

THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA
REPORT BY THE PRIMARY CARE TRUST DIRECTOR OF PUBLIC
HEALTH AND THE DIRECTOR FOR ENVIRONMENTAL HEALTH

CABINET – 26 APRIL 2007

CHOOSING GOOD HEALTH – TOGETHER

This paper presents Cabinet with a draft of the public health and well being strategy for Kensington and Chelsea entitled Choosing Good Health - Together. This is a joint strategy produced and led by the Council and Primary Care Trust but with close support and involvement from the voluntary sector.

Cabinet comments are sought prior to the adoption of the strategy under key decision by the Cabinet Member for Housing Services, Adult Social Care, Public Health and Environmental Health and approval by the Primary Care Trust Board.

FOR COMMENT

1. BACKGROUND

- 1.1 There is a growing interest in the public health and well being agenda as the long term likely costs to local authorities and the national health service of ill health become clearer and the significance of the wider determinants of health is better understood.
- 1.2 The development of the strategy and action plans has been guided by the Joint Position Statement (Towards a new Public Health Strategy for Kensington and Chelsea) made by the Cabinet Member for Housing Services, Adult Social Care, Public Health and Environmental Health and the Chair of the PCT Board last December.
- 1.3 The attached draft (*Appendix 1.*) is based upon the Community Strategy themes and encompasses relevant Local Area Agreement targets. It also responds to the original work on

health inequalities by the Overview and Scrutiny Committee sub-group.

2. DEVELOPING THE STRATEGY – CONFERENCE AND WORKSHOPS

- 2.1 On the 12th February 2007 Kensington and Chelsea Council and Kensington and Chelsea Primary Care Trust launched the strategy development with a public health and well-being conference attended by around 80 stakeholders from the Council, Primary Care Trust, Police, Fire Brigade and voluntary sector. It considered ways in which all could contribute to the health and well-being of communities within the Borough over the next 5 years, working together across traditional boundaries and developing a joint approach.
- 2.2 Councillor Fiona Buxton chaired the conference, and speakers included, Peter Molyneux Chairman of the Primary Care Trust Board and Derek Myers. Paul Aylin, Senior Lecturer at Imperial College, London gave an external perspective on the Council's approach.
- 2.3 Delegates worked in cross-departmental and cross-sectoral groups to:-
 - paint a picture of the current public health and well being position for each of the Community Strategy themes:
 - consider the relationship between the Community Strategy themes and Choosing Health priorities - **smoking, physical activity, nutrition, mental health and well-being, sexual health, and alcohol and substance misuse;**
- 2.4 The work and ideas from the conference were taken forward to workshops on the 1st and 15th March 2006 where the focus was on forging the annually renewable action plans that will underpin delivery of the strategy and which: -
 - Deliver on the Community Strategy aims which impact on public health and well-being;
 - Respond to the recommendations of the OSC on health inequalities and;

- Have a good prospect over the five years of the strategy of making a significant impact on the Choosing Health priorities and ultimately on the big goals set out in the Joint Position Statement.

2.5 Evaluation shows the conference and workshops were welcomed enthusiastically and did the job of engaging people with the agenda.

3.0 NEXT STAGES

3.1 A draft strategy has been prepared which is presented as appendix 1. This strategy will for go comment to:-

- The Overview and Scrutiny Committee on Housing, Environmental Health and adult Social Care on 2nd May;
- the Kensington and Chelsea Partnership on 16th May and;
- the Overview and Scrutiny Committee on Health on 16th May

3.2 Approval of the final version will be sought from the PCT Board on 22 May, and from Councillor Fiona Buxton by way of a key decision at the same time. Publication and distribution is planned for June 07.

3.3 In the meantime work is going into the production of a set of "Delivery Plans" to append to the strategy to illustrate in more detail and for a wider audience the work that will be done to secure improvements in health and well being.

4.0 CONCLUSION

4.1 Much work has been done to create this draft of Choosing Good Health - Together and the Cabinet is asked for comments.

FOR COMMENT

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