

Wiltshire Council

Cabinet

24 May 2010

Subject: Interim Evaluation of Health Fairs and Community Health Profile

Cabinet Member: Councillor Keith Humphries – Health and Wellbeing

Key Decision: No

Executive Summary

Health fairs and workshops were initiated in 2009, following the production of the first set of Community Health Profiles. These documents were an extension of the Joint Strategic Needs Assessment by Maggie Rae, Corporate Joint Director of Public Health and Well-Being.

The health fairs and workshops were a means of feeding local information to local people and to assist community areas with setting local priorities based on need. With the support of the Cabinet Member for Health and Well-Being, a programme of engagement with each community area was established.

The Health Community Profiles, were produced in addition to the Community Profiles produced by Wiltshire Council. For 2010, the decision has been taken to incorporate the two separate profiles into one community profile.

Proposal

That the Cabinet:

- a) note the schedule of engagement with each of the Community Areas and
- b) consider the role of future joint engagement activities with each of the Community Area as a result of the Community Profiles

Reason for Proposal

This report is an interim update on the provision of health fairs and workshops following the publication of the Community Health Profiles, it is intended to assist with the decision on future events, as part of the decision to produce in future one community profile for each area, incorporating all aspects of local authority services.

Maggie Rae, Corporate Joint Director of Public Health and Well-Being
Sue Redmond, Corporate Director of Community Services

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Purpose of Report

1. The purpose of this report is to provide the Cabinet with an interim evaluation of the health fairs and workshops which are taking place with each of the Community Areas, following the publication of Community Health Profiles.

Background

2. The publication of Community Health Profiles in 2009, provided a fresh opportunity for engagement with the community areas on health priorities, based on evidence and need for their local area. The concept of health fairs and workshops was initiated by the Cabinet Member for Health and Wellbeing in conjunction with Maggie Rae. The schedule of engagement with the areas began in January 2010, and will complete in June 2010 after which a full evaluation will be prepared.
3. The Joint Strategic Needs Assessment for Wiltshire was refreshed during 2009. Community Health Profiles are an extension of the main Joint Strategic Needs Assessment for Wiltshire for 2009, and were produced with the aim of providing local health information to local people to assist with identification of local priorities in local community plans.
4. The events were an opportunity for the Health and Wellbeing Directorate to engage with the community areas boards, and local population in a public event. The events had two distinct parts – a public health fair, and a workshop or presentation to the Community Area board. Photographs are shown in Appendix A.
5. The Health Fairs were public events, inviting members of the public into a health forum to receive advice on all aspects of Health and Wellbeing, including blood pressure and weight management checks, as well as stop smoking service.
6. The workshops with the area boards, were again public events, and were individual presentations to each of the areas, based on local need. Following the presentation, this included a workshop session to discuss local issues and ways

the area could take these forward. These sessions included representatives from all partner organisations including GPs, Health, Police, and Fire.

7. The initiative is now part of the major work streams of the Health and Wellbeing Partnership Board. In addition there has been a schedule of workplace health MOTs.
8. Appendix B below details the level and type of engagement with each of the Community Areas.

Main Considerations for the Cabinet

9. The Community Health Profiles have achieved agreement to engage with each of the 20 areas, supported by executive level as a joint NHS Wiltshire and Wiltshire Council initiative.
10. To reach this agreement it was necessary to be flexible in terms of the engagement to ensure all needs were met, and has also provided the opportunity to evaluate the success of different options used. This included flexibility of :-
 - timings (day and time of week/ weekend),
 - format (health fair and/or workshop, and/ or presentation to the Area Board)
 - venues – a range of venues were used from community halls, to libraries and schools.
11. Following completion of the event, each community area has an awareness of the local issues for their area, based on evidence rather than assumptions, and the beginnings of a plan for how the area, in conjunction with the local health services can work towards improving these issues in partnership. The areas are well positioned to produce informed health plans, and to target appropriate future funding opportunities. Some community areas have identified local leads for their area for the key issues identified by the health profiles. Support mechanisms are in place for the Community Areas should they require support in the future.
12. The feedback from Community Areas to date, has been positive and the events well received and covered by local press. Community Areas have been supportive of the process and the opportunity for joint engagement, with presentations to the Area Boards particularly well received. The initiative is a good example of what can be achieved through working in partnership, and has been presented as a case study at the IDeA Leadership Academy in April 2010 which attracted a great deal of interest.
13. The events have been successful for the first year of such an innovative programme, and one which has attracted interest from other PCTs. The final evaluation will include a full options appraisal and recommendations.
14. It is recommended that this initiative is supported in the future, albeit changes are required. The decision to incorporate community health profiles with existing community profiles is the right way forward and provides an opportunity to make this initiative a community event with a wider remit, than is currently the case,

and an opportunity to showcase the services delivered by Wiltshire Council. This decision also opens up the resources and responsibilities available, both in terms of communication required, and in ensuring value for money and effective use of resources.

Environmental Impact of the Proposal

15. No environmental Impact.

Equality and Diversity Impact of the Proposal

16. Equality and diversity issues were considered within the Joint Strategic Needs Assessment.
17. Health Fairs and workshops were public events, the events were intended to be open to the entire population regardless of equality and diversity issues. The health fairs promoted the full range of health services, including mental health.
18. Existing community area networks were used to publicise these events to maximize the opportunity for engagement with the entire population and held in accessible public buildings

Risk Assessment

19. The events were promoted to ensure Health Profiles were used by the community and that Community Plans are based on needs, thereby directing scarce resources to the areas most in need.
20. There was positive feedback from the events, on the opportunity to receive health advice and in terms of general engagement with the Community Areas on Health Priorities but should support the objective to build trust with between the local authority and its population.
21. Longer terms sustainable support with Community Areas is now subject to wider debate, aided by the decision to produce one joint community profile for each Community Area.

Financial Implications

22. For the 2009-2010 programme this initiative was funded within existing health and well-being resources at Wiltshire Council and NHS Wiltshire.
23. The extent of future financial implications is not fully understood at this stage, there is the need for further discussion on future events and the most appropriate means of engagement with the community areas ensuring efficient and effective use of local resources.
24. The future financial implications will be determined by future decisions on engagement with local communities, and in the event of joint community profiles may need to include a contribution from all service areas.
25. This should be revisited on production of the full evaluation of the schedule.

Legal Implications

26. There are no known legal implications.

Options Considered

27. This is an interim report, and all reasonable options have been considered.

Conclusion

28. The Cabinet are asked to note the content and recommendations of this report.

Background Papers

The following unpublished documents have been relied on in the preparation of this report: [None.]

Appendices

A: Photographs of Health Fair in Malmesbury

B: Schedule and details for each Community Area (correct at 12th April 2010)

Appendix A: Malmesbury Health Fair





Area Board	Venue	Date	Timings	Type of Activity
Warminster	Warminster Library	Thu 21 Jan	4-7.30pm	Health Fair & Workshop
Melksham	Melksham Assembly Hall	Thu 28 Jan	3-7.30pm	Health Fair & Workshop
Devizes	Cheese Hall in Town Hall	Mon 8 Feb	4-6pm and 6.30 - 8pm	Health Fair & Workshop
Malmesbury	Malmesbury Town Hall	Sat 6 Feb	10am - 1.30pm	Health Fair & Workshop – ratification at Area Board in March
Westbury	Heywood Village Hall	Thu 11 Feb	7-9pm PRESENTATION ONLY	
Trowbridge	Trowbridge Civic Hall	Wed 24 Feb	3-6pm, 6.30 - 8pm	Health Fair & Workshop
Amesbury	The Bowman Centre, Archers Gate, Shears Drive, Amesbury.	Thu 25 Feb	3 - 7.30pm	Health Fair & Workshop at Area Board
Bradford on Avon	St. Margaret's Hall, Bradford-on-Avon	Sat 6 MAR	10am – 1.30pm	Health Fair & Workshop – round up at Area Board 17.03.10
Southern Wiltshire	St Edmunds School, Laverstock Salisbury	Thu 11 Mar	3-5 health fair 5-6.30pm workshop	Health Fair & Workshop
Tidworth	Enford Village Hall	MON 15 MAR	6.30pm for 7pm	PRESENTATION AT AREA BOARD
Bradford on Avon	St.Margaret's Hall, BOA	SAT 20 MAR	10am - 1.30pm	Health Fair and Workshop
Pewsey	Bouverie Hall	Mon 22 Mar	4-7.30pm	Health Fair & Workshop
Wootton Bassett	Marsh Farm Hotel, Wootton Bassett	Wed 24 Mar	PRESENTATION ONLY	Presentation at Area Board + <u>Health Fair to be arranged at a later date</u>
Corsham	Corsham Community Centre	Tue 30 Mar	4-6.30pm Health Fair 7pm JSNA Presentation	Health Fair & JSNA presentation at Board
Tidworth	Tidworth Leisure Centre	14-Apr	HEALTH FAIR ONLY	Health Fair
Westbury Health Fair	Paragon	SAT 24 APRIL	0930 - 12 (Health Fair) Workshop 12-1pm	Health Fair and Workshop
Calne	The Hub	27-Apr	11am - 2pm HEALTH FAIR	Health Fair
Calne	Hilmarton Community Hall	27-Apr	6.30pm for 7pm	POSTPONED DUE TO PRE-ELECTION PERIOD
Chippenham	Hullavington Village Hall	10-May	6-7pm	Workshop pre area board meeting
Salisbury	Salisbury Library	10-May	3-6pm Health Fair 6.30pm-8pm Workshop	Health Fair and Workshop
Salisbury	St.Francis Hall, Beatrice Road, Salisbury, SP1 3PN	20-May	6.30pm for 7pm	PRESENTATION AT AREA BOARD