

REPORT TO HEALTH AND ADULT SOCIAL CARE SCRUTINY BOARD

19 November 2018

Subject:	Progress Briefing: Public Health Development Officers (PHDO) role and delivery plan
Cabinet Portfolio:	Councillor Elaine Costigan - Cabinet Member for Public Health and Protection
Director:	Executive Director of Adult Social Care, Health and Wellbeing – David Stevens
Contribution towards Vision 2030:	
Contact Officer(s):	Ansaf Azhar – Acting Director of Public Health Gordon Andrews – Programme Manager Obesity, Physical Activity & Tobacco Control

DECISION RECOMMENDATIONS

A progress briefing for the Health & Adult Care Scrutiny Board to provide an update regarding the Public Health Development Officers (PHDO) team role and delivery plan as part of public health initiatives to increase physical activity and wider work to improve health and well-being.

1 PURPOSE OF THE REPORT

Following Cabinet approval in November 2017 a permanent team of Public Health - Development Officers (x6) is employed within Public Health. Building on the prior success of fixed term, two year programmes (incorporating the Community Activity Network Development Officer (CANDO) engagement programme), the current posts operate in a broader public health role in harnessing effective engagement with public health initiatives and local integration within the wider lifestyle services model for the Borough; enabling connectivity between services users, service providers, key stakeholders and partners at ‘town’ delivery level.

2 **IMPLICATIONS FOR SANDWELL'S VISION**

Funded and managed by Public Health, the new Public Health Development Officer (PHDO) team (x6) have the requisite skills and expertise in public health (i.e. in physical activity, weight management, substance abuse) to engage in key locality settings to deliver against the public health priorities identified under the Sandwell 2030 vision: 'Sandwell is a place where we live healthy lives and live them for longer, and where those of us who are vulnerable feel respected and cared for.' (Ambition 2)

The three supporting Public Health priorities as follows;

1. We want children in Sandwell to get the best start in life.
2. We want all adults in Sandwell to have excellent physical and mental wellbeing.
3. We want Sandwell residents to benefit from joined up health and social care to ensure they can live independently within the community for as long as possible.

The PH – Development Officer (PHDO) mission is 'We will work to inspire communities to be active and healthy and through our network ensure that we provide the right services in the right places accessible to all'.

3 **BACKGROUND AND MAIN CONSIDERATIONS**

2016-2018:

The original Community Activity Network Development Officer team (x6) operated for two years on a fixed-term project; co-funded between Public Health (for salaries) and Sport England (for grants & programmes). Their work was aligned to that of the PH Development Officers for Weight Management (x2) & Alcohol Awareness (x3); eleven development officer posts being operated with all salaries funded and roles managed by Public Health for the two year, fixed term period ending 31 March 2018.

CANDOs impact/outcomes

The original Community Activity Network Development Officer (CANDO) role was not for programme delivery, but to co-ordinate one and enhance connectivity and integration across programmes and services, connecting service users, stakeholders and developing provider pathways. The value of this approach was recognised nationally (Sport England) and in the strategic frameworks of the West Midlands Combined Authority (Physical Activity Strategy) and the Black Country Sports Partnership.

Sandwell Council CANDOs established a Community Activity Network (CAN) in each of the Sandwell towns. Using the information and evidence in their town profiles each CANDO officer maintained a delivery plan for

their town in line with key performance indicators (KPIs) for the CAN programme and Sport England – Community Sports Activation Fund grants.

Within the first year, all CANDOs completed service mapping for their respective towns, assisted potential providers to access grants and support and liaised closely between communities and providers to develop integrated service pathways. They contributed to work to develop ‘tailored, personalised’ maintenance packages for Sandwell residents who successfully completed programmes as part of commissioned lifestyles (behaviour change) services. Over two years the CANDOs developed networks and relationships with specific professionals (i.e. GPs, teachers), and key settings (i.e. schools, community, faith-based centres) within localities in order to generate appropriate opportunities for individuals and/or families to become and remain physically active. CANDOs also contributed across the commissioning function of Public Health i.e. supporting the commissioning and development of an ‘Older People’s Physical Activity pathway’.

Town	Total organisations engaged	Number of successful CAN funding applications submitted	Value of successful CAN funding applications (£)	Number of interventions/ programmes/ projects	Number of new people engaged in those projects
Tipton	34	19	£44,928.07	19	935
Oldbury	64	22	£30,018.47	22	532
West Bromwich	162	29	£55,443.30	29	1582
Smethwick	53	23	£53,447.25	23	1086
Rowley	48	23	£27,445.08	23	969
Wednesbury	24	15	£24,937.35	15	654

Table 1: CANDO Programme - Summary of Engagement (6 Towns) 2016-18

4 THE CURRENT POSITION

Each member of the new, permanent team of Public Health Development Officers (PHDOs) has key responsibility for one of the six Sandwell towns and works closely with the town team and other council/public & 3rd sector organisations. The key functions of the ‘Development Officer’s’ role are to:

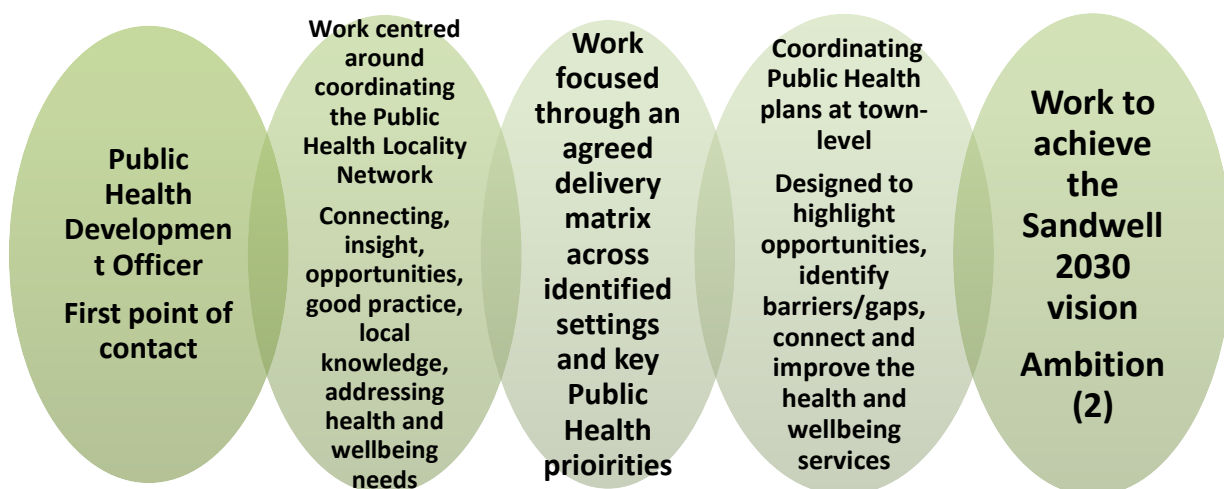
- Develop and support a locality network i.e. between commissioners / providers / key stakeholders / partnerships / community groups
- Co-ordinate the development of accessible & integrated service pathways within the locality and manage the integration of appropriate services (projects and programmes) and opportunities for local residents to engage.

- Promote enhanced understanding of: local needs, opportunities and barriers through engagement and INSIGHT working.
- Coordinate and support the work of project delivery and continuity in the local geographical area i.e. 6 towns.
- Organise and promote workforce development and training opportunities for local people (i.e. Community Champions).

A co-ordinated approach, using Delivery Plan Matrix working, is designed to focus PHDO team engagement within key Public Health priorities including: reducing childhood obesity, reducing alcohol related harm, improving working place health and reducing the impact of Cardio Vascular Disease (CVD). Key settings include primary care, early years, schools, workplaces, communities and digital platforms. The team work with a range of services to identify local health and wellbeing needs, opportunities, barriers, gaps and to continuously improve access into our local health and wellbeing services.

The Public Health Locality Network

The PHDO team has established Public Health Locality Networks in each town to connect stakeholders, partners and community groups together into one central group and provide support to local services in order to build an integrated pathway of local opportunities and address the health and wellbeing needs of local people. Through the network they provide a platform which will enable partners to regularly share local knowledge and good practice of ‘what works’.



SUSTAINABILITY OF PROPOSALS

- 4.1 There are currently three vacancies in the permanent PHDO team (as at November 2018). These vacancies are the result of the original post holders leaving to further progress their careers in public health (commissioning) outside the Authority. A degree of 'churn' in the team is to be expected as these Band F posts are excellent roles from which to progress working in public health (as successful, applicants need to have qualifications and skills in public health and community engagement).
- 4.2 In the interim, to maximise continuity, the existing members of the team will continue to be the point of contact for public health in their respective towns while maintaining the locality network of an additional town as follows:
- Town / Community Networks:
Ricky Byrnes - Smethwick & Wednesbury
Megan Smith - Oldbury & West Bromwich
Matt Hill - Rowley & Tipton
Katie Deeley (Physical Activity Project Manager) covering Tipton network meetings (as per her previous role)
- 4.3 Recruitment is ongoing and has attracted a high number of applications. Interviews are scheduled for the period November 1 – 6 2018 and it is anticipated that a full team (x6) will be in place from mid-January 2019.

5 HEALTH AND WELLBEING IMPLICATIONS

See *Appendix A* – Current PH Development Officer work (Nov 2018)

6 CONCLUSIONS AND SUMMARY OF REASONS FOR THE RECOMMENDATIONS

- 6.1 That the Health and Adult Social Care Scrutiny Board is periodically updated as to the progress of the Public Health Development Officer (PHDO) team and their impact in the outcome areas identified by public health (as coordinated through the PHDO Delivery Plan) supporting Sandwell 2030 Vision (Ambition 2).

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