

Cabinet Meeting: Monday, 09 December 2024

Question from: Ed Greenwood

Question to: Councillor Tremayne

I am curious Chair.

Recently I came across a recent article written by the Secretary of State for Health, the Rt. Hon. Wes Streeting.

"I love the NHS: it saved my life, but the operation to rescue it must be led by the people and its staff." and

*"..we are launching [the biggest national conversation](#) about the NHS since its birth. We will be holding events across the country, including **citizens' assemblies**, asking the public what needs to change".*

I was therefore minded to remember that C.M.B.C. called an extraordinary meeting on the 16th April 2014 to address the furore created by the impending Strategic Outline case, by creating a 'People's Commission' to 'evidence, lead consultation and produce proposals' regarding future provision of Integrated Health and Social Care.

The report was titled **"Improving Health TOGETHER"**.

This Commission was chaired by Professor Andrew Kerslake and consisted of six Council Members; Labour Deputy Leader, Barry Collins, Cabinet Member for Adult Health and Social Care, Bob Metcalfe, Cllrs. Janet Battye, Marilyn Greenwood, Geraldine Carter, John Hardy. The resultant report (January 2015) proposed fifteen (15) recommendations to C.M.B.C.

My question is; what were the outcomes of these recommendations, especially recommendations 13, 14 and 15?

I look forward to a transparent, honest and evidenced response within the agreed seven days.

May I bring to your attention that this Commission won the U.K. National Award for Local Authority Innovation, presented to C.M.B.C. in a gathering of all Local Authorities who submitted their proposals for improvement. Unfortunately, this prestigious award, of which C.M.B.C should be proud, has gone missing, last known to be in the Mayor's parlour.

Thank you Chair.

RESPONSE

Recommendation 13 The Council's Adults Health and Social Care Scrutiny Panel should assess on at least an annual basis the extent to which the Better Care Fund is achieving its objectives and whether any integration of health and

social care services has been effective. The Scrutiny Panel should report its assessment to the Health and Wellbeing Board.

The Better Care Fund (BCF) is seen annually at the Health and Wellbeing Board. At the most recent occasion on 18 July it was resolved that

- a. Discussion about the 2025/26 Better Care Plan should take place before the end of the 2024/25 municipal year to enable the Board to help shape the Better Care Fund outcomes for the following year, and;
- b. the Calderdale Better Care Fund for the 2024-25 municipal year be signed off.

To avoid replication of work, in 2017 it was decided that the BCF would go direct to the Health and Wellbeing Board. However, Adults Health and Social Care Scrutiny has regularly scrutinised hospital discharges and housing adaptation grants which are funding by BCF monies.

Recommendation 14 relates to the Council's Adults Health and Social Care Scrutiny Panel should assess on at least an annual basis the extent to which the Council, through all its activity, is fulfilling its statutory role to improve the health of the population and consequently reduce demand for health and care services. The Scrutiny Panel should report its assessment to the Health and Wellbeing Board.

The Public Health Team oversees Calderdale Council's statutory role to improve the health of the population. The Chair and Vice Chair of the Adults Health and Social Care Scrutiny Panel receives the Public Health Business Plan each year and use it to inform its annual scrutiny work programme.

As a matter of course, Adult, Health and Social Care Scrutiny regularly reviews reports that address whether the Council is addressing its obligations in regard to preventative actions. These include reports from Public Health, Adults and Wellbeing Directorate and the ICB.

Recommendation 15 We recommend that Calderdale CCG – with partners, including the Council - implement a high profile, co-ordinated campaign to help people choose options other than the Accident and Emergency services more often.

(b) Council requests that the Health and Wellbeing Board:

- (i) takes forward the recommendations of the People's Commission;***
- (ii) takes a lead on ensuring that all health and social care partners work together to improve the health of the Calderdale population; and***
- (iii) reports to Council in twelve months' time on progress made in implementing the recommendations of the People's Commission;***

(c) thanks be extended to: Professor Andrew Kerslake for his work as Independent Chair of the People's Commission; the members of the People's Commission for all their work; all those who have attended People's Commission meetings to give evidence or have contributed in other ways;

(d) as the report of the People's Commission is now complete, the People's Commission be disbanded; and

(e) the Chief Executive be requested to write to Professor Andrew Kerslake to extend the thanks of the Council for his work as Chair of the People's Commission

On 1 July 2022, integrated care systems (ICSs) became legally established through the Health and Care Act 2022, and CCGs were closed down.

October 2021 Calderdale CCG and Kirklees CCGs launched the 'Together We Can' campaign.

This is a choose well campaign with the key message 'Together We Can Choose Well'

The campaign aims to empower our communities to understand the choice of services available and where each one can best meet their needs. Through a dedicated website (or booklet) we provide the local health and care information available to local people to help them choose well.

In 2022 the campaign was adopted by West Yorkshire Health and Care Partnership. This is now the single choose well campaign used by all partners across West Yorkshire. The campaign has developed over the years as our services, and communication budget change. The campaign is still active today, and used all year round.

When it was first launched there was out of home advertising (bus stop and billboards), mail drop of resource packs to community buildings - GP practices, pharmacies, community centres, libraries, PR, community engagement.

We now have radio ads, on demand digital media ads, google search ads, targeted social media posts. The toolkit is available in community languages.

The campaign was tested before its launch in 2021 and evaluated and continues to be evaluated each year. Calderdale has the highest campaign recognition* amongst our communities when compared to other places in West Yorkshire

Target audiences, key messages and resources change each year as we respond to the latest insight available. We know that the majority of people in Calderdale do 'choose well' when it comes to A&E use. The focus of the TWC campaign has moved from describing what A&E is for to now focussing on what support is available online (NHS 111 online), on the phone – 24/7 mental health support, or in the community, such as pharmacy services.

In Calderdale all health and care partners review the TWC campaign as part of their winter communications planning and decide how best to use the campaign in the year ahead.

A key delivery partner of this campaign in Calderdale is the VCSE sector with VAC as the lead partner. This work is funded through the UECB in Calderdale. This year VAC has worked with the ICB BI team and communication team in Calderdale to identify and understand the behaviours of our communities, and are delivering innovative targeted engagement in North and Central Halifax. They have refined their practice of delivering this over the last three years and working closing with community and faith groups to share key messages. For example last week Youth Social, recorded a 'choose well' episode of their 'What the Friday Youth Podcast' where they interviewed health experts to help them understand how best to choose well.

The winter phase of the West Yorkshire led TWC campaign launched this year on 7 November 2024. The website has had 16,000 views, that's up 57.6% and the average engagement time on the site is up to 24 seconds (increase 6 seconds) when compared to the same time last year.

Please note, the award has been found and will be on display in the Halifax Town Hall.