

Health and Social Inclusion Group

A report to Oxford Strategic Partnership on implementation of the Action Plan, October 2009

Who we are

The list includes the organisations that have been represented at the group over the last 3 years, along with some names to show the range of interests they represent.

- Oxford City Council – Councillor Bance, Mark Fransham, Angela Cristofoli, Val Johnson, Ian Brooke
- Go Active coordinator for the City
- CYP&F - Early Years & Family Support – Children’s Centres
- Oxfordshire PCT – Public Health
- DAAT – Partnerships lead
- Oxford Healthy Living Partnership
- Oxfordshire Economic Partnership
- Extended Services Partnership
- Age Concern
- Midcounties Cooperative
- Advice UK – links to advice centres
- Brookes University, Dept for Social Sciences and Law
- Oxford University Dept for Continuing Education

What is in the plan?

- Health Improvement in Adults
 - Lifestyles and behaviour change
 - Work with particular groups (men, older people, others)
 - Addressing the wider determinants of health
- Health improvement in children
 - Breastfeeding, home safety, teenage pregnancy
- Skills and Training

What has been done?

1. **Reducing risk of heart disease and stroke** in Blackbird Leys, Rose Hill and Barton – health checks in pharmacies, risk assessments by GPs, lifestyles advice and support to change from Health Trainers with direct referrals to the right services. Trained stop smoking advisors now in four of the City’s big employers.
2. **Men’s Health Week** – health checks at Oxford Bus Company, City Works, Saturdays at the Children’s Centres in Blackbird Leys and Rose Hill. Wi-Fit and massage were popular!
3. **Interagency Referrals** – workers who visit older people can make direct referrals to other services to be provided including personal alarms, falls prevention assessments, small repairs, smoke alarms and fire safety assessment, security advice, affordable warmth/insulation grant advice, Message in a Bottle, smoking cessation advice, information and advice from Age Concern.
4. **Food Bank** set up to redistribute food to those who can eat or serve it.

5. Notification of families placed in temporary accommodation to enable health services to providing continuing support
6. **Benefits in Practice** - advice delivered in 11GP practices in the City, with appointments made by the GP receptionist and delivered by Citizen's Advice Bureau specialists.
7. **Go Active** project to encourage people to take up physical activity such as walking, cycling, sport etc. The City has had the best results in Oxfordshire for increases in the number of adults who are physically active for 30 minutes at least 3 times a week (but most of us still aren't....)
8. **Home Safety** equipment, including stair gates, is made available to families who need it, on referral from Health Visitors. This long standing scheme still operates in Blackbird Leys and other areas of the city and some progress was made in getting Children's Centres to make it part of their work.
9. **Breastfeeding** support and Baby Cafes – to increase the likelihood that babies will be breastfed and reduce inequalities by targeting those areas with the lowest rates.
10. Work is underway on building resilience especially in deprived communities around mental well being through **Mental Health** First Aid and a media project to provide strategies for coping with stress and anxiety.

What needs to be carried forward?

The areas of work that need more attention and which need to be taken forward through the Regeneration Steering Group include:

- Maximising the potential of Extended Services Provision in schools – to provide services and opportunities on school sites and for the local community which will help improve outcomes.
- Building on the success of the Learning Communities project to make sure the progress in helping people access skills and training is maintained.
- Building on and sustaining the work of Children's Centres to keep improving take-up of services that people want.
- Initiatives to encourage and support enterprise development and self-employment.

Strengths

- A focus on health and social inclusion and a shared aim to address inequalities by people from a range of agencies and organisations.
- Great commitment to the group and attending meetings.
- Good networking opportunities for front line workers who made the most of meeting each other.
- An overview of different projects which provided opportunities to add value and join projects together

Weaknesses

- A project-based approach which lacked a strategic framework. This has now been provided by the Regeneration Framework.
- Some areas of work need the support of wider partnerships or organisations who were not yet focussing on the City as a priority or

pilot. This made local implementation of plans difficult and left the role of the group as one of influencing process e.g. Extended Services provision

- Some ambitions were beyond the scope of the members of the group and were not escalated effectively. They can be picked up by the Regeneration Steering Group as this will provide the right level of influence e.g. learning and skills agenda.

The end of an era?

The Health and Social Inclusion Group has now been disbanded. The project work that has been done will continue and be incorporated into the Regeneration Action Plans as appropriate. The action plan used by the group provides a good basis for tracking projects in future. A fresh approach to the areas where there has been less success will be welcomed.

Some members of the group have joined the Regeneration Steering Group. Others will be directly involved in the engagement of the public or as front line workers as the action plans of the Regeneration Framework are taken forward. The networks, relationships and shared understanding of the agenda will provide great foundations for the ongoing work to address inequalities.

The Health and Social Inclusion group has had a major part to play in influencing the strategic agenda and making the need to address inequalities as the top priority for our partnership. We are ready to move to the next phase!

Jackie Wilderspin, Chair, Health and Social Inclusion Group. Oct 09

