



Joint Health and Wellbeing Strategy for Coventry

December 2012

Foreword

As chair of the Coventry Health and Well-Being Board I am committed to providing leadership to address the long term health inequalities that have for too long blighted our City.

The simple fact that there is a difference in life expectancy of approximately 11 years across Coventry is not acceptable and cannot be allowed to continue.



This strategy will make a difference and as Chair of the Health and Well-Being Board I will provide the leadership to ensure that it does. In signing up to this Strategy the City Council, along with other members of the Coventry Health and Well-Being Board accept the challenge of addressing the health inequalities that are prevalent in Coventry. Although we recognise that this will take time, resources, and significant effort over a prolonged period we are determined to start now and act positively, decisively and differently to how we have acted before. Six themes, known as the 'Marmot Themes' were identified in February 2010 by Professor Michael Marmot in his report 'Fair Society, Healthy Lives'. These themes identify the wider social determinants of ill-health and have been adopted by the Coventry Health and Well-Being Board. These six themes are as follows:

- Giving every child the best start in life.
- Enabling children, young people and adults to maximise their capabilities and have control over their lives.
- Creating fair employment and good work for all.
- Ensuring a healthy standard of living for all.
- Creating and developing healthy and sustainable places and communities.
- Strengthening the role and impact of ill-health prevention.

Making progress against these themes will require a concerted effort across a range of stakeholders. The role of Health will be critical in this and the changes being introduced through the introduction of the Health and Social Care Act 2011 gives an opportunity for Health commissioners, through Clinical Commissioning Groups, to commission differently to improve the long term health of the population overall. The Health and Well-Being Board will take a key role in overseeing this activity along with the activity of other key commissioners in the City.

Addressing inequalities is a matter for a range of stakeholders as the health of the City's population is influenced by a range of factors which include:

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- Outdoor spaces and buildings
- Transportation
- Housing
- Opportunities for social participation
- Respect and social inclusion
- Civic participation and employment
- Communication and information
- Community support and health services
- Education and life-long learning

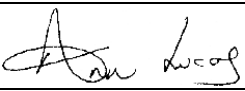




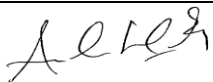
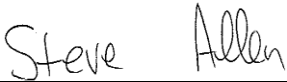


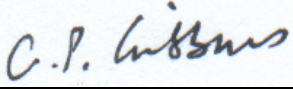

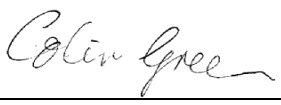


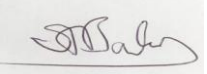
As the work of the Health and Well-Being Board develops, an overview, and strategic input into this range of health influencers will be required to ensure long term and sustainable progress is being made. We need to be determined to start now and act positively, decisively and differently to how we have acted before. Through signing up to this Health and Wellbeing Strategy, Board members are expressing their intent to do things in a way they have not been done before in order to improve the health of the City's population.

As chair of the Board I will provide the leadership to ensure that they do.




Cllr O'Boyle

Chair of Coventry Health and Well-Being Board

Parties signed up to the Joint Health and Wellbeing Strategy for Coventry

Organisation	Principle lead	
Coventry City Council	Councillor Ann Evelyn Lucas	
Coventry City Council	Councillor John Mutton	
Coventry City Council	Councillor Hazel Noonan	
Coventry City Council	Councillor Jim O'Boyle	
NHS Commissioning Board	Sue Price	
University Hospital, Coventry and Warwickshire	Andy Hardy	
Coventry and Rugby Clinical Commissioning Group	Steve Allen	
Coventry and Warwickshire Partnership Trust	David Allcock	
Coventry LINK	David Spurgeon	
Coventry Partnership	Charley Gibbons	
Coventry University	Howard Davis	
Children, Learning and Young People Directorate	Colin Green	
Community Services Directorate	Brian Walsh	
Public Health Directorate	Jane Moore	
Voluntary Action Group	Stephen Banbury	

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Voluntary Organisations Disability Group	Gill Boston	
Warwick University	Sudhesh Kumar	
West Midlands Ambulance Service	Anthony Marsh	<i>a. c. marsh.</i>
West Midlands Fire Service	Steve Taylor	

Health and Wellbeing Strategy for Coventry

Our vision is to improve the health and wellbeing of all people who live in Coventry.

Our aim is to improve health and wellbeing levels in Coventry so they match the best in the country. We want to reduce the gap in life expectancy between the wealthier and more deprived parts of the city, improving the health of our most vulnerable groups so it matches the best in the city.

We want to maximise the number of years people live free of illness and disability and ensure that everyone has access to good quality health services, irrespective of where they live, so that people can access the preventative services they need to stop them getting ill. And we want to intervene early when needed, so people can benefit from treatments which are known to prevent common conditions, such as coronary heart disease and diabetes.

We will do this by working with a whole range of partners across local government, the NHS, local communities and the voluntary sector to take every opportunity and use all resources at our disposal, to reduce health inequalities, prevent ill-health and promote wellbeing.

We will put local communities at the heart of what we do, working with them to identify their needs and to collectively find solutions that build on the assets in local communities.

This vision will be delivered by:

- Clear leadership by the Health and Well-being Board.
- Strong partnership working across local government, the NHS (including the Clinical Commissioning Group, Coventry and Warwickshire Partnership Trust and UHCW), the voluntary sectors and local communities.
- Effective engagement with local people to understand their health needs, building on the strengths in local communities and using behavioural insight to bring about sustained behaviour change.
- Clear local priorities, based on a rigorous analysis of local health need, described in the City Council's Joint Strategic Needs Assessment (JSNA) with clear areas for action by all local partners, described in the Health and Wellbeing Strategy.
- Effective scrutiny and challenge from the Council's scrutiny boards and HealthWatch.

What is the Joint Health and Wellbeing Strategy?

From April 2013, all Local Authorities will have a new Board called the Health and Wellbeing Board (HWBB), and it is their responsibility to work together to improve the health and wellbeing of the people living in the area that they serve. Coventry’s Health and Wellbeing Board has been working in shadow form for over a year in Coventry, and includes local commissioners – people that choose and purchase the services paid for by public’s money - across the NHS, public health and social care as well as elected representatives, and representatives of the Local Involvement Network (LINK – to be replaced by HealthWatch).

The first stage of the process is the development of a Joint Strategic Needs Assessment (JSNA) which looks at the key issues that affect the health and wellbeing of local people, based on information such as rates of disease in different groups, whether actions are being taken to improve health and whether these are successful and based on good evidence. From this, the Health and Wellbeing Board select those key priorities that they think are the most important for the range of partners in the HWBB to tackle jointly, though working in partnership. These priorities form the Joint Health and Wellbeing Strategy. They are discussed widely before being agreed; this document (the draft Joint health and Wellbeing Strategy) and the consultation process alongside it are one way in which these discussions are taking place.

This document does not contain detailed information on exactly how we will tackle these issues. The HWBB will require partners to work together to produce detailed plans (or to review existing plans), and to carry out those actions. The HWBB will expect partners to report back on progress and to explain their achievements against a set of measures, some of which (the outcome measures i.e. the actual impact on health or wellbeing) are summarised in this document.

The organisations and City Council Directorates represented on Coventry’s HWBB are;

Children, Learning and Young People Directorate	NHS Commissioning Board
Community Services Directorate	Public Health Directorate
Coventry and Rugby Clinical Commissioning Group	University Hospital, Coventry and Warwickshire
Coventry and Warwickshire Partnership Trust	Voluntary Action Group
Coventry City Council - Councillors	Voluntary Organisations Disability Group
Coventry LINK	Warwick University
The Coventry Partnership	West Midlands Ambulance Service
Coventry University	West Midlands Fire Service

Our Story

Coventry is a city that has more poor areas than rich areas. This means that has a negative impact on the health and wellbeing of many people in the city across a number of key measures compared with the rest of the West Midlands Region and England.

People who are poorer, less well educated and who live in more deprived areas, suffer more negative effects on their health and wellbeing. The difference in life expectancy between the poorer and richer parts of the city is too big and needs to be addressed, both for men and women.

Poor health and wellbeing is a result of a huge variety of factors that people experience during their lifetime. Many of these factors are related to people's behaviours (smoking, alcohol, diet); the place where they live and work (housing, transport, access to services); and the communities they belong to (feeling safe, access to greenspace, leisure etc).

If we want to improve the health and wellbeing of people in Coventry and to really tackle health inequalities it is these factors that we must change.

This will only be achieved by effective partnership working across all of the organisations, sectors and agencies in the city with the people of Coventry

It is the hope of the Coventry HWBB that through the organised efforts of all partners in the city, who are well placed to influence these factors, that we can make a real contribution to improving the health and wellbeing of the people of Coventry.

In Coventry we are worse off than many parts of the UK. There are serious social issues that mean we are not as healthy and prosperous as we could be, for example:

- 13% of children in Coventry leave school with less than five good GCSEs
- 28% of children in Coventry grow up in poverty
- 24% of people in Coventry still smoke
- 20% of Year 6 children in Coventry are obese
- 50% of people in Coventry drink more than the recommended maximum level of alcohol on at least 1 day per week; 4% exceed it on more than 3 days per week.

Improving health and reducing health inequalities requires effort on a broad front. Through our Joint Strategic Needs Assessment we asked a number of key questions (see box below) and the answers to these questions helped to form a number of key priorities. These priorities have been developed into the four main themes of this strategy.

Questions asked to inform the JSNA;

What are the main issues affecting the health of those who live in Coventry?

For each issue;

1. Is there more that could be done to tackle this issue?
2. Is the delivery of this important to all partners?
3. Is it of strategic importance? (e.g. does it influence health inequalities, is it an area where outcomes are poor)
4. Is there considerable impact? (in terms of health impact and number of people adversely affected)

Theme One - Healthy people

We want to improve the health of everyone in the city from 'cradle to grave'. To do that we must tackle the issues that are sending far too many people to an early grave in the city.

In tackling these issues all partners will work together with the people of Coventry to improve their health.

We understand that by focusing on the first few years of life we have the greatest opportunity of getting in early and preventing many of the harmful influences on health and promoting positive behaviours.



Coventry Olympic Ambassadors

We are focusing on the first few years of life as we now understand how crucial these are in preventing many of the problems that will affect children as they grow up and in their later life. What we do to give children the best possible start in life has to happen in their first two years as we now know how crucial this period is to improving the life chances of each child in the future.

There is a particular focus on early years, where there is the most scope for prevention, and older people, who carry the largest burden of ill health. Health levels for the general population as well as those for particular high risk groups will be improved through a partnership approach.

Initial priorities;

- Early Years (pre-natal to two-years-old)
- Older people

Theme Two - Healthy Communities

We understand that working in partnership with our communities will be important to support them to sustain good health and wellbeing, and address many of the broader issues that impact on their health. This will be done by using approaches that identify the strengths of a community as a start to build and grow something that will last in to the future. Communities are our greatest strength and we need to build on that strength.

Initial priorities;

- Obesity (maternal and childhood)
- Mental Wellbeing
- Domestic Violence and abuse
- Sexual Violence



Theme Three - Reduce variation

We know that there are differences in health between communities within the city. We will work with the worst affected groups where health is the poorest, including migrant health, people with disabilities and looked after children. Variations in health across the population will be addressed.

Initial priorities;

- Smoking
- Alcohol
- Infectious Diseases

Theme Four - Improve outcomes

There are a number of key health measures where Coventry does not perform well. These health measures relate to the most common illnesses and conditions that people are chronically sick or dying too early from.

We want to improve those measures for the people of Coventry so that they match the level of the best in England.

Initial priorities;

- Cancer (for Year 1)
- Variation in primary care
- Lifestyle risk management (Making every contact count)

Cross cutting themes

There are a number of key cross cutting themes that will support us in tackling these issues:

- Prevention - there should be a focus on stopping people getting ill. By getting in early we will prevent many problems from happening.
- Partnership working – we will build on the strong partnership working in Coventry to make sure that services are more joined up, easier to access and designed with the input of users for users.
- Community engagement – Coventry has many strengths and we need to ensure that those strengths are identified and built upon, rather than focusing on the problems.

What causes ill health in Coventry?

People living in Coventry are more likely to die at an early age than people living in England as a whole. The kinds of diseases that cause this earlier death include cancers, heart disease, stroke, infectious diseases, diseases that affect breathing (Bronchitis) and liver disease.

Many of these diseases are caused, or are made worse, by the surroundings in which people are born, grow-up, live, work and grow old.

These are events that take place across the life time of all of us – a life course. What we now understand about looking at the life course is that it is a good way to look at how to improve the health and wellbeing of all ages, young and old.

Improving the lives of those most at risk

People who are born into the poorest of conditions tend to have poorer education, lower wages and poorer health than those born into the best. For example in Coventry, a man born in the city centre is likely to die, on average, almost 11 years earlier than a man born in the Banner Lane area.

The map below shows the different life expectancy across the city, from shortest (dark red) to the longest (pale yellow). The blue line shows the number 10 bus route. Along this route, life expectancy for males varies from almost 83 to just under 71 years of age.

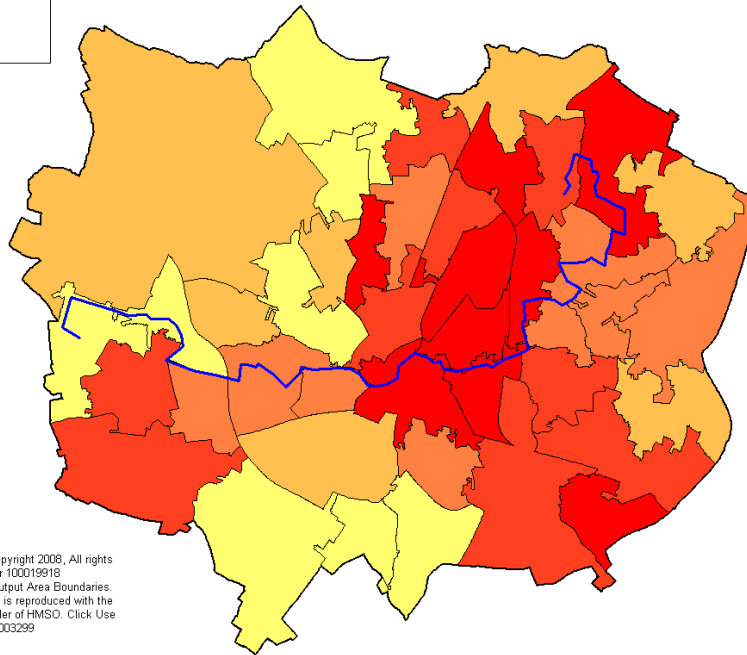
A key part of our aim is to improve the health of those in the city until they match the health outcomes of the best in Coventry. To achieve this we will consider these groups in all of the services that are provided in Coventry. We may need to make services easier to access, or deliver them in different ways. These groups might be defined by their

- age
- sex
- race
- religion or belief
- disability including physical and mental impairment
- gender re-assignment
- marriage and civil partnership
- pregnancy and maternity
- sexual orientation
- any factor that may lead to a group being disadvantaged (such as carers), or excluded from society (such as homelessness).

Male life expectancy at birth in years 2005-9 and the number 10 bus route

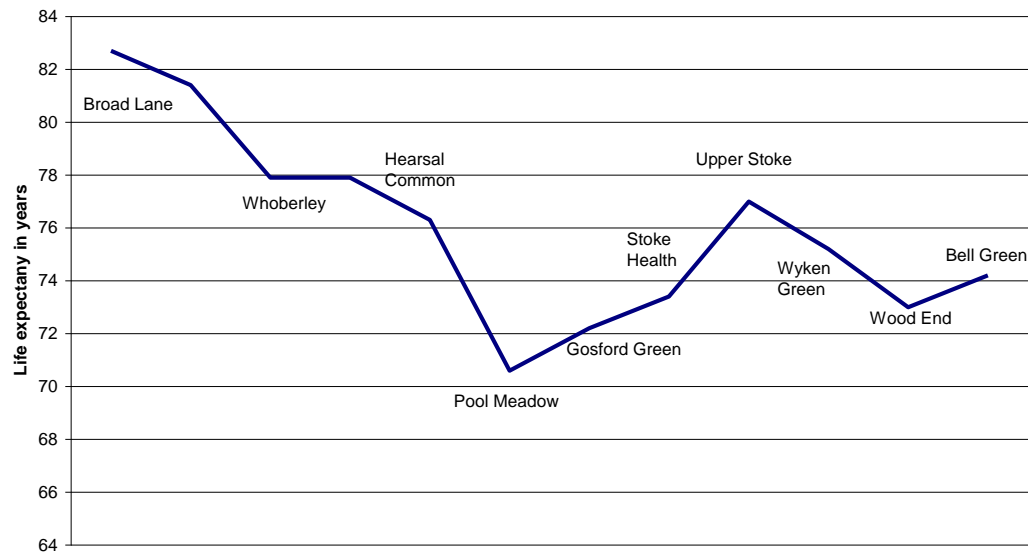
Male Life Expectancy (in years) 2005-9 and the number 10 bus route

- 78.9 to 82.7
- 78.3 to 78.9
- 75.2 to 78.3
- 73.5 to 75.2
- 70.6 to 73.5



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Life expectancy at birth (2005-9) along the number 10 bus route



Key areas for action in Coventry

Healthy People

Throughout your life, many different factors can affect your health and wellbeing. To help people to be as healthy as possible we will work to prevent poor health in the first place, to detect and treat health problems early, and to provide the best support for people who have poor health or wellbeing.

This year, there are two particular stages of life that people have told us Coventry should focus on. In the Early Years (0 to 2 years), there is the greatest opportunity to improve future health, and we should aim to give every child the best start in life. We also should focus on supporting older people to have the best quality of life, even if they have health problems.

Early years

You have told us that supporting children and their families is particularly important in Coventry. We know that by the time a child goes to school, there are already differences in their development. These differences are strongly linked to their future health, wellbeing and life expectancy.

We want to support families to help their children to have the best chances for a long and healthy life. We need to provide this support early because we know that the earlier it is provided, the bigger the impact.



Supporting breast feeding

Family Nurse Partnership

The Family Nurse Partnership works alongside health visitors by providing more intensive support for those who need more help to care well for their children and themselves.

Specially trained nurses visit young mothers in their own homes throughout their pregnancy and up until their child reaches two years of age. They provide intensive support, which could include offering help in giving up smoking or setting goals around finishing education or taking up a new course. It may also include supporting them to deal with the practical, social and emotional aspects of becoming a parent. This programme has been shown to benefit both children and their parents.

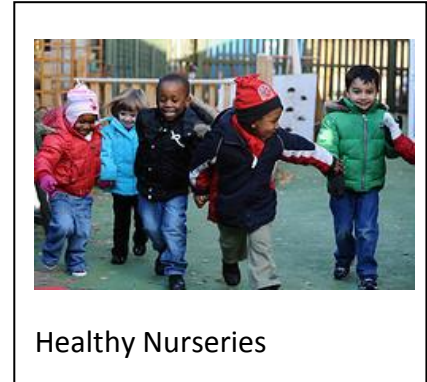
What should we do in Coventry?

In order for us to give every child born in Coventry the best possible start in life there are a number of things we will need to focus our efforts on.

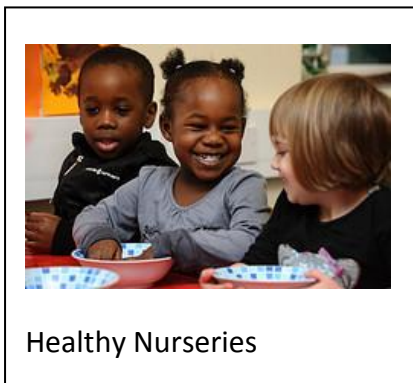
Firstly, we need to focus on reducing the number of families living in poverty by supporting them into work and for them to be able to access safe and affordable housing

We understand that you want us to help families to provide safe and supportive homes for their children. This creates the right surroundings in which a child can thrive and develop.

We also understand that you want us to support parents so that they can help in the development of their children, so that they will be ready for school.



We will work towards ensuring that every parent in the city can easily access the right level of parental advice and support for their needs. We will work with families to help them to live healthy lifestyles, for themselves and their children by making sure that they can access advice and support services easily.



Secondly, we recognise that we have an important role to play with other partners in supporting our vision.

We understand that you want us to join up all of the services that work with young children and their families, through the Healthy Child Programme, so that you and your children are better supported in achieving better health.

As partners we will be reviewing all services working to keep children safe in Coventry.

Thirdly, we acknowledge that much of this can only be achieved by helping communities to develop and flourish.

We will support this goal by making sure that services are available where they are needed, and when they are needed. We will continue to build on the good work with communities to identify their strengths and the areas that they would like to improve.

Bookstart in Coventry

Bookstart helps people to enjoy books with their children from as early an age as possible, with the gift of free books to all children at two key ages before they start school.

- Bookstart Baby, for children between 0 and 12 months, which is available from health visitors at local health clinics and libraries.
- Bookstart Treasure for pre-school children, which are given out at early years settings such as playgroups and nurseries in the child(ren)'s pre-school year



Bookstart Bear Club

All Coventry libraries offer The Bookstart Bear Club; a free and fun membership club for babies, toddlers and pre-schoolers. Bookstart in Coventry is co-ordinated by Coventry Libraries and Information Services in partnership with the Coventry & Warwickshire Partnership Trust Early Years and Childcare Service, Coventry Children's Centres and other community services.

For more information on Bookstart please visit the Bookstart website

<http://www.bookstart.org.uk/>

What are we hoping to achieve?

- Reduce the percentage of children living in poverty
- Increase the level of child development at two years of age
- Increase the proportion of children who are 'ready for school' based on the early years foundation stage profile.
- To have fewer children who need to be taken into care

It is anticipated that meeting these achievements will require an increasing proportion of the budget to be spent on Early Years services.

LEAD ORGANISATION(S); CCG /LOCAL AUTHORITY/NCB

LEAD PARTNERSHIP; CHILDREN'S AND YOUNG PEOPLE'S PARTNERSHIP

Further Information

NHS Choices – your pregnancy and baby guide

<http://www.nhs.uk/livewell/abuse/pages/domestic-violence-help.aspx>

NHS Choices – parenting

<http://www.nhs.uk/Conditions/pregnancy-and-baby/Pages/being-a-parent.aspx>

Local parenting support services in Coventry

http://www.coventry.gov.uk/info/200071/parental_support/894/parenting_support

Older People

As people age, they are more likely to develop physical and mental health conditions. Physical illnesses such as diabetes, heart disease, arthritis, respiratory diseases and sensory impairments (such as loss of sight or hearing) are often combined with declining mental health, such as dementia. This has an impact on families, especially carers, as well as the affected individuals. Older people – those over retirement age – may suffer deteriorating mental and physical health due to poor housing, poverty, lack of access to transport and experience of, or fear of, crime.



What should we do in Coventry?

We know that the older people of the city want to be supported to live independently for as long as possible.

We will succeed in doing this by focusing on a number of key issues.



Active for Health

Firstly by providing the right services in the right place and at the right time, we aim to support older people to live independently for as long as possible. This might include many different services - from helping people to keep their home warm and safe to providing care at home, and providing support to carers.

We aim to keep people in better health, preventing the sudden worsening of symptoms which often lead to hospital admissions by making sure that they receive the care that they need at the right time and in the right place.

Secondly, as partners we need to ensure that we are better at joining up the services we provide for older people in Coventry across health, social care and the voluntary sector. This means that health and social care will be redesigning their services to improve the experiences and outcomes for older people.

By working through Coventry's Older People Partnership, organisations across Coventry will work together to promote health and wellbeing into old age; including the wider issues such as housing and poverty

We understand that we can achieve our goal for older people's independent living by working with communities and helping them to identify opportunities to improve the health and wellbeing of older people in the city.



Healthy Walks

Fuel poverty

More than 400 households in fuel poverty are set to be helped this year as part of a city-wide initiative to tackle the problem. Households are defined as being in fuel poverty when more than 10 per cent of their income is spent on heating bills.

The main causes of fuel poverty are high energy prices, inefficient heating systems and poor insulation. The issue is a particular problem in Coventry, which has led Coventry City Council to become involved in four partnership schemes targeting the elderly and people living in priority neighbourhoods.

Four projects have been launched over the past year as part of a Coventry City Council drive to help people escape the growing crisis. They include the Warm Home Discount Scheme which is being run in partnership with energy supplier E.ON through which eligible residents can receive cash help with their winter fuel bill.

It has identified more than 4,000 local residents who could be eligible to receive a discount of £130 off their fuel bill, free loft and cavity wall insulation and a free visit from a trained energy assessor to offer money and energy saving tips. More than 400 households have taken up the offer so far which is hoped will make a real difference to them having warmer homes this winter. Other schemes include a city-wide free home insulation scheme with Nuneaton-based Rockwarm, the Warm Front scheme in partnership with Carillion Energy Services and the Keeping Coventry Warm Project.

What are we hoping to achieve?

- Improvements in older people's perception of community safety (where this is currently low)
- Improvements in the proportion of older people who were successfully supported to remain at home following a hospital stay {PH outcome}
- Improving health related quality of life for older people {PH outcome}
- Reducing excess winter deaths

LEAD ORGANISATION(S); CCG /LOCAL AUTHORITY

LEAD PARTNERSHIP; OLDER PEOPLE'S PARTNERSHIP

Further Information

NHS Choices; Men's and Women's Health 60 plus

<http://www.nhs.uk/LiveWell/men60-plus/Pages/Men60-plus.aspx>

<http://www.nhs.uk/LiveWell/women60-plus/Pages/Women-60-plus.aspx>

Local services for older people in Coventry

http://www.coventry.gov.uk/info/200091/services_for_older_people

Healthy Communities

The places where people live can have a large impact on their lives; everything from the layout of the houses, streets and facilities such as shops and schools can have an effect. Building healthier communities involves supporting the local community to identify their strengths and the areas that they want to change.

Obesity

Carrying too much body fat can lead to health problems such as diabetes, heart disease and joint problems, and even makes you more likely to develop some types of cancer. The number of people who are carrying too much body fat has been increasing over the last few decades, and now over a quarter of adults are obese.

Although eating the right amount of the right foods and exercising can help to maintain a healthy weight, the jobs that we do, the food that is available close to our homes and the areas that we live in can all have an effect.

We also know that babies are affected by their mum's weight when they are pregnant, and that children who gain too much weight for their age and height can have health problems when they are children and go on to have poor health when they are adults.

Children, as well as adults, living in our less affluent communities are more likely to become obese, and some ethnic groups are also more likely to have higher rates of obesity in childhood.

Cook and Eat Well

Cook and eat well in Coventry gives you the chance to eat fresh and have fun – without breaking the bank.

Our cooking sessions and recipe ideas should tickle your tastebuds, cut your food bill, and help you look and feel fantastic. The best bit is that it's all FREE

Don't feel you need to be a whizz in the kitchen, or a complete beginner to take part; all skill levels are welcome. So whether you love cooking or steer clear of the kitchen, we're sure to have something to suit your taste!

Held in locations across Coventry, visit <http://www.cookandeatwell.co.uk/events> or contact a member of the team on 02476 588251 or cookandeatwell@groundwork.org.uk



What should we do in Coventry?

We should work to reduce the number of people who become overweight and, therefore, prevent health problems associated with obesity from developing.

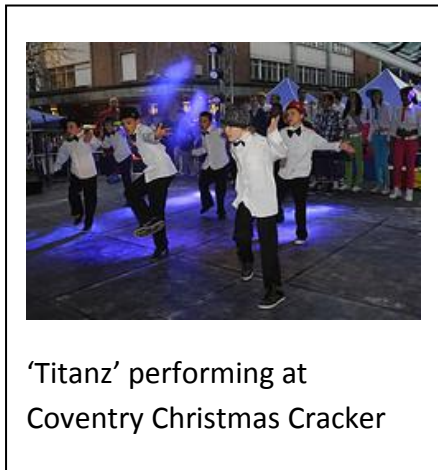
We know that the patterns for this can be set at a very early age and so we will particularly support pregnant women.

At an early stage of pregnancy their weight and physical activity will be discussed with them, and support given if necessary.

We will encourage breastfeeding and give support and advice on how and when different foods should be introduced.



Holbrookes play area



'Titanz' performing at Coventry Christmas Cracker

We will also help families to encourage their children in healthy eating and physical activity, and encourage schools to offer healthy meals and to promote healthy eating and physical activity in a variety of ways.

We will train a wide range of people in how to raise the subject of healthy weight and how to support those that may want to change their lifestyle.

We will also work together to improve access to healthy food options, promotion of sustainable travel and physical exercise in communities.

Spon End Games

Children waved flags from around the world to mark the first day of the Spon End Games.

The event ran over four days and offered plenty of activities for children and adults to try their hand at, including: archery, table tennis, gymnastics and handball, as well as craft activities and activities for the under fives.

Michelle Brodie, from Groundwork West Midlands, who helped to organise the four-day event, said: "After all the hype surrounding London 2012, the children of Spon End had their own chance to try their hand at some Olympic sports.

"All the activities were completely free of charge and everyone was welcome to come and join in."

What are we hoping to achieve?

To increase the proportion of the population who are a healthy weight, and who maintain that healthy weight through a healthy diet and physical activity. A specific goal is to reverse the increase in numbers of children who are found to be obese in Year 6 and Year 11, leading to reduced numbers by 2020.

LEAD ORGANISATION(S); CCG /LOCAL AUTHORITY/NCB

Further Information

The NHS Choices website has useful information on obesity, how to find out if you or your child is a healthy weight and tips on how to increase physical exercise and eat a healthy diet.

www.nhs.uk/conditions/obesity#

<http://www.nhs.uk/conditions/obesity/pages/introduction.aspx>

Healthy weight calc - <http://www.nhs.uk/tools/pages/healthyweightcalculator.aspx>

The Food Dudes Behaviour Change Programme for Healthy Eating

The Food Dudes programme changes children's eating habits for life. To change children's diets for life is not just about giving them good food, you have to find a way of motivating them to eat and enjoy it.

Food Dudes appeals to young children from 4-11 years old, and involves a simple set of steps revolving around a reward system, exciting DVD adventures (starring the Food Dudes) and repeated tasting.

The Food Dudes programme has been received currently by 34 primary schools across Coventry. Over 9,000 pupils have benefited from trying and tasting new fruits and vegetables with the Food Dude Characters and winning prizes for their efforts.

Mental Wellbeing

Mental wellbeing means satisfaction with life, happiness, fulfilment, enjoyment and resilience in the face of hardship. People and populations with higher levels of mental wellbeing are able to function and thrive; for example, to have better physical abilities at an older age.

What should we do in Coventry?

There are 10 ways that have been identified to help Coventry residents to improve their mental wellbeing. Through working with communities to understand their strengths, we will work together to support communities in making improvements. We will also promote these '10 ways to wellbeing' amongst staff of the partner organisations



10 ways – what are they?

***5 ways to wellbeing**

****5 more ways for Coventry**

Connect	Have rewarding work
Be active	Feel safe and good about where I live
Take notice	Feel good physically
Keep learning	Eat and drink healthily
Give	Sleep well

Feeling Good and Doing Well in Bell Green

A fund has been made available to community members in Bell Green, who can apply for up to £500 a year to support projects that will support the '10 ways to feeling good and doing well' principles, with a simple application process. The projects that are currently being funded include;

- Bell Green Silver Surfers; supporting older people to stay connected with family and friends through making use of the internet
- Bell Green History Group; promotes a positive relationship between different generations of the area through collecting photos and stories across the generations, building up a history of living in Bell Green
- The Next Generation Grandparents; A group to enable grandparents looking after pre-school age children to meet up in the local area and share their experiences, and gain mutual support

What are we hoping to achieve?

- Improvements in wellbeing

LEAD ORGANISATION(S); LOCAL AUTHORITY

LEAD PARTNERSHIP; THE COVENTRY PARTNERSHIP

Further Information

More about Coventry's ten steps to mental wellbeing

<http://www.coventry.gov.uk/wellbeing>

Wellbeing self-assessment tool on the NHS Choices website

<http://www.nhs.uk/Tools/Pages/Wellbeing-self-assessment.aspx>

Foleshill moving forward

Foleshill is a diverse community of over 30,000 residents supported by and involving many local community and faith groups.

Foleshill Moving Forward is a resident-led partnership of local residents, local community groups and service providers/public services including the police, housing trusts, fire service health, schools, children's and youth services, faith groups, local councillors and many more. It has been set up to value, promote and bring together these many groups in one place, and will address issues of common concern to all by mutual agreement. Set up in June 2012, residents and agencies work together to tackle community concerns by finding sensible solutions.

Sexual Violence

Sexual violence includes a wide range of unwanted sexual activities, including: rape, sexual assault, sexual abuse of children, and trafficking of women and children for sexual exploitation. It is difficult to measure and compare levels of sexual violence since many crimes go unreported. However, the data that we do have suggests people living in Coventry are more likely to be the victims of rape and sexual assault than people living in the rest of the West Midlands. These high rates have raised sexual violence as a priority for Coventry.

What should we do in Coventry?

In Coventry, there is a multi-agency group to tackle sexual violence and exploitation across the city. They are working to encourage more victims to report crimes and incidents and increase the number of people convicted when they have committed a crime including sexual violence.

We will work with partner agencies and the community to improve awareness of sexual violence and exploitation, and to ensure victims who come forward receive the right level of support at the right time.

What are we hoping to achieve?

- Improve the quality of data collected by local agencies and to share aggregate data across partner organisations to develop an accurate picture of the local situation
- Reduce the number of sexual crimes

LEAD ORGANISATION(S); LOCAL AUTHORITY

LEAD PARTNERSHIP; COVENTRY COMMUNITY SAFETY PARTNERSHIP

Further Information

Coventry Rape and Sexual Abuse Centre provide a confidential support and counselling service. Helpline 024 7627 7777

<http://www.crasac.org.uk/>

NHS Choices – Help after rape or sexual assault

<http://www.nhs.uk/livewell/sexualhealth/pages/sexualassault.aspx>

Domestic Violence and abuse

Domestic violence and abuse can include physical, sexual, emotional and financial abuse and intimidation in an intimate relationship or between adult family members. It can happen to people from any background, and although statistics show that it is mostly experienced by women and perpetrated by men, some men may be victims of domestic abuse and violence as well. Levels of reported domestic violence are higher in Coventry than elsewhere in the West Midlands.

Domestic violence and abuse has a significant impact on health and wellbeing for both adults and children; adults experiencing domestic violence and abuse may suffer a range of physical injuries and also experience depression, anxiety, a lack of self confidence and isolation. Children exposed to domestic violence may develop a wide range of emotional, behavioural and developmental problems and may be more likely to become victims or offenders themselves.

What should we do in Coventry?

Coventry has a Domestic Violence and Abuse Partnership (CDVAP) where a range of agencies work together to tackle domestic violence and abuse in Coventry. The vision for Coventry is to ensure that residents have the right to respectful, safe and healthy relationships, where domestic violence and abuse is not tolerated. CDVAP actions include challenging and raising awareness of domestic violence and abuse through campaigns and events, providing a range of services to support victims and children living with domestic violence and abuse, helping those who leave an abusive relationship and working with perpetrators to change behaviour.

Joint Health and Wellbeing Strategy for Coventry

Work is also underway to make it easy to get support, so that one call will connect people to all of the services they may need.

What are we hoping to achieve?

- Reductions in domestic abuse
- Improvements in measures around children such as readiness for school

LEAD ORGANISATION(S); LOCAL AUTHORITY

LEAD PARTNERSHIP; COVENTRY COMMUNITY SAFETY PARTNERSHIP

Further Information

Coventry domestic violence and abuse partnership have a website providing information advice and links to local services

<http://www.safetotalk.org.uk/>

NHS Choices Getting help for domestic violence

<http://www.nhs.uk/livewell/abuse/pages/domestic-violence-help.aspx>

Reduce Variation

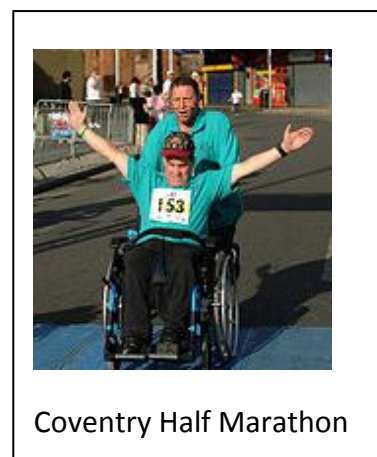
Groups of people are likely to have poor health at a younger age and to die earlier than others. Although there are complex reasons for this, there are some factors that affect particular groups. By tackling these factors we aim to reduce variation in health outcomes.

Smoking

Smoking kills 1 in 6 of all Coventry residents (450 deaths in 2010 alone), and is the single greatest cause of preventable death in the city. It also causes years of poor health through diseases such as chronic bronchitis and emphysema.

Smoking is the major factor behind the health inequalities that exist between the city's poorest and most affluent wards.

Rates of smoking, deaths from smoking and diseases caused by smoking are higher in Coventry than in the West Midlands because we have higher proportion of smokers in our population.



Coventry Half Marathon

What should we do in Coventry?

Coventry has a Smoke Free Alliance – a group of organisations across Coventry who are working together to reduce the harm caused by smoking across the city.

This includes enforcement of tobacco control legislations such as smuggled tobacco products, sales to under 16s and smoke free workplaces.

We know that unborn babies can be harmed by the cigarettes that their mother smokes, and babies and young children are very vulnerable to cigarette smoke, and so we are working with pregnant women and parents of young children who smoke.

Often people who smoke begin when they are children, and so we are working to reduce the number of children that start smoking through raising awareness of the harm it causes and by enforcing protective laws.

We are also working with partners to identify smokers and to make sure that they are aware of the dangers of smoking, and are offered support in stopping and we are working with communities to identify opportunities to stop smoking.

A Mother's story

When one 26 year old Coventry resident found out she was pregnant, she knew she had to quit her deadly habit...

"I had my first cigarette when I was 11. I stole it from my mum and dad who both smoked. By the time I was 13, I was smoking around 10 a day, which increased to a 30-a-day habit in my 20s.

"I was desperate to quit as soon as I fell pregnant, but even morning sickness didn't dampen the craving for a cigarette. At 12 weeks I asked my health visitor for help. She gave me lots of information and encouragement. I was shocked to discover that when you smoke, your baby smokes too.

"I realised what I was doing was selfish. And I didn't want my baby to be small or have breathing problems as a result of my smoking. So I started using prescription nicotine patches.

"They really helped and I ate a piece of fruit or nibbled on carrots or celery when I had a craving. The first few days I was irritable, but the cravings soon wore off.

"Chloe is now seven months old and a real bouncing baby. I'm thrilled that I have given her a better start in life by giving up smoking. She's also growing up in a smoke-free environment; my husband is an ex-smoker too.

"I haven't smoked for over 13 months and I don't get the chest infections or headaches I used to. My skin is better and my teeth are whiter. I also enjoy spending the spare cash on Chloe rather than ciggies."

Coventry's friendly smoking cessation service is on standby to help all those people who decide to quit and offer a range of support and help to make the process as easy as possible.

What are we hoping to achieve?

- Reducing smoking prevalence in 15 year olds and over 18s
- Reducing smoking prevalence in the over 18s
- Increased numbers of 4 and 12 week quitters

LEAD ORGANISATION(S); LOCAL AUTHORITY/CCG

LEAD PARTNERSHIP; TOBACCO CONTROL ALLIANCE

Further Information

Coventry Stop Smoking Signposting Service. Telephone 0300 200 0011 (available Monday to Friday 9am - 5pm - Answerphone outside these hours)

<http://www.covwarkpt.nhs.uk/OurServices/CHS/Pages/CoventryStopSmoking.aspx>

NHS Choices – Stop smoking information and advice

<http://www.nhs.uk/LiveWell/Smoking/Pages/stopsmokingnewhome.aspx>

Alcohol

While drinking a small amount of alcohol can have a positive impact on health and wellbeing, drinking too much causes physical and mental harm. Most people who are harmed by alcohol aren't alcoholics; some will have drunk slightly more than recommended for some years and developed liver damage, others will have drunk too much on one occasion that has made them take risks or make unwise decisions leading to accidents or violence - over a quarter of all deaths in 16-24 year old men are caused by alcohol.

Also, a lot of crime and antisocial behaviour, as well as sexual and domestic violence, is associated with alcohol.

In Coventry, there are more hospital admissions and deaths caused by alcohol than the England average.

What should we do in Coventry?

The Coventry Community Safety Partnership is leading on the development of a strategy and supporting action plan.

We are working to raise awareness of the harms of alcohol, and help people to know the limits and stick to them. We are also working with licensees and the alcohol industry to promote a culture of safe drinking. A focus of the work is reducing alcohol related crime and anti-social behaviour in our communities

What are we hoping to achieve?

- Reductions in alcohol related admissions to hospital
- Reductions in mortality from liver disease
- Reductions in crime and domestic abuse

LEAD ORGANISATION(S); LOCAL AUTHORITY/CCG

LEAD PARTNERSHIP; COVENTRY COMMUNITY SAFETY PARTNERSHIP

Further Information

Local services for Alcohol in Coventry

www.coventry.gov.uk/alcohol

http://www.coventry.gov.uk/info/727/alcohol-advice_and_support/451/alcohol-sensible_drinking/7

NHS Choices – drinking and alcohol

<http://www.nhs.uk/Livewell/Alcohol/Pages/Alcoholhome.aspx>

Infectious Diseases

There are many diseases that can be passed on from person-to-person in different ways. These include childhood illnesses such as measles and mumps, sexually transmitted diseases such as Chlamydia and airborne viruses such as colds and flu.

In Coventry, we have a higher rate of deaths due to infectious diseases than in England. There has been an ongoing programme of work to reduce these diseases in Coventry, for example through increasing the proportion of children who are vaccinated.

There are several infectious diseases where we could do more to prevent the disease in the first place, or to detect it early on, when treatment is more likely to be successful.

This area of work will focus on three specific diseases;

- Seasonal flu
- Tuberculosis (TB)
- Human immunodeficiency virus (HIV)



What should we do in Coventry?

Flu - flu can be a very serious illness in some people (such as those with heart or lung problems, or people over the age of 65). Vaccination each year is very successful in reducing deaths in these groups of people; but the number who actually receive it is too low. Working with partners we aim to increase levels of vaccination each year in those groups at risk of complications and other priority groups such as healthcare workers (who are vaccinated to prevent them from passing the infection on to vulnerable patients).

Tuberculosis – we are working to increase the awareness of TB in those communities most at risk, and to offer screening to detect the illness before it becomes infectious in certain groups of people. We are also working with GPs, the TB Nursing team and the Health Protection Agency to promote the early identification and referral for symptoms of TB

HIV – one focus for any sexually transmitted infection is to promote safe sex through education and easy access to services. We are also aiming to increase the early detection of HIV, since the treatment is very effective if it is started early. We are working with GPs and the hospital to increase HIV testing in the general population

What are we hoping to achieve?

- Fewer deaths caused by flu through increased vaccination
- Earlier detection of TB, HIV and other infectious diseases, leading to improved health for those with the disease
- Reduced number of new cases of HIV and TB through reducing transmission

LEAD ORGANISATION(S); CCG/PUBLIC HEALTH ENGLAND/NCB/LOCAL AUTHORITY/VOLUNTARY SECTOR

Further Information

NHS Choices information;

Seasonal flu - <http://www.nhs.uk/Conditions/Flu/Pages/Introduction.aspx>

HIV - <http://www.nhs.uk/conditions/HIV/Pages/Introduction.aspx>

TB - <http://www.nhs.uk/conditions/Tuberculosis/Pages/Introduction.aspx>

Improve Outcomes

There are a number of key health measures where Coventry does not perform well.

These health measures relate to the most common illnesses and conditions that people are chronically sick or dying too early from.

We want to improve those measures for the people of Coventry so that they match the level of the best in England.

Cancer

Each year around 750 people die in Coventry from cancer; it remains a major cause of deaths in Coventry. This is a higher rate than in England, and people in Coventry are also dying earlier from cancer than elsewhere.

The earlier a cancer is diagnosed and treated the higher the chances of surviving and enjoying a better quality of life.

What should we do in Coventry?

We want to help the people of Coventry to understand the causes of cancer, particularly those that can be altered such as smoking, alcohol and diet, and how to find support to change their lifestyle.

We know that people are not aware of the early signs and symptoms of some of the most common cancers so we want to change that, and make sure that people know what to do when they recognise any of the signs and symptoms.

We will make sure that people have fast access to services such as cancer screening, diagnosis, referral and treatment.

Part of this work will involve looking at how services are delivered across all of the different providers of services to make sure they meet the needs of the patient.

We will make sure that we concentrate efforts where they are most needed, for example engaging with communities where cancer outcomes or use of screening services are particularly poor.

Laura's story (a Coventry resident)

"I never thought I'd have an unusual smear result. Otherwise fit and healthy, and with no symptoms or family history of cervical cancer, it was a huge shock when I was called back in following a routine smear test.

"But it saved my life.

"If I hadn't gone for my smear test, the cell changes would have gone undetected and it could have been much more serious – even fatal.

"All women over the age of 25 are offered cervical screening but many do not take up the offer. The test isn't painful or embarrassing and only took a few minutes. I am just so glad that I took my test - if I hadn't I might not still be here today.

"Please get yours."

What are we hoping to achieve?

- To increase the 1 year survival rate of all cancers over the next 3 years to the level of the best in England
- To reduce the variation in uptake of all cancer screening programmes across the city and ensure uptake matches the best in England.
- To reduce the prevalence of smoking in the city to no more than the England average.

LEAD ORGANISATION(S); CCG/LOCAL AUTHORITY/PHE

Further Information

- West Midlands Cancer Intelligence Unit - profile for Coventry

http://www.wmciu.nhs.uk/documents/core_docs/info_pub/la_profiles_2012/Coventry_Profile.pdf

- NHS Choices – NHS Cancer Screening programmes

<http://www.nhs.uk/livewell/preventing-cancer/pages/cancer-screening.aspx>

Variations in Primary Care

The GP is often a person's main point of contact with healthcare. General Practice should be easy for people to access and it should coordinate the healthcare that people need. Good General Practice helps to identify risks that can lead to poor health, identify health problems early and treat them. Local information has highlighted that the quality of General Practice in Coventry can be variable, and we want to make sure that everyone has the same high quality of care across the city.

What should we do in Coventry?

We aim to improve quality by working closely with GPs to set standards, measure performance against these standards and make sure that improvements happen when they are needed.

Through the new Clinical Commissioning Groups, General Practices will work together to share what works well and offer support where improvements are needed. This will include robust medical appraisal systems. We will also provide better information for patients, regarding practice performance, to help them to make an informed choice.

A particular focus of these improvements will be in the care of patients with long term conditions, such as diabetes, who will be managed more effectively at, or closer to, home. They will also be supported to take greater control of their care through self management programmes.

What are we hoping to achieve?

- To reduce the number of unnecessary A&E visits, inpatient admissions and hospital based outpatient appointments
- Increase the uptake of specialist care and activity in the community and support patient self management through promoting access to disease specific education and exercise programmes.
- Increase the uptake for all primary care based screening and immunisation programmes
- Reduce deaths, in particular at an early age, in the key conditions where prevention, early detection and treatment are successful, by introducing disease risk register programmes with robust follow-up plans.

LEAD ORGANISATION(S); CCG/NCB/HEALTHWATCH

Further Information

Arden Cluster System Plan. <http://www.coventrypct.nhs.uk/CmsDocuments/8389edfd-683b-4b92-9638-5deadbe0b670.pdf>

QOF scores <http://www.qof.ic.nhs.uk/search/>

RCGP Quality Practice Award

http://www.rcgp.org.uk/professional_development/team_quality/gpa.aspx

Lifestyle Risk Management

Much of the ill health of Coventry people is influenced by ‘lifestyle factors’ (i.e. the way in which people behave on a day –to –day basis) such as smoking, alcohol, sexual health, diet, physical activity and substance misuse.

Supporting the people of Coventry to change their behaviours is a key challenge in improving the overall health and wellbeing of the city.

‘Making Every Contact Count’ (MECC) is a programme where frontline staff (across all services and settings), will deliver brief advice, interventions and signposting to services through their day-to-day contact with the public to enable them to achieve the necessary lifestyle change.

What should we do in Coventry?

To be able to make significant changes, we need a large number of staff from many different areas to be trained.

We will start by training staff across the NHS, the City Council and the Voluntary Sector. We will also look for opportunities to train staff and others who work closely with communities, particularly those who may have the most to benefit from this approach.

What are we hoping to achieve?

- We want to support the people of Coventry to make informed choices regarding their healthy lifestyle and behaviour, through a well trained workforce that makes every contact count with the people of Coventry.
- We expect to see an increase in demand for services to support lifestyle change e.g. stop smoking services.

LEAD ORGANISATION(S); LOCAL AUTHORITY/CCG

LEAD PARTNERSHIP; THE COVENTRY PARTNERSHIP

Further Information

Links to MECC

NHS Choices Lifecheck helps you to identify any areas of your lifestyle where you would benefit from change - <http://www.nhs.uk/aboutnhschoices/professionals/life-checkers/about-us/pages/what-is-nhs-lifecheck.aspx>