry Pearson Vicky Waterson	Review March 2009 March 2010 Review March 2009			NIO 04	Develop a framework for the award, agreed by LSP and key stakeholders. At least 100 local businesses to have achieved foundation status A minimum of 6 local businesses to be engaged in the programme as pilot sites.	
	b		To ensure major employers, workplaces, colleges, F.E. institutions are incorporating the principles of health workplaces as part of the whole systems approach	Vicky Waterson	Review march 2008				Workplace health incorporated in strategy and associated action plans for Darlington college and Darlington QE Workplace health incorporated into strategy and any associated action plans for Darlington hospital	

WORK STRAND

3. Create healthy workplaces (continued)

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
	c	Implement healthy working practices and facilities linked to health improvement priorities available to those working in Darlington	Develop a framework for good practice and guidelines for food and nutrition provision within priority settings.	Cheryl Omnes	March 2008				Framework produced and signed off by key stakeholders Pilot with 3 local settings including Darlington college.	
	d		Increase levels of active travel on the journey to /from work	Greg McDougall	2011	£100K			Mode share - measured through annual survey	
	e		Complete travel plans at a minimum of 12 businesses	Greg McDougall	2011	Included in above			No of travel plans	

WORK STRAND

4. Tackle obesity in young people

Halt and reverse the trend for overweight and obese children and young people in Darlington

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
5.	a	Halt and reverse the trend for overweight and obese children and young people in Darlington	Improve the Diet and Nutrition of Expectant Mothers through the provision of information, training and support targeting young mothers and parents.	D Thorne(TP Coordinator)/J Finn (young Parent Support Lead)/senior Midwife CD+D NHSFT			NI056	Yes		
	b		Ensure access to Health Start Scheme and promote up take of fresh fruit and vegetables.	Children's Centre Cluster Manager	2008					
	c		Improve the diet and nutrition of babies and Young Children by implementing breastfeeding action plan in Darlington and roll out UNICEF breastfeeding training	S Hoare Leather	2008					
	d		Develop and implement a breastfeeding awareness campaign utilising social marketing to target at those with lowest uptake	D Landes/Gordon Watson	2010					
	e		Implement Health Early Years Standard including information, training and guidance for parents and professionals around 0-5yrs Healthy Eating Guidelines	K Errington(Public Health)/ A Davison (NHS Darlington)	2009					
	f		Delivery of practical Healthy Eating sessions within Children's Centres	G O'Connor	2009					
	g		Encourage and support healthy eating behaviours in children and young people by rolling out resource pack for nutritional pack lunches.	Ruth Bennett/Julie Blakey South Durham and Darlington Dietetics Service	2008					
	h		Improve the take up of healthy school meals	Children's Trust/School Meals						
	i		Provide whole school approaches to healthy eating through implementation of the Healthy School Standard.	W Bagnall/Jill Walker	ongoing					
	j		Support the development of high quality after school cooking clubs for primary and secondary aged children and their parents	Extended Schools/ Children's Trust	2009					
	k		Deliver practical healthy eating courses to parent and children in priority communities in conjunction with Family Initiative Supporting Child Health (FISCH) promote healthy lifestyle choices	Ruth Bennett	2009					

WORK STRAND**4. Tackle obesity in young people (continued)**

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
	l	Halt and reverse the trend for overweight and obese children and young people in Darlington	Increase levels of active travel on the journey to /from school	Nick Butler	2011	£100K	(NI198)	Yes	Mode share - measured through annual survey	
	m		Implement the Sustrans Bike It programme in minimum of 12 schools	Owen Wilson /Sustrans	2011	£60K			As above	
	n		Implement WOW (Walking once a week) projects in a minimum of 5 schools	Nick Butler	2011	£10K			As above	
	o		Provide the opportunity for all pupils to complete national standard cycle training before leaving yr 6	Norma Sheppard	2011	£100K			No. of pupils trained	
	p		Provide the opportunity for all pupils to complete pedestrian training before leaving yr 2	Norma Sheppard	2011	£100K			No. of pupils trained	

WORK STRAND

5. Promote emotional health and well-being

With a focus on the most vulnerable groups develop equity of aspiration, opportunity and access to information and services to improve their own health and well-being

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
6.	a	With a focus on the most vulnerable groups develop equity of aspiration, opportunity and access to information and services to improve their own health and well-being	Social Prescribing- Establish managed arts on prescription programme re-establish the open arts studio	Catherine Parker/Wendy Robinson/Mike Crawshaw	Jan 09	£60,000	NI004	yes	Arts activity available to vulnerable groups throughout priority wards. Individual outcomes will be assessed using the Warwick Edinburgh wellbeing scale	Willing provider process underway. First stage of providers and coordinating body to be appointed December 08 Contract pending. Timetable for re-launch and open day established
	B		Mental Health First Aid	Mike Crawshaw/Vicky Waterson/Catherine Parker	Sept08-March 11	£250,000 lottery funding £57,000 County Durham and Darlington Public health team			The following priority groups to have access to and undertake MHFA training <ul style="list-style-type: none"> • Investors in Health Workplaces • Leisure Services • Front Line Health and Social Care Staff • Non- mental health voluntary sector • Criminal Justice 	Provider appointed and timetable of coursed planned

WORK STRAND										
5. Promote emotional health and well-being (continued)										
Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress	
c	With a focus on the most vulnerable groups develop equity of aspiration, opportunity and access to information and services to improve their own health and well-being	Implement Mental Health workplace Support Package by ensuring that all Investors in Health participants to have access to and receive mental health support package including training for line managers (e-tool and face to face), mindful employer, HSE management standards, events and anti stigma campaigning	Barry Pearson	Review March 09				All investors in health to have mindful employer status and supporting portfolio of evidence	Participants' Identified and support package near completion.	
d		Establish mental health improvement multi-agency steering group to drive the agenda locally and support the work of Healthy Darlington	Vicky Waterson	Jan 09 Jan10 review				Key stakeholders to be actively engaged in delivering the mental health improvement agenda locally. All health related action plans to include relevant mental health actions and appropriate support to deliver	Initial meeting set for Jan 09. Stakeholder invitee list drafted	
e		Social inclusion and mental health improvement programmes		Review March 09	Secure investment for the development of programmes to increase resilience in those groups at risk of poor mental health	TBC		Targeted programmes available to develop reliance and build self esteem amongst key at risk groups (To be identified in Partnership with healthy Darlington)	Investment plan submitted through WCC	
f		Learning Disabilities Health Action Plan	Ken Ross/Maxine Naismith	2009						
g		Learning Disabilities Performance management Framework	Mike Cleasby/Maxine Naismith	2008						

WORK STRAND

6. Plan for an ageing population

Adapt health and social care provision to meet the diversity of needs of people growing older in Darlington

	Ref.	Objective/Action	How	Lead	Timescale	Costs	NIS Ref.	LAA Ind.	Performance Measures/Outputs/Outcomes	Progress
7.	a	Adapt health and social care provision to meet the diversity of needs of people growing older in Darlington	Implement the Older Peoples Strategy and action plan for Darlington	Miriam Davidson/Warren Tweed	2009					
	c		Promote more self directed support for eligible people in Darlington, e.g. through direct payments and individualised budgets	Mark Humble	2009		NI136 NI130	yes		
	d		Support people to live in their own homes longer through assistive technology	Jane Robinson	2010					
	e		Implement Safeguarding Adults Board work plan	Jane Robinson	2010					
	f		Support older people into paid work and volunteering opportunities	Warren Tweed Karen Grundy	2009					
			Support in sustainability of physical and mental well being; support in activities of daily living, mobility and social inclusion through the delivery of the GEM (Get Everybody Motivated) programme	Gemma Saunders	2008-2011					
			Implement Older Peoples Mental Health Strategy	Warren Tweed/Sue Dixon	2011					