

HEALTH AND WELL BEING BOARD Agenda

Date Thursday 30 January 2025

Time 10.00 am

Venue Suite 222, Civic Centre, Oldham, West Street, Oldham, OL1 1NL

Notes 1. DECLARATIONS OF INTEREST- If a Member requires advice on any item involving a possible declaration of interest which could affect his/her ability to speak and/or vote he/she is advised to contact Alex Bougatef at least 24 hours in advance of the meeting.

2. CONTACT OFFICER for this agenda is Constitutional Services email constitutional.services@oldham.gov.uk

3. PUBLIC QUESTIONS - Any Member of the public wishing to ask a question at the above meeting can do so only if a written copy of the question is submitted to the contact officer by 12 noon on Monday, 27 January 2025.

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https://www.oldham.gov.uk/homepage/1449/attending_council_meetings

MEMBERSHIP OF THE HEALTH AND WELL BEING BOARD
Councillors Brownridge, Davis (Chair), Mushtaq, Nasheen, Shuttleworth and Sykes

1 Apologies For Absence

2 Urgent Business

Urgent business, if any, introduced by the Chair

3 Declarations of Interest

To Receive Declarations of Interest in any Contract or matter to be discussed at the meeting.

4 Public Question Time

To receive Questions from the Public, in accordance with the Council's Constitution.

5 Minutes of Previous Meeting (Pages 3 - 8)

The Minutes of the meeting held on 31st October 2024 are attached for approval.

6 Health and Wellbeing Strategy: Priority update- Reduce Smoking (Pages 9 - 12)

An update on tobacco control work in Oldham, in the context of regional and national policy and approaches

7 Health and Wellbeing Strategy: Priority update- Increase Physical Activity (Pages 13 - 16)

An update on Oldham Moving More/Physical Activity Place Partnership Journey.

8 Forward Plan

Board Members to plan and discuss items to be brought before the Health and Well Being Board in future meetings.

HEALTH AND WELL BEING BOARD

31/10/2024 at 10.00 am

Present: Councillors Brownridge, Davis (Chair), Mushtaq, Nasheen, and Sykes

Also in attendance:

Rebecca Fletcher- Director of Public Health

Rev Jean Hurlston- Voluntary member

Jayne Ratcliffe- Director of Adult Social Care

Alison Berens- Head of Commissioning and Market Management

Jayne Haigh- Oldham Safeguarding Children Partnership Manager

Henri Giller- Independent Chair of the OSCP and OSAB

Stuart Lockwood- OCL

Hayley Bibby- Head of Service- Weight Management and Wellbeing Services

Steve Taylor- NCA

Mike Barker- NHS

Andrea Edmondson- NHS

Dr John Patterson- NHS

Michelle Scholes- IGP Care

Kristina Atkins- IGP Care

Jon Taylor- Data Insight and Intelligence Lead

Emily Baylis-Tunney -Data Insight and Intelligence Analyst

Durga Paul- Constitutional Services

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Shuttleworth, Anna Tebay, Suzannah Reeves, Erin Portsmouth, Justine Starr, Laura Windsor-Welsh.

2 URGENT BUSINESS

There were no items of urgent business received.

3 DECLARATIONS OF INTEREST

There were no declarations of interest received.

4 PUBLIC QUESTION TIME

There were no public questions for this meeting to consider.

5 MINUTES OF PREVIOUS MEETING

RESOLVED that the minutes of the meeting held on 12th September 2024 be approved as a correct record.

6 JOINT STRATEGIC NEEDS ASSESSMENT

The Data Insight and Intelligence Analyst presented a demonstration of the Joint Strategic Needs Assessment (JSNA) Website. Work has been done to add detail to various sections of the site, so an overview was provided to the Board with updates to the site highlighted.

The Board were guided through the Ageing well section of the JSNA Website and directed to headline figures on areas such as life expectancy, care home data and vaccine updates. Additional info/facts and figures on ageing population was also shown to

the Board. Officers mentioned that Oldham's Aging Well section of the JSNA website is comprehensive compared to other authorities.

Members noted that the information is useful and that it is helpful that the website is updated regularly. The Board also discussed ways to use the website as a planning and delivery tool and suggested that it should be rolled out so it is known about and utilised.

RESOLVED that, the Board noted and commended the work being done on the Joint Strategic Needs Assessment Website

7

OSCP AND OSAB REPORTS

The Health and Well Being Board heard from the Independent Board of the OSCP and the OSAB who presented on both reports.

Oldham Safeguarding Children Partnership Report

The Oldham Safeguarding Children Partnership report, detailed actions delivered on children's safeguarding. The report highlights the activity and impact of priority areas that pose a risk to the children of Oldham including domestic abuse, neglect, transitions, complex and contextual safeguarding and mental health. The Partnership have identified continuity in key issues as they are similar to previous findings.

The report notes that the level of demand in Oldham is high and there is significant pressure on agencies. Despite these pressures, key actions have been taken in priority activity areas. For example, some of the priority work has focused on children's mental health which continues to be a significant issue. Focus is now on child's voice and agencies are working with schools to talk about safeguarding issues.

Overall, the Board heard that Oldham is in a good place and some of the positives have been emphasised and reinforced by recent Ofsted inspection report.

A 3 year strategy concluded in March 2024- a revised strategy has since been devised. The vision of Oldham Safeguard and aims of the Oldham Safeguarding Partnership are the six stated in the Oldham Strategic Safeguarding Plan 2024 – 2027. Vision:

1. Excellent practice is the norm across all practitioners in Oldham.
2. Partner agencies hold one another to account effectively.
3. There is early identification of new safeguarding issues.

4. Learning is promoted and embedded.
5. Information is shared effectively.
6. The public feel confident that children are protected.

The Board discussed the work being done to support those in situations of domestic abuse. Officers have confirmed that funding has been received but this is no recurring so discussions are taking place on how it should be used.

The Board queried the high proportion of children coming to notice by the safeguarding agencies and questioned the nature of the notifications. Officers explained that a significant number of notifications are just concerns raised and not substantive safeguarding matters.

The Health and Well Being Board suggested that partnership and decision makers should be more reflective of the demographic of the community they service. This feedback is to be shared with partnership boards with the view of developing more bespoke safeguarding partnerships.

Oldham Safeguarding Adults Board

The annual report of the Oldham Safeguarding Adults Board for 2023-24 demonstrates the extent of activity undertaken by a wide range of local agencies for the residents of Oldham. The report reflects both the strength and depth of safeguarding work delivered within localities to identify and address safeguarding need and the extent of innovation and commitment shown by those working in such settings.

The report also demonstrates how safeguarding initiatives commenced in Oldham have been taken up by other boroughs and, in some instances, actioned across Greater Manchester such as the TRAM protocol. The conclusion of the reporting period of this report (March 2024) also marks the conclusion of the Safeguarding Board's three-year strategy.

A new three year strategy statement for the period 2024- 27 has now been produced and seeks to deliver on a number of safeguarding priorities including:

- Improved joint working with the Oldham Safeguarding Children's Partnership.
- Enhanced staff training on issues relating to the mental capacity of individuals with safeguarding needs.
- Combatting exploitation and issues of complex safeguarding arising from risks encountered outside of the family home.

Members of the Health and Well Being Board discussed how some of the issues pertaining to adult safeguarding have changed in recent years following covid. People were made to stay at home, and a consequence of this is an increase in self-neglect.

The Board also noted that there was an increase in need because of an increase in issues being recognised. Situations such as financial abuse are more recognised now as safeguarding issues.

RESOLVED that, the Health and Well Being Board note the OSCP and the OSAB reports.

8

BETTER CARE FUND 2024-25 QUARTER 1 SUBMISSION

The Health and Well Being Board received a presentation on Better Care Fund 2024-25 Q1 Report.

The Better Care Fund (BCF) requires areas to jointly agree to deliver health and social care services supporting improvement in outcomes against the following BCF policy objectives:

- Enable people to stay well, safe and independent for longer
- Provide the right care in the right place at the right time.

The Health and Wellbeing Board signed off the BCF plan for 2024-25 at the July Health and Wellbeing Board Meeting and agreed to delegate sign off to approve the quarter reports to the Chief Executive of the Council and Place Lead at this time.

The Quarter 1 Template only relates to the LA and ICB Hospital Discharge Fund, which account for £4,591,041 of the total BCF. The Quarter 2 submission was released in September and is more detailed than Quarter 1 requiring information on expenditure and outputs on all schemes at 6 months. It has been prepared and signed off for submission on 31st October, information on the submission will be brought to the next Health and Wellbeing Board.

RESOLVED that, the Health and Wellbeing Board note;

1. The content of the Quarter 1 Better Care Fund Submission.
2. That the Quarter 2 submission is in progress and will be submitted with delegated approval from the Place Based Lead in consultation with the Director of Adult Social Services.

9

HEALTH AND WELLBEING STRATEGY UPDATE

The Director of Public Health provided an update to the Health and Wellbeing board on Oldham's Health and Wellbeing

Strategy. The Board heard a brief overview of the 5 key priorities of the strategy:

1. Supporting our residents to gain the knowledge and skills to confidently make choices and make decisions about their own health
2. Giving children the best start in life
3. Improving mental health and mental wellbeing
4. Reduce smoking
5. Increasing physical activity

The Board were presented with key goals for each of the priorities and a summary of measures put in place to work towards the goal.

Members of the Board commended the concise and focused strategy.

The Chief Executive of Oldham Community Leisure noted that Leisure centres in Oldham are experiencing levels of usage higher than ever before and young people attending, sessions delivered, and overall usage is at an all-time high. This suggests an increase in physical activity which is one of the key priorities.

RESOLVED that, the Health and Well Being Board Strategy Update is noted by the Board.

The meeting started at Time 10:00am and ended at 12:10pm

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Report to Health and Wellbeing Board

Smoking and Tobacco Control Update

Portfolio Holder: Councillor Brownridge, Cabinet Member for Adults, Health and Wellbeing

Officer Contact: Rebecca Fletcher, Director of Public Health

Report Author: Andrea Entwistle, Senior Public Health Business and Commissioning Manager

30 January 2025

Purpose of the Report

This report provides an update on tobacco control work in Oldham, in the context of regional and national policy and approaches. Officers and partners from Oldham Tobacco Alliance will attend the meeting to provide an overview of how Oldham is progressing towards becoming Smokefree and how we are working together to tackle tobacco-related harm and improve the health and wellbeing of people living in Oldham.

Recommendations

Health and Wellbeing Board is asked to consider Oldham's progress towards become Smokefree, including the work to date and future plans to reduce smoking prevalence and tobacco related harm.

Health and Wellbeing Board is asked to consider what more can be done to address smoking locally and to reduce the risk and impact of tobacco related harm and how we can work together as a system to contribute to reducing the health inequalities caused by tobacco and smoking and improve the health and wellbeing of our residents.

Smoking and Tobacco Control Update

1 Background

- 1.1 The UK has made considerable progress in reducing the harms related to tobacco. Smoking rates have fallen, both nationally and locally, over the last few decades but smoking remains the single greatest cause of preventable death, disability, ill-health and social inequality for local people.
- 1.2 Smoking is the single most entirely preventable cause of ill health, disability, and death in the UK. It is also the biggest cause of health inequalities. Smoking reduces the quality of a person's life and leads to an early death. Smoking is a modifiable risk factor, with strong connections to wider socio-economic determinants of health, that affects three of the major killers in Oldham, which are circulatory disease, cancer, and respiratory disease. Smoking harms almost every organ in the body. It is the biggest contributor to death and illness. On average a person that smokes loses 10 years of their life. Four in five cancers are caused by tobacco use, and 90% of lung cancer is directly attributable to smoking. Up to two out of three lifelong smokers will die from smoking and smoking accounts for 1 in 6 deaths in England, with huge inequalities existing across areas and populations. In Oldham, 600 deaths and over 3,700 hospital admissions each year are attributable to smoking. The risk of dying from smoking increases with the amount of tobacco smoked and the number of years smoked. On average, for every smoker who dies another thirty are suffering serious smoking-related diseases. Smokers see their GP over a third more often than non-smokers. Quitting smoking at any age can improve health and life expectancy. Non-smokers are also at risk of harm through second-hand smoke exposure, especially vulnerable adults, children, and babies.
- 1.3 Not only does tobacco impact on health and care, but smoking is also detrimental to the economy, with smokers more likely to become ill while of working age, contributing to the 30% productivity gap due to ill health in Greater Manchester. Those who smoke are burdened with a costly addiction, each spending on average £2,451 a year on tobacco. Whilst smoking is not a root cause of poverty, the addiction, associated ill-health and loss of income it causes can significantly exacerbate and lock people and families into an intergenerational cycle of poverty and disadvantage, resulting in the widening of health inequalities. The pandemic, and now the cost-of-living crisis, has not only shone a light on these health inequalities but exacerbated them.
- 1.4 Smoking is the single biggest preventable cause of health inequalities. The Marmot Review reported that smoking remains responsible for around half the difference in life expectancy we see between our poorest and most affluent communities. Smoking is far more common among routine and manual workers and people with lower incomes and is transmitted across generations due to social-norms and addiction. The more disadvantaged someone is, the more likely they are to smoke and suffer from smoking-related disease and premature death. Smoking rates are also higher among people with mental health conditions, those living in social housing, prisoners, looked-after children and care leavers, and LGBTQ+ people.
- 1.5 Tackling smoking is one of the most evidence-based and effective interventions that we can take to prevent ill health. Reducing smoking prevalence would have a significant impact on improving population health, reducing demand on health and social care services, and tackling health inequalities. However, smoking is an addiction most smokers were trapped into as children and young people. Two thirds of those who try smoking go

on to become regular smokers, only a third of whom succeed in quitting during their lifetime. Most smokers want to quit and many more regret ever having started. Therefore, whole system action is needed to support those who want to quit and prevent people from starting smoking in the first place. We are taking a coordinated and comprehensive approach to tobacco control across Oldham, via our Tobacco Alliance and locality tobacco control action plan, to make smoking less accessible, acceptable and desirable, empower successful quitting and stop young people starting to smoke.

2 Current Position

- 2.1 A new [Tobacco and Vapes Bill](#) was introduced in 2024 and it is anticipated that new strategies around tackling tobacco-related harm are being developed under the new government.
- 2.2 Greater Manchester (GM) is committed to becoming the first global city region to be smokefree and since 2017 has been delivering its unprecedented and evidence-based Making Smoking History (MSH) strategy through a partnership of city region, local authority borough and community-based programmes. Built on the evidence-based World Health Organisation (WHO) [MPOWER model](#), the programme has delivered system-wide transformation at scale, influenced national policy, including the Khan Review and NHS Long Term Plan, and delivered ongoing reductions to smoking prevalence across GM. The GM MSH GMPOWER Model features seven key components which ensure delivery of a comprehensive and system-wide approach to tobacco control based on improving and increasing quits and preventing relapse and uptake. An updated five-year [Making Smoking History Strategic Delivery Framework and Action Plan](#) was recently published and outlines the actions needed at a national, regional and local level to achieve Smokefree 2030.
- 2.3 Reducing smoking is one of the key priorities of Oldham's Health and Wellbeing Strategy and it is our ambition to work towards a smoke-free Oldham. Smoking is identified as a key challenge facing the system in the Oldham Integrated Care Partnership's Locality Plan and highlighted as one of the 18 core areas we need to improve and transform.
- 2.4 The Oldham Tobacco Alliance, which reports into the Health Improvement Sub-group of the Health and Wellbeing Board, is a collective partnership of stakeholders and local representatives. The Tobacco Alliance provides strategic leadership and drive for the tobacco control agenda in Oldham, in line with national, regional and local priorities. Its primary role is to provide strategic leadership to improve the health and wellbeing of Oldham's population and to reduce the inequalities in health experienced by some communities, through tobacco control. The Alliance collaboratively supports the strategic vision of making Greater Manchester Smokefree by 2030. This includes facilitating the local delivery of evidence-based tobacco control work across Oldham to reduce smoking rates, minimise tobacco-related harm and contribute to reductions in health inequalities.
- 2.5 Additional funding for local stop smoking services from central government to support local authority led stop smoking services to help more people to stop smoking across England and to increase the number of smokers engaging with effective interventions to quit smoking was made available for 2023/24 and allocations have now been confirmed for 2024/25. The funding aims to support people by:
 - stimulating more quit attempts by providing more smokers with advice and swift support
 - linking smokers to the most effective interventions to quit
 - boosting existing behavioural support schemes designed to encourage smokers to quit (for example the 'swap to stop' scheme)
 - building capacity in local areas to respond to increased demand

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- strengthening partnerships in local healthcare systems

An update will be provided at the meeting regarding how the additional funding has been and will continue to be employed locally to bolster existing stop smoking support by creating more opportunities for people to quit and the impact of that investment.

- 2.6 Health and Wellbeing Board received a comprehensive overview of smoking cessation and tobacco control work in Oldham in [September 2023](#). Officers and partners will attend the Board to provide an update on progress made since the last attendance and a summary of key developments and future plans.

3 Data and Intelligence

- 3.1 Officers from Oldham Council Data Insight and Intelligence Team will attend the Health and Wellbeing Board to present comprehensive data from the Joint Strategic Needs Assessment in relation to tobacco use in Oldham and the progress that has been made to reduce smoking prevalence.

4 Key Issues for Health and Wellbeing Board to Discuss

- 4.1 Health and Wellbeing Board is asked to consider Oldham's progress towards become Smokefree, including the work to date and future plans to reduce smoking prevalence and tobacco related harm.

5 Key Questions for Health and Wellbeing Board to Consider

- 5.1 Health and Wellbeing Board is asked to consider what more can be done to address smoking locally and to reduce the risk and impact of tobacco related harm and how we can work together as a system to contribute to reducing the health inequalities caused by tobacco and smoking to improve the health and wellbeing of our residents.
- 5.2 Health and Wellbeing Board may wish to consider specific roles and approaches for system-level leadership that may support and strengthen local tobacco control work, which could include:
- bringing together the resources and expertise held across the NHS, local government, voluntary sector and other partners.
 - enabling partner organisations to take co-ordinated, mutually reinforcing action and reducing duplication.
 - supporting consistency of approach and reducing variation in access to services
 - aggregating skills and creating a central hub of expertise to help drive up effectiveness.
 - accessing new or different funding streams and using these to increase total investment in prevention.
 - enabling partners to speak with a stronger collective voice to amplify their impact on wider policy.
 - opportunities to take a more integrated approach to prevention, supporting approaches which tackle multiple risk factors simultaneously.

6 Additional Supporting Information

- 6.1 More information about how people can access support to stop smoking can be found here: [Support available to help people stop smoking](#).



Report to HEALTH AND WELLBEING BOARD

Oldham Moving More / Physical Activity Update – Place Partnership Journey

Portfolio Holders:

Councilor Barbara Brownridge, Cabinet Member for Adults, Health and Wellbeing

Councillor Peter Dean, Cabinet Member for Thriving Communities and Culture

Officer Contact: Rebecca Fletcher, Director of Public Health

Report Author: Pritesh Patel, Sport Leisure and Wellbeing Service Manager

Date: 30 January 2025

Purpose of the Report

This report provides brief information to the board on Oldham's recent submission to Sport England for Place Partnership Funding. This is to deepen and expand the work that Oldham (& Greater Manchester) have been doing with the Local Pilot work.

Essentially how we have been working in a place based approach and a system wide approach to reducing inactivity in our borough, and thus improving the health and wellbeing of our residents and our communities.

A presentation will be given on the day regarding the progress to date, the submission and the plans for the future.

Recommendations

The Board members are asked to consider and note the content of the report including the progress made to support our residents to Move More, and our future plans. More information will be provided at the meeting on 30 January 2025

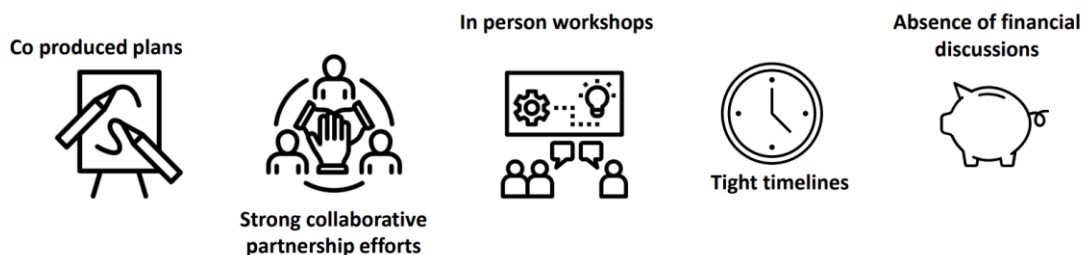
1. Background / Introduction

- 1.1. As part of the Health and Wellbeing strategy 2022 -2030, one of the five key priorities is 'Increasing Physical Activity', and it is also clear that physical activity can contribute to several of the other priorities in the strategy too.
- 1.2. It is noted in the strategy that "*we will know that we have achieved our goals*" in Increasing Physical Activity, because activity levels in Oldham residents will increase, and the % gap between Oldham and England activity levels will close
- 1.3. Physical inactivity is known to be the fourth leading cause of global mortality.
- 1.4. Many of the leading causes of ill health in today's society, such as coronary heart disease, cancer, and type 2 diabetes, could be prevented if more inactive people were to become active.
- 1.5. Moving more can support people to lead longer, healthier, and happier lives and can support the reduction in the gap in health outcomes and health inequalities between different groups & communities in Oldham
- 1.6. Since 2019 we have changed our way of working in line with the principles of the Local Pilot, which will be shared at the meeting. This has resulted in some significant examples of positive change and some learnings that continues to shape our way of working.
- 1.7. We (Oldham / Greater Manchester) were asked to consider submitting an application to Sport England so that we could 'deepen & expand' the work from 2025.

2. Current Position – Submission of application

- 2.1. A collective GM decision was made on which submission deadline we would aim for and it was agreed that we would have a dedicated GM Peer review period before submitting to Sport England
- 2.2. GM Deadline – 26 June 2024. We took a whole system approach to our application and included all partners and stakeholders involved with the Local Pilot work. We took the approach of telling 'the journey so far', our learning, and our future plans informed by what had been learnt and local need.
- 2.3. GM Peer Review – 18 July 2024. A GM wide review was carried out by the ten boroughs and GM Moving which provided good feedback and a good understanding of each of the locality submissions.
- 2.4. Sport England Deadline – 12 August 2024. GM Moving pulled together our collective submission to Sport England.
- 2.5. Sport England Board Meeting / Decision – 24 September 2024. Supported by our Sport England Northwest Relationship Manager, the submission was considered and approved by the board.
- 2.6. Reflections on the process:

Localities reflected on what the deepening process involved locally:



2.7. A summary of our submission and plans will be shared at the meeting on 30 January 2025 as well as our Principles and way of working.

2.8. Next Steps – Await & sign paperwork, starting to plan and prepare for the expansion, use local data and insight to identify specific areas in each district for the place based approach, and continue to build trust and relationships.

2.9. This approach for Moving More aligns with our Oldham ways of working too

2.9.1. Prevention

2.9.2. Place based

2.9.3. Resident focused

3. Key Issues for Health and Wellbeing Board to Discuss

3.1. Health and Wellbeing Board is asked to consider how we expand this work in to all five districts, and which small area of need we should consider in each district.

3.2. Health and Wellbeing Board is asked to consider how we align this to existing work in each district, where relationships and teams already operate.

3.3. Health and Wellbeing Board is asked to consider how we share the learning and positive impacts from this work wider.

3.4. More information will be provided in a presentation on 30 January 2025 before you need to make your considerations.

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