

BHWP Health Inequalities

Update Report on the National Support Team visits to Birmingham Tobacco Control (September 2009) Infant Mortality (November 2009)

Report by: Julia Brown and Chris Baggott

Purpose

- This report gives brief summaries of the recent visits to Birmingham of the National Support Teams for Tobacco Control (TCNST) and Infant Mortality (IMNST).

Background

- The National Support Team Reviews are not assessments or audits of performance in any measured sense, rather they are designed to be constructive and objective scoping exercises which can help to re-establish strategic direction and clear actions to achieve national objectives.

National Support Team review for Tobacco Control

- The Tobacco Control (TC) NST interviewed 40 people from across the NHS, the city council and the BHWP in the course of their visit to Birmingham.
- The TC NST praised the preparation and implementation for smoke free legislation and the high compliance with this that the city has achieved. They also acknowledged the enthusiasm and willingness they found to work in partnership on tobacco issues, recognising that the BHWP is a good potential structure to pull in all local partners to develop vision and lead on Tobacco control.

- The review produced 22 pages of recommendations. Those which pertain directly to the BHWP have been reported to the Executive.
- The remaining recommendations will be addressed in the emerging citywide Tobacco Control Strategy and Action Plan. The citywide Strategy and Action Plan will be closely aligned to the new National Tobacco Control strategy expected in November, and a costed delivery plan, requested by the BHWP executive, to accompany it, is currently in development.
- The NST provided a top 5 take home messages;
 1. In order to deliver on the TC Agenda, establish a new strategic approach to TC, with high level support, owned and delivered through a multi-agency partnership with appropriate accountability to Be Birmingham
 2. Develop a comprehensive TC programme covering all key strands, each with delivery plans with clear roles and responsibilities for all partners
 3. Further align stop smoking provision in order to provide a consistent and effective level of support to smokers across Birmingham
 4. Develop a co-ordinated and strategic approach to marketing/ communication and Public Health intelligence across the local health economy
 5. Develop a strategic approach to smoking in pregnancy that translates into effective outcomes
- In addition to these key points, the funding of the citywide plan was also highlighted by the NST in their recommendations, i.e., ***'it needs to be implemented with an appropriate budget...commensurate to Birmingham's status as second city.'***
- They also call for a ***'long term commitment to a senior tobacco control alliance coordinator post, joint funded by 3 PCTs and the Council.'***
- A follow up meeting with the NST team took place at the end of October. This was a chance to discuss our priorities going forward and to what extent the NST could support us in implementing any action.
- A brief summary of TC work going forward includes;
 - Production of a citywide Tobacco Control Strategy and Action Plan
 - Strengthening of tobacco control and stop smoking activity within the local authority through partnership working including;
 - developing the Cabinet Member for Adults and Communities role as city council 'champion' for Tobacco Control
 - piloting intensive smoking cessation support to staff in a directorate with high sickness rate
 - developing a business case for tobacco control to engage other Cabinet members in a policy to reduce smoking in the workforce and in the local population
 - Development of a strategy for marketing and community engagement which supports the citywide TC strategy
 - Development of a performance framework and process in order to progress the many important recommendations that the NST Report contains including making TC part of the City Council's Health Inequalities Strategy and a key

theme. We will be supported by the NST in the new year when we will hold a Tobacco Control visioning event for partners and stakeholders in February

- Alignment of the stop smoking services into one pan-Birmingham Stop Smoking Service
- Development of a care pathway to reduce smoking in pregnancy in collaboration with key partners, e.g. IM lead, Perinatal Institute, and Pregnancy outreach worker project

National Support Team review for Infant Mortality

- The IM NST interviewed 58 people from Birmingham's NHS and Local Authority organisations.
- Workshops (small group discussions) were held on identified themes:
 - Screening
 - Smoking
 - Teenage Pregnancy
 - Nutrition
 - Safeguarding/SUDI
 - Ethnicity
 - Housing
 - Immunisation
- The IM NST recognised many strengths in relation to Birmingham's current approach to reducing Infant Mortality
 - Reducing Infant Mortality or interventions to reduce it are World Class commissioning priorities for all three PCTs
 - The first key theme of the BHWP Business Plan is Tackling Health Inequalities, with a workstream for Infant Mortality and dedicated staff to deliver five KPIs
 - The LAA has a budget for addressing some risk factors associated with Infant Mortality
 - Maternity services are a priority in all PCT operating plans
 - The partner Trusts are represented on the BHWP Executive
 - The JSNA (2008/9) has been produced with the partner agencies and has identified target wards for infant mortality
 - Good community engagement through an active Maternity Services Liaison Committee (MSLC)
 - Protocol on joint working between Housing and the BHWP
 - Birmingham has a committed and enthusiastic workforce, with examples of good operational leadership
 - HoB tPCT has incentives to recruit and retain health visitors – demonstrating some signs of success
 - Citywide Enhanced Genetics Service (funded by HoB)
 - Family Nurse Partnership programme implemented by BEN and South
 - Early booking rates have increased significantly city-wide
 - The BHWP IM delivery plan is prioritising increasing breastfeeding prevalence
 - Social Risk Assessment tool used across Birmingham
 - Public Health Information Team is valued as a data analysis resource
 - HoB are collaborating with the Midlands Health Academy in redesigning the workforce for the Right Care, Right Here Programme
 - The West Midlands Perinatal Institute (WMPI) and Genetics Education Centre are based in Birmingham

- The review produced 34 pages of recommendations. The recommendations will be addressed in the citywide Reducing Infant Mortality Strategy and Delivery Plan that will be completed by the end of March 2010.
- The NST provided a top 10 list of 'take home messages':

Vision and strategy

1. Develop a:

- Shared vision and understanding of the risk factors for infant mortality and how to reduce these. This vision needs to be understood and owned by all partners in Birmingham
- Strategy to reduce infant mortality in Birmingham by April 2010 and further develop the Infant Mortality Reduction Programme Delivery Plan

Commissioning

2. Joint commissioning between all the PCTs in Birmingham and Birmingham City Council is important to ensure a whole systems approach to tackling infant mortality
3. Ensure that the pan-Birmingham service specification for Maternity Services is explicitly commissioned from all provider services

Organisational arrangements

4. Establish a small task and finish group to review the organisational, decision making and governance arrangements for maternity and early years across Birmingham in order to clarify and streamline processes

Data and needs assessment

5. Jointly develop a database of relevant risk factors for infant mortality.

Community engagement

6. Develop a strategic approach to community engagement that integrates the efforts and resources of Birmingham City Council and the PCTs. The risk factors for infant mortality should be embedded in this approach

Management of the unwell/feverish infant

7. review infant deaths secondary to infections to understand if any of these deaths were preventable and develop strategies to prevent this

Nutrition

8. Develop a citywide nutrition strategy, which includes a communication plan to share examples of good practice

Safeguarding children

9. Evaluate the new processes and procedures to embed CAF into culture and practice and the work to improve training, referral pathways and documentation around CAF

Reducing tobacco use

10. Develop a strategic, citywide approach to tackle smoking in pregnancy and develop an action plan to implement the “Quit 4 a New Life” programme across Birmingham

- In addition to these key points the NST suggested that **“Given the size and complexity of Birmingham the strategic lead role needs to be complemented by an operational lead to ensure implementation”**
- The NST report offered five pages of support that they are able to offer to Birmingham to address the recommendations
- A follow-up meeting with the NST will take place at the end of January 2010. This will allow Birmingham to prioritise our requests for NST support.
- The NST will facilitate a visioning day in early February 2010 to engage all stakeholders and ensure that the first recommendation above is addressed.
- The visioning day and analysis of the NST report recommendations will influence the Reducing Infant Mortality Strategy for Birmingham and future delivery plans.

Conclusion

- The Board note the main recommendations of National Support teams visit, the proposed development of appropriate action plans across the City to support delivery and the reporting mechanisms through the BHWP Executive.