

**REPORT OF CHILDREN, YOUNG PEOPLE AND HEALTHY COMMUNITIES**  
**OVERVIEW AND SCRUTINY COMMITTEE**

**Healthier Horizons for the North West**

**LEAD MEMBER:** Cllr Mrs Y R T Clarkson, Chair, Children, Young People and Healthy Communities Overview and Scrutiny Committee

**LEAD OFFICER:** Neil White, Scrutiny Support Officer

**RECOMMENDATION:** that the Executive be requested to give a high priority to health within the next corporate plan and to consider what specific projects would enable this to happen.

**1. BACKGROUND**

The Children, Young People and Healthy Communities Overview and Scrutiny Committee at its last meeting on 4 December 2008 considered a report regarding a workshop attended by Councillors Yvonne Clarkson, Geoff Garrity, Brian Dixon on 7 November 2008 organised by the Cumbria Health and Wellbeing Committee entitled 'Health Services - the next 10 years'.

**2. HEALTHIER HORIZONS**

The Committee was advised that a major review of the NHS in the North West has resulted in a new vision for health and healthcare for the next 10 years which follows on from the findings in the national NHS review undertaken by Lord Darzi.

As part of this vision NHS North West will be introducing 10 public touchstones to allow members of the public to measure the ability of the organisation to meet its objectives.

The public in the North West will be asked to take a greater involvement in their own health through looking at their own lifestyles and the different care decisions available to them. The public will also be encouraged to take a greater involvement in running their own local NHS.

However the NHS cannot do this alone and local government is a key partner. Two innovative schemes showed different approaches.

1. In March 2008 Blackburn with Darwen Council became the first area in the country to offer free leisure for all, as part of a scheme to be phased in over the next nine months.

The three-year commitment from both Blackburn with Darwen Council and the area's Primary Care Trust (PCT) would cost £6million with the cost being split by the council and the primary care trust.

In addition to this scheme there will also be more support at a local level, with extra health trainers, life long learning courses and healthy community

partnerships to raise awareness of what's available and to help members of the public to make healthier choices.

2. In Liverpool a city-wide public health campaign was started in September 2008 that asked everyone to collectively lose one million pounds in weight over the next 12 months.

Anyone who signed up to this NHS scheme would be offered free gym passes and diet advice to help them lose weight.

Participants received a starter pack containing information about achieving a healthy weight, eating healthily and exercising.

They could also opt in to a year long scheme to receive reminders through the post and would receive free pedometers, recipe cards and free gym passes to kick-start their own personal challenge.

### **3. CUMBRIA PCT STRATEGY**

NHS Cumbria will be developing and publishing its new five year strategy in 2009. The intention is for this strategy to flow on from the North West's vision but picking up the central themes regarding patient involvement.

The PCT recognise the importance of developing an effective working relationship with the Cumbria Health and Well Being Committee as well as the scrutiny committees of the district councils. This is seen as being achieved through the Locality Commissioning Teams which have been developed from the Closer to Home proposals.

Cumbria Primary Care Trust's Public Health Action Plan published in May 2008 includes a number of targets that are included within the Cumbria Local Area Agreement or are targets which the council could directly or indirectly affect.

### **4. LOCALITY WORKING AND HEALTH**

The Committee were advised that strategic discussions with the PCT regarding healthy living and well being in the context of our emerging locality working initiative have looked at enhancing joint working across the borough in terms of focussing on the priorities within the West Cumbria Health Improvement Plan 2008-10 and the Public Health Strategy.

Options for how best to support and co-ordinate taking forward a "health cities approach" for Copeland includes suggestions for a joint PCT / Copeland Council health improvement post. Further discussion is planned but priorities for such a resource need to enable both corporate locality liaison and delivery to develop and influence health issues.

### **5. CONCLUSION**

The Overview and Scrutiny Committee were advised that the PCT realised that to achieve their targets they would have to secure the partnership and engagement of other organisations and agencies and to secure the engagement of individuals and communities.

The Committee felt that there was an opportunity here for the council working alongside the PCT to work on health prevention messages that would help address some of the health inequalities that exist across the borough.

The Committee noted that the Executive would be looking at the council's corporate plan in the New Year and agreed to ask the Executive to ensure that a high priority is given to health within the next corporate plan with specific projects.

#### **List of Appendices**

None

#### **List of Background Documents**

None