

Objectives	Actions	12/13 Outturn	Target	Timeframe	RAG	Lead in other department	PH Lead officer
Reducing childhood obesity in primary school children Long term KPI - a decrease in the obesity prevalence in reception and year 6 primary school children in West Berkshire Short term KPIs - increased understanding of healthy eating and cooking leading to children and parents eating a healthier diet both in school and at home - Increased levels of regular physical activity in children and parents - Increased levels of active travel among children and young people - West Berkshire has safer routes to school and less accidents involving children and young people							
Promote healthy diet	• Commission further dissemination of Phunky foods in primary schools	Number of schools who had Phunky foods in WB	Phunky foods will be operating in at least 8 schools in areas with higher IMD deprivation scores	March 2014		PH Education	AP
	• Dissemination of Healthy lunch box and 5-a-day fruit and vegetable cards in foundation classes	N/A	Healthy lunch box cards and 5-a-day resources disseminated to all primary schools	March 2014		Trading Standards Education	FN
	• Commission Let's Get Going Healthy Lifestyle courses in primary schools	one LGG course run in WB	three LGG courses run in selected schools based on NCMP data and IMD deprivation scores	March 2014		Berkshire Youth	AP
	• Dissemination of cooking on a budget leaflets in schools and communities	N/A	Copies of leaflets available in all primary schools, leisure centres, libraries and community centres.	March 2014		Education	AP
	• Set up School Nutrition Action Groups (SNAG)	N/A	Commission community dieticians to set up a SNAG in Calcot and Greenham primary schools.	September 2014		Educ BHFT	AP
	• Commission dental health programmes for	N/A	Brushing for life project in all children's centres West Berkshire	March 2014		Education	FN

	<ul style="list-style-type: none"> children under 5 years old Work with school meals providers on provision of healthier school meals 	N/A	School meals in all West Berkshire schools reach an agreed healthy eating standard	Sept 2014		Education Trading Standards	FN
Support parents and families	<ul style="list-style-type: none"> Commission the development and delivery of a Healthy Eating on a budget cooking course in the community 	N/A	2 x 6 week family cooking courses developed and run in 2 communities	March 2014		PH Trading Standards	AP
	<ul style="list-style-type: none"> Commission Healthy Eating and training resources for children's centres 	N/A	1 half day training in all children's centres	March 2014		PH Children Centres	AP
	<ul style="list-style-type: none"> Supply sports equipment for loan to families and community groups (Big Green Bag scheme) 	Check Number of Big Green bags in existence ?	Big Green Bag scheme promoted through Parish Planning including Greenham and Calcot and other areas of relative deprivation. 5 new bags distributed	March 2014		PH Culture and Leisure	AP
	<ul style="list-style-type: none"> Promote joint adult and children's gym sessions (Activ8). 	? number of Activ8 sessions available	10% increase in adults and children utilising gym sessions together	March 2014		PH Leisure	AP
	<ul style="list-style-type: none"> Commission health 	NA	Run 2 pilot weekly health walks for	October		PH	FN/AP

	walks for families		children and adults together	2013		Countryside	
	<ul style="list-style-type: none"> Publish Healthy eating messages and advice on physical activity on West Berks website 	N/A	Website page accessible highlighting healthy eating messages and advice on physical activity for families	November 2013		PH	PH team
	<ul style="list-style-type: none"> Provide healthy eating skills and information to Gypsy Roma Traveller (GRT) families through GRT health activist 	Building on work already done in WB	Information and skills training provided	March 2014		PH	Prog Officer 3
	<ul style="list-style-type: none"> Commission an Eat 4 Health course for parents and children 	N/A	1 pilot course developed and run in area of deprivation	March 2014		PH	AP
Provide leisure activities to meet the needs of children	<ul style="list-style-type: none"> Commission free swimming lessons targeting children on free school meals 	NA	Target 5 schools – TBC, 50 children have free swimming lessons for a year. Newbury, Hungerford, Thatcham, Theale? 2 sessions per week for a four week period commissioned for the target group	Aug 2013		PH, Parkwood leisure, Education	FN/AP
	<ul style="list-style-type: none"> Commission a series of free physical activities in selected leisure centres and communities, e.g. street dance, Brazilian football, etc 	N/A	Number of activities planned and delivered in agreed locations, that target children on low incomes	Aug 2013		PH, Parkwood leisure, Education	FN/AP
	<ul style="list-style-type: none"> Undertake mapping exercise of all leisure activities for primary school age children in West Berks 	N/A	Complete map of all activities in the community for primary school children that can be put onto website	March 2014		PH Parkwood Leisure Leisure	AP
		N/A		March			

				2014		PH Leisure Vol sector	PH team
Promote Healthy Schools and active travel plans	<ul style="list-style-type: none"> • Commission on a fixed term contract an Active Travel Officer (3 days per week, term time only) who would : • Encourage and support the review of School Travel Plans • Review facilities at schools which support active travel • Promote and encourage cycling to school • Seek opportunities to promote active travel in secondary schools • Promote West Berkshire walk to school initiatives in Nursery and primary aged children 	No of schools with current active travel plans Listed facilities that support active travel	Increased number of schools with active travel plans Improved facilities that support active travel			Planning and countryside	
		no of children cycling to school N/A No of walking buses in operation No of Park and Stride in operation	Increased number of children cycling to school Secondary schools promoting active travel plans Increased number of Walking Buses in operation Increased number of schools operating Park & Stride				
	<ul style="list-style-type: none"> • ID Cycling proficiency courses (Bikeability) run for children in schools 	Number of bikeability courses (Children)	Increased number of bikeability courses			Road Safety Team	

Promote Healthy Schools and active travel plans	<ul style="list-style-type: none"> Conduct a feasibility study on establishing a Healthy Food and Physical Activity in Schools local Award for West Berkshire primary schools 	N/A	Feasibility study completed and used to inform further work in this area	March 2014		PH Education	FN/Consultant
Ensuring safer roads and children are "Road Safe"	<ul style="list-style-type: none"> Review road conditions on school routes and access to pathways/cycle lanes Number of schools/preschools that do the Safer Steps training Number of Ridestart courses run Number of Drivestart pre driver training courses run Number of infant/child car safety events??? Number of classroom workshops on road safety Number of drinking and driving campaigns 	TBC	TBC			Transport	Prog Officer 3
		TBC	TBC			Traffic & Road Safety Team- Cheryl Evans	
		TBC	TBC				
		TBC	TBC				
		TBC	TBC				
		TBC	TBC			Education ?	
		Number of people charged for drink or drug driving related offences	Decrease in the number of people charged with drinking and driving			Community Safety Police	IW

	<ul style="list-style-type: none"> Commission cycling proficiency courses for families 	Number of family-oriented bikeability courses currently run?	2 cycling proficiency family courses run	March 2014		Road Safety Team	AP
Promote access to parks and green spaces	<ul style="list-style-type: none"> Work with planning department to promote play areas in new builds 	N/A	All new builds will have adequate play areas	Ongoing		PH planning	LW
	<ul style="list-style-type: none"> Develop an interactive, online map of parks and green spaces with info about types of sports and activities available, e.g. tennis courts, golf courses etc. 		Interactive map completed and available for use on WBC website, promoted Berkshire wide	March 2014		PH Culture Countryside	FN

Objectives	Action	12/13 Outturn	Target	Timeframe	RAG	Lead	PH Lead Officer
Supporting those over 40 years old to change lifestyle behaviours detrimental to health							
Smoking Long term KPI							
a decrease in the prevalence of smoking in adults, especially routine and manual workers, pregnant women, people from BME communities and secondary care mental health service users							
- a decrease in prevalence of smoking in young people under 18							
Short term KPI – an increase in 4 week smoking quitters in all groups							
CVD Health checks Long term KPI							
- A decrease in the prevalence of cardiovascular disease in under 75 yols							
Short term KPI							
- an increase in the number of 40-74 yols who are eligible being offered and taking up a CVD health check							

Weight management long term KPI

- a decrease in the prevalence of overweight and obese adults over 40 in West Berkshire

Short term KPIs

- increased numbers of over 40 adults being more physically active, eating a healthier diet and maintaining a healthy weight.
- Increased numbers of over 40 adults participating in a weight management intervention

Alcohol long term KPI

- Decrease the number over 40 adults drinking at unsafe levels across West Berkshire

Short term KPI

- Increase in the number of over 40s adults referred for tiers 2 and 3 alcohol services

Mental wellbeing long term KPI

- An improvement in the self-reported wellbeing of the over 40's population of West Berkshire

Short term KPI

- Increased number of over 40s adults attending tier 1 and 2 mental wellbeing interventions in community settings

Healthy work place long term KPI

- Increased number of West Berkshire employees will experience health and wellbeing within the workplace

Short term KPI

- More West Berkshire workplaces will promote health and wellbeing of employees through health improvement initiatives

Help people to stop smoking	<ul style="list-style-type: none"> • Commission Stop Smoking Services for all smokers in WBC 	2012/13 4 week quitters for WB = 422	840 x 4 and 12 week quitters annually	March 2014 (quarterly)			EC
	<ul style="list-style-type: none"> • Commission SSS for the following groups: Routine and Manual, Pregnant smokers, Black and Minority, Users of secondary care Mental Health Services and young people. 	Reduction on R&M, Pregnant and BME smokers, and Mental Health	Reduction in smokers from Routine and & Manual group, Pregnant smokers, BME smokers, and smokers in group of secondary care Mental Health service users and young people TBC	March 2014 (quarterly)			EC
	<ul style="list-style-type: none"> • Increase referrals to SSS from Turning Point 	# referred via CQUIN	Increase # referred via CQUIN by X%	March 2014			IW
	<ul style="list-style-type: none"> • Jointly fund the Berkshire-wide Tobacco Control Alliance (TCA) 	BW TCA in operation 2012/13	An established Berkshire-wide TCA with a coordinator post and work plan in place	Sept. 2013		PH Trading Standards	LW

	<ul style="list-style-type: none"> Actively participate in the TCA and development of Berkshire-wide Tobacco Control strategy Work with the TCA to support 2 campaigns 	N/A	Strategy finalised	Sept. 2014		PH Trading Standards	LW
		Stoptober supported by PCT	Stoptober Smokefree Homes & Cars	Oct 2013 March 2014			PH team
Increase the number of CVD Health Checks offered and conducted	<ul style="list-style-type: none"> Commission NHS Health Checks for eligible 40-74 year olds through Primary Care Services, community pharmacies and community outreach programme. 	4,366 invites to a Health Check	8,052 invites to a Health Check	March 2014		PH/LPC	EC
		2,258 Health Checks completed	4,026 Health checks completed	March 2014		PH/LPC	EC
	<ul style="list-style-type: none"> Provide Health Checks in 5 identified areas of deprivation; Greenham, Calcot, Clay Hill, Victoria, Theale 	N/A	Ensure GP practices in areas of deprivation reach target number of assessments plus carry out xx number of community based health checks in these areas. Total checks completed =	March 2014		PH Newbury & District CCG, NWR CCG	EC
	<ul style="list-style-type: none"> Provide access to Health Checks in rural areas- e.g. 	N/A	484 (12%) Health Check invites sent to people in rural areas	March 2014		PH CCGs	EC
		NA	242 (6%) Health Check Assessments completed for people living in rural areas identified.	March 2014		PH CCGs	EC
<ul style="list-style-type: none"> Provide Health Checks to South Asian and African/Caribbean populations 	N/A	200 Asian and African/Caribbean people receive health checks	March 2014		PH CCGs	EC	

	<ul style="list-style-type: none"> Target workplace establishments and community outreach centres. 	36 Health Checks conducted in workplaces/ community settings	100 checks in work places 100 community Health Checks	March 2014 March 2014		PH	EC
	<ul style="list-style-type: none"> Promote post Health Check Care Pathway to providers of NHS Health checks 	CVD LES, CVD Pharm LES, Community Outreach, and OOH Service	Pathway further promoted and referral to relevant services increased	September 2013		PH CCGs Pharmacies	EC
	<ul style="list-style-type: none"> Promote NHS Health Checks as a free service accessible to all eligible residents of WBC 	Promotional campaign	Health Checks promotional campaign launch completed with coverage on Council and CCG websites, newspapers and local radio	August 2013		PH CCGs Comms	EC
Promote healthy diets and increase physical activity	<ul style="list-style-type: none"> Commission eat4health weight management intervention 	263 people enrolled on eat4health Courses in 2012/13	310 people to enrol on eat4health Courses – targeting areas of deprivation (Calcot, Clay Hill, Greenham, Northcroft, Victoria, and Thatcham Central). <ul style="list-style-type: none"> 93 people lose 4-5% of their body weight on completion of an eat4health course (30%) 	March 2014		PH	AP
	<ul style="list-style-type: none"> Commission Barometer weight management intervention in Primary Care 	36 people enrolled on Barometer Course in 2012/13	36 people to enrol on Barometer Courses (Calcot, Clay Hill, Greenham, Northcroft, Victoria, and Thatcham Central). <ul style="list-style-type: none"> 15 people lose 5% of their body weight on completion of Barometer course 	March 2014		PH	AP
	<ul style="list-style-type: none"> Commission pre-diabetes courses in Primary Care 	N/A	60 people to enrol on pre-diabetes Courses (Calcot, Clay Hill, Greenham, Northcroft, Victoria, and Thatcham Central).	March 2014		PH CCG	AP

	<ul style="list-style-type: none"> Commission 2 x 6 week family cooking courses to run in Greenham and Calcot areas 	N/A	20 people enrolled on family cooking course	March 2014		PH Trading Standards	AP
	<ul style="list-style-type: none"> Co brand WBC healthy eating and active lifestyle initiatives and promote across West Berkshire 	N/A	Promote healthy eating and physical activity initiatives in Leisure Centres, Libraries, pharmacies, local business, colleges, community centres and GP practices	March 2014		PH	AP/EC
	<ul style="list-style-type: none"> Commission Health Walks coordinator post 		<ul style="list-style-type: none"> 100 new people health walking 4 new Health Walks 	March 2014		PH	AP
	<ul style="list-style-type: none"> Commission 4 adult Bikeability courses 	N/A	30 new adults trained in Bikeability	March 2014		PH transport	AP
	<ul style="list-style-type: none"> Promotion of Activity for Health exercise on referral scheme (ERS) 	N/A	All GP practices aware of and referring to Activity 4 Health Exercise Referral scheme across West Berkshire	Nov 2013		PH	AP
Support sensible drinking of alcohol	<ul style="list-style-type: none"> Recommission substance misuse services for alcohol and drug misuse. 	Service currently provided by Turning Point	Tender process completed	July 2014		PH/Turning Point	IW
	<ul style="list-style-type: none"> Commission and performance manage Turning Point to increase the number of new referrals to Turning Point for Tiers Two and Three treatment 	66 new referrals per quarter	60 new referrals per quarter	March 2014		PH	IW
	<ul style="list-style-type: none"> Commission and performance manage Turning Point to 	>50 referrals per quarter	>50 referrals per quarter	March 2014		PH	IW

	<p>increase the numbers receiving structured support.</p> <ul style="list-style-type: none"> Commission and performance manage Turning Point with regard to residents who are referred into treatment to reduce their drinking to safe levels 	26 clients per annum OR 10% per annum OR 6-7 clients per Quarter Whichever is the greatest	30 clients per annum OR 10% per annum OR 9 clients per Quarter Whichever is the greatest	March 2014		PH	IW
	<ul style="list-style-type: none"> Commission and performance manage Turning Point to increase numbers leaving treatment in a planned way 	68%	>70%	March 2014		PH	IW
	<ul style="list-style-type: none"> Commission and performance manage Turning Point to increase the percentage of clients who are alcohol free/abstinent at the end of their input 	26 clients per annum	40 clients per annum	March 2014		PH	IW
	<ul style="list-style-type: none"> Reduce the number of re-presentations within the last 12 months 	<30%	<25%	March 2014		PH	IW
	<ul style="list-style-type: none"> Review the Alcohol In-patient referral and community detox pathways service with Turning Point 	Targets TBC	Targets TBC	July 2013		PH/Turning Point	IW

	<ul style="list-style-type: none"> Facilitate alcohol awareness campaigns via the DrinkSafe Group Commission a service for Alcohol Nurse provision for RBH A&E 	<p>6 Campaigns completed</p> <p>SLA in place</p>	<p>7 Campaigns completed, to include</p> <ul style="list-style-type: none"> Drink driving campaigns Alcohol and Health 	<p>March 2014</p> <p>Aug 2013</p>		<p>PH/Drink Safe Group</p> <p>PH</p>	<p>IW</p> <p>IW</p>
Promote mental wellbeing	<ul style="list-style-type: none"> Develop a Mental Wellbeing strategy Explore IAPT (talking therapies) pathway and agree a tier-based model 	<p>N/A</p> <p>N/A</p>	<p>Mental Wellbeing strategy completed that will inform further commissioning of appropriate services.</p> <p>Agree model of care and commissioning plan to make available tier 1 and 2 mental health promotion services in the community</p>	<p>March 2014</p> <p>Dec 2013</p>		<p>PH</p> <p>PH BHFT CCG</p>	<p>Prog Officer 3</p> <p>Prog Officer 3</p>
Promote healthy workplaces	<ul style="list-style-type: none"> Commission workplace physical activity challenge Commission healthy lifestyle campaigns in work places including smoking, alcohol, physical activity and healthy eating. Review of WBC staff health needs via Health Checks 	<p>N/A</p> <p>N/A</p> <p>N/A</p>	<p>2 activities</p> <p>2 Campaigns</p> <p>Run 2 health check days</p>	<p>March 2014</p> <p>March 2014</p> <p>March 2014</p>		<p>PH</p> <p>PH</p> <p>PH</p>	<p>EC/AP</p> <p>PH team</p> <p>EC</p>

Objectives	Performance Indicator	12/13 Outturn	Target	Time Frame	RAG	Lead Agency	PH Lead officer
<p>Promoting independence and supporting older people to manage their long term conditions Integrated services for people with Long term conditions long term KPI Increased number of people with long term conditions will be enabled to manage their condition and live more independently Short term KPIs Improved, integrated, specialist services will be accessible to all people with diabetes, COPD, epilepsy, CFS and dementia A variety of maintenance courses will be available to help those with COPD, CHD, mental health problems and to help prevent falls in older people Telemonitoring will be used to help those with COPD and Heart failure remain independent in their homes A greater percentage of those with LTC will be using personal health budgets to help manage their conditions. Reduce social isolation of older people long term KPI Older people and those living with LTC will participate fully in their communities, able to access a wide range of activities locally Short term KPI Greater focus on decreasing social isolation within all Parish plans Access to services in rural areas long term KPI Those living in rural areas will have access to services provided as satellite or more available transport. End of life care long term KPI People in West Berkshire will be enabled to have the end of life care that they and their relatives want Short term KPIs All those nearing the end of their life will have an EOL plan discussed with all appropriate relatives/significant others Increase in EOL beds available at Duchess of Kent hospital Support for carers long term KPI Carers will have easier access to all health services, including preventative health services and be supported in their caring role Short term KPIs More carers are identified and registered in primary care Health needs assessed through Berkshire Carers More health services provided to specifically meet the needs of carers</p>							
Deliver integrated services to support people with long term-conditions	<ul style="list-style-type: none"> Develop 'Talking Health'; with IAPT - a model of education and support for patient self-management 	N/A	xx% Patients with long term conditions will feel more supported to manage their condition through accessing Talking Health	March 2014		CCG	

	<ul style="list-style-type: none"> Develop and commission a diabetes service including an education programme, a Diabetes specialist nurse resource, improved access to 9 care processes and a care planning approach 	?	All people with diabetes will be well informed and know where to access information and support. All will have access to 9 care processes and have their own care plan	March 2014		CCG	
	<ul style="list-style-type: none"> commission increased amount of Pulmonary Rehabilitation for COPD patients 	?	x% of patients with COPD will have attended a Pulmonary rehab course	March 2014		CCG	
	<ul style="list-style-type: none"> commission a Specialist Epilepsy Nurse 	N/A	increase no of patients living with epilepsy are enabled to live more independently through having access to a specialist nurse	March 2014		CCG	
	<ul style="list-style-type: none"> review and develop information for patients and carers, developing a website for Long Term Conditions (LTC) 	N/A	all people living with a LTC will be able to access appropriate information about their condition and local services available via website	March 2014		CCG	
	<ul style="list-style-type: none"> develop and commission a service for people with Chronic Fatigue Syndrome (CFS) 	N/A	all people with CFS will have access to services in line with NICE guidance, helping them live as independently as possible.	March 2014		CCG	
	<ul style="list-style-type: none"> continue to commission 		X% increase in care homes who receive Care home in reach team support for	March 2014		CCG	

	<p>Care home in reach teams to improve the quality of dementia care in Care Homes</p> <ul style="list-style-type: none"> commission more memory clinics to help people with dementia Work with CCGs to review pathways for diabetes, COPD, Dementia, CHD and Stroke to ensure focus on integration and prevention Commission Steady Steps falls prevention classes to run in local leisure centres Commission Easy Breathing classes – maintenance Pulmonary rehab classes for people with COPD 	<p>?</p> <p>?</p> <p>Number of pathways being reviewed and developed in 2012/13</p> <p>? Number of available sessions and referrals to Falls prevention classes (Steady Steps)</p> <p>? Number of available sessions and referrals to COPD classes (Easy Breathing)</p> <p>? Number of</p>	<p>dementia care.</p> <p>X% increase in memory clinics</p> <p>Care pathways for diabetes, COPD, dementia, CHD and stroke are fully integrated with a focus on prevention</p> <p>Steady Steps falls prevention classes available in at least 2 leisure centres</p> <p>Easy Breathing PR maintenance classes set up in 1 leisure centre</p>	<p>March 2014</p> <p>Ongoing</p> <p>March 2014</p> <p>March 2014</p>	<p>CCG</p> <p>CCG PH ASC</p> <p>PH</p> <p>PH</p>	<p>PH team</p> <p>AP</p> <p>AP</p>
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	<ul style="list-style-type: none"> Commission New Hearts - maintenance cardiac rehab classes to run in local leisure centres 	<p>sessions and referrals to maintenance cardiac rehab classes (New Hearts)</p>	<p>New Hearts maintenance cardiac rehab classes set up in 2 leisure centres</p>	<p>March 2014</p>		<p>PH</p>	<p>AP</p>
	<ul style="list-style-type: none"> Commission Activity for Health GP exercise referral for people with a mental health condition 	<p>? Number referred to Activity for Health with mental health conditions</p>	<p>GP exercise referral for people with mental health problems set up in 1 leisure centre</p>	<p>March 2014</p>		<p>PH</p>	<p>Project Officer 3</p>
	<ul style="list-style-type: none"> Training and education of health, social and voluntary staff to identify anxiety and depression Review evidence from Reading LTC/IAPT Pilot 	<p>Numbers accessing IAPT services</p>	<p>Increase numbers form baseline accessing IAPT</p> <p>Number of LTC specific IAPT group sessions available.</p> <p>Reduce IAPT waiting times</p>	<p>March 2014</p>		<p>PH ?</p>	<p>Project Officer 3</p>
	<ul style="list-style-type: none"> Local health checks will identify those who are at risk or have identified dementia and refer to appropriate prevention and care services. 	<p>Number of health checks referrals to dementia services ?</p>	<p>? no - Increase number of referrals to dementia services from health checks</p>	<p>March 2014</p>		<p>PH CCG</p>	<p>EC</p>
	<ul style="list-style-type: none"> Explore the nature of PH's role in Dementia-Focus on reducing the burden and stigma of dementia on families by 	<p>N/A</p>	<p>Supporting voluntary sector projects that are evidence-based</p>	<p>ongoing</p>		<p>PH</p>	<p>Project Officer 3</p>

	supporting Dementia Friendly Communities.						
Review and invest in Technology that supports independent living and self-management.	<ul style="list-style-type: none"> commission telemonitoring service for selected patients with Chronic Obstructive Pulmonary Disease 	?	X no? Of selected COPD patients will be able to live more independently by having telemonitoring in their homes	March 2014		CCG	
	<ul style="list-style-type: none"> increase amount of telemonitoring and support to patients with heart failure in their homes 	?	x% increase of patients with heart failure who have telemonitoring and are enabled to live at home and self manage	March 2014		CCG	
	<ul style="list-style-type: none"> pilot personal health care budgets in relation to enabling people with LTC to manage their own health budget. 	? no of people using personal health budgets	Increase percentage of people using personal health budgets			PH? CCG ASC	AP
Reduce social isolation/ encourage participation in a wide range of activities	<ul style="list-style-type: none"> Review parish plan provision of services that promote social engagement and accessibility to older people. Work with Empowering West Berkshire, Council and Parish plans to explore services that reduce isolation and ensure that these are 	Evidence from parish plans will provide further actions and an action plan	Increase service provision as directed by review Increase in signposting activity			PH working with LA and VCS	

	promoted. Fill gaps in services as required						
Ensure that services are accessible to rural communities	<ul style="list-style-type: none"> Review provision of service to Aldermaston, Basildon, Bucklebury, Compton, Downlands, Speen and Sulhampstead wards for health and wellbeing, and what the barriers are. e.g. solution-voluntary transport services Commission Substance Misuse service provision in rural areas 	<p>Resident Survey results IMD</p> <p>Current number and types of information points Signposting activity</p> <p>4 satellite services provided</p> <p>? provision in 2011/12/13</p>	<p>Residents report services are more accessible by 2016 IMD results (Long term aim)</p> <p>Increase on baseline Multiple method used to communicate</p> <p>Full directory of all services and an understanding of transport coverage</p> <p>8 satellite services provided in rural areas including Pangbourn, Cheverly, Lambourn</p> <p>? target</p>	March 2014		<p>PH working with LA CCG ASC</p> <p>PH</p> <p>PH</p>	IW
Support patients to plan for end of life	<ul style="list-style-type: none"> Change the admission criteria for two beds at Duchess of Kent hospital to enable them to admit 24/7 patients who are at the very end of life Training and education of health, social and voluntary staff to discuss EOL and support development of EOL plan 	<p>N/A</p> <p>Number of EOL care plans Number of bereaved relatives happy with the EOL plan</p>	<p>2 beds identified as end of life care beds in Duchess of Kent hospital for West Berkshire residents</p> <p>Increase on baseline</p> <p>Number surveyed?</p>	<p>March 2014</p> <p>March 2014</p>		<p>CCG</p> <p>CCG ASC PH</p>	

Support carers	<ul style="list-style-type: none"> Joint Carers strategy developed and implemented 	Number of carers assessments, Number of carers receiving financial support (Direct Payments)	Increase on baseline of carers assessment Increase in numbers of carers receiving financial support (Direct Payments)			ASC CCG	
	<ul style="list-style-type: none"> More carers are identified in Primary Care 	?no of carers registered with GP practices	Increase number of carers registered in Primary Care to 575		March 2014	CCG	
	<ul style="list-style-type: none"> Provide Health Checks to carers in community or Primary care settings and follow up as needed 	N/A	40 Carers assessed and referred on to preventive services as needed		March 2014	PH CCG	EC
	<ul style="list-style-type: none"> Work with Berkshire Carers Association to assess the needs of carers re preventive services 	N/A	Carers needs assessed re health improvement and services made accessible		March 2014	PH Berkshire Carers Association	Project Officer 3

Objectives	Performance Indicator	12/13 Outturn	Target	Time Frame	RAG	Lead agency	PH Lead Officer
Giving every child and young person the best start in life							
Keep children and young people safe, including prevention	<ul style="list-style-type: none"> Develop a multi-agency Child Accident Prevention Strategy 	N/A	Completed strategy to inform commissioning	March 2014		PH Police Fire service	FN
	<ul style="list-style-type: none"> Support NDCCG to implement IRIS domestic abuse project 	N/A	Number of GPs and GP Practice staff trained to better recognise domestic abuse	March 2014		NDCCG	Prog Officer 3
Improve and maintain Educational Attainment	<ul style="list-style-type: none"> Improve educational outcomes for children and young people not achieving, relative to others Partner the Early Intervention Foundation Service to develop the evidence base for early interventions 	% (or number) of young people aged 19 who have claimed free school meals achieving level 3 TBC	Increase the % of young people aged 19 who have claimed free school meals achieving level 3			Education Education	FN
Promote the health of children from 0-19 years	<u>Healthy Child Programme</u> <ul style="list-style-type: none"> Commission health promotion interventions to tackle obesity, promote physical activity and healthy eating 	See tackling obesity in primary school	See tackling obesity in primary school section			PH SN	FN

	<ul style="list-style-type: none"> Commission school nurse provision in schools and academies to provide high quality health promotion, both universal and targeted . 	? nurses per secondary school and feeder primary schools	0.7 nurses per secondary school and feeder primary schools	Sept 2014		PH	FN
	<ul style="list-style-type: none"> Promote positive view of health for CYP with YP as agents of health promotion 	N/A	Pump-prime 1 engagement events to be sustained by YP via Youth services and Berkshire Youth	Sept 2014		PH Integrated Youth Service Berkshire Youth	FN
	<ul style="list-style-type: none"> Design, develop and evaluate CYP-friendly campaigns 	N/A	Consult with CYP in Berkshire to develop a campaign strategy	July 2014		PH Vol sector groups	FN
	<ul style="list-style-type: none"> Provide an information hub linking being healthy with activities for CYP and access to public transport and sports facilities 	N/A	Trusted internet source for accurate health information available	March 2014		PH	AP
	<ul style="list-style-type: none"> Develop a West Berkshire Health-promoting schools programme for primary and secondary 	N/A	Agree council-wide approach See tackling obesity in primary school section (feasibility study)	July 2014		PH Education	FN

	<ul style="list-style-type: none"> Commission initiatives to reduce teenage pregnancies in West Berkshire through information provision 	4 'Juice' information points commissioned in West Berkshire	Assess use of Juice information points and Re-launch Juice or recommission	July 2014		PH Integrated Youth Services	FN
	<ul style="list-style-type: none"> Commission sexual health campaign and promote local sexual health services for CYP 	N/A	Texting/social media apps for juice programme One campaign completed TBC	March 2014		PH	Prog Officer 3
	<ul style="list-style-type: none"> Commission campaign to increase uptake of National Chlamydia screening programme 	? % uptake ? % positive diagnoses	One campaign completed with the Chlamydia screening team ? % Increase uptake and positive diagnoses	March 2014		PH Chlamydia Screening team	FN
	<ul style="list-style-type: none"> Commission education and prevention campaigns around substance misuse for CYP 	2 substance misuse campaigns completed to target young people	1 alcohol and health campaign commissioned 1 drugs campaign commissioned	March 2014		PH	IW
	<ul style="list-style-type: none"> Run a multi-agency conference for commissioning health and wellbeing services for young people in West Berkshire 	N/A	Conference completed	Oct 2014		PH	PH team

Support parents and families of all children, especially those who are vulnerable	<ul style="list-style-type: none"> Carry out a scoping exercise looking at the health and wellbeing needs of children whose parents are in prison 	N/A	Scoping exercise completed to inform future commissioning	Sept 2013		Turnaround Families program FIT, FIP The Edge Turning Point	FN?IW
Build School or Work Readiness	<ul style="list-style-type: none"> Improve liaison between health visitors and school nurses to address School Readiness Carry out a scoping exercise on improving school readiness working with child minders, pre-school nurseries and children's centres 	N/A	Review Early Years Foundation Stage Profile (ELG)	March 2014		PH Early Years Team	FN
Work readiness	<ul style="list-style-type: none"> Explore the feasibility of establishing a public health internship programme 	N/A	Scoping exercise completed Speak to Avril Appleby to see if this is already happening.	March 2014		PH Early Years Team	FN
			Feasibility study completed	March 2014		PH	PH team

Objectives	Performance Indicator	12/13 Outturn	Target	Time Frame	RAG	Lead agency	PH Lead Officer
	<ul style="list-style-type: none"> ? Education got an action regarding ensuring YP are ready by the time they leave school 	TBC				Education	
Promote emotional wellbeing in children and young people	<ul style="list-style-type: none"> Develop mental wellbeing of CYP 	N/A	See develop mental wellbeing strategy in >40 adults section	March 2014		PH	Prog Officer 3
	<ul style="list-style-type: none"> Promote maternal mental health - scoping exercise on post natal depression services 	N/A	See develop mental wellbeing strategy above	March 2014		PH	Prog Officer 3
	<ul style="list-style-type: none"> Set up a task and finish group to commission tier 1 and 2 mental health and wellbeing interventions for children 	N/A	Group set up and Intervention implemented	Sept 2014		PH BHFT Education	Prog Officer 3


Supporting a vibrant district							
Keep Adults Safe	<ul style="list-style-type: none"> Commission community-based projects for people with early dementia 	N/A	Project established, accepting GP and Social Care referrals	Sept 2014		PH CCG	Prog Officer 3
	<ul style="list-style-type: none"> Commission local project 'Making Every Contact Count' (MECC) 	N/A	Roll out MECC to relevant frontline agencies	Timeframe subject to Bracknell Pilot results		PH Fire service Adult Social Care	Prog Officer 3
	<ul style="list-style-type: none"> Commission the Village Agent Scheme in two deprived areas 	N/A	Village Agent scheme established in two deprived areas	Sept 2014			FN/PO3
	<ul style="list-style-type: none"> Support the implementation of the Homelessness Strategy 	Local Homelessness Strategy published 2012	All aspects of Homelessness Strategy implemented	March 2014		PH Housing	Prog Officer 3
Protect the Health of the public, e.g. pollution, communicable diseases	<ul style="list-style-type: none"> Ensure achievement of national targets (95%) for all immunisations. 	Percentage coverage-see coverage table in JSNA (Appendix)	95 % coverage for all immunisations	ongoing		PHE AT CCG PH	LW
	<ul style="list-style-type: none"> Commission a Flu vaccination campaign 	N/A	Campaign Completed; increased percentage coverage for Flu Vaccination	Oct 2013		PH/CCG	PH Team
	<ul style="list-style-type: none"> Prevention of sexually transmitted infections 	N/A	Commission Sexual Health Services PH campaign x1 sexual health Materials sourced and displayed; evaluation completed	2013/14 link in with national campaign		PH	PH Team


	<ul style="list-style-type: none"> Use Patient information Point and reception area in WBCH, libraries etc to display sexual health information, e.g. HIV, Chlamydia screening, and gonorrhoea. Commission Air Pollution awareness project working with Environmental protection. 	N/A N/A		July 2014 March 2014		PH EH	PH Team Prog Officer 3
Improve employment opportunities for all	<ul style="list-style-type: none"> Commission Outreach CBT/Life skills course for NEETS Explore joint working with MENCAP to support people with learning disabilities into work Work with JCP/IAPT/Library to support people with mild /moderate MH problems into work 	N/A N/A N/A	<p>Talking Therapies to provide Outreach CBT/life skill for NEETS and physical activity sessions with gym instructors.</p> <p>To be confirmed</p> <p>Web-based project established with JCP/IAPT/Libraries</p>	Sept 2014 TBC Sept 2015		<p>PH Skills and Enterprise Partnership</p> <p>PH LD Board Vol Sec</p> <p>PH Arts and Leisure</p>	<p>Prog Officer 3</p> <p>Prog Officer 3</p> <p>Prog Officer 3</p>
Ensure spatial planning for health and wellbeing	<ul style="list-style-type: none"> Map number of fast food restaurants in Newbury and Thatcham Map number of establishments selling 	N/A	<p>This activity will inform granting of new licences for businesses selling fast food</p> <p>This activity will inform granting of new licences for businesses alcohol</p>	Ongoing Ongoing		<p>PH working with licensing</p> <p>PH working with licensing</p>	<p>EC</p> <p>EC</p>


	alcohol in Newbury and Thatcham	N/A					
Reduce crime and disorder	<ul style="list-style-type: none"> Jointly commission and performance manage (with Thames Valley Probation Service) Alcohol Treatment Requirement (ATR) Service and Drug Rehabilitation Requirement (DRR) delivery 	ATR target TBC	ATR Target TBC	March 2014		PH/TVP	IW
		DRR Target TBC	DRR Target TBC	March 2014		PH/TVP	IW
	<ul style="list-style-type: none"> Speech and Language Therapy (SLT) Needs assessment for Young Offenders 	N/A	Needs assessment completed to inform commissioning of SLT for this group	Dec 2013		PH/YOT	FN
	<ul style="list-style-type: none"> Scope provision of positive activities for youth offenders 	N/A	Scoping exercise completed inform commissioning of activities for this group	Dec 2013		PH/YOT	FN
	<ul style="list-style-type: none"> Health needs assessment for people on probation in collaboration with Probation Service 	N/A	Exercise completed to inform health pathway for people on probation	Sept 2014		PH	Prog Officer 3

Ensure good housing and promote engaged communities	<ul style="list-style-type: none"> Support the development and implementation of parish plans, ensuring that health issues are highlighted 	N/A	<ul style="list-style-type: none"> Extensive coverage of Health and Wellbeing in Parish Plans 	Ongoing		PH	PH Team All to have a number of parishes
	<ul style="list-style-type: none"> Commission Health Trainers to support community development projects in Greenham and Calcot 	N/A	<ul style="list-style-type: none"> Community engagement event to improve health sections of Parish Plans 	Sept 2013		PH	
			1x Health Trainer employed per development project	March 2014		PH	LW

Key:

Public Health 

Wider WBC 

CCG 



Commissioning cycle