



## Redressing the balance Putting health at the centre of communities The Welsh Experience

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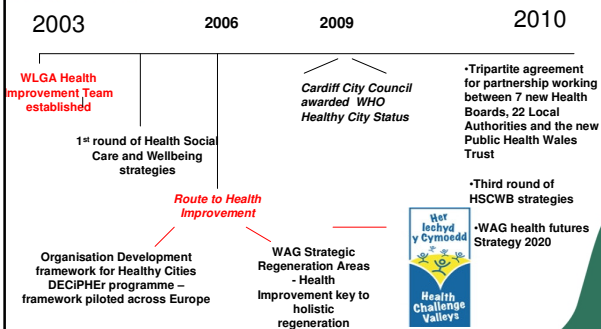
## Where have we come from..?



'A Court for King Cholera.' - Punch, 1852

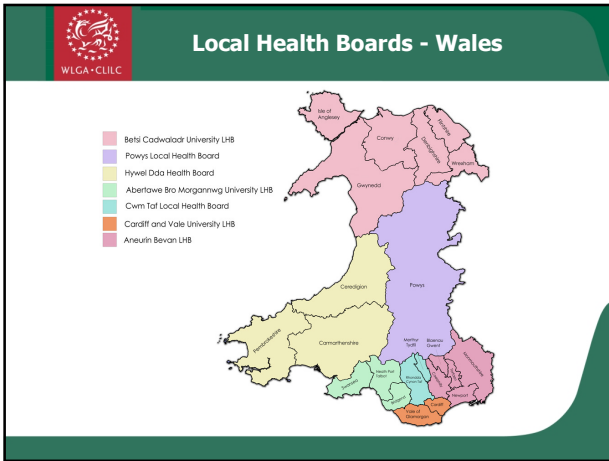


## Our Journey....



## The Route to Health Improvement 2004 – to date

- Key to establishing Local Authorities as Health Improvement Agencies- **using a different language**
- Principles agreed by full WLGA council- **Political ownership and reference group**
- Corporate Health Improvement Groups (CHIGs) established in 22 councils - **strategic local engines**
- Organisational Development; sessions delivered to Members, Senior and middle Management- **capacity building**
- Re affirming specialist public health resource is shared **not just the healthcare**



### 'The Route' – 5 key features

An enabling programme based on the Five Key Features of a Health Improving Council

- 1. Health improvement is an integral part of all Council's activity**  
**Corporate Culture**
- 2. Policy Development** supports the core commitment to improve health
- 3. Collaboration** brings added value to the health improvement effort
- 4. Capacity** to take forward the agenda
- 5. Governance and Performance Management** ensures healthy public policy

### Strategic Vehicles for change 2008 Strategic Regeneration Areas

- Welsh Assembly Governments response to tackling long standing social, environmental and economic issues in areas of significant deprivation – **stronger linkages to regeneration and sustainability**
- 7 strategic sites across Wales encompassing most deprived regions across all of Wales – powerful collaboratives of £billions - total place?

### Health Challenge Valleys

The Strategic Regeneration Areas response to health improvement focuses on the upstream issues; housing, economic inactivity, education and skills, the environment rather than purely healthy lifestyle

*"if you haven't got a kitchen you can't cook anything other than a microwave meal, there is damp on the walls, fuel costs a fortune – there is no insulation, and you fear being evicted by a rogue landlord then 'five a day' is a message that will never resonate"*



## Strategic Vehicles for change 2009 Public Health Wales Trust

- Integrated Public Health Trust established 2009.
- Local Authority chief executive – ministerial appointment to Trust Board
- 7 New Executive Directors of Public Health (WLGA on appointment panel and a council chief executive)
- Strategic Delivery of Health Social Care and Well Being Plans (HSCWB plans) third round
- Maximising local 'virtual public health teams'



## The next few years

- Guidance for the 3<sup>rd</sup> round of HSC&W strategies .
- Re enforces statutory basis and partnerships
- Embedding Local Authorities as health improvement Agencies- greater collaboration through SRA's
- Public Protection – alcohol misuse – national programme looking with LA contribution integral
- Protecting funding and not losing momentum –loss of £3b over next 3yrs to public sector in Wales
- Keeping emphasis on prevention against relentless pressure on NHS resources.
- Smarter ways to evidence the benefits



## The Learning so far.....

- Joint commitment between central government and local agencies to deliver through *statutory duties* and to have multi agency partnerships and joint objectives
- Local plans with no central directive – bottom up based on locality profiles and needs assessments
- Local government to embrace their historic roots for health and community leadership to bring people to the table- strong councillor role
- Identifying the strategic 'hot topics' of the day
- Continued commitment to the community plan
- Performance management and financial incentives linked to joint statutory plans

three yards along the same road,  
is better than three miles along different roads...



*Thank you for the opportunity to share our passion*



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