

Wyre Forest Health and Wellbeing Action Plan

Introduction

The Wyre Forest Health and Wellbeing group works together to tackle key health issues in the district.

This document outlines our priorities, and gives examples of the activities carried out in 2018/19. It sets out how we plan to build on this work and our areas of focus over the next few years

Working in Partnership

Successful delivery of our action plan can only happen through effective partnership working. Partners include:

- Local authorities
- Health bodies
- Voluntary and community sector organisations
- Local service providers

Priorities

- Mental health and wellbeing
- Physical activity
- Reducing harm from alcohol
- Reducing obesity
- Increasing breastfeeding
- Reducing diabetes
- Tackling fuel poverty
- Reducing statutory homelessness
- Smoking in pregnancy

Activities in 2017/18

5 Ways to Wellbeing

Evidence suggests there are five steps we can all take to improve our mental wellbeing. These steps fall under the headings of Connect, Be Active, Keep Learning, Give and Take Notice. The 5 Ways were promoted locally throughout 2018, focusing on each theme for a couple of months at a time. Local opportunities available to help people were promoted and various events and activities arranged to tie in with each of the 5 ways.



WYRE FOREST
5 WAYS TO
WELLBEING

Wyre Forest Volunteer Fair

In August/ September the 5 Ways campaign focussed on the 'Give' theme, with a particular focus on volunteering. A very successful Volunteer Fair held at Kidderminster Town Hall was attended by more than 260 people. Over 40 charities and community groups and organisations took part in the day to promote a range of opportunities and sign up new volunteers. Feedback from stall holders and visitors was excellent and planning is underway for the next event.



Activities in 2017-18 continued...

Starting Well

In July 2018, local organisations held a Healthy Family Fun Day at Kidderminster Youth House to promote the Starting Well Service for 0-19 year olds in Worcestershire. The event was well attended with advice and information given on topics such as breastfeeding, weaning, healthy eating, weight management and local sports sessions and activities.

Social Prescribing

A Social Prescribing pilot project began in Wyre Forest in March 2018, covering all district GP practices. This enables frontline healthcare staff to refer patients to a social prescriber who can help the patient find out about opportunities to improve their own health and wellbeing. Individuals may be advised or supported with anything that is non-clinical, for example this may be housing related, experiencing social isolation or financial. A monthly 'help hub' is held at Kidderminster Medical Centre with various organisations providing information to the public.

Dementia Action

Dementia Action Week in May saw two successful events take place in Stourport and Kidderminster. The Stourport event was combined with the launch of the town's Dementia Action Alliance (DAA). Many people came along to support the work of the DAAs and to help make the towns more dementia friendly, raise awareness about dementia and to find out about Dementia Friends training, which is also ongoing.

Activities Planned for 2018-19 include:

- Volunteer Fair to promote local volunteering opportunities
- Dementia awareness support and training
- Provision of Dementia Dwelling Grants for residents
- Provision of information on Activities for Older People
- Reconnections service to help lonely people aged 50+
- Free cycle training for Wyre Forest adults aged 16+
- Development of local family-friendly cycle routes
- Provision of a wide range of sporting activities
- Promotion of new and existing Health Walks
- Health promotion at events including the Showcase of Services for Older People and the Greener Living Fairs.



- Actively promote national Alcohol Awareness campaigns
- Recruit and train breastfeeding peer supporters
- Increase local sign up to the Worcestershire Welcomes Breastfeeding initiative.
- Provision of advice to prevent and relieve homelessness
- Winter Warmth activities including energy efficiency advice
- Heating and insulation schemes to improve thermal comfort and reduce respiratory illness
- Referral of pregnant smokers to smoking cessation services
- Workplace participation in Worcestershire Works Well

For further details see www.wyreforestdc.gov.uk/health