



The vision for Public Health 2030

Longer, healthier lives

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CITY OF
WOLVERHAMPTON
COUNCIL

Our vision for the City of Wolverhampton in 2030

In 2030 the City of Wolverhampton will be a healthy, thriving city of opportunity where we...

CELEBRATE ENTERPRISE, EDUCATION AND SKILLS

HAVE A CITY CENTRE WE'RE PROUD OF

ARE SERIOUS ABOUT BOOSTING HEALTH AND WELLBEING

have a vibrant civic society that's focussed on the future, empowers local communities and is supported by local businesses and institutions

are committed to **sustainability** for future generations

all play our part in creating a confident, buzzing city that's synonymous with **ambition, innovation and inclusion**

have a **buoyant and resilient economy** that includes international manufacturing companies with local roots and a strong, vibrant and innovative business base

retain more of the value produced by our economy to **benefit the whole city**

have world class public services that **continually improve** and have collaboration and co-production at their heart

care and are **confident** about our **diversity**

make it **easy for businesses and visitors to access the city** and are well connected to the wider world through our infrastructure

Our vision for the health and wellbeing of our residents

By 2030, our thriving City will:

- Help people live longer, healthier and more active lives
- Offer every child the best start in life
- Close the gap in healthy life expectancy both within the City and between Wolverhampton and the England average
- Ensure everyone is protected from harm, serious incidents and avoidable health threats

To achieve these, we are aspiring to be a 'health improving council' by:

- Maximising the positive impact of the health and wellbeing of our residents across everything the Council delivers and buys and the policies which are developed
- Driving a City-wide focus on tackling the wider determinants of health and wellbeing
- Providing leadership with partners to prevent ill health, especially targeting those in our City whose outcomes are worse
- Improving health outcomes through the genuine integration of health and social care
- Ensuring our statutory Public Health duties continue to be delivered

Foreword

Councillor Hazel Malcolm, Cabinet Member for Public Health and Wellbeing and John Denley, Director of Public Health



Having the best start in life, an excellent education, a stable rewarding job and a decent home in a thriving community are the strongest factors that influence both how long a person is likely to live and their quality of life. We believe that getting these factors right, coupled with enabling access to high quality health and care services, will have a significant impact on the behaviours, lifestyle choices and health of our residents.

The repositioning of Public Health from the NHS to local government in 2013¹ provided an unprecedented opportunity for councils to have an additional positive impact on these factors.

Over the past five years the City of Wolverhampton Council has made some very good progress.

However, since 2013 we have seen a reduction in life expectancy and a widening of the gap between the health of our wealthiest and most deprived communities.

Too many of our residents also live the last 20 years of their life in poor health. Austerity and Government cuts to service provision play a part in this. The challenge then, within this context of continuing financial pressures, is to tackle some of the most entrenched issues which impact on the health of the whole population.

We believe we need to rethink our approach to improving health. Last year provided the opportunity to do so when key local partners came together and agreed the vision, 'New Horizons - Our Vision for the City of Wolverhampton in 2030'². This provides a blueprint for a sustainable, successful future for the next generation of Wulfrunians.

The New Horizons vision sets a tone, outlining a firm commitment to working in partnership towards a common goal whilst recognising that we all need to play our part. It has created the opportunity to transform our approach to improving the health of residents at a population level.

It involves moving away from providing traditional behaviour change services to individuals and focusing more on making a difference to the factors that influence healthy life expectancy at a population level.

To prepare for our new approach, Public Health is going through a transformation. We are building a service designed to offer expert public health advice and support to all parts of the Council and external partners, especially the NHS.

We recognise that our approach is ambitious and significantly different, but evidence and need has demonstrated that we must act now.

The improvements we want to make will take time to achieve. That is why we have chosen a range of short to medium term public health indicators which, if we deliver well, and in partnership, will show that we are moving in the right direction together.

¹ Health and Social Care Act 2012. legislation.gov.uk/ukpga/2012/7/contents/enacted

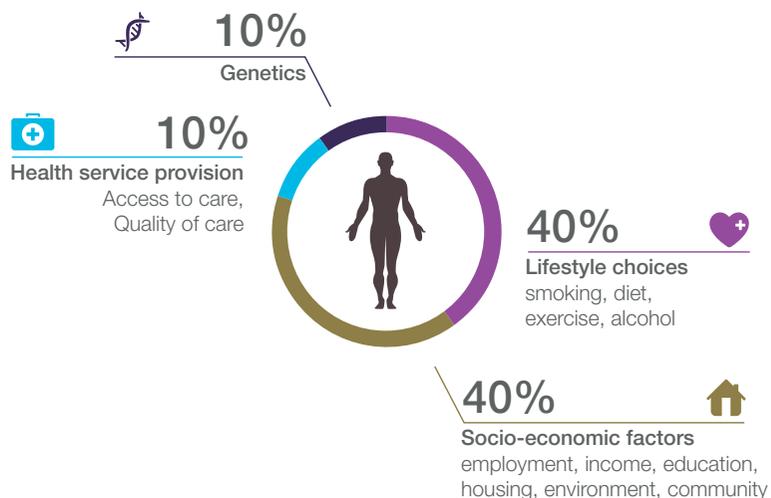
² New Horizons - Our vision for the City of Wolverhampton in 2030. wolverhampton.gov.uk/vision2030

Photographs (left) Councillor Hazel Malcolm, Cabinet Member for Public Health and Wellbeing (right) John Denley, Director of Public Health

What factors influence our health?

The City of Wolverhampton is similar to most local authorities in that it faces common public health challenges. These include high obesity levels, smoking, alcohol misuse, rising levels of sexually transmitted infections, poor mental health and an ageing, unhealthy population.

There are a number of factors which strongly influence these challenges, making them very complex and difficult to tackle. The diagram below shows that these factors fall across four domains:



These factors are interrelated. For instance, residents who have a poor level of educational attainment are more likely to smoke.

Likewise, although harmful alcohol use is common across social groups, people with low incomes are more likely to be admitted to hospital with alcohol related conditions. Harmful alcohol use is exacerbated by poor mental health.

Evidence shows focusing on delivering services to individuals with unhealthy lifestyles, as we have done - such as stop smoking and weight management services - will not have a sustained positive impact on outcomes at a population level over the longer term.

We believe the scale and complexity of the challenges that Wolverhampton faces means that no single part of the system can make sustained progress on its own. This is why our approach will do more than support behaviour change and health services, but seek improvements in the broad factors which impact on people's lives. Only by working in partnership across the 'whole system,' on strategic, longer term goals, can we achieve good health for our population. In particular we seek to accelerate improvements in health for those groups which are most disadvantaged.

City health check - how do we compare?

1 in 3
children
live in
poverty

- 10% higher than the England average of 19.9%




22.5%
of adults
smoke

- rates improving
- higher than national average



Teenage pregnancies down from 56.8 per 1,000 in 2010 to 28 per 1,000 now

- rapid improvement since 2010
- higher average than England (17.7) and West Midlands (21.1)

School readiness rise from 44.2% in 2012/13 to 62.4% in 2017/18

- 18% improvement in last 4 years
- lower than national average of 69.3%

18%



24.5%

- 15.4% reducing trend and within the bottom 25% for performance across England

of those eligible received an NHS health check in the last 5 years

Alcohol admissions rise to 897 per 100,000



- rates stabilising
- upward trend
- higher than rate of 647 admissions nationally

Childhood obesity 26.7% of children at year 6 are obese



- upward trend is continuing to increase
- higher than England average of 20%

Adult obesity 28.5% of adults are classified as obese



- higher than England average of 24.4%

At 5.6 per 1,000 our **infant mortality rate** is 7th highest of our 16 nearest neighbours

- improved in recent years
- higher than England average of 3.9 per 1,000

4.1% claimed **unemployment benefits** in November 2017



- improved from a high of 8% at the beginning of 2013
- higher than England average of 2%

25.2% of carers get as much social contact as they desire and this is the 2nd worst compared to our neighbours

- decreasing trend
- lower than 35.5% average for England

35.6% of pupils achieved grade 9-5 English and Maths GCSE



- trend recently improved
- lower than 39.6% in England, and 39.8% for the West Midlands



What do we want to achieve?

We want all residents of the City of Wolverhampton to live longer and have a good quality of life.

Being in good health for as long as possible (known as having a 'healthy life expectancy') will impact on relationships with family and friends, the ability to fully participate in the community, and contribute to the local economy. Staying in good health into older age is also closely related to how much support and care a person needs and their use of services such as adult social care.



People living in Wolverhampton on average spend the last 20 years of their lives living with health related problems, the gap between national and Wolverhampton healthy life expectancy is 7 years for men and 4.6 years for women. Our vision is to increase life expectancy and healthy life expectancy considerably by 2030 to cut the gap between Wolverhampton and the national average. We will also close the gap in life expectancy between our richest and poorest wards.

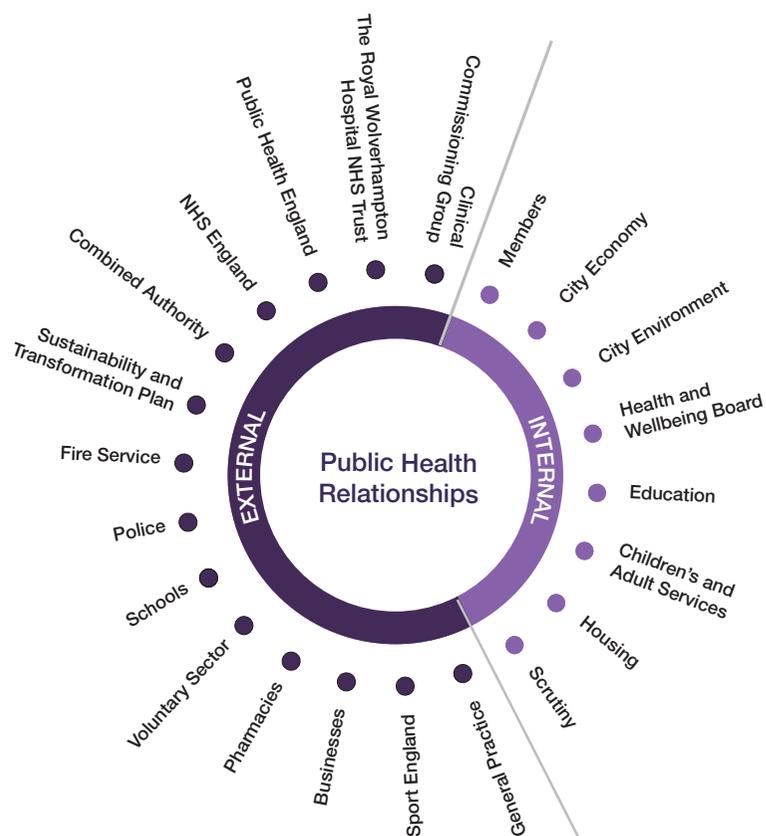
Our targets for 2030



Improvements we will see along the way

Priority	Indicators		
Starting and Developing Well (0-24 age group)	<ul style="list-style-type: none"> • Increase the number of children ready to enter school • Tackle inequalities in educational attainment 	<ul style="list-style-type: none"> • Continue to reduce levels of teenage pregnancy • Continue to tackle infant mortality 	<ul style="list-style-type: none"> • Top performer in chlamydia detection
Healthy Life Expectancy	<ul style="list-style-type: none"> • Increase access to employment for people with mental health problems • Reduce substance misuse related reoffending 	<ul style="list-style-type: none"> • Top performer in drug and alcohol recovery • Reduce the number of rough sleepers 	<ul style="list-style-type: none"> • Increase physical activity • Reduce smoking prevalence • Top performer in uptake of NHS Health Checks
Healthy Ageing	<ul style="list-style-type: none"> • Increase wellbeing of carers 	<ul style="list-style-type: none"> • Increase uptake of influenza vaccination 	<ul style="list-style-type: none"> • Keeping people well in their community
System Leadership	<ul style="list-style-type: none"> • Embed Public Health and prevention in an integrated health and social care system 	<ul style="list-style-type: none"> • Joint intelligence unit established for the City 	<ul style="list-style-type: none"> • Working together across the whole public sector to improve health outcomes

Who will we work with and how?



We want to maximise the health impact of everything we do through the City of Wolverhampton Council and extend this to the actions of our partners.

This is why the Council's Public Health service is being transformed to provide the necessary expertise and technical advice to help make this happen.

The repositioning of the service will deliver our statutory public health responsibilities while also offering public health advice and support internally to embed the idea of improving health and reducing inequalities to all parts of the Council.

The Council and public sector partners will be working together as one to transform health outcomes

across the City. Public Health will support and provide external advice to partners beyond the NHS and social care in taking a place based approach.

Key to extending the reach of public health will be a service equipped with the skills to engage, influence and persuade, with the ability to tell the story using data and evidence, whilst continually strengthening relationships.

Our role will be to facilitate a more co-ordinated strategic development of longer term planning for entrenched and future issues in health and social care; to encourage partners to think more broadly than current crises and; importantly, to make investments now for the long term health of the population of Wolverhampton.

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wolverhampton.gov.uk 01902 551155

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