

ANNEX C PROGRESS AGAINST PRIORITY ACTIONS TO ADDRESS HEALTH INEQUALITIES (DRAFT FOR FURTHER DEVELOPMENT)

Health Committee Priority	Actions taking place 2014/15	Actions identified in business plan for 2015/16
Addressing health inequalities in Fenland	<ul style="list-style-type: none"> • Opening of a new sexual health and contraception hub in Wisbech in November 2014, as part of a county-wide procurement of sexual health services carried out by the public health directorate. This brings level 3 community treatment services to Fenland which previously were only available in Cambridge and Huntingdon - and for which Wisbech residents previously had to travel to Queen Elizabeth or Peterborough hospitals • A mobile workplace health programme has been put in place in Fenland, which involves working with employers to create workplace environments that support health through the provision of information, advice, support, training and on-site provision of Stop Smoking Services and the NHS Health Checks Programme. Fenland District Council has provided a vehicle for this service that visits workplaces and other locations such as supermarkets, providing flexibility and the space for delivery. • A commitment to a new weight management and obesity treatment hub in Fenland as part of the current county-wide procurement of lifestyle and weight management services .This will bring level 3 weight management services to Fenland, for which residents previously had to travel to Addenbrookes hospital. The implementation of the new service will be in June 2015. • Social marketing and insight work to understand the views of Fenland residents on health issues and in particular issues that may be reducing uptake of smoking cessation and health checks services. 	<ul style="list-style-type: none"> • A commitment in the 2015/16 County Council business plan to engage with Fenland communities on improving health and wellbeing issues which are important to local residents and to create a 'Healthy Fenland' fund to support this. The fund will be pump-primed from a public health grant ear-marked reserve, and managed locally by a voluntary/community sector organisation.

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Health Committee Priority	Actions taking place 2014/15	Actions identified in business plan for 2015/16
Addressing high rates of smoking amongst manual workers in Fenland and county-wide	<ul style="list-style-type: none"> Agreement for Cambridgeshire to host regional funding to commission an illicit tobacco programme across Anglia and Essex, and to lead on the commissioning of the programme 	<ul style="list-style-type: none"> 2015/16 investment in a workplace public health post which will focus on introducing workplace health programmes across Cambridgeshire, prioritising employers with a high proportion of manual workers Joint investment with other local authorities in a regional approach to tobacco control, prioritising communications and media work to engage communities
Addressing inequalities in early childhood development and school readiness for children eligible for free school meals	<ul style="list-style-type: none"> Public health and CFA staff are closely engaged with NHS England in preparing the specification for the healthy child 0-5 service contract for 2015/16. 	<ul style="list-style-type: none"> Further work will be carried out with CFA on an integrated approach to early childhood development and school readiness, which will prioritise addressing inequalities in school readiness.
Participation in wider County Council initiatives	<ul style="list-style-type: none"> Health Committee inequalities indicators and target trajectories have been developed in response to the full Council motion on narrowing the gap in multiple deprivation across the County. These are available in the paper to full Council on February 17th, outlining the indicators developed by all Service Committees. 	<ul style="list-style-type: none"> Shared public health priorities across directorates for 2015/16 include 'Engaging with Communities in Fenland' and 'Promoting cycling and walking in areas of the county with lower rates of physical activity'.