

Oxfordshire 20:30 Delivery Plan Proposed Health & Well-Being SMART targets to meet longer term objectives

Oxfordshire 20:30 is the county Sustainable Community Strategy. A consultation on the content of the Strategy and Delivery Plan is currently underway and will be open until 22 September 2008. The documents can be found on the Oxfordshire Partnership website:

<http://www.oxfordshirepartnership.org.uk/wps/wcm/connect/OxfordshirePartnership/Oxfordshire+Partnership/Oxfordshire+2030/>

The Health and Well-Being Partnership Board have been asked to contribute targets to be included in the Delivery Plan which will ensure that the desired outcomes are met. These targets will be in addition to the LAA targets which have already been included as “medium term” targets in the Delivery Plan. This paper sets out some proposals for additional medium to longer term targets for discussion.

Next steps:

- The targets agreed by the partnership will be forwarded for inclusion in the draft Delivery Plan by September 22nd
- Each proposed target will be developed so that clear action plans, accountability arrangements and means of measuring progress are defined.
- The draft Delivery Plan will be discussed by the Oxfordshire Partnership in November 2008.
- The Health and Well-Being Partnership will take responsibility for implementation, monitoring and meeting the targets alongside the LAA2 targets

Table A below is set out to show the pledge that is already included in the Delivery Plan, the desired outcome and suggested targets which would be the responsibility of the Health and Well-Being Partnership. Each target will be developed to be SMART (Specific and Stretching, Measurable, Achievable, Relevant and Timebound).

Table B shows some suggested targets which impact on health and wellbeing but which would be the responsibility of other partnerships. All entries in the table in italics are the proposals that have been discussed by the Health and Well-Being Officer Group and others during August 2008.

The Health and Well-Being Partnership is requested to comment on the proposed targets and approve a final list to be submitted for inclusion in the Oxfordshire 20:30 Delivery Plan.

Table A. Proposed targets for Health and Well-Being

Pledge	Desired outcome	SMART target
10. Improve support and opportunities for independent living	Improve the range and availability of extra care housing to support older people to live at home	<p>a. Provide ?? units of extra care housing by 2013</p> <p>b. Increase (by ??) the number of older people accessing support services such as Age Concern MOVING ON</p>
	Shift the emphasis to prevention and work together with the public to promote health, well-being and self care	<p>a. Establish 5 new community led initiatives each year to promote health for over 50's in their own community</p> <p>b. Decrease the number of injuries caused by falls experienced by older people by ??% per year</p> <p>c. Reduce the risk of fuel poverty in the most vulnerable populations by increasing uptake of Warm Front and other grants by ??% in the most deprived localities and ensure that appropriate benefits are taken up by those most at risk. Ensure all districts have fuel poverty action groups in place to respond to severe energy price rises or weather.</p> <p>d. Improve uptake of Staying Put grants for those in greatest need.</p> <p>e. Increase the number of interagency referrals for prevention services by 10% per year.</p> <p>f. Maintain and develop home safety initiatives for older people including electric blanket testing.</p>
11. Promote healthy lifestyles	Increase the number of people quitting smoking	<p>a. Increase the number of people quitting smoking by ??? each year</p> <p>b. Continue active enforcement of smoke free public places law</p>
	Reduce the harm caused by hazardous and harmful alcohol consumption, both to the health of the individual and as a result of ASB (see pledges 7 and 22)	<p>a. Increase the number of people accessing brief advice for alcohol misuse by 5% (?) a year for the next 10 years.</p> <p>b. provide appropriate information on harmful and hazardous drinking to target populations.</p>

Pledge	Desired outcome	SMART target
	Reduce obesity rates in the adult population	<p>a. increase the number of people aged 50 – 75 taking part in regular physical activity by 1% a year</p> <p>b. Introduce validated healthy eating programmes for families to 2 new localities each year, starting with the most in need.</p> <p>c. provide weight management support to ?? people aged over 50 per year.</p> <p>d. Investigate the potential of using the “Scores on the Doors” scheme to not only accredit food premises for sound hygienic practice but also to accredit for providing healthy options. In all districts by 2012.</p> <p>e. Provide Chartered Institute of Environmental Health nutrition training to food providers in ?? residential settings each year.</p>
	Reduce the number of people with long term conditions such as diabetes	a. Promote lifestyle change to 200 people a year in targeted populations through the work of health trainers
20. Reduce the gap between the best and worst off	Ensure no communities are in the worst 10% in the country for aspects of deprivation	a. target resources to the areas of greatest deprivation at a higher level for 15 years to ensure SOAs with the lowest IMD scores show consistent increases.
	Develop sustained and coordinated programmes of work across agencies which focus on localities with worst outcomes	a. produce locality specific action plans for the most deprived areas that are monitored quarterly and refreshed annually.
	<i>Reduce premature deaths from preventable diseases, especially in the worst off localities</i>	a. reduce deaths under 75 from preventable causes in the most deprived communities year on year.
	<i>Improve quality of life for the aging population, including mental well-being</i>	a. targets to be formulated

Table B. Suggested targets for other partnerships which are related to health and well-being

Learning and Skills Partnership / Children's Trust	3. Ensure that attainment and skill levels are well above average so we provide a well qualified, motivated workforce to meet the needs of businesses	<i>Have a workforce trained and available to meet the care needs of the aging population. (also included in pledge 21)</i>	<p><i>a. increase the number of people trained to level 2 in health and social care by ???% by 2015</i></p> <p><i>b. promote health and social care careers through schools, connexions and others to ??? young people each year and to people in mid career or at the end of their career.</i></p>
Safer Communities Partnership	7. Tackle crime and anti-social behaviour (linked to pledges 11 and 22)	Reduce the incidence of alcohol related anti-social behaviour	<p><i>a. improve access to treatment services for offenders increasing the numbers treated by 10% per year</i></p> <p><i>b. reduce re-offending rates for alcohol related ASB or other crime by 5% a year .</i></p> <p><i>c.Enforcement of underage sales law through a programme of test purchasing.</i></p> <p><i>d. implement minimum standards for Nightsafe schemes in each district.</i></p> <p><i>e. reduce the rise in alcohol related A&E attendances.</i></p>
	22. Tackle crime and anti social behaviour (linked to pledges 7 and 11)	Work to reduce the impact of increasing alcohol consumption and tackle the causes.	<p><i>a. increase the number of people from the most deprived communities accessing brief advice for alcohol misuse by 5% a year for the next 10 years.</i></p> <p><i>b. Provide appropriate information on harmful and hazardous drinking to target populations including the most vulnerable and those living in the most deprived localities.</i></p>
Stronger communities	23. Regenerate local communities (see pledge 20)	Develop sustained and coordinated programmes of work across agencies which focus on localities with the worst outcomes	<p><i>a. target resources to the areas of greatest deprivation at a higher level for 15 years to ensure SOAs with the lowest IMD scores show consistent increases.</i></p> <p><i>b. produce locality specific action plans that are monitored quarterly and refreshed annually.</i></p>