



MEETING OF THE HEALTH AND WELLBEING PARTNERSHIP

9 DECEMBER 2009

PCAE

MINUTES

Present: Derek Harris, Chair of Partnership, Vice Chair NHS Peterborough
Richard Astle, Director, GPP
Naomi Jones, Involvement Officer, PCVS
Sean Brown, District Manager for Peterborough, Cambs Fire
Karen Kibblewhite, Comm Safety & Substance Misuse Mngr. Safer Peterborough Partnership
David Bache, Head of Services and Development, Age Concern (representing Ted Fawcett)
Denise Radley, Director of Adult Social Services, PCC and NHS
Andy Liggins, Director of Public Health, Greater Peterborough Primary Care Partnership,
Rachel Huxley, Operational Manager, PECT
Christine Bellairs, Senior Public Health Specialist, NHS
Christine Greer, Drinksense
Bryan Tyler, Disability Forum Manager, DIAL

1 WELCOME AND APOLOGIES FOR ABSENCE

The Chair welcomed those present. The Chair noted the importance of representation from elected members, recognising that illness had prevented some members from attending on this occasion.

Apologies for absence were received from Jane Pigg, Annette Newton, Chris Camping, Marco Cereste, Cllr Lamb, Sue Mitchell, Cllr Rush, Malcolm Burch, Sheila Scott, Chris Wilkinson.

2 MINUTES OF THE PREVIOUS MEETING

The minutes of the previous meeting were agreed as a true record.

3 MATTERS ARISING

There were no matters arising.

4 INTRODUCTION FROM CHAIR

The Chair addressed the meeting and reflected on the agenda. With only 15 months left of Peterborough's Local Area Agreement key targets within the Local Area Agreement had a red status. Obesity and Alcohol in particular are areas that seem to be going in the wrong direction.

RA reported that out of the 7 indicators within the Improving Health Outcome, five are currently red flagged and there is no indication of when they will turn amber or green.

The Chair discussed a possible action plan for the Board. The three main areas he proposed to focus on were to:

- Encourage healthier eating – all age groups:
- Reduce alcohol consumption
- Encourage participation in sport

The board should also consider whether in light of these priorities its representation was right. Should experts on nutrition, sport & exercise, communications, police, schools and colleges, alcohol retailers/pubs/clubs be asked to either join the group or contribute as and when appropriate?

The chair outlined the importance of agreeing actions and delegated responsibility for each priority. The partnership would need to agree:

- Plans – actions and time-scales
- People (everyone has high workloads)
- Resource availability (money is scarce).

The Board was also asked to consider how frequently it should meet. Emphasis was made on the importance of commitment to the Board and regular attendance. Deputies would not be permitted..

5 Health Improvement Projects

Christine Bellairs gave a presentation on work on each of the LAA indicators within the Improving Health Outcome, highlighting the following

NI 8 - Adult Participation in Sport: It is hoped that Adult Participation in Sport outcome will be out of the red at the next reporting.

NI56 - Childhood Obesity: The solution Centre approach resulted in a shift and refocused this outcome. We are working with Carnegie (based Leeds Met Uni) on a programme to address healthy eating behaviour and reduce obesity in children.

NI39 – Alcohol-harm related hospital admissions: Pilot programmes are running in A&E and Probation to give IBA (identification brief advice) to young people with alcohol harm related issues or attendance. This work nearing end of Qtr 2 and on target to meet objectives.

December taxi-marshalling and road closure 10pm – 5am every Fri & Sat, Xmas Eve and New Years Eve: local advertising campaign (leave by taxi not by ambulance), support from clubs and pubs security, street pastors and liaison with St John Ambulance to support.

6 Alcohol Harm Reduction Strategy

Alcohol related harm is going up and is significantly over the set target. Peterborough has the third highest rate of increase for hospital admissions related to alcohol between 06/07 and 07/08.. The highest was 40-49 age group. Data shows there is more male than females particularly in the 60-64 age range.

Compared to the general population there is a higher percentage of white British and white other recorded.

Mental and behavioural disorders are 73.4% which is the highest condition There is a need to develop an overarching strategy which looks at all areas of alcohol

related incidents. This will be circulated later.

Health: Data analysis to identify the specifics of multiple readmissions to hospital. Identification and Brief advice will hopefully stop people going further down the line.

We need to unpick what contributes to admissions under the category 'mental and behavioural disorders' and consider how to identify and address issues related to trends of increased drinking at home.

A Local enhanced Service needs to be developed to target high risk groups

Action: Develop action plan for Alcohol Harm Reduction Strategy - Karen Kibblewhite
Mental and behavioural disorders – need to identify a lead
Health – need to identify a lead

7 Towards a food strategy for Peterborough

Rachel Huxley of the Peterborough Environment City Trust gave a presentation on an outline food strategy for Peterborough, recognising that healthy eating will reduce all the major areas of concern: obesity; type 2 diabetes; cardiovascular disease; cancers; premature deaths.

The prevalence of fast food outlets, food access and poor food education all contribute to unhealthy eating.

We need to be encouraging more local food markets which will help reduce air freight, road imports etc. This will be an uphill struggle as people are used to the convenience of shopping in one place for all their needs.

We need to create opportunities for: local food markets; food education; quality mark; food hub; growing projects. More allotments will also be needed..

Creating a local food culture will promote better health, environment, economy and regeneration and pride.

Action: Consider how we take forward a food strategy for Peterborough – tasked to Rachel Huxley and Andy Liggins

8 General Discussion

There then followed general discussion of the proposed focus for the partnership.

The three priority areas suggested by the Chair were agreed. There was a need to ensure better engagement with other partnerships to get their support for this agenda too, particularly with the Safer Peterborough Partnership on alcohol related harm and the Environment Capital Partnership on aspects of sustainable living. The partnership also needed to continue to engage constructively with the voluntary and community sector.

The point was made that it might be worth giving consideration to marketing the Council's sport & activity centres as health centres to try not to scare off those that would not participate in sport.

The Board discussed its membership and agreed that representation on the board should be from people who have authority to make decisions. Organisations such as Cross Keys Homes and Axiom have huge impacts on the lifestyles and should be represented.

We also need to be able to influence people who are budget holders to get their support.

It was felt that there was a need to invite to the Board, Kevin Tighe to link with Sports and Leisure. It was agreed however that the committee should remain relatively small but with members who have influence.

ACTION: Invite Kevin Tighe to Health and Wellbeing Board.

The Board agreed that it would use its next meeting to focus on the action plan for alcohol and that Andy Liggins and Rachel Huxley would report on how best to co-ordinate healthy eating programme.

9 ANY OTHER BUSINESS

No other business raised.

Chair thanked everyone for their contributions

10 DATES OF FUTURE MEETINGS

14 January 2010 10 – 12noon, venue Bourges Room, Town Hall
10 March 2010 time and venue to be confirmed.

Summary of Actions

Responsible	Action	Deadline
Karen Kibblewhite	Create and plan Alcohol Harm Reduction Strategy Mental and behavioural disorders Health	
Rachel Huxley and Andy Liggins	Create and plan Food Strategy for Peterborough	
Richard Astle	Invite Kevin Tighe and a representative from a RSL to join the partnership	