

**Regeneration Framework Action Plan
Health Inequalities**

OBJECTIVE	Key Strategy	Delivery Group/linked strategies and plans	Lead person	Key Actions	Milestones	Performance Indicators / targets	Progress update
To narrow the gap in life expectancy in the target areas, bringing figures in line with county averages.	Reduce risk of premature death (under age 75) by increasing the number of smoking quitters.	Public Health work plans	Jo McKechnie (Laura Wardak, Smoking Advice Service)	Increase number of people who quit smoking by improving access to support services through primary care including pharmacies, and in community settings	<ul style="list-style-type: none"> Local targets to be set for 2011-12 based on county target Smoke stop groups run in target areas Relevant local advertising of services GP led interventions and signposting from Health Checks 	<p>Number of smokers setting a quit date who live in target areas</p> <p>Number of people who quit (for at least 4 weeks)</p>	
				Develop and launch Tobacco Control teaching kit for primary schools	<ul style="list-style-type: none"> Development of toolkit. Dissemination to schools in target area 	<p>Number of schools using toolkit.</p> <p>Evaluation report.</p>	
	Reduce risk of premature death by offering NHS Health Checks	Public Health work plans	Jo McKechnie (Public Health consultant)	<p>GPs from local practices to offer health checks.</p> <p>Patients offered appropriate treatment or referral.</p>	<ul style="list-style-type: none"> Local targets to be set for 2011-12 based on county target. Locally Enhanced Service for CVD risk assessment. Introduction of new NHS Health Checks in these practices 	<p>Number of people taking up offer of health check</p>	
Reduce risk of infant mortality in target areas as part of initiatives to give children a good start	Reduce the number of women who smoke during pregnancy	Public Health Work plans	Jo McKechnie (Laura Wardak, Smoking Advice)	Increase number of pregnant women who quit smoking by improving access to support	<ul style="list-style-type: none"> Local targets to be set for 2011-12 based on county target 	<p>Number of smokers setting a quit date who live in target areas</p>	

in life			Service)	services through primary care and home visits	<ul style="list-style-type: none"> Notification to the Smoking Advice Service of clients who smoke. Home visits and follow up support 	Number of people who quit (for at least 4 weeks)	
	Reduce the number of teenage pregnancies	Joint Teenage Pregnancy work plan	Jo McKechnie (Teenage Pregnancy Coordinator)	Partnership work including school nurses, contraceptive services (e.g. C Card) to target areas where conception rates remain higher than county average.	<ul style="list-style-type: none"> Local targets to be set for 2011-12 based on county target Number of conceptions in women aged 15-17 is reduced. 	Conception rate per 1000 females aged 15-17	
	Increase the breastfeeding rate in target areas	Public Health work plan	Jo McKechnie (Community Infant feeding service)	Breastfeeding support through maternity services, primary care, Children's Centres and Voluntary sector provision e.g. café, bus	<ul style="list-style-type: none"> Local targets to be set for 2011-12 based on county target Higher proportion of women in target areas initiate breastfeeding and continue for at least 8 weeks 	Breastfeeding initiation rate. 6-8 week breastfeeding prevalence	
	Family Nurse Partnership provides support to all first time mothers under 20	Children and Young People plan	Jo McKechnie (Alison Burton, Public Health)	Health Visitor and home visiting support throughout pregnancy and early life of the child	<ul style="list-style-type: none"> All women aged under 20 expecting their first baby from the target areas are offered the service 	Participation rates	
Improve mental health and well-being	Early diagnosis and intervention for a range of mental health issues	Mental Well-being Strategy and Action Plan	Jo McKechnie (Jackie Wilderspin)	Mental Health First Aid training for community members in target localities	<ul style="list-style-type: none"> Target number of participants to be set for 2011-12 Training courses made available in target localities 	Participation rates in courses	
	Provide support to carers by improving access	PCT Carer Action Plan	Jo McKechnie (Mary	Direct payments for Carer breaks on referral from a GP	<ul style="list-style-type: none"> Revised quota for each GP practice to be set 	Number of carer breaks taken up	

	to carer breaks		Hardwick)		<ul style="list-style-type: none"> GP practices in target localities use quota of carer breaks allocated and improve recording of carer status in their records 	Number of carers identified on patient register	
	Improve access to advice on benefits and welfare services	Benefits in Practice contracts	Jo McKechnie	Provide benefits advice in GP Practices in the target areas through the Benefits in Practice initiative provided by CAB	<ul style="list-style-type: none"> Target to be confirmed as average £900 gain per client Clients receive advice and support to maximise their income by claiming benefits that are available to them. 	<p>Number of clients seen.</p> <p>Average increase in income for clients.</p>	
Increase physical activity levels among women in Oxford	Sport England Active Women Project aims to increase participation in sport by removing identified barriers and focusing on 6 sports.	<p>Sports Partnership Action Plan</p> <p>A wide range of activities in target areas is set out in Oxford City Council Sports Activities Plan 2009-14 and the Dance Development Plan</p>	Jo McKechnie (Toni Bridges Oxfordshire Sports Partnership)	Delivery of activities in 6 sports including tennis, athletics, netball, badminton, gymnastics and football in specific locations in Oxfordshire including Blackbird Leys	<ul style="list-style-type: none"> Contribute to the Sport England strategy of 1 million people active in sport by 2012. Contribute to increased participation in sport by at least 1% per annum. To enhance the workforce and structure increasing the ability to engage with adults linked to community sports networks. Recruit and train coaches and volunteers from targeted segments. 	KPI's individual attendances, number of volunteers trained	

