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University Health Board

Stakeholder Reference Group

16 July 2024

Agenda Item: 4.1 - Public Health: Working with our Communities to Improve Health and Wellbeing

Presenter: Dr Ardiana Gjini, Executive Director Public Health

4.1 - Public Health: Working with our Communities to Improve Health and Wellbeing



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Key programmes of work include:

- Public Service Board (PSB)/Regional Partnership Board (RPB)
- Community Development Outreach Team (CDOT)
- Health Improvement
- Local Health Protection Service
- Social Model for Health and Well-being (SMfHWP)
- '10k Conversations'

Discussion point: Social Model for Health and Wellbeing



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- A key Planning Objective for the Health Board and a Public Health Directorate Priority
- Steering Group with place-based groups supporting community engagement established within areas of Lampeter (Ceredigion), Crymych and Newport (Pembrokeshire) and Tyisha (Carmarthenshire)
- Draft 'Principles' prepared with an aim to create a Framework for Action to inform a Charter for partners to adopt
- A 'Summit' of key stakeholders planned for February 2025 to increase engagement
- Programmes of work such as the Employee Volunteer Scheme and promotion of 'social innovation' research programmes being developed

Discussion point: '10k Conversations'



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- A pilot project established in 2022 led by PLANED, a voluntary sector organisation with experience in community engagement
- Aimed to test a method of promoting reflection on individual and community wellbeing through conversation; the type of information the conversations would provoke and whether this information could be collected and recorded meaningfully
- Report published in 2023 with a recommendation to design a Toolkit to capture these 'conversations'
- Varied engagement work is already in place both nationally (*Conversations with the Public*, Bevan Commission, 2023, *Time to Talk*, Public Health Wales, *Hapus*, Public Health Wales) and locally as part of the Health Board's Experience and Engagement Team, *Talking Health*, Stakeholder Reference Group and groups related to the SMfHWB programme
- The *West Wales Continuous Engagement Framework* (Regional Partnership Board, 2022), concluded that a focus on understanding and implementing change through co-production is needed
- Agreement that '10k Conversations' would link to current Engagement work of the Health Board and the Regional Partnership Board's Continuous Engagement Group

Discussion point: PSB/RPB



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- The Public Health Directorate are represented in each of the 3 PSBs, their Delivery Groups and supported the development of the Well-being Plans 2023-2026. A 'Statutory Partnerships' Paper is presented to every other Health Board Meeting
- The Executive Director of Public Health leads the Prevention Group of the RPB
- All 3 PSB Well-Being Plans include Objectives relating to: reducing inequalities and poverty; increasing economic sustainability, growth and our workforce; the importance of 'connected' communities and the acknowledgement that the environment impacts our well-being
- Working as a 'system', to implement the Welsh Government's *Healthy Weight: Healthy Wales* (2019) strategy. Identifying a common priority for collective action over coming years with PSBs and the RPB - linking with local initiatives such as Community Food Partnership and exercise referral schemes, together with the 'Shaping Places for Well-being in Wales' programme'.

Discussion point: Community Development Outreach Team



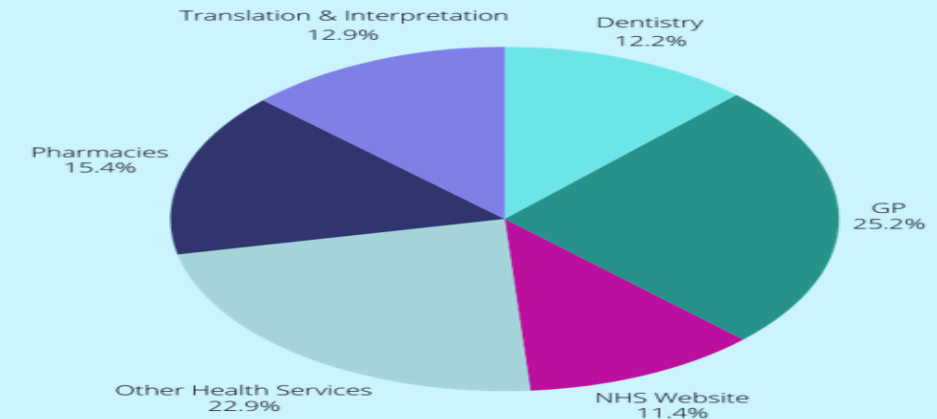
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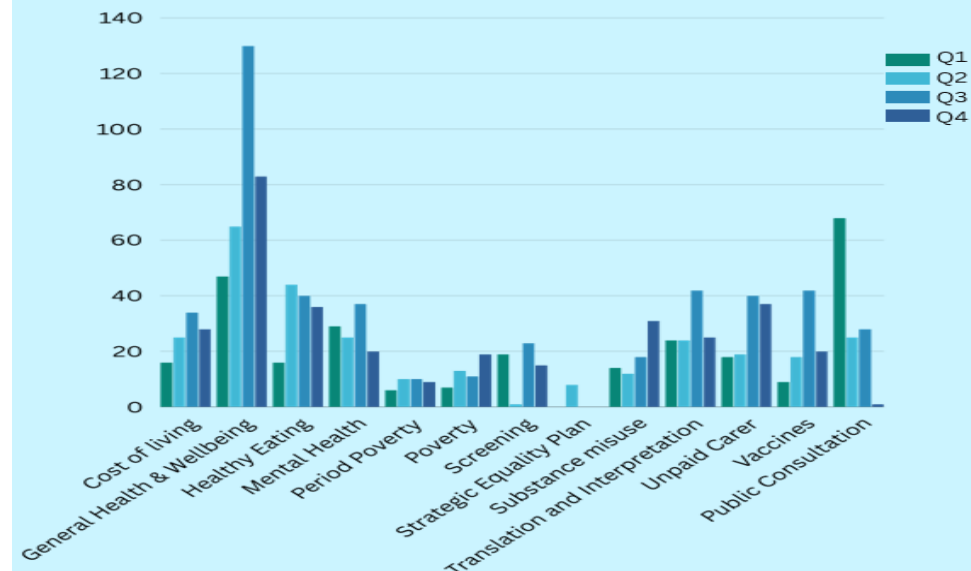
- A dedicated Outreach team which won the Health Board's Chairs Commendation Award
- The team identifies key outreach areas and opportunities to share Early Prevention Health messages and proposes specific actions and initiatives to promote positive outcomes for diverse communities and vulnerable groups
- Over 12,000 individuals were engaged with and over 600 events attended (2023-2024)
- Those with characteristics of 'socially disadvantaged' and 'unpaid carers' have the highest numbers of engagement (2023-2024)
- SWAY QR codes are used which link to important health access information in community languages - offered in 20 languages



Discussions about the Health care services and how to access them



Most Common Topics Discussed



Discussion point: Health Improvement



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Health Improvement and Wellbeing Strategic Plan objectives:

- Supporting children and young people to live healthy lives
- A smoke free Mid and West Wales
- Healthy Weight, taking a whole system approach
- Reducing the harm caused by drug and alcohol use
- Developing holistic approaches to supporting healthier lives
- Working in partnership to address the wider determinants of health and improve health equity

Partnership structures supporting delivery:

- Area Planning Board Executive
- Co-occurring Mental Health & Substance Misuse Board
- Harm Reduction Strategic Implementation Group
- Treatment & Recovery Strategic Implementation Group
- Prevention & Early Intervention Strategic Implementation Group
- Complex Needs Programme Board
- Tobacco Control Board
- Regional Children & Young People's Board (to be re-established)
- Blue Light Steering Group



Discussion point: Local Health Protection service

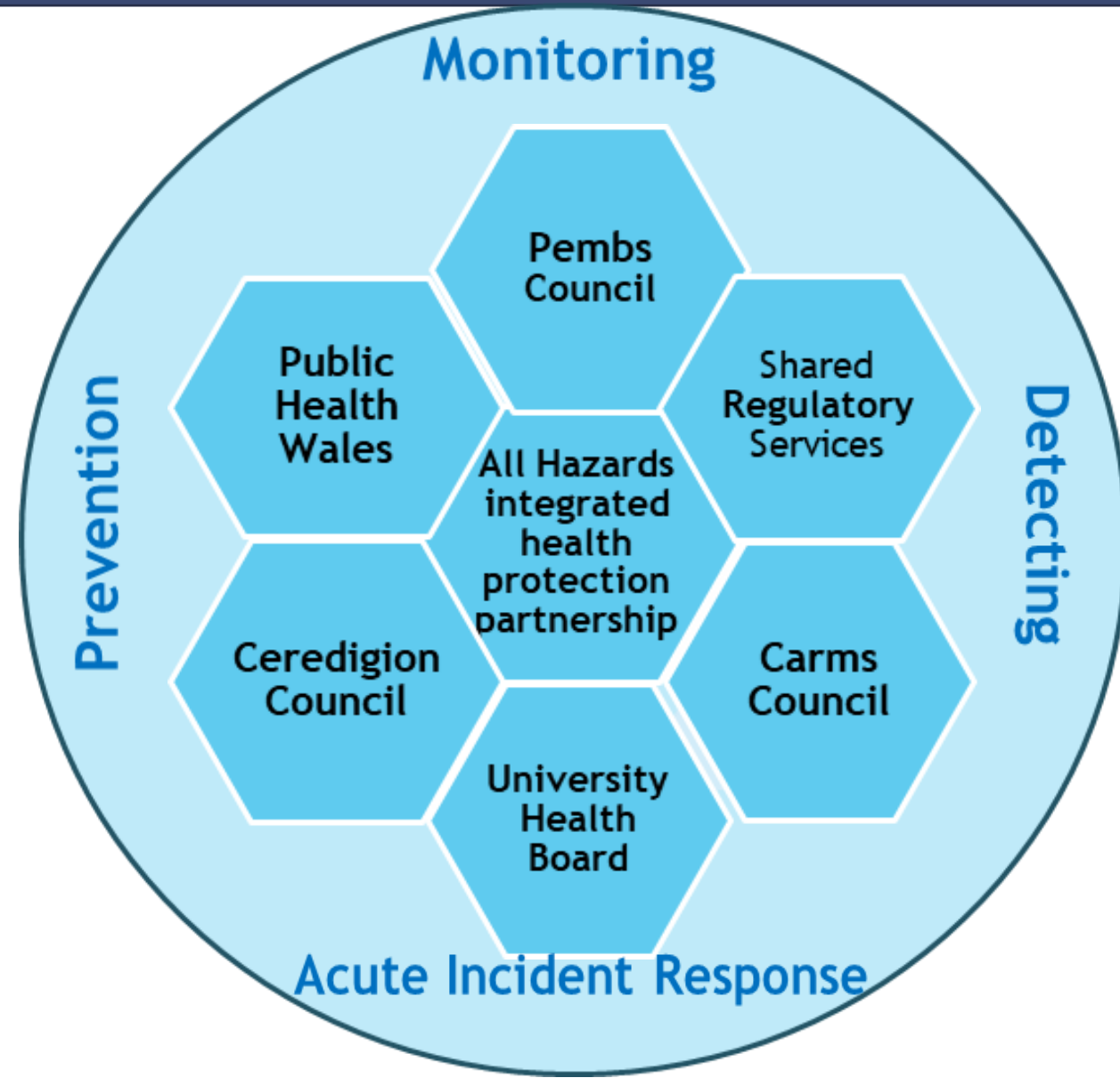


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Working widely across all agencies and third sector partners to address equity of access and opportunity to:

- Improve immunisation uptake across childhood programmes (particular focus on MMR) and seasonal vaccines.
- Implement Immunisation Equity Strategic Plan
- Eliminate Hepatitis B & C, Tuberculosis, HIV
- Reduce community acquired E-coli bacteraemias
- Preparedness plans to scale up in the event of a threat
- Support those seeking refuge in Wales
- Support messaging in schools
- Provide support to Care Homes

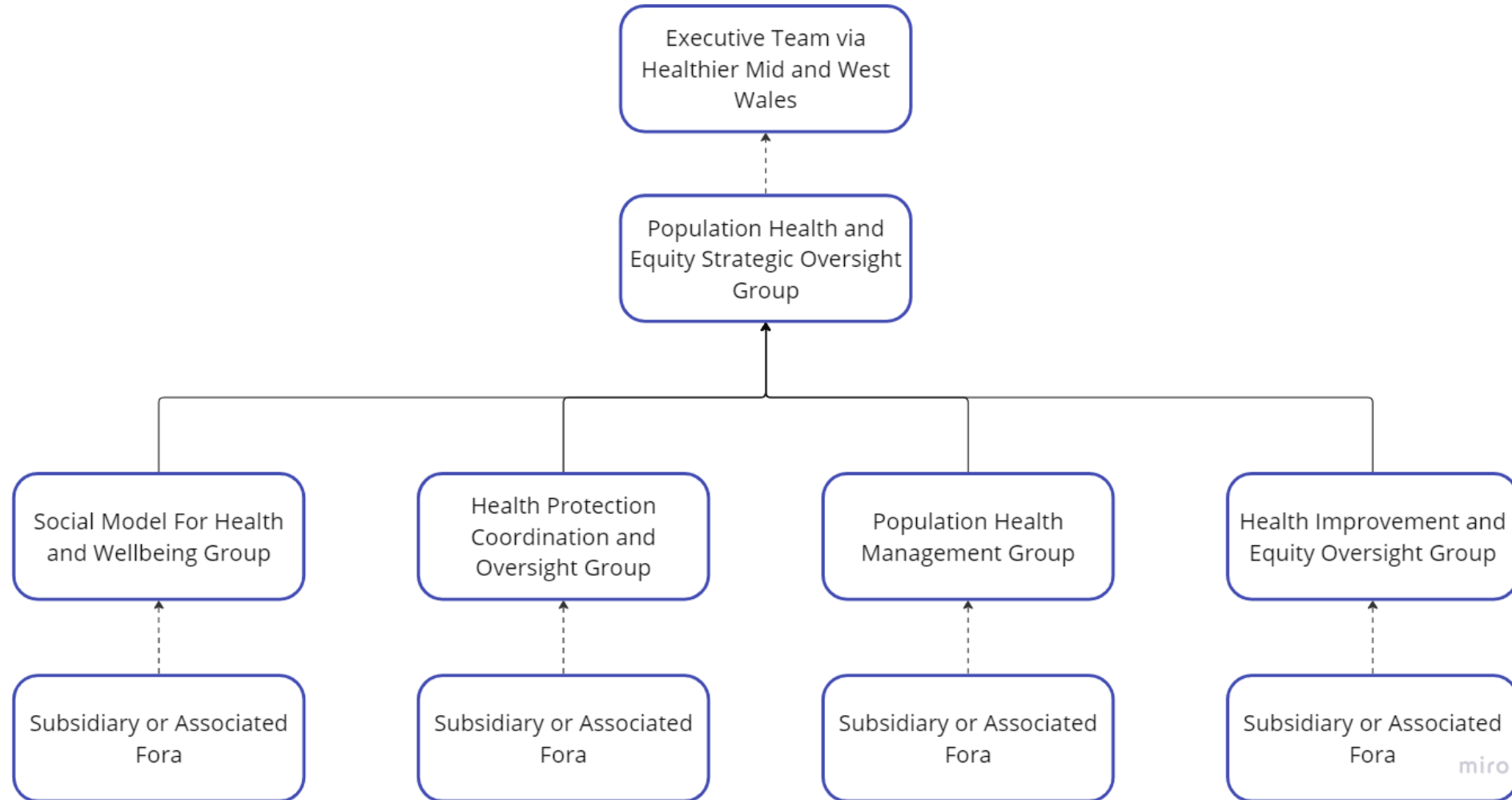


Discussion point: Public Health Governance



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- Ask from SRG members:
 - Lay/ community representative at our Health Improvement Oversight group
 - Lay/ community representative at our Population Health and Equity Oversight Group
 - Consideration of the merge of the WW Regional Partnership Board Preventions group with and into the Population Health and Equity Oversight group



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SAFE | SUSTAINABLE | ACCESSIBLE | KIND



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