

# Health Improvement Framework

## 2015 to 2020

DRAFT



# Doncaster's Health Improvement Framework

## Introduction

The Health Improvement Framework not only recognises the many different underlying factors that have an effect on a person's health and wellbeing, it also recognises that action at various stages of life has a positive impact in improving health outcomes. The Framework reflects the Well Programmes which were developed in response to Professor Sir Michael Marmot's "Fair Society, Healthy Lives" report and the National Public Health Strategy "Healthy Lives, Healthy People". The areas of focus are broken down into People, Places and Communities:

### People

Starting Well  
Developing Well  
Living Well  
Ageing Well

### Places

Homes and Housing  
Schools and Colleges  
Workplaces  
Built and Natural environment  
Health and Care settings

### Communities

Healthy, sustainable resilient communities  
Social networks, social capital and community development

## Why is it important to work collectively?

The Framework provides a common understanding of health improvement and an agreed vision; it also sets out priority areas for action to improve health outcomes across Local Government, the NHS and the Voluntary and Community Sector. The complex nature of underlying factors means it is unlikely that a single organisation or service is able to address the issues in isolation but working collectively by bringing together skills, resources and ideas the vision for health improvement can be achieved.

## How will this Action Plan support the Health and Wellbeing Board Strategy?

This Action Plan is a reflection of 'conversations' that have taken place with partners either in person or virtually. It reflects the vast amount of work that is happening across Doncaster. The Plan will be a living document as progress develops and it will be used as one of a number of tools to enable improvement of the Health and Wellbeing Strategy priorities for 2015 to 2020: Wellbeing; Transformation Health and Social Care Programme; Areas of Focus (alcohol, obesity, families, dementia and mental health); and, Reducing Inequalities in Doncaster. It also demonstrates action taking place to meet the Public Health Outcomes Framework Indicators.

## Starting Well

### Why is this important?

Starting well in life is vitally important for every child born today. The first three years of a child's life directly influences their health and wellbeing as a child, and later as an adult. What happens during early years impacts on their risks of long term ill health such as weight gain, substance misuse, risk of heart disease, and their mental health. The first few years of life are critical for readiness to learn, educational achievement and ultimately wealth and economic status, a strong predictor of future health and wellbeing.

Living in a healthy, caring family and community helps most children reach their potential. A nurturing environment builds a child's resilience and sets children up to succeed in all aspects of later life. Not all children experience all these basic needs for good development and there is a gradient in experience of good nurturing care and the right resources for growth. This means that a good universal child health system for every mother and child needs to also have additional more targeted support for children and families with greater need to achieve good outcomes for all children.

### Our vision:

That every child reaches their full potential at age 5

What the Health Improvement Framework says: Local Government	What action is taking place	Organisation/ Department	Link to Health and Wellbeing Board Strategy	Link to Public Health Outcome Framework Indicators
Strengthen local leadership through the Health and Wellbeing Board and focus on early years as a strategic priority reflected in the JSNA and Health and Wellbeing Board Strategy	Refreshing the Health and Wellbeing Strategy to include the wider determinants of health and reflects the Starting Well programme Producing a Children's Needs Assessment as part of a suite of documents for the JSNA	DMBC  DMBC		
Improve outcomes for all children and reduce the gap in outcomes between disadvantaged children and their families by commissioning prevention	Developing a Healthy Pregnancy Health Baby (HPHB) Strategy for Doncaster Extending the HPHB Strategic	DMBC	Wellbeing Obesity Families Reducing inequalities	<b>Improving Wider Determinants of Health:</b> Children in poverty School readiness

<p>and early intervention services</p>	<p>group to include 0 – 5yrs within its annual Work Plan renaming it Starting Well Partnership Producing Health Promotion communication campaigns around the strategy key messages Taking forward the Talking Health in Pregnancy Project Phase Reviewing the need for a Breast Feeding Welcome Scheme Supporting the production of an Early Help Strategy</p>			<p><b>Health Improvement:</b> Low birth weight of term babies Breastfeeding Smoking status at time of delivery Under 18 conceptions Child development at 2 to 2 ½ yrs <b>Health Protection:</b> Population vaccination coverage <b>Healthcare public health and preventing premature mortality:</b> Infant mortality Tooth decay in children aged 5</p>
<p>Commission interventions to reduce harmful parental behaviours including alcohol and substance misuse and smoking and ensure all services safeguard children’s welfare</p>	<p>Commission a revised smoking in pregnancy pathway and improve access to medication Commissioning of Moving Parents and Children Together (MPACT) family programme for substance misuse, which will work in groups with children and adults, family units and whole group work with all participants</p>	<p>DMBC</p>	<p>Wellbeing Alcohol Families Reducing inequalities</p>	<p><b>Health Improvement:</b> Smoking status at time of delivery Smoking prevalence – adults (over 18s) Alcohol-related admissions to hospital</p>
<p>Promote social and emotional wellbeing, physical activity, and healthy nutrition and reduce harm from unintentional injuries but targeting support for more disadvantaged families</p>	<p>Assisting Children’s Centres to meet Ofsted requirements for public health outcomes Producing supporting information and health promotion campaigns around 3 key priorities: nutrition and smoking (linked to low birth weight) and unintentional injuries Developing links with other 0-5yrs agencies to increase awareness of</p>	<p>DMBC</p>	<p>Wellbeing Safety Net Families Reducing inequalities Obesity Mental Health</p>	<p><b>Improving Wider Determinants of Health:</b> Children in poverty <b>Health Improvement:</b> Low birth weight of term babies Breastfeeding Smoking status at time of delivery Child development at 2 – 2 ½ years Emotional wellbeing of looked</p>

	Public Health Priorities and support improvements Assessing needs of vulnerable and Looked After Children and carers for targeted and specialist Public Health Programmes			after children Smoking prevalence – adults (over 18s) <b>Health Protection:</b> Population vaccination coverage <b>Healthcare public health and preventing premature mortality:</b> Infant mortality Tooth decay in children aged 5
<b>What the Health Improvement Frameworks says: The NHS</b>	<b>What action is taking place</b>	<b>Organisation/ Department</b>	<b>Link to Health and Wellbeing Board Strategy</b>	<b>Link to Public Health Outcome Framework</b>
Provide high quality maternity services for antenatal and postnatal care and for women with complex needs	Early identification of children at risk through Early Years Assessment to enable identification of issues and provide support for families at risk	DMBC	Wellbeing Safety Net Families Mental Health	<b>Improving Wider Determinants of Health:</b> Domestic abuse Violent crime (including sexual violence) <b>Health Improvement:</b> Child development at 2 -2 ½ years Emotional wellbeing of looked after children Hospital admissions caused by unintentional and deliberate injuries in under 18s
Ensure all families have access to the Healthy Child Programme 0 – 5yrs including screening and immunisation programmes and implement interventions to increase uptake	Healthy Child Programme in place to improve health outcomes for a healthy future for the children and future adults of Doncaster	RDASH	Wellbeing Families Mental Health Reducing Inequalities	<b>Improving Wider Determinants of Health:</b> Children in poverty School readiness <b>Health improvement:</b> Low birth weight of term babies; Breastfeeding Smoking status at time of delivery Child development at 2-2 ½ years

				<p>Hospital admissions caused by unintentional and deliberate injuries in under 18s</p> <p>Emotional wellbeing of looked after children</p> <p><b>Health protection:</b> Population vaccination coverage</p> <p><b>Healthcare public health:</b> Tooth decay in children aged 5</p>
<p>Ensure pathways are in place to support healthy weight and nutrition for pregnant women and young children</p>	<p>Address training gaps relating to exercise and nutrition in pregnancy across a spectrum of professionals.</p> <p>Developing a 'This Pregnant Girl Can' campaign to improve awareness of importance of health in pregnancy and the effects on the long term health of baby</p>	<p>DBH</p>	<p>Obesity</p> <p>Families</p> <p>Reducing Inequalities</p>	<p><b>Health improvement:</b> Proportion of physically active and inactive adults</p> <p>Excess weight in adults</p> <p>Diet</p>
<p>Implement UNICEF Baby Friendly Standards across all settings and provide local easily accessible breastfeeding support programmes</p>	<p>Implementation of the Baby Friendly initiative across all Children's Centres</p> <p>RDASH and DBH both have Stage 3 accreditation based on the WHO/UNICEF Baby Friendly Hospital initiative</p>	<p>DMBC</p> <p>RDASH</p> <p>DBH</p>	<p>Obesity</p> <p>Families</p> <p>Reducing Inequalities</p>	<p><b>Improving Wider Determinants of Health:</b> Children in poverty</p> <p><b>Health improvement:</b> Breastfeeding</p>
<p>Deliver interventions across primary and secondary care to reduce parental smoking and harm to children from exposure to tobacco smoke</p>				
<p>Ensure victims and their families are kept safe from domestic violence through prevention, early</p>	<p>Public Health developing a targeted domestic abuse awareness campaign for pregnant</p>	<p>DMBC</p> <p>Children's Trust</p>	<p>Families</p> <p>Mental Health</p> <p>Reducing inequalities</p>	<p><b>Improving Wider Determinants of Health:</b> Domestic abuse</p>

identification and intervention	women, their partners, friends and families Implementation of the Growing Futures project to reduce emotional harm to children caused by domestic abuse Trial of the Pause intense programme of therapeutic, practical and behavioural support for women with complex challenging needs			
<b>What the Health Improvement Framework says: Voluntary and Community Sector</b>				
Providing insight into underserved communities to support local commissioning and development of the JSNA and Health and Wellbeing Strategy				
Integrating prevention messages and supporting into everything they do to make every contact count	Public Health developing an online training programme which will be rolled out across frontline staff and volunteers across Doncaster.	DMBC	Alcohol Obesity Families Reducing Inequalities	<p><b>Improving the wider determinants of health:</b> Fuel poverty</p> <p><b>Health Improvement:</b> Diet Excess weight in adults; Smoking prevalence (adults) Self-reported wellbeing Injuries due to falls in people aged 65 and over</p> <p><b>Health protection:</b> Chlamydia diagnoses (15-24</p>

				years)  <b>Healthcare public health:</b> Hip fractures in people aged 65 and over Excess winter deaths
Work with partners to improve accessibility and uptake of services amongst marginalised and minority communities	DARTS deliver Tuneful Chatter to develop language skills through creative activity for children with delayed speech. The use of Makaton signing helps to reduce the child's frustration.	DARTS	Reducing Inequalities Mental Health Families	<b>Improving the wider determinants of health:</b> School readiness Social isolation  <b>Health improvement:</b> Child development at 2 -2 ½ years Emotional wellbeing of looked after children

The Starting Well area of work will sit under the Starting Well Partnership and this group will monitor progress and record further action.