



# Healthy City

Strategy 2007-2009



**Get active**

**Eat well**



**Feel great!**



**Relax**

**KEEP WARM**





## Why do we need to focus on health?

Health contributes to the well-being of everyone and is important in enabling us to make the most of all aspects of our lives. It affects the opportunities that are available to us - income, employment, social life and happiness. It not only affects us, but our families and our communities. We therefore need to work together to take action to improve health, prevent ill health and provide services for those who need them at the time they need them.

Health is a result of a complicated relationship between many different factors; biological, economic, environmental, psychological, cultural and spiritual. We recognise that other partners make significant contributions to developing healthier individuals and communities and we will work closely with them to get better health outcomes for the people of Derby.

## Derby City Partnership and the 2020 Vision

Derby City Partnership was established in 1995 and is the Local Strategic Partnership for the city. It brings together the public, private and voluntary and community sectors and through shared vision and leadership, works to create a safe, healthy, prosperous and sustainable future for the people of Derby. The Partnership is split into five themed groups:

- Healthy City
- City for Children and Young People
- Cultural City
- City Growth
- City for Stronger and Safer Communities

In 1995 Derby City Partnership launched its 25-year strategy for Derby, our 2020 Vision, which is reviewed every three years. It sets out our social, economic and environmental aims for Derby, based on the city's needs. We aim to improve life in a wide variety of ways in order to make a lasting and positive difference to the quality of life in communities, organisations and individuals in Derby, both now and in the future.

**Our vision** is that people of all ages and from all walks of life will feel they belong to Derby and that Derby offers them everything they need – for work, education, housing, leisure and a safe, healthy lifestyle.

**Our priorities** for 2006-2009 are:

- We will work to create a city centre which people of all ages and backgrounds will be able to enjoy at any time of day.
- We aim to focus on Derby's deprived neighbourhoods, so that opportunities for people living there are the same as for people living in the rest of the city.

# Healthy City

Healthy City is one of the five themed groups within Derby City Partnership helping to deliver the aims and priorities of the 2020 Vision. Our work covers the whole of the city and brings together a wide range of agencies and stakeholders to lead on improving health, improving services and addressing health inequalities.

We work to the aim and priorities of the 2020 Vision alongside other local and national priorities such as those in our Local Area Agreement, the Derby City Primary Care Trust's 10 year strategy "Healthy Derby" and the Government's 2006 White Paper "Our health, our care, our say".

Members of Healthy City include representatives from Derby City Primary Care Trust, Derby Hospitals Foundation Trust, Derby City Council, Derby Community Network, Derbyshire Mental Health Trust and the University of Derby. Within our structure we continually work to engage effectively with patients, service users and carers and staff associations.

Representatives from Healthy City also sit on different groups within the other DCP "Cities" to support cross cutting work and ensure that activity is joined up across the partnership.

## Our aim

### *"Improving health by working together"*

Healthy City strives to improve health, improve services and reduce health inequalities by focusing on the most deprived communities and support the well being of vulnerable adults, helping them live fulfilled, independent lives. This supports the aims of the 2020 Vision. We believe that through working together, joining up services and involving users in their planning and design, we will make a real difference for the people of Derby, giving them confidence in us to deliver and make them rightly proud of their city.



Our aim is to save 2,000 premature deaths in the next 10 years, raising the health of Derby from below the national average to well above and comparable to some of the most affluent areas in the country. If we save 2,000 lives we will half the rate of premature mortality (deaths below the age of 75).

# Our principles and purposes for working together

As partners we have agreed principles and purposes for coming together and we will reflect on our effectiveness to deliver these at each meeting we attend.

- **Build Partnerships**  
Develop strong relationships and increase understanding between different agencies, voluntary and community sector organisations, service user and carer groups and staff associations.
- **Leadership**  
Demonstrate strong and clear leadership in taking forward the aims and priorities of the 2020 Vision and the Healthy City Strategy and action plans.
- **Develop Strategy**  
Work together to take a full role in developing and reviewing key local and national strategies.
- **Identify new / efficient ways of working**  
Work creatively together to consider new ways of working and delivering services to continuously improve efficiency and use of resources.
- **Performance – improvement**  
Consistently monitor performance against agreed key indicators and take action or share best practice to continually improve outcomes.
- **Seamless provision**  
Work together across agencies, informed by consultation with service users, carers and staff, to provide services that are seamless and easy to access.
- **Engagement – staff and users**  
Promote and proactively seek the engagement of both staff and service users and carers in all aspects of the work of Healthy City.
- **Unblock obstacles / resolve issues**  
Take a clear lead to resolve obstacles or difficulties that arise in perusing the work of Healthy City.

## Where are we now?

Derby is a compact city with a good quality of life. It has a strong economy with good job opportunities, top rated public services, a good range of affordable housing, a strong cultural life, excellent access to green spaces and the countryside and is a safe city where people from all backgrounds get on well together. It is also a city in transition with bold ambitions to unlock its potential to the benefit of its people.

These factors provide a strong foundation for good health. However, not all Derby residents have the same opportunity to enjoy good health and a long life. Within some areas the extent of poverty, deprivation and unemployment is

reflected in differences in health, as those on low pay experience poorer health than people with higher incomes.

The main factors influencing inequality are:

- poverty
- poor educational achievement
- crime
- poor housing conditions
- smoking prevalence
- drug and alcohol misuse
- sexual health and teenage pregnancy
- obesity - lack of physical activity and poor nutrition
- unequal access to services and opportunities
- transport
- lack of investment in care services

Healthy City seeks to address these inequalities and support the delivery of the 2020 Vision priority “Improving Derby’s deprived neighbourhoods” and the goals of Derby City Primary Care Trust’s 10 year strategy “Healthy Derby”.

To focus the work of Healthy City over the next two years, we have agreed three main priorities and for each there are two key actions for the coming year.

### **Improving Health**

- Promoting self esteem, physical and mental well being
- Promoting opportunities for self development

### **Addressing Inequalities**

- Equal access to services
- Improve engagement

### **Improving Services**

- Delivering “holistic” services through effective commissioning and working in partnership
- Keeping people independent



These actions will form the basis of, along with our Local Area Agreement, yearly action plans that will be lead by the two main sub-groups of Healthy City, the Improving Health Forum and the Improving Services Group, and overseen by the Healthy City Executive.

# Our 2007-2009 priorities and actions

## Improving Health

We will work to improve mortality rates and by 2017 reduce the level of premature mortality by 50%. Looking at health in its broadest perspective, this priority will focus around delivery of the objectives of Derby City Primary Care Trust's 10 year strategy "Healthy Derby" and Government's 2006 White Paper "Our health, our care, our say". We will do this by:

### Promoting self esteem, physical and mental well being

- Reducing the number of people in Derby who die before their 75<sup>th</sup> birthday
- Reducing the death rate in the key disease areas of:
  - circulatory disease
  - cancer
  - respiratory disease
  - accidents
  - suicides
- Reducing the level of teenage pregnancy

### Promoting opportunities for self development

- Improve lifestyle behaviours:
  - reducing the prevalence of smoking
  - reducing the level of harmful drinking
  - tackling obesity through co-ordinated action on diet and physical activity
  - improving mental health and emotional well being

## Addressing Inequalities

To tackle health inequalities we will focus our work in the neighbourhoods where life expectancy is lower and premature mortality higher than the rest of the city. We will promote health and healthy lifestyles in ways that are appropriate for different groups and tackle specific issues like smoking, physical activity and diet. We will work to reduce unnecessary risks to health and support links across the partnership to address the broader issues that impact on health, like poverty, employment and housing.

We will develop and improve our current mechanisms to help the public get involved in shaping the services we provide, with advocacy to support groups who find it hard to express their views. We will support local and national aims to put greater choice and control in the hands of people who use our services and to provide a more personal service tailored to the needs of individuals delivered as locally and flexibly as possible.

We will do this by:

### Equal access to services

- Developing GP services in the Normanton/Peartree area
- Taking advantage of the opportunities for community facilities on the Derby Royal Infirmary site

## **Improve engagement**

- Looking at a range of issues that relate to “Access, responsiveness and choice” this includes waiting times, sexual health services, public engagement and “choose and book”

## **Improving Services**

We will work together on our services to make sure that everyone has access to health and social care services that are right for them and that they have appropriate choice of services. Our approach will take into consideration current local frameworks for commissioning as well as those emerging from the recent Department of Health consultation. We will undertake joint assessment of need and then jointly commission services, focused on outcomes and tailored to the needs of individuals and supplied by a wide range of providers. We will create strong partnerships with providers and engage them in our needs assessment and make the procurement process transparent and fair.

## **Delivering “holistic” services through effective commissioning and working in partnership**

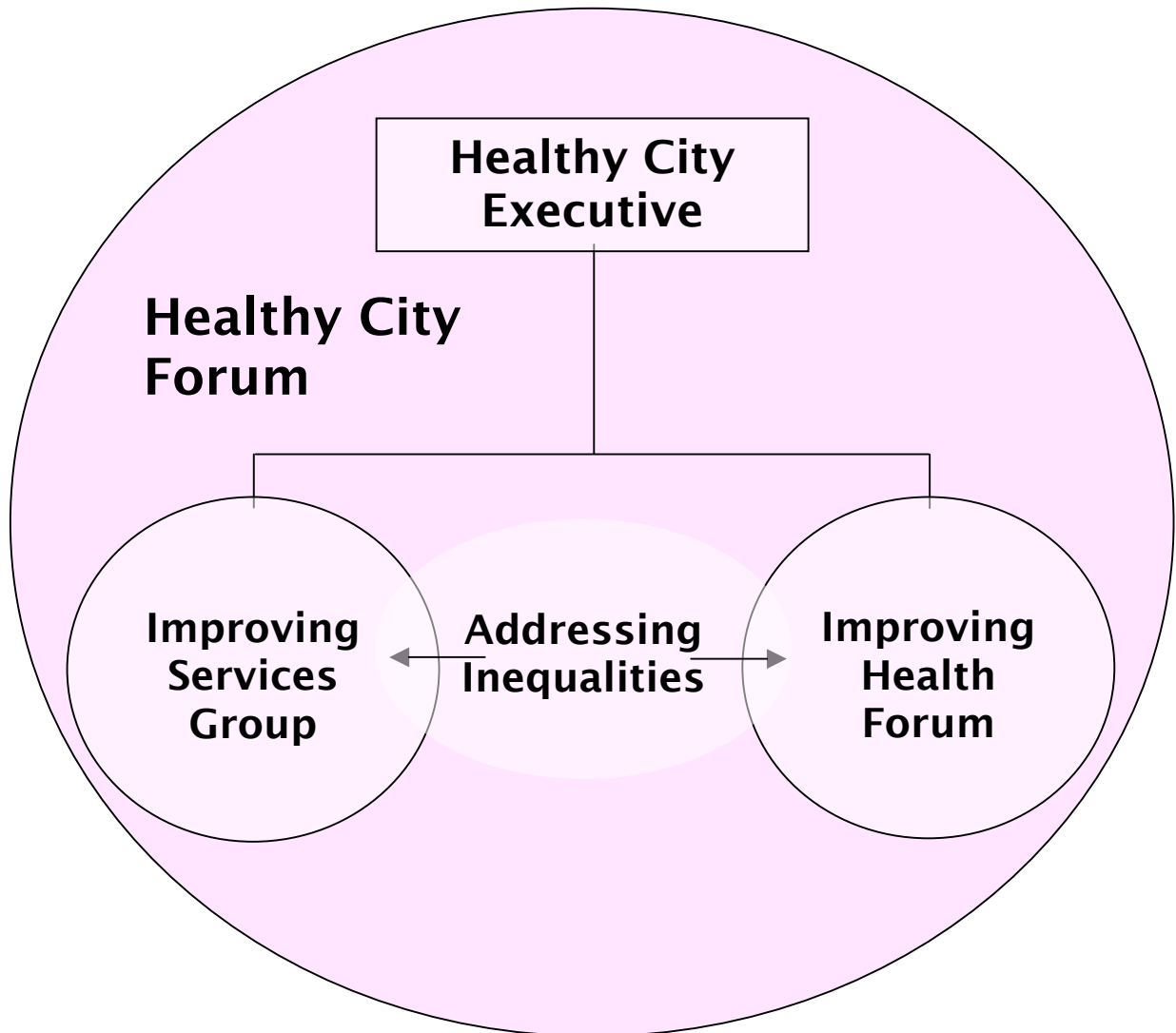
- Developing a joint strategic needs assessment for health and social care services
- Completing “Milestone House” the Green Lane Assessment Centre for the homeless

## **Keeping people independent**

- Delivering the Supported Accommodation Strategy
- Reducing inappropriate admissions to hospital for older people



## Our structure



Our structure reflects the aims of Healthy City by focusing the work of the two sub-groups on our key priorities; “Improving Services” and “Improving Health”. Our third priority of “Addressing inequality” will be an implicit responsibility of the two sub groups.

The Healthy City Forum will be developed to support wider engagement to influence and advise the Healthy City Executive on meeting its priorities and targets.

The Healthy City Executive will oversee the development of the Healthy City Strategy and ensure that it supports the delivery of the 2020 Vision. They will monitor and advise the work of the sub-groups and engage effectively with the Healthy City Forum and with other DCP Groups on cross-cutting issues.

The two sub-groups will develop action plans that support the Healthy City Strategy and agree key indicators to monitor performance. They will review those actions plans and indicators and report exceptions to Healthy City Executive. The Executive will then report to DCP Management Group and DCP Board as appropriate.

## Key related documents

Our strategy and action plans are influenced by and support the following related strategies, plans and other documents

Document
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### Local

- Healthy Derby – Derby Primary Care Trust 10 year strategy, 2007-2017
- Improving our health in Derby – A public health strategy for Derby, 2005-2010
- Derby Older People’s Plan, 2007
- Commissioning Strategy for Older People, 2006-2009
- Supporting People Strategy, 2005-2010
- NHS Local Delivery Plan
- Older People’s Housing Strategy, 2007
- Supported Accommodation Strategy, 2005
- A Vision for Aging, 2005
- Derby’s Affordable Warmth Strategy, 2002
- Children and Young People’s Plan for Derby, 2006-2008

### Regional

- East Midlands Investment for Health

### National

- Department of Health:
  - (2006) Our health, our care, our say
  - (2006) Commissioning Framework
  - (2005) Commissioning a patient led NHS
  - (2004) Choosing Health, making healthy choices easier