

Health and Wellbeing Action Plan - Summary Update

| G oa bj | O | What Do We Want To Achieve | What Will We Do | Key delivery partners | RAG Status | What have we achieved? | What do we still need to do? |
|---------------|-----|---|---|--|------------|--|--|
| 1 | 1.1 | Assess the need, demand and service provision for sexual health services across Reading and identify gaps (Extended). | Undertake a sexual health needs assessment | Public Health | Green | Needs assessment completed and used to inform content of sexual Health Services tender (process completed) | No further action needed - assessment completed |
| 1 | 1.1 | Increase HIV testing and HIV prevention awareness within BME communities | Commission a community based HIV needs assessment to map Reading based African community groups and to assess the acceptability and feasibility of approaches to increase HIV testing | Public Health/Adult Social Care | Green | Community Health Action Trust commissioned. Project Completed | |
| 1 | 1.1 | | Enhanced testing in primary care | Public Health | Amber | RBC has expressed interest in a national HIV self sampling service for high risk populations aged 16 and over - and being part of the framework agreement to be commissioned by Public Health England | Implement self sampling service - subject to the final specification, tender agreement and price |
| 1 | 1.1 | To reduce transmission of HIV & reduce late diagnosis | Increase awareness and information about HIV and HIV services (including eligibility, confidentiality, treatment and what it means to live with HIV); and promote preventative services | Public Health, NHS England, voluntary orgs (Secondary Care Blood Donation Service) | Amber | Community Health Action Trust project commissioned and undertaken. Reading sex workers HIV awareness campaign delivered and independently evaluated. Scope and detail of HIV services clearly described within the integrated sexual health service specification. | Develop Sexual Health IT Platform for promotion and dissemination of sexual health information. Review local condom distribution arrangements and ensure continued provision of condoms to groups at risk of HIV |
| 1 | 1.1 | | Increase opportunity to and uptake of HIV testing and disseminate information about opportunities for testing to targeted/vulnerable groups | Public Health, Adult Social Care | Amber | As above. | Develop Sexual Health IT Platform for promotion and dissemination of sexual health information. Review local condom distribution arrangements and ensure continued provision of condoms to groups at risk of HIV |
| 1 | 1.1 | | Extend opportunities for accessible confidential testing for HIV, and ensure information is available and accessible in a range of formats appropriate to at-risk HIV groups. Care planning, diabetes/care homes. Directory of signposting services to support self care. | PDSN Network, Adult Social Care, Public Health | Amber | As above. | Develop Sexual Health IT Platform for promotion and dissemination of sexual health information. Review local condom distribution arrangements and ensure continued provision of condoms to groups at risk of HIV |

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| 1 1.1 | To provide high quality care/treatment | Primary Community Prevention | Secondary care/Hospital | Green | <p>Over 90 professionals and volunteers working in drug and alcohol treatment services have been trained to carry out point-of-care tests for Hepatitis C and HIV, focussing on increasing the proportion of injecting drug users that receive a test.</p> <p>Asian Blood Borne Virus (BBV) project raises awareness of BBVs and tackles stigma and discrimination by providing regular workshops for South Asian communities and testing for Hepatitis C and HIV at clinics set up across Reading.</p> <p>Two workshops updating on latest BBV research were provided to all trainees in both projects.</p> | BBV worker employed within the IRIS Service to continue to undertake background reports and proactive case management |
| 1 1.2 | Respond to local needs for vulnerable people | Safe Place scheme in the town Centre providing support of people with a learning disability | Community Safety, Adult Social Care | Green | The Safe Place scheme to provide support for people with a Learning Disability has been put in place. | Relaunch and re promote the Safe Place scheme for service users and providers. |
| 1 1.2 | | Anti-Social Behaviour Risk assessment leads to enhanced response for vulnerable people and communities | Community Safety, Housing, Neighbourhoods and Community Services | Green | Police anti-social behaviour risk assessment has been reviewed and a risk assessment put in place. | Take forward a common approach to risk assessment across all partners and agencies as an action within the draft Anti Social Behaviour Strategy |
| 1 1.2 | Improve living conditions for vulnerable and disabled residents | Reduce the number of Category 1 hazards under the Housing Health & Safety Rating System, to improve living conditions. | Regulatory Services | Green | Monitoring and taking action if Category 1 hazards are identified in properties has continued. AGE UK Berkshire commissioned to provide service for one year pilot for reducing social isolation. 2 Personal Independence Co-ordinators (PICs) have been appointed. Referral criteria and co-ordination process arrangements in place | Continue to reduce the number of Category 1 hazards. |

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| 1 1.2 | | Undertake enforcement action for overcrowding in private sector housing | Regulatory Services | Green | Officers inspect properties both as a result of service requests and during proactive inspections and both formal and informal action is taken to deal with overcrowding. Inspection of properties both as a result of service requests and during proactive inspections and both formal and informal action is taken to deal with overcrowding is continuing | Continue with enforcement actions to further reduce overcrowding in private sector housing. |
| 1 1.2 | Provide better access to information on how to protect own health. | Develop better information pathways to support travelling communities | Housing, Neighbourhoods and Community Services | Amber | Community safety carry out a very basic welfare assessment that is aimed at looking at whether or not there are any significant health, housing, education or mechanical issues. Health visitors and the HOLT nurses conduct outreach to ensure healthcare is accessed. | Clarification needed on who/which organisation this action sits with. Health or education might be in a better position to achieve it. |
| 1 1.2 | | Develop better information pathways to support BME communities | All Health and Wellbeing Partners | Amber | Information pathways have been established through providers of commissioned health and wellbeing services, Council services and partner organisations including Reading Voluntary Action, online through our Reading Services Guide and the Council's website, via local forums and community events and the local media. Healthwatch attendance at key CCG groups established. Action plan in place to address findings in a Healthwatch report on the ex-Ghurka community accessing health services. | Explore opportunities on an ongoing basis and new pathways adopted as appropriate. CCG level communications plans currently in discussion internally. |
| 1 1.2 | Protect the vulnerable from aggressive doorstep selling, rogue traders and scams | Support the National Scams Hub and provide advice to victims. Provide a rapid response and full investigation of doorstep selling offences. | Regulatory Services | Green | List of potential victims is received from National Scams Hub montly. Strategy on working with neighbouring boroughs and police to visit potential victims and support or refer them to the appropriate agency and take enforcement action against fraudsters has been implemented - officers are undertaking visits. | Work is ongoing to support the National Scams Hub and provide advice to victims. |
| 1 1.2 | | Provision of Grants & Loans (inc Disabled Facilities Grants) | Regulatory Services | Green | Grants & Loans (inc Disabled Facilities Grants) continue to be provided through the Home Improvement Agency who have a vetted list of contractors. | Work is ongoing |

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| 1 | 1.3 | Increase take up of screening and immunisation | Review screening checks for communicable diseases, e.g. tuberculosis & measles, chlamydia, flu | Commissioned by PHE Area Team and Public Health, provided by Primary Care | Green | Dual testing' for Chlamydia and Gonorrhoea is being implemented. Seasonal flu campaign for 14/15 was delivered | Work in partnership to deliver a more co-ordinated flu campaign across Berkshire for 2015/16. |
| 1 | 1.3 | | GP Practice targets for health checks are achieved and a wide range of community interventions ensure access to health checks through alternative settings | Public Health | Amber | 6318 people were invited for a health check in 2014/15 | Continued delivery of health checks within local GP practice. |
| 1 | 1.3 | | Develop targeted improvements to increase uptake of screening in people with a learning disability | Reading Learning Disability Partnership Board, Adult Social Care | Amber | Being Healthy sub group of the Learning Disability Partnership Board have worked with People With Learning Disabilities, Healthwatch and Berkshire Healthcare Foundation Trust to increase uptake. | Build targets into the new disability strategy currently being developed. |
| 1 | 1.3 | Increase uptake of cervical, bowel and breast screening in low take up areas of Reading | Provide support and oversee local screening programmes | Cervical & breast screening commissioned by Area Team/PHE, bowel screening commissioned by PHE, all three screenings provided by Primary Care | Amber | CRUK co-ordinated Bowel Screening Campaign targetting South Reading CCG area alongside other specific areas across England. Public Health, South Reading CCG and local comms teams worked together to facilitate the campaign locally. | Evaluate changes in screening uptake from previous 61.9% rate. |
| 1 | 1.3 | Increase the consistent up take of immunisations across Reading to ensure national coverage targets are achieved | Provide advice to PHE Immunisation leads as appropriate to ensure effective evidence based interventions are developed to meet local needs | Commissioned by NHS, provided by Public Health, CCGs | Amber | PHE funded radio ad campaign in September 2015 to encourage vaccination uptake for under 5's. Heart Thames Valley created and aired the ad between 7th Sept - 4th Oct. 104 spots in total with 375,000 Impacts (total number of times the ad will be heard) | Evaluate if any evidence of increased uptake linked to radio campaign. Work with South and North & West Reading CCG's to ascertain any impact of campaign. |
| 1 | 1.3 | | Work with health visitors to improve year 1 immunisation targets | Commissioned by NHS England, provided by primary care | Green | DTaP/IPV/Hib at 1 year uptake across West Berks averaged 93.7% during 2014/15...95% target achieved in qtr 3. | Continue activities with the Berkshire Wide Immunisation Working Group to improve uptake rates. |

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| 1 | 1.3 | To promote MMR vaccine uptake - Develop to increased uptake of MMR | Scrutinise vaccine uptake results and provide leadership. Campaign - Primary Health/Children Centres/Health Visitors | Commissioned by Public Health England, provided by Berkshire Healthcare Foundation Trust and GP practices | Amber | PHE funded radio ad campaign in September 2015 to encourage vaccination uptake for under 5's. Heart Thames Valley created and aired the ad between 7th Sept - 4th Oct. 104 spots in total with 375,000 Impacts (total number of times the ad will be heard) | Evaluate if any evidence of increased uptake linked to radio campaign. Work with South and North & West Reading CCG's to ascertain any impact of campaign. |
| 2 | 2.1 | Improve maternity pathways and parenting support for all family types. | Participate in the maternity working group and work jointly with the midwifery team. | Early Help | Amber | South Reading CCG began the pilot in Oct 2014. A joint partnership arrangement with BHFT, children's centre's and N&W Reading CCG to further expand the pilot geography. Perinatal mental health worker in post since April 2015 and has produced an action plan. | Implement the action plan. |
| 2 | 2.1 | Increase the availability and accessibility of antenatal education opportunities | Review and scope out existing provision of antenatal education from statutory and voluntary providers. Provide input and detail to commissioners (NHS England). | Early Help | Amber | Project management resource in place and review has started. Progress has been delayed. | Report to be produced and shared accordingly. |
| 2 | 2.1 | | Educating new parents on appropriate use of A & E and how to manage common childhood ailments | Commissioned by CCGs, supported by Public Health, Children's Directorate | Amber | The minor ailments clinic for under 5's established between December 2014 and April 2015. After a slow start the clinic picked up referrals once direct booking had been publicised. Local partners helped to promote revised messages in a short space of time. The project was evaluated by the Urgent Care board and decided not to carry the service forward using the winter resilience money due to lack of demand. | The CCG to consider an adaptation to the model and location at a later date. |
| 2 | 2.1 | Increase access to good quality & affordable childcare. | Provide 15 hours free early education childcare to all two year olds meeting the free school meals criteria | Early Years & Extended Schools | Amber | Achieved 60% of 850 of places through all types of settings including schools. | Continue the market advertising drive to exceed 850 target in year. |
| 2 | 2.1 | Improve quality of provision in private, voluntary and independent sector | | Early Years & Extended Schools | Green | Compliance visits completed for all settings. Each visit highlighted actions to improve settings. | Deliver on identified actions. |
| 2 | 2.1 | Provision of childcare for older children aged five and over | Joint working - engagement with schools. | Early Years & Extended Schools | Green | Individual guidance and advice offered to all settings to maintain existing high standards. | Maintain level of support. |

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| 2 | 2.2 | To engage with single plan, local offer, joint commissioning, personal budgets. | Provide impartial support to parents seeking assessment for children with special educational needs or disabilities through the parent partnership service | SEN team | Green | The service has now been rebranded as Reading Information Advice and Support Service for SEND (known as Reading IASS) to accord with the requirements of the new legislation. New staff are in place, trained and taking on casework. The number of parents/carers we support is growing, both through individual and group work. | Two members of staff are on one year contracts and it is hoped that these can be extended as this can be funded from the external funding. The service is being developed this year to enable the team to support children and young people as well as parents/carers. |
| 2 | 2.2 | | Influence decisions for the SEN panel for support children aged 0-5 with SEN | SEN team | Green | Early years SEN identification panel has been established and with an allocation of £40k. This panel provides additional resources for children with special needs in early years settings. | An early years review of the financial structure and SEN provision for all early years settings/providers is underway. |
| 2 | 2.2 | Reduce speech and language inequality | Implement the language strategy and deliver supported projects | Early Years & Extended Schools | Green | Early years service currently working with the literacy trust on a pilot project for a tool to assess childrens language and communication development in early years. | 10 school and early year settings involved in the pilot. Due to complete March 2016 and the final report will make recommendations on the way forward. |
| 2 | 2.2 | | Provide access to speech and language therapies within the Early Years settings | Early Years & Extended Schools | Amber | Speech and language therapy now provided by integrated therapy. Contract discussions with the local authority taking place about future provisions. | A proposal being considered for future working practice by Head of Education. |
| 2 | 2.2 | | Improve access for BME groups to early speech and language intervention | Early Help, Adult Social Care | Amber | Existing contract for speech and language support to targeted children was extended, however, this was not specifically targeted at BME children. | BME provision to be included as part of proposal for future working practice for speech and language therapy. |
| 2 | 2.2 | Increase the prevalence of breastfeeding across all areas of Reading but with a particular focus on the low rate wards | Support the Unicef Baby Friendly Initiative to achieve UNICEF accreditation. Breastfeeding network commissioned to work with breastfeeding volunteers locally. | Public Health / Berkshire Healthcare Foundation Trust | Green | Support continues for BFI accreditation across Berkshire West. Over 130 staff attended various training sessions. | Continued delivery of the BFI programme by BHFT. |
| 2 | 2.2 | | Continued implementation of the Breastfeeding Peer Support Project | Commissioned by NHS England, provided by BHFT, Public Health, Breastfeeding Network | Green | Breastfeeding peer support service continues to be delivered. Breastfeeding initiation rates exceed regional and national rates. During 2014/15 552 new mums responded to contact from peer support service and 406 took up the support offered. | Continue with service and monitor uptake of service during 2015/16 |

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| 2 | 2.2 | | Promote breastfeeding in collaboration with key stakeholders | Commissioned by NHS England & provided by BHFT | Green | Peer support service continue to work collaboratively on the maternity wards and with the midwifery team. Provide support to new mums, where needed on the maternity wards. 756 mums supported on the maternity wards. Health visitors provide ongoing support to encourage breastfeeding. 58% of new mums still breastfeeding (either totally or partially) at 6-8 weeks (Q1 2015/16) | Continue to work with Berkshire Healthcare Foundation Trust to promote breastfeeding on the hospital wards. |
| 2 | 2.2 | Improved Oral Health in the <5s | Mid term evaluation of the Brushing for Life project. Continued Implementation of the Brushing for Life intervention | Public Health / BHFT | Green | Public Health continue to provide toothbrushes to children centres through Brushing for Life. 1400 toothbrush /toothpaste packs bought and distributed to date. | Complete Brushing for Life evaluation to access outcomes and value for money. |
| 2 | 2.2 | Reduce the prevalence of unplanned teenage pregnancies | Continued implementation of designated young people friendly drop-in clinics and promotion of the Young people's health website (JUICE). | Public Health | Green | JUICE points provision available across sites in Reading. JUICE points provision included within sexual health services specification. | Continue to monitor uptake of juice points. |
| 2 | 2.2 | Better access for parent to health and wellbeing information and support | Improve/develop use of technologies to get information to parents on H&WB information & support including Mental Health Issues | Early Help | Amber | A post funded by public health for one year to assess perinatal mental training needs. Research conducted and action plan in place. | Implement action plan. |
| 2 | 2.2 | | Children's Centres as a 'hub' to access support to children & families (L 5 years) | Early Help, CCGs | Amber | A childrens health day was successfully implemented in partnership with BHFT, RBH, CSU Comms team, South and N&W Reading CCGs. Representation on the day included Beat the Street and the South Central Ambulance Service. | Host a further childrens health day in the near future. A planning meeting with key partners to be organised to progress this. |
| 2 | 2.3 | Increase the number of victims of domestic abuse identified and referred by GP. Needs to cover whole health professional | Implement the IRIS project as a Pilot in 12 of the Reading practices (6 in each CCG). Higher referral rates to police & early help services. | Public Health, Berkshire Women's Aid | Green | 12 Practices recruited to project and all received level 1 training. A new co-ordinator in post to help support practices for delivery of the service. | Co-ordinator to support practices in making appropriate referrals to the DA support services. |
| 2 | 2.3 | | Review Domestic Violence commissioning strategy | Housing, Neighbourhoods and Community Services | Green | Strategy is completed and agreed across agencies. | Deliver the strategy action plan. |

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| 3 3.1 | Implement projects within the scope of the Long Term Conditions board to enhance and improve LTC services and support | Patient education programmes - talking health and web based. Moderated online network | Long Term Conditions programme board, CCG, Adult Social Care | Green | The neighbourhood cluster models are being implemented through a number of pilots across the wards of Reading e.g. Uge UK, social prescribing, health/social care. Children Maternity Mental Health and Voluntary Sector Programme board have reviewed a business case for Alcohol Liver Disease across the health economy. Patient information updates happening on the CCG social media channels. GP information screens and CCG websites. | The outcomes from the cluster models pilots will be measured using the wellbeing star model. Plans to implement Alcoholic liver disease action plan during 2015/16. |
| 3 3.1 | | Chronic Fatigue Syndrome service - create a community CF/ ME Service | Long Term Conditions programme board, CCG, Adult Social Care | Green | An integrated Chronic Fatigue Syndrome service has been put in place with Berkshire Healthcare Foundation Trust. | Completed. |
| 3 3.1 | | Diabetes Education, commission and implement structured patient education programmes for both Type 1 and Type 2 | Long Term Conditions programme board, CCG, Adult Social Care | Green | Programmes have been put in place. Monthly highlight reports are submitted to Long Term Conditions programme board. | Ongoing. |
| 3 3.1 | | Epilepsy, establish an epilepsy nurse specialist post. Develop Website | Long Term Conditions programme board, CCG, Adult Social Care | Green | Epilepsy nurse specialist post has been established and pathway is been developed. | Workshop to be held in November 2015 to finalise the local epilepsy pathway. |
| 3 3.1 | | Care home in reach services - Dementia | Long Term Conditions programme board, CCG, Adult Social Care | Green | Improvements to care of people with dementia have been delivered in 3 care homes in Reading by training care staff and working alongside them to model good practice. A dementia friendly garden has been constructed at The Willows Care Home in Reading. Report on Dementia Service Development Across the West of Berkshire to be presented to the Health and Wellbeing Board in October and was well received. | Continue to work closely with care homes and support them in delivering improvements to care of people with dementia. |

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| 3 3.1 | | Older people's mental health | Long Term Conditions programme board, CCG, Adult Social Care | Amber | Dedicated Mental Health Project Manager is now in place and is currently developing a benefit analysis of Mental Health Integration. South Reading CCG met the 67% dementia diagnoses rates target by March 2015 and continuing to work to maintain this achievement. | Ensure N&W Reading CCG meet the 67% dementia diagnoses rate by September 2015. |
| 3 3.1 | Facilitate access to appropriate treatment(s) and support in managing long term conditions independently | Offer preventive health checks in community locations to adults aged 40-74 who are at risk of developing vascular disease. Target specific groups better. | Public Health | Green | 6318 people were invited for a health check in 2014/15 | Health check continues to be offered to eligible patients via GP practices. Monitor uptake and performance. |
| 3 3.1 | Co-Production with patient participation groups | For pathway & support | Adult Social Care | Green | Links established with patient participation groups, led by GP surgeries. | Ongoing. |
| 3 3.1 | Support the work of the Home Improvement Agency | Enable the ability for people to remain living in their own homes by reducing accidents in the home | Regulatory Services | Green | Through the provision of the Home Improvement Agency contract circa 3,000 customers were assisted through grants, minor adaptations and handihelp services. | Ongoing. |
| 3 3.2 | Increase public say in support available | Deliver activity within the Learning Disability Plan - A Big Voice. 2014 end date. Refresh of Learning Disabilities plan ongoing | Adult Social Care | Amber | Consultation event has taken place regarding priorities for inclusion in the Learning Disability Big Plan. The Learning Disability Big Plan was signed off at the Partnership Board. | Develop a new Disability Strategy within the context fo the Adult Socia Care Strategy Framework |
| 3 3.2 | Increase engagement for planning Long Term Conditions (LTC) services for those with learning disabilities | Support the Reading Learning Disability Partnership Board to engage with LTC projects | Adult Social Care | Amber | Reading Learning Disability Partnership Board received a presentation on priorities within the H&WB Strategy and action planned involvement in taking forward. New sections on a range of LTCs e.g. asthma, COPD and epilepsy have been developed within the LD Health Passport | Continue to promote awareness |
| 3 3.2 | | Access to services for people with learning disabilities. Health & Social Care Joint Assessment | Adult Social Care | Amber | Joint Health & Social Care Assessment not yet established but a Workforce Development Workstream has been developed addressing issues across the West of Berkshire across key partners. | Join Health & Social Care assessment to be delivered as part of the Berkshire West Integration project. |
| 3 3.2 | | LD Liaison Nurse in Royal Berkshire Foundation Trust | Adult Social Care | Green | The Liason nurse role continues to work well. The nurse is active in many health forums. LD awareness raising sessions have been delivered to acute nursing staff | Deliver further awareness raising sessions to staff across the Trust |
| 3 3.2 | | Learning Disabilities Health Checks | Adult Social Care | Amber | LD Nurse delivered a practical session to service users about the LD health check. | Further promote awareness of the LD Health Check amongst people with LD, their supporters and carers |

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| 3 | 3.2 | | Identify those who do not access services who we should target | Adult Social Care | Amber | Reading Services Guide has been developed to enable residents better access to information about services. | Develop Information and Advice Strategy that will increase awareness of services. |
| 3 | 3.3 | Strengthen the quality of support provided for carers in Reading. | Review National Carers Strategy against local provision. Plan in place & resource in place across West Berkshire. Now needs to be implemented. | Adult Social Care/ Clinical Commissioning Groups | Amber | National Carers Strategy review has been delayed, hence Berkshire West work delayed as well. A Carers Collaborative commissioning group comprising is in the process of scoping the development of joint Carers Strategy. Baseline data has been obtained from GP practices and arrangements have been put in place to monitor in-year increases in numbers. | Identify resource to carry out local data analysis once the National Carers Strategy has been reviewed by Department for Health. The CCG will work with GP practices in 2015/16 to increase the number of known carers by 100% (1,251 known carers increased to 2,503). Communications/engagement plan is being developed which will include posters on the benefits of notifying GP practices of any caring role held and the need to link in with Patient Participation Groups, local carer charities, etc. |
| 3 | 3.3 | Increase take up of service from marginalised groups. | Deliver activity within the Reading Carers Action Plan. Including: Reading Carers Communication. Gaps identified. | Carers Steering Group, Adult Social Care | Green | i. Berkshire West Carers Information Advice and Support contract is in place with targets to reach hidden carers, and prospectus drafted to re-commission these services from April 2016 with similar targets. ii. Reading Carers Information Pack was updated April 2015. iii. Carer Aware and Young Carer Aware e-learning tools launched to raise carer awareness amongst a wide range of professionals. | i. monitor contract on a quarterly basis ii. re-commission carers information advice and support services from April 2016 with clear targets in relation to raising awareness of carer rights and reaching hidden carers. iii. Reformation Pack view and update the Reading Carers Information Pack in partnership with the Reading Carers Steering Group |
| 3 | 3.3 | Support carers of adults with long term conditions - including young carers - to access support services and identify other services which can ease the burden of caring | Respite opportunities. Some respite available. Lack of capacity. Strict criteria needs to be met. | PDSN Network, Adult Social Care | Green | About Me' e-learning tool launched to support development of carer resilience. | Review what has been commissioned and plan for re-commissioning to reflect priorities which emerge from the Berkshire West Carers Commissioning Strategy, and also refreshed Better Care Fund plans from April 2016. |
| 3 | 3.3 | Service provision and needs are better matched. | Review future commissioning plans against the needs of carers | Carers Steering Group, Adult Social Care | Green | i. A Reading Carers Needs Analysis has been completed. ii. Carers have been involved in developing the service descriptions for re-commissioning the carers information advice and support service. iii. We have involved carers in the reference group for development of our market position statement. | Develop Berkshire West Carers Commissioning Strategy supported by Reading Carers Action Plan |

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| 3 3.3 | | Support for carers in a wider sense. E.g.; support at home etc. | Carers Steering Group, Adult Social Care | Green | Maintained the Carers Steering Group to seek and respond to feedback on the appropriateness of service provision. | Continue to engage cares and support carer forums, particularly to inform the Berkshire West Carers Commissioning Strategy and refreshed Reading Carers Action Plan |
| 3 3.3 | | Development of the sector to provide community capacity. | Adult Social Care | Green | i. held two Berkshire-wide provider events supported by market surveys to explore market capacity for carers information advice and support service ii. Held two VCS provider workshops to inform development of Wellbeing Bidding Framework including carer breaks funding opportunities iii. Additional market development was supported within business as usual. | i. host matching workshops to support partnership bidding and delivery across the VCS ii. Complete Wellbeing Bidding Framework and re-commission VCS services against this with clear community capacity building targets |
| 4 4.1 | Detect and take action against illegal tobacco suppliers | Implement/enhance the Berkshire-wide Tobacco Control Plan | Regulatory Services | Green | Intelligence led approach to taking enforcement action is continuing. There have been a number of seizures of counterfeit tobacco. | Work is ongoing |
| 4 4.1 | Detect and take action against illegal alcohol consumption/supply | Identify areas where there is known underage drinking for targeted intelligence led enforcement response. | Regulatory Services | Green | There have been a number of off licences that have lost their licence as a result of the work of Community Alcohol Partnership post interventions | Work is ongoing |
| 4 4.1 | Detect illegal and potentially unsafe alcohol products, illicit tobacco and NPS | Intelligence led enforcement visits | Regulatory Services | Green | Carried out enforcement action with 15 shops - 400 bottles were seized. | Work is ongoing |
| 4 4.1 | Ensure businesses are complying with marketing requirements of tobacco products including display bans and plain packaging. | Intelligence led enforcement visits | Regulatory Services | Green | Reading is participating in a regional inspection programme | Work is ongoing |
| 4 4.1 | Reduction in drug related deaths | Establish notification pathways and family support mechanisms, and identify appropriate intervention, prevention and training activities. | DAAT, Adult Social Care | Amber | Enhanced harm reduction and relapse prevention measures have been written into service specification for drug and alcohol services | |

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| 4 4.1 | Reduction in drink and drug related harm/injury | Run First Stop Bus in the Town Centre | Regulatory Services | Green | First Stop Bus is positioned in the Town Centre every Friday and Saturday night. A&E noticed reduction of alcohol related incidents. | Continue with the current service, expand to include day time uses such as health checks. Work with third parties including Reading University to develop further uses for the bus. |
| 4 4.1 | | Better links with Reading University to build activity & capacity in these areas. | Regulatory Services / Public Health | Green | Links with Reading University and Thames Valley University have been established. Volunteers have begun signing up for the First Stop Bus service. Currently discussing how volunteers could contribute to improving health in deprived communities. | Continue to roll out a programme of activities. |
| 4 4.1 | Provide national and local information to smokers on a Smoke free homes and cars campaign | Provide information to smokers via doctors surgeries, pharmacies libraries and work place newsletters on smoke free homes and cars main messages | Regulatory Services, Tobacco Control Alliance Coordinator | Amber | Updated Tobacco Control plan and responded to consultation on smoking in cars. | Deliver action plan and provide information to smokers in line with the action plan. |
| 4 4.1 | Secondary School pupils smoking and drinking habits survey | Survey as many 11-18 year olds in full time education in Reading on their smoking and drinking habits. | Regulatory Services, Tobacco Control Alliance Coordinator | Amber | Survey has been planned and is due to be carried out in September 2015. | Implement survey |
| 4 4.1 | Peer mentoring of year 10 pupils in secondary schools-to provide stop smoking support to those in year 10 or younger | Following smoking survey report, provide as required a peer mentoring programme for Reading Secondary schools. Provide mentor training and refresher training through the year | Regulatory Services, Tobacco Control Alliance Coordinator | Amber | Survey has been planned and is due to be carried out in September 2015. | Peer monitoring to take place once the survey has been completed. |
| 4 4.1 | Better intelligence sharing between Tobacco Control Alliance Partners | Share intelligence regarding illegal tobacco and non compliance of tobacco related legislation between Police, HMRC, Unitary Authority, Public Health and Royal Berkshire Fire and Rescue Service | Regulatory Services, Tobacco Control Alliance Coordinator | Green | Established links and a process to share intelligence with partners. | Intelligence to be shared on ongoing basis. |
| 4 4.2 | Increased active travel | Deliver a programme of personalised travel planning, incentives, fare discounts and concessionary fares, workplace challenges, cycle training, new infrastructure and reallocating road space | Transport Team, Environment, Culture and Sport | Green | LSTF programme complete including programme of personalised travel planning, walking and cycling infrastructure schemes. The first year of the ReadyBike cycle hire scheme delivered a total of 26,336 rentals covering an estimated 135,523 miles cycled. Development of 13 School Travel Plans for expanding primary schools to encourage walking and cycling to school. Cycle training was a delivered to around 900 pupils in school and many schools received Bike It training. | Delivery of the pedestrian and cycle bridge over the River Thames in September 2015. Delivery of 200 space cycle parking hub at Reading Station. Expansion of ReadyBike cycle hire scheme and seeking a sponsor for the scheme. Continuing programme of cycle training and sessions supporting active travel. |

Health and Wellbeing Action Plan - Summary Update

| G oa bj | What Do We Want To Achieve | What Will We Do | Key delivery partners | RAG Status | What have we achieved? | What do we still need to do? |
|---------------|--|---|---|------------|--|---|
| 4 4.2 | Beat the Street initiative | Complete an evaluation to measure and review success. | Commissioned by CCG's, supported by Public Health | Green | Beat the Street competition 2015 delivered. 23,992 players (11% of the population) travelled a grand total of 306,599.2 miles. This is a 63% increase in participants from 2014 | Complete an evaluation of Beat the Street programme as delivered in May/June 2015. |
| 4 4.2 | Access to wider workforce, community, peer support role | Review Health Trainer Service and Activity | Public Health | Green | Service reviewed and contract ended. | |
| 4 4.2 | Key pathways for risk factors e.g. diabetes, obesity, coronary heart disease etc. | Develop /renew pathways | Public Health | Green | Pathways for people wishing to stop smoking are established. Eat4Health (Adult Weight Management and Physical Activity Programme) has been retendered and new contract awarded. Berkshire Wide woorkshop held on treatment pathways for obesity | Develop obesity pathway for Tiers 1-4 |
| 4 4.3 | Improved access to good quality information and advice on nutrition | Promote good quality information and advice on nutrition through our childrens' centres | Early Help | Green | Range of provision and sessions available in Childrens' Centres to provide information and advice on nutrition to parents/guardians of young children. | Assess impact on uptake and knowledge retention for the advice on nutrition interventions provided. |
| 4 4.3 | | Provide family learning for cooking on a budget and healthy eating | New Directions, Environment, Culture and Sport | Green | The following courses were delivered: x3 'Lets Get Cooking' courses - Teaching Adults to cook Healthy meals x2 'Packed Lunches' courses - Healthy Lunches for children x3 Cooking at an Easy Pace - Teaching Adults to cook on a budget | The academic year 2015-16 commenced on the 21st September. 10 classes are planned and advertised; Healthy Menus, International Cookery, Kids Cooking for Health, x5 Eat for Health and x2 Supported Learning Cookery (for those with additional needs). |
| 4 4.3 | | Introduce Eat Well Get Well initiatives such as British Health Foundation Healthy hearts scheme to tackle obesity | Regulatory Services / Public Health | Amber | Eat Well Get Well initiatives are now been delivered at venues across Reading. | South Reading Quality Premium target is for GP practices to increase referrals to Eat for Health from 139 to 250. |
| 4 4.3 | Ensure a minimum of 90% Reception Children and Year 6 children are weighed and measured each year. | Continued implementation of the National Child Measurement Programme | Public Health, BHFT | Green | The NCMP activity delivered across primary schools in Reading. Uptake rates exceeded the threshold targets | To continue running the National Child Measurement Programme in Reading schools. Plan to send out results letters to parents in 2015/16 school year as recommended by Public Health England. |
| 4 4.3 | Increase access to specialised healthy weight interventions for primary school children | Continued implementation of the Lets Get Going Project in 2 Reading Primary Schools (Katesgrove and Newtown) | Public Health Berkshire Youth - Lets Get Going Co-ordinator | Green | Let's Get Going (LGG) rolled out to additional schools, identified due to their high levels of childhood obesity as identified through the National Child Measurement Programme. | |

Health and Wellbeing Action Plan - Summary Update

| G oa | O bj | What Do We Want To Achieve | What Will We Do | Key delivery partners | RAG Status | What have we achieved? | What do we still need to do? |
|---------|---------|--|---|--|------------|---|---|
| 4 | 4.3 | Develop a joint obesity strategy and action plan for Reading (to include adults and children and maternal obesity) | Scope out the existing services commissioned across Reading that translate as "assets" in a strategy and action plan to reduce obesity in adults and children in Reading and identify gaps and needs. | Public Health | Amber | Scoping event and activity completed, Draft strategy being developed | Complete Healthy Weight Strategy and work with partners to deliver, track and monitor activity. |
| 4 | 4.3 | Increase access and availability of specialist healthy lifestyle courses (exercise and nutrition) | Continued promotion and implementation of Eat for Health Programme with the opportunity being extended to include adolescents. | Public Health | Green | Eat 4 Health contract retendered across Berkshire West. | Work with new provider (Solutions for Health) to promote and monitor uptake of classes. Assess potential need for additional classes for pre diabetes patients. |
| 4 | 4.3 | Increase access to physical activity programmes | GAP Analysis & mapping | Public Health / Environment, Culture and Sport | Green | Scoping event and activity completed, Draft strategy being developed. Health Walks Co-ordinator appointed | Complete Healthy Weight Strategy and work with partners to deliver, track and monitor activity. |
| 4 | 4.3 | Increase take up of Your Reading Passport (a discount and library card) | Review operation of current scheme and investigate alternative options. | Environment, Culture and Sport | Amber | Commenced the scoping and assessing of alternative options. | Further research work to be undertaken to look at the best options |