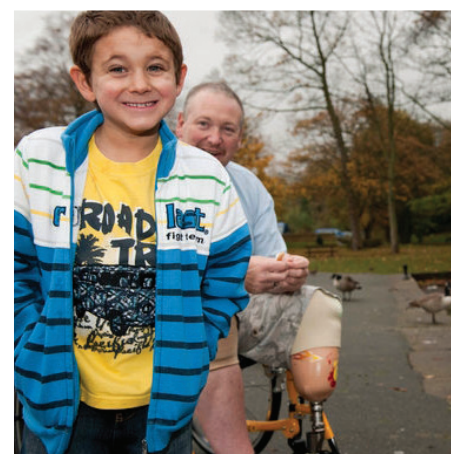




# A Public Health Council

Annual Report 2012

Sandwell Director of Public Health



# Vision and values

To improve the health and wellbeing of Sandwell communities we will need to:

- prevent people from becoming ill
- ensure that they recover from treatable illnesses
- make sure that individuals receive the right treatment for long-term conditions, which allows them to maintain independent lives
- ensure that if no cure for illness can be found, or if disability cannot be alleviated, or life is threatened or limited, that respect and dignity are maintained at all times
- reduce health inequalities within Sandwell and to narrow the gap when looking at the national trends.



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## Introduction

April 1, 2013 sees a new beginning for public health services and big changes to the way in which health care is delivered.

Following the health service reorganisation that is enshrined in the Health and Social Care Act 2012, all public health departments will move from primary care trust control to be run by local councils.

In our last report, Public Health – A New Asset, we described some of the implications and potential benefits of this and now, as we move from National Health Service to local authority control, this annual report examines how that will work and also the legacy created by the outgoing Sandwell Primary Care Trust (PCT).

Recession and worklessness continue to be the major risks to the health and wellbeing of people living in Sandwell, while the impact of welfare reform threatens to take more than £100 million out of the local economy.

With the continuing precarious economic situation, there are considerable risks to some of the poorest people in the country.

We observed with the last recession, when people were thrown out of work in Thatcher's Britain, that Sandwell people lived out their days of unemployment in the pub, smoking, drinking, inactive and without hope or expectation of anything better.

It was this generation of workers that showed in the early death statistics of the 2000s – mainly

men who died before their time from heart disease, strokes and cancers. The only hope of salvage or maintenance was being prescribed statins, aspirins and blood pressure drugs from an improving primary care system.

The huge changes to the welfare system that are being introduced from April 2013 will affect the whole community.

We have already seen the return of foodbanks and soup kitchens, and there are concerns at the growing number of people who are relying on loan sharks or pay day lenders to eke out their money. People's shrinking income also has wider economic consequences as it means they have less to spend in the local economy.

The risks of civil unrest are considerable.



## A new industrial revolution

Sandwell was at the centre of the first industrial revolution and now I call for a new industrial revolution – one that will benefit the health and independence of our communities and the individuals who live in them.

We have to develop schemes that raise the skill levels and self reliance of our communities.

People must be able to help themselves, both individually and collectively, and we must create jobs in green industries. Sandwell must take its place at the forefront of this new industrial revolution – where development is green and improves health.

We have to create carbon neutral housing and public buildings that cost little to run and can keep going even if gas supplies become scarce.

In summary, this report outlines where we have come in improving the health and wellbeing of all people who live in Sandwell and how we plan to continue with our programme.

While there are huge changes to the way that public health is being run, it does not diminish our commitment to achieving our goals: to improve the health of every citizen in Sandwell.



Dr John Middleton  
Sandwell Director  
of Public Health

## Constant

You were there when I was born  
 Wrapped me up  
 Weighed me up  
 Sent me home  
 in my parents' arms  
 You saved my life when my  
 appendix burst  
 Sent out GPs for childhood ills  
 and always had the right pills  
 Drilled and filled  
 sugared decay  
 Gave me tetanus shots  
 after a dog bite  
 Anti coagulants and stabilised  
 unstable angina  
 Gave me counselling when  
 I broke down  
 Regularly managed blood tests  
 and cholesterol  
 Checked out my middle aged plumbing  
 x-rayed me  
 scanned me  
 and provide now air on tap  
 for sleep apnoea  
 and never asked for a penny piece  
 All it cost  
 was a few pounds a week from source  
 and the bus fare home  
 Always there  
 you were  
 Friendly professionals  
 at the point of care  
 down the road  
 close at hand  
 care for all and all for care  
 so tell me,  
 what did the NHS ever do for you?

By poet and songwriter Brendan Hawthorne, the Black Country Bard. Commissioned for the Sandwell Health's Other Economic Summit, May 2012.

# Setting the scene

## What is Public Health?

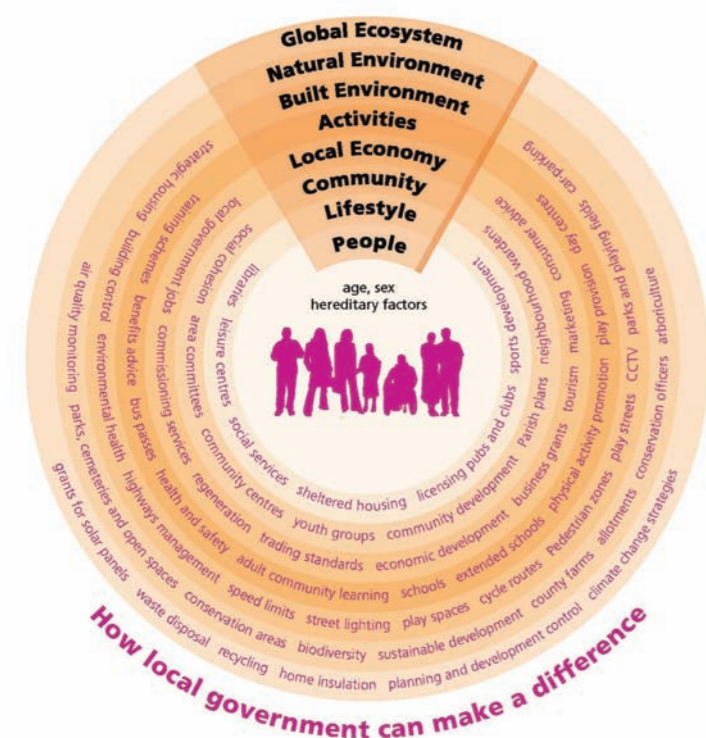
Public health is:

***“The science and art of promoting and protecting public health and wellbeing, preventing disease and prolonging life through organised effort of society.”*** (Faculty of Public Health)

It means helping people to stay healthy and avoid becoming ill. As such, it encompasses work in a variety of areas including nutrition, pregnancy, children’s health, sexual health, smoking and alcohol consumption, and drugs.

Public health isn’t the responsibility of one organisation – it everyone’s job: yours, health professionals, local authorities, and businesses.

## The social determinants of health and wellbeing



The Strategic Review of Health Inequalities in England (The Marmot Review), which was published in 2010, shows that the physical, social and economic environments into which people are born, live and grow old have a huge impact on the quality of our lives. The World Health Organisation describes these as the ‘social determinants of health’.

From April 2013, there will be huge changes to the way that healthcare is delivered. These are set out in greater detail in the **What happens now** section of this report (p25), but essentially it means that local councils will once again be responsible for the delivery of public health services.

As the illustration on the left shows, this recognises the influence that local authorities have when it comes to the so-called ‘wider determinants of health’ of:

- housing
- environment
- education
- economic development and town planning
- community safety
- consumer protection and community development
- adult and children’s social care.

Here, it means Sandwell Council will take formal control of all aspects of public health, headed by a Director of Public Health.

## Sandwell Council’s role

The Council is well placed to take on its new role, having made substantial contributions to the health improvement agenda over the years. These include:

- strategic resources: Neighbourhood Renewal Fund spending on heart disease risk reduction, alcohol brief interventions and healthy food retail support
- housing: investment in ‘repairs on prescription’ – an initiative whereby GPs recommend household repairs as a way of benefitting health – and affordable warmth schemes
- children’s services: teenage pregnancy reductions, Family Nurse Partnership, Surestart and Children’s Centres
- community safety: enhanced drugs and alcohol services to help reduce crime
- performance improvement: major health improvement programmes to increase life expectancy; increase the numbers of breastfeeding mothers; increase take-up of immunisations at two and five years; cut teenage pregnancy; reduce the numbers of elderly who suffer fractured hips; and reduce the cases of tuberculosis.

There are three main aims of any public health strategy:

- health improvement – influencing people’s lifestyles, reducing inequalities in health
- health protection – combating infectious diseases and environmental hazards; making sure we are ready to tackle any health-related emergency
- healthcare-related public health – planning services, measuring health needs, undertaking clinical audit and service evaluation.

## What is Sandwell’s record?

Sandwell languishes in the bottom 10% of local authorities when it comes to many of the major causes of death.

These include:

- deaths from heart disease
- tuberculosis
- infant deaths
- cancer deaths.

## Sandwell at a glance

- Population 309,000
- Relative poverty 32% (92,000 people)
- 32% under 18s live in poverty
- Levels of poverty in Sandwell are higher than the West Midlands and national averages
- The borough is ranked as the 14th most deprived local authority in England
- Poverty contributes to health inequalities



## How does Sandwell compare with its neighbours?

When comparing the borough with neighbouring Dudley, there are significant differences:

- 36% more Sandwell people live in areas of high deprivation
- 8.8% more children live in poverty
- long-term unemployment is 20% higher
- heart disease deaths are 50% higher
- stroke deaths are 55% higher
- chronic bronchitis is 40% higher
- alcohol-related deaths are 35% higher
- infant deaths are 63% higher
- cancer deaths are 16% higher
- 220% more cases of tuberculosis.

This may seem like doom and gloom, but there is good news, too.

There have been many impressive achievements in Sandwell as health organisations – such as Sandwell Council, voluntary groups and health providers – have worked together to improve people's health and wellbeing.

Careful health planning and investment has led to higher life expectancy, which is improving faster than the national average. This is thanks to active programmes that help people to quit smoking and encourage them to lead healthier lifestyles. Better immediate care for people who suffered a heart attack has also helped to improve life expectancy.

Hard work in Sandwell has also led to:

- fewer cases of tuberculosis to 2011
- fewer teenage pregnancies
- reduced healthcare infections, such as MRSA
- fewer drug-related burglaries
- fewer deaths from fractured hips.



## What now?

With the changes imminent, we are committed to making Sandwell a **Public Health Council**.

This means that:

- as a member of the World Health Organisation UK Healthy Cities Network, Sandwell Council will put health improvement and health equity at the core of all local policies
- health impact assessments will become a vital component of all council policy decisions and services secured or delivered by Sandwell Council
- Sandwell Council will raise the profile of health across all its contacts, including national agencies and national policy advocacy
- Sandwell Council will aim to become a health-promoting employer and a good corporate citizen.



# A good start in life

**G**ood public health is more than avoiding illness or receiving the help you need to recover from illness.

Tackling public health means linking to many social factors. This is because poor health is inextricably linked to such issues as deprivation, poor housing, low attainment at school, low skills, and unemployment (particularly long-term joblessness).

The first years of a child's life has an effect on nearly every aspect of their physical, emotional and intellectual development. All their experiences and the environment in which they live have a huge impact.

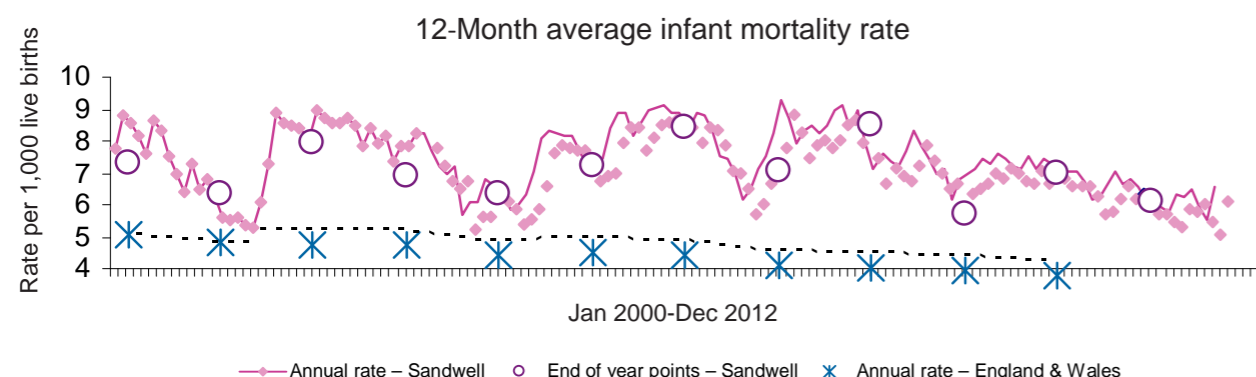
**Latest figures show that 32% of under 18s live in poverty in Sandwell** – and some areas of the borough have up to 44% of children living in deprivation. This is higher than the West Midlands average of 24.6%.

It is essential that we do everything we can to help children get the best start in life.



## Infant Mortality

The graph below shows that infant mortality remains consistently high in Sandwell compared with England and Wales. Infant mortality remains 50% higher than the national average at 7.8 per 1,000 live births.



## Teen pregnancy

Sandwell has more teenage pregnancies than the national average, but pioneering work here has reduced the number significantly.

**Teenage pregnancy reduction 1996–2010: 23% – better than the national average**

In fact, teenage pregnancy has been reducing at a faster rate than the national average, which means there were 75 fewer conceptions per year in 2010, compared with 1998.

widely available emergency contraception and targeting vulnerable young people.

This has been achieved through improvements to sex and relationship education, the introduction of young people's contraceptive services, more

Latest figures show that there were 313 teenage pregnancies in the borough in 2010, which equates to 55.7 pregnancies per 1,000 teenagers, placing us 30th out of 324 health authorities. This compares to the national average of 40.2 per 1,000 and 44.9 per 1,000 in neighbouring Dudley.

## Breastfeeding

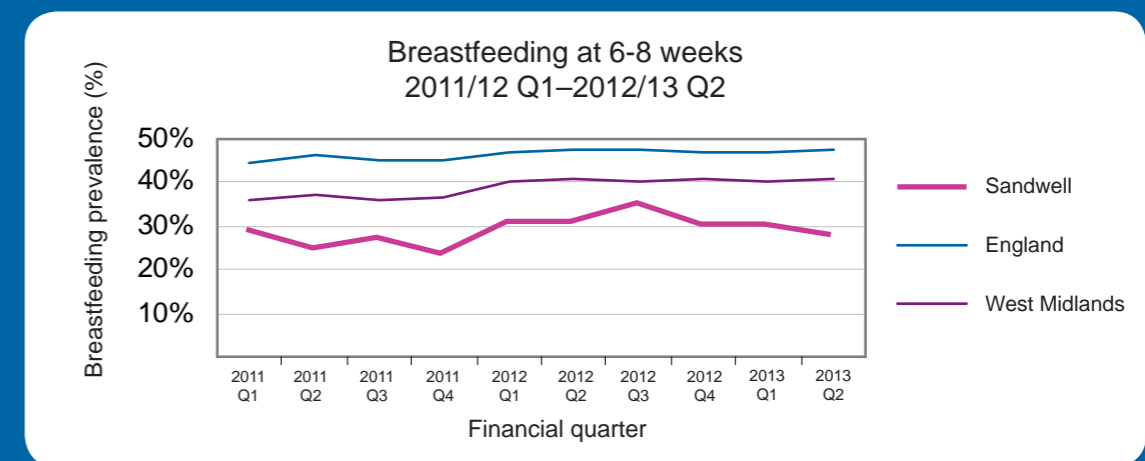
Breastfeeding plays an important part in helping to reduce infant mortality and obesity. Encouraging more new mothers to take up breastfeeding has been an important target for us.

to report regularly on breastfeeding rates at six to eight weeks.

However, more needs to be done to increase this further (see below).

The Department of Health asked Primary Care Trusts to improve breastfeeding rates among new mothers and, since 2008, required us

We are pleased that breastfeeding uptake stood at 36.09% in 2011, which was above our original target of 31.6%.



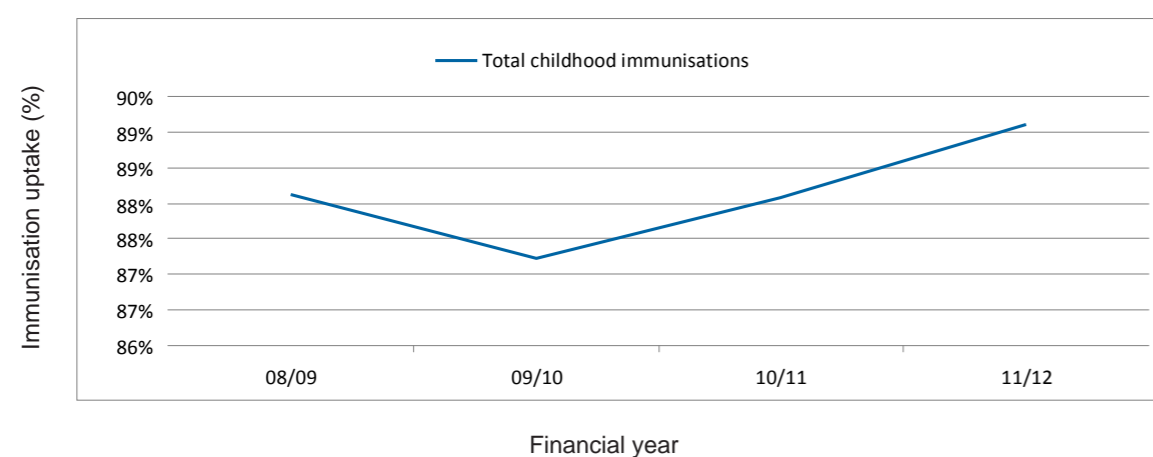
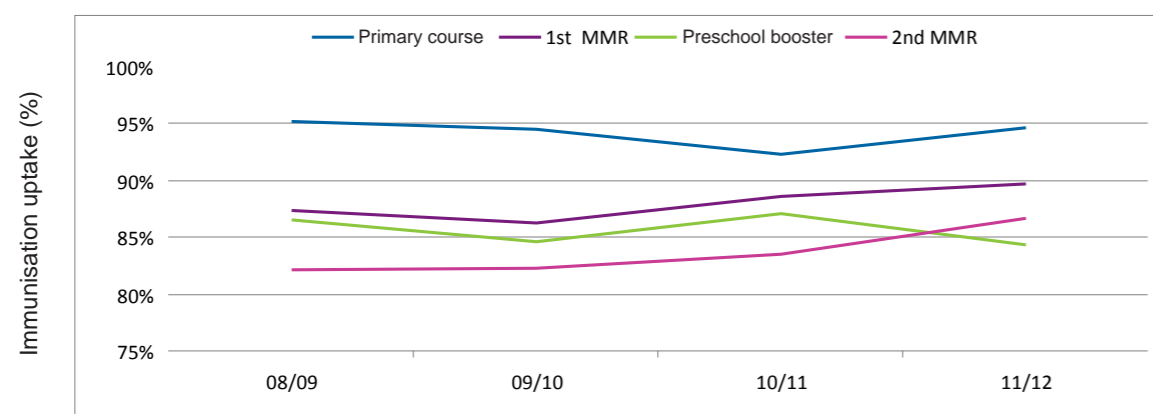
## Immunisation

We have worked hard to improve the number of babies and children who are vaccinated against serious diseases such as measles, mumps and rubella (MMR).

In 2012, for the first time for many years, we achieved a take-up of all childhood immunisations of at least 89%.

Uptake of both the first and second MMR vaccinations are higher than they have ever been.

Early indicators suggest that this progress has continued into 2012/13.



## Education

Educational attainment is one of the best predictors of long-term health and life expectancy.

Young children with poor cognitive development (which deals with remembering, problem-solving and decision-making) are likely to fall further behind as they go through the education system and have low emotional and social development as they grow up.

Children from more deprived backgrounds perform consistently worse than those brought up in wealthier homes and are less likely to have a good job. They are also more likely to have a shorter life expectancy and spend more of their lives ill or with a disability.

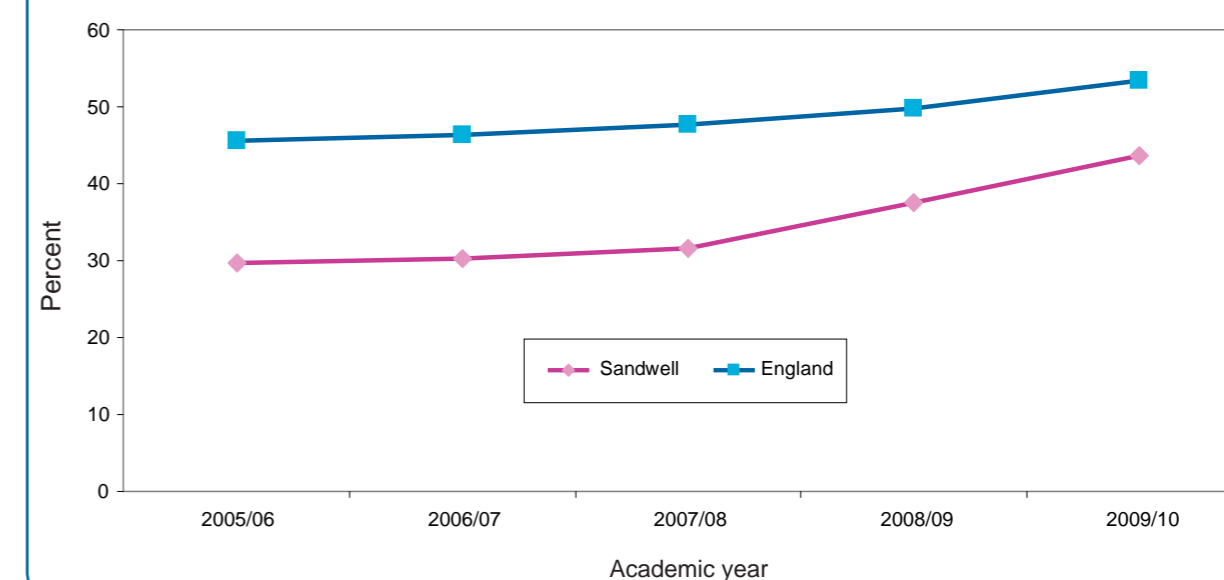
***This is why giving children the best start in life is so important.***

There have been some notable successes in improving educational achievement for young people in Sandwell, and these are covered in more detail in the Joint Health and Wellbeing Strategy, which is on the accompanying CD.

Although more pupils gain five or more GCSEs A\* to C – with 43.6% achieving the standard in 2009/10, compared with 29.7% in 2005/06, we are still below the national average.



Percentage of pupils achieving 5+ A\*-C (including Maths and English) GCSE and equivalent results at the end of Key Stage 4



## What needs to be done next?

Budgets continue to be tight and further on in this report you will see the financial difficulties that the new public health body in Sandwell faces when it is launched in April 2013.

Nevertheless, there are several areas of maternal, child and adolescent health and wellbeing that must be prioritised because they do not yet deliver the level of service that is needed in the borough.

These include better provision for:

- children's public health nutrition – from antenatal health and breastfeeding to healthy eating – including common vitamin and micro-nutrient deficiency such as vitamin D and iron
- promoting breastfeeding
- The Family Nurse Partnership – a national initiative that offers continuous care, support and advice for young, first-time mothers from early pregnancy until the child is two years old. We aim to roll out this to more localities across the borough
- speech and language improvement through services in children's centres
- tackling childhood obesity.





# Healthy adults

Tough targets have been set to help improve health and wellbeing of all adults across Sandwell.

This is because health outcomes for people here are worse than in other parts of the country. In general, people aren't as healthy and they die younger than in many areas across England.

We want people to live healthier lives, so have put a great deal of effort into tackling 'health inequalities'.

Health inequalities can be defined as: **"The differences between people or groups due to social, geographical, biological or other factors."** (National Institute for Health and Clinical Excellence – NICE)

This means that there are differences in health across different towns and cities, between men and women and people of different ethnic origin, as well as different social and economic groups.

The statistics show that there are health inequalities across different areas of Sandwell, but the inequality rates are particularly striking when the borough is compared to other towns across England.

The information on health that is gathered nationally enables us to examine carefully how we are doing compared to other boroughs and to target any areas of healthcare that need improving.

**There is no doubt that significant improvements have been made.**

However, Sandwell languishes in the bottom 10% of local authorities when it comes to many of the major causes of death.

These include:

- heart disease and stroke (cardiovascular disease) death rates
- tuberculosis
- cancer deaths.

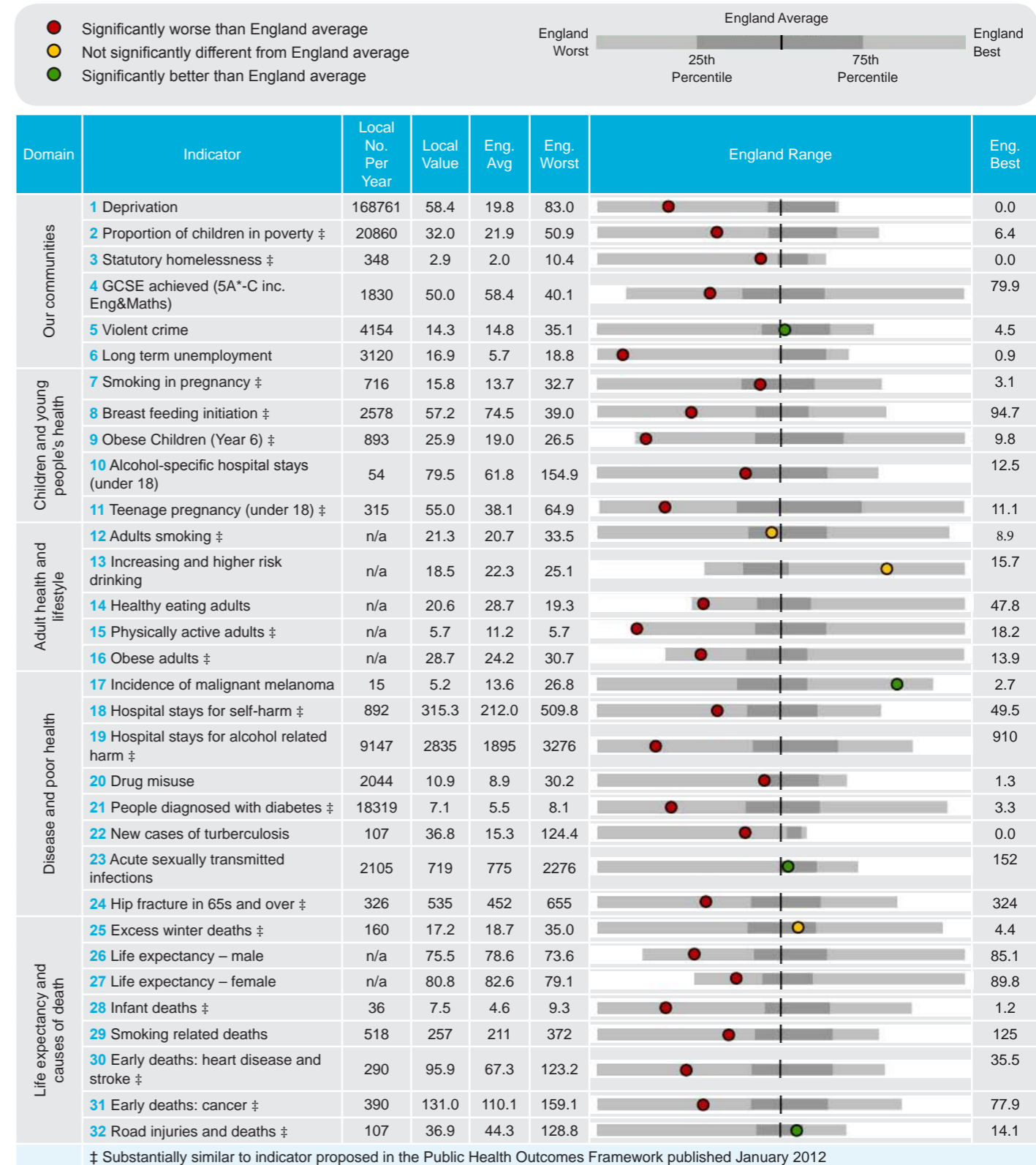
Levels of healthy eating among adults in the borough are worse than the national average, as are levels of physical activity and obesity.

And despite significant improvements, rates of hip fractures, smoking-related deaths and hospital stays for alcohol-related harm are worse than the average in England.



## Health summary for Sandwell

The chart on the right shows how people's health in the borough compares with the rest of England. Sandwell's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.



### Indicator Notes

1 % people in this area living in 20% most deprived areas in England 2 % children (under 16) in families receiving means-tested benefits and low income 2009 3 % Crude rate per 1,000 households, 2011/11 4 % at Key Stage 4, 2010/11 5 Recorded violence against the person crimes, crude rate per 1,000 population, 2010/11 6 Crude rate per 1,000 population aged 16-64, 2011 7 % mothers smoking in pregnancy where status is known, 2010/11 8 % mothers initiating breast feeding where status is known, 2010/11 9 % school children in Year 6 (age 10-11), 2010/11 10 persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population, 2007/08 to 2009/10 (pooled) 11 Under-18 conception rate per 1,000 females aged 15-17 (crude rate) 2008-2010 12 % adults aged 18 and over, 2010/11 13 % aged 16+ in the resident population, 2008/2009 14 % adults, modelled estimate using Healthy Survey for England 2006-2008 15 % aged 16 and over, Oct 2009-Oct 2011 16 % adults, modelled estimate using Health Survey for England 2006-2008 17 Directly age standardised rate per 100,000 population, aged under 75, 2006-2008 18 Directly age sex standardised rate per 100,000 population, 2010/11 19 Directly age sex standardised rate per 100,000 population, 2010/11 20 Estimated users of opiate and/or crack cocaine aged 15-64, crude rate per 100,000 21 % of people GP registers with a recorded diagnosis of diabetes 2010/11 22 Crude rate per 100,000 population, 2008-2010 23 Crude rate per 100,000 population, 2010 (chlamydia screening coverage may influence rate) 24 Directly age and sex standardised rate for emergency admission, per 100,000 aged 65 and over, 2010/11 25 Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths 1.08.07-31.07.10 26 At birth, 2008-2010 27 At birth, 2008-2010 28 Rate per 1,000 lives births, 2008-2010 29 Directly age standardised rate per 100,000 population aged 35 and over, 2008-2010 30 Directly age standardised rate per 100,000 population aged under 75, 2008-2010 31 Directly age standardised rate per 100,000 population aged under 75, 2008-2010 32 Rate per 100,000 population, 2008-2010

As the Department of Health Profile for Sandwell shows on the previous page, there are high levels of need across the borough. We have a long way to go but there have been some notable successes tackling health inequalities in adulthood, thanks to sustained and strategic investment, and partnership work with Sandwell Council and voluntary organisations.

## Achievements

Screening programmes have resulted in:

- 2,000 people receiving treatment to reduce their risk from cardiovascular disease
- 1,000 people receiving treatment to reduce their risk from diabetes
- 1,000 people receiving treatment to reduce their risk from chronic obstructive pulmonary disease (COPD)
- 500 people receiving treatment to reduce their risk from heart failure.

Services aimed at helping people achieve healthier lifestyles have resulted in:

- 19,000 people getting fit or keeping active
- 7,000 eating more healthily.



## Life expectancy

Since 2007, life expectancy in the borough has been improving faster than the national rate. This is mainly because there are fewer people dying from cardiovascular disease, thanks to targeted primary care, programmes to help people give up smoking, an increase in lifestyle services and better immediate care following heart attacks.

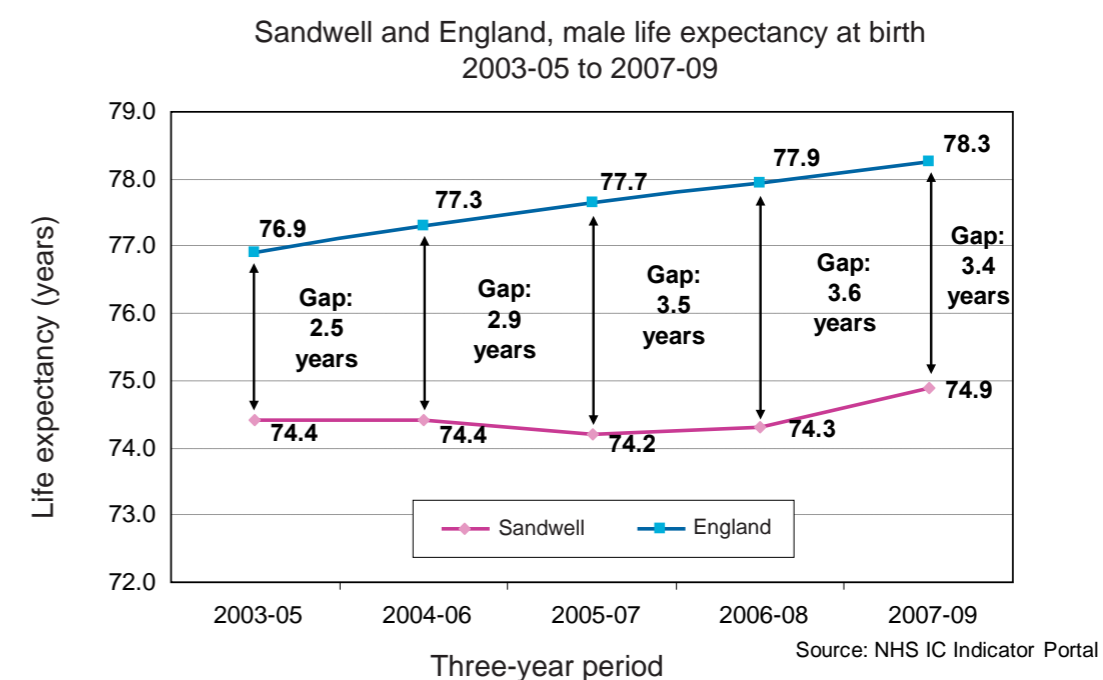
**Nevertheless, life expectancy is 9.6 years lower for men and 6.4 years lower for women in the most deprived areas of Sandwell compared with in the least deprived areas.**

On average, women in Sandwell have a life expectancy of 80.7 years, while for men it is 74.9 years. This compared with the national average of 82.3 and 78.3, respectively.

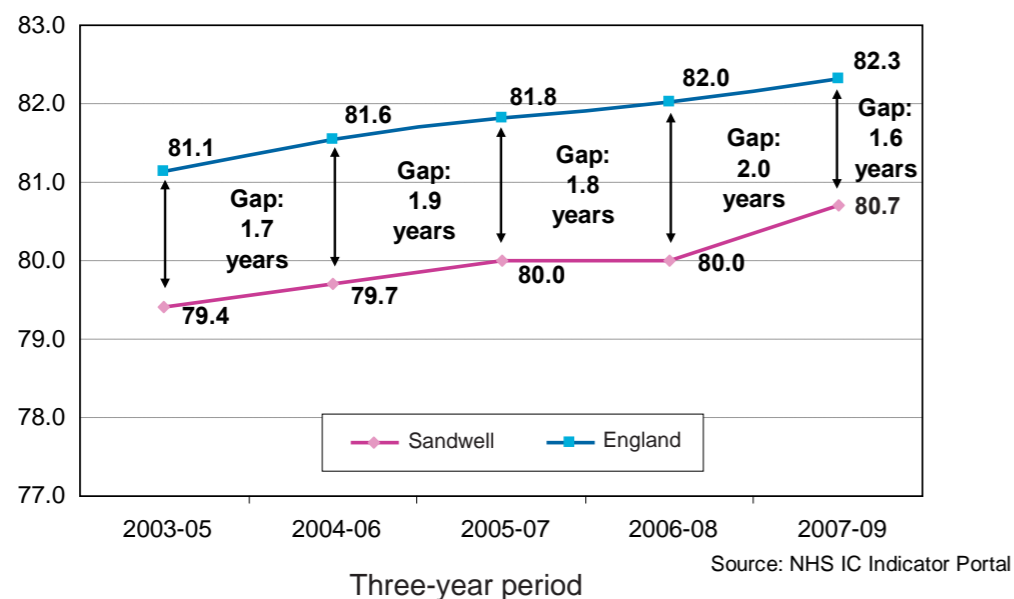
Comparing with immediate neighbours also shows that more needs to be done to improve life expectancy in Sandwell. This is because women in the borough live 1.7 years less than those in Dudley. This is a substantial disparity, representing a difference of 54 places in the local authority rankings.

Over the last 10 years, all cause mortality rates have fallen.

Early death rates from cancer, heart disease and stroke have fallen but remain worse than the England average.



Sandwell and England, female life expectancy at birth 2003-05 to 2007-09



CVD - cardiovascular disease; CHD - chronic heart disease

### Lives saved

The table below shows lives saved. Crude rates signify deaths per 100,000 population that have not been adjusted for age and sex.

| People            | 2007   |            | 2010   |            | Lives saved |
|-------------------|--------|------------|--------|------------|-------------|
|                   | Deaths | Crude rate | Deaths | Crude rate |             |
| All cause all age | 3133   | 1089.7     | 2885   | 985.0      | 248         |
| CVD <75           | 357    | 124.2      | 290    | 99.1       | 67          |
| CHD <75           | 228    | 79.3       | 174    | 59.5       | 54          |
| Stroke <75        | 68     | 23.7       | 52     | 17.9       | 16          |
| Cancer <75        | 375    | 130.4      | 390    | 133.0      | -15         |

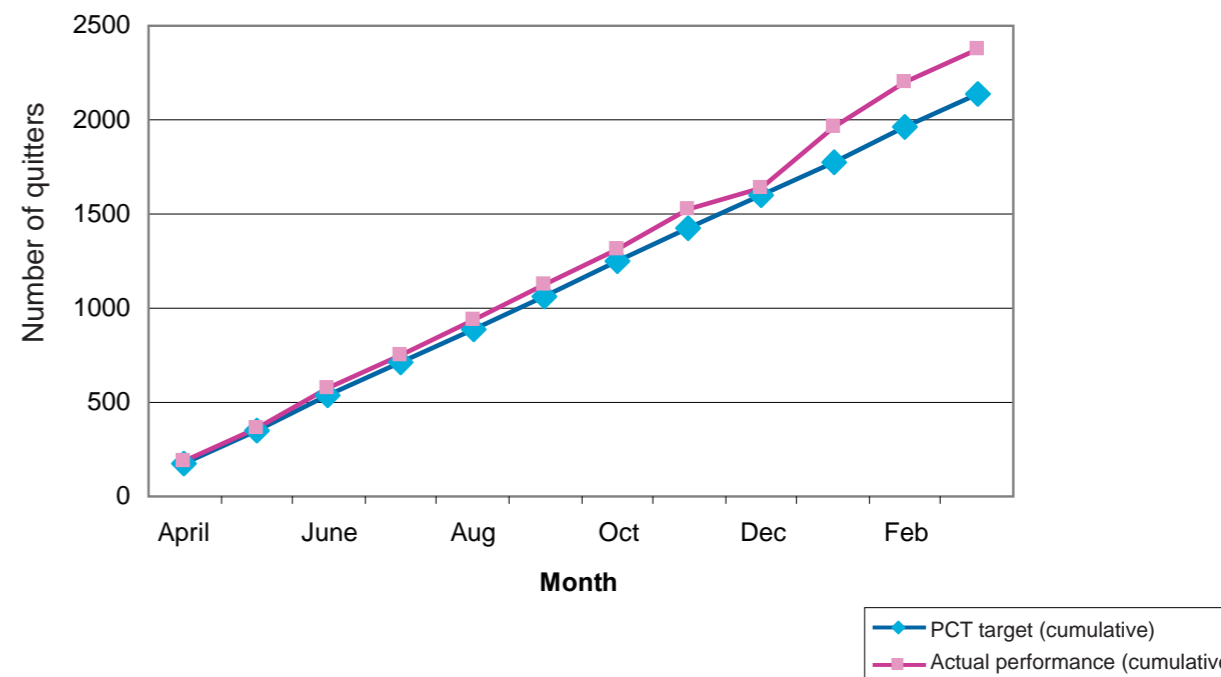
### Smoking

Stop smoking services have helped 5,741 people to quit over the last three years.

As the graph below shows, 2011/12 reported an over achievement of the PCT smoking quitters target for the first time in five years. Of the 2,353 smokers who successfully stopped smoking at four weeks, 517 were from routine and manual groups, which includes people working in lower supervisory roles, haulage drivers, cleaners, and construction.

| Sandwell smoking target performance 2008-12 |            |                 |                               |
|---|------------|-----------------|-------------------------------|
| Year  | PCT target | PCT performance | Percentage of target achieved |
| 2008/09                                     | 2188       | 1954            | 92%                           |
| 2009/10                                     | 2124       | 1487            | 70%                           |
| 2010/11                                     | 2130       | 1551            | 73%                           |
| 2011/12                                     | 2140       | 2353            | 110%                          |

Sandwell actual stop smoking activity for 2011/12 vs Sandwell PCT target



## Dementia Strategy

A Joint Health and Social Care Strategy for Dementia was launched in 2010 and is now being updated so that we can offer a higher level of planned and personalised care.

Since the strategy was introduced in Sandwell three years ago, the work to help people with dementia and their carers has been significant. Achievements include:

- support for Better Understanding Dementia Sandwell (BUDS) befriending service and BUDS Clubs
- enhanced carer support, including offering them short breaks
- Alzheimer's Society Saturday day care service
- development of extra-care housing schemes, which include dedicated dementia wings
- appointment of a quality lead and support team to help improve quality of services within care homes



- dementia awareness training for professionals and carers
- remote care and support through telecare services to help people with dementia remain in their homes for as long as possible.

In addition, there are two GP champions for dementia, and a number of primary care training programmes have been held to improve awareness and treatment for the condition. Doctors across the borough have looked to reduce the amount of anti-psychotic drugs that they prescribe to patients, while GP practice profiles for dementia have been developed to track best practice.

## What next for dementia prevention and care?

As we look to improve further the care that is offered to people with dementia across Sandwell, we have looked again at the priorities we need to focus on.

Preventing dementia will be an important step. We will do this by concentrating on reducing:

- alcohol-related harm
- high blood pressure

- risk factors for cardiovascular disease
- other lifestyle-related problems that increase the risk of dementia.

Improving social support networks is also vital because people who have a wider circle of friends are better able to cope with physical and mental illness, and disability. This will enable us to achieve our aim of becoming a dementia-friendly community.

## Carers

The needs of carers are paramount. Strong support already exists for carers in Sandwell through the voluntary sector, particularly BUDS and the Alzheimer's Society Saturday day care service, but we will develop a 'carers' pathway' to make it easier for them to raise concerns about their loved ones and to seek early support and treatment on their behalf.

Telecare support, which offers remote care through the use of a monitoring system, is an invaluable part of the care offered. It supports carers by helping to prevent dementia patients from wandering – thanks to the use of alarms or sensors, which alert carers and the telecare company – and gives them peace of mind about the whereabouts of their loved ones.

Although telecare packages support both patients with dementia and their carers, further formal evaluation is required. So far, this has not been undertaken by the demonstrator pilot projects.

## Health professionals

We will work with health professionals to make sure that GPs and primary care teams are equipped to deliver supportive and proactive care.

Vigilance, awareness and training for health professionals and carers are essential to maintain high standards of care and services, but we are cautious about carrying out dementia screening. This is because there is potential to stigmatise and label individuals when there is limited evidence that such intervention is effective. Being aware of the risk of dementia and helping to bring about early intervention is much better for all concerned.

Any new investment in dementia services should be supported by high quality formal evaluation to make sure that they are fit for purpose and effective.



## Healthy places

The areas in which we live contribute to our health and wellbeing. It means good housing, well-planned, high-quality urban areas, safe roads and good public transport links, as well as services to buy healthy food nearby, all play their part.

As the Joint Health and Wellbeing Strategy, on the accompanying CD, shows Sandwell has made considerable progress in this area.

It has:

- invested in improving the green spaces in the borough – with seven of Sandwell's parks (including the first cemetery in the West Midlands) attaining the prestigious Green Flag Award
- regeneration plans in place for a number of sites in the borough
- developed – with the local community – the Smethwick Windmill Eye Neighbourhood Plan, which has provided a model for future neighbourhood plans
- contributed to the Black Country Core Strategy, which looked at access to essential services, facilities and employment – including access to healthy food.



## Achievements at a glance

- Tuberculosis was reduced by one fifth between 2005 and 2011. However, 2012 saw a rise in rates.
- Drug-related burglaries are down by more than 5,000 since 2004, thanks to good harm-reduction programmes and methadone maintenance treatment.
- Between 2007 and 2010, the numbers of people receiving brief interventions for alcohol problems doubled, which has slowed the rise in alcohol-related admissions to hospital.
- Healthcare-acquired infection has dramatically reduced since 2006, due to strong clinical partnerships with social care, environmental health and independent nursing homes:
  1. 33% reduction in deaths from C difficile enterocolitis 2008-2011
  2. 86% fall in MRSA 2006-2011.
- Deaths from fractured hips have fallen by one fifth in five years, thanks to a combined effort in clinical and preventative areas, including a huge expansion of gentle exercise programmes in the elderly.

## What happens now?

This report has already mentioned briefly that changes will come into effect in April 2013. Let's look at these in more detail.

The **Health and Social Care Act 2012** sees the end of PCTs, the NHS bodies that were in charge of commissioning most health services and improving public health.

Instead, from 1 April 2013, local authorities in England are to take on the role of public healthcare guardians. This will see Sandwell PCT transferring responsibility for public health to **Sandwell Council**.

Sandwell Council will be in charge of:

- public health protection, including the prevention of communicable disease and hazards
- health improvement
- health and social care services policy and evaluation.

It will have to commission and deliver the following mandated services:

- health protection services and emergency planning
- children's weight measurement
- sexual health services
- NHS health checks
- advice, information and expertise to Clinical Commissioning Groups (CCG) under the 'core offer' agreement of the Health and Social Care Act 2012 to help with the planning of local healthcare services

- commission lifestyle services and other healthy public policy initiatives, including obesity reduction, tobacco control, and exercise programmes
- public mental health improvement.

Sandwell Council and local NHS organisations will be supported by a new body called **Public Health England (PHE)**, which will provide advice and expertise to help reduce health inequalities.

A Director of Public Health, appointed jointly by PHE and Sandwell Council but employed by the Council, will lead on public health strategy in the borough and will be the main adviser on all health matters.

While Sandwell Council will take charge of public health, the newly formed **Sandwell and West Birmingham Clinical Commissioning Group (CCG)**, which comprises 110 GP practices, will be responsible for designing local health services in the area.

The CCG will buy certain health services that are appropriate to the needs of its patients. These include rehabilitation services, hospital care, emergency care, mental health services, children's services, and healthcare for people with complex or long-term needs.

The CCG, PHE and council will work together to ensure that the people of Sandwell receive the best levels of healthcare and have the opportunities they need to live healthier lives.

**We are committed to working together in Sandwell to improve the health and wellbeing of our local communities.**

## Health and Wellbeing Board

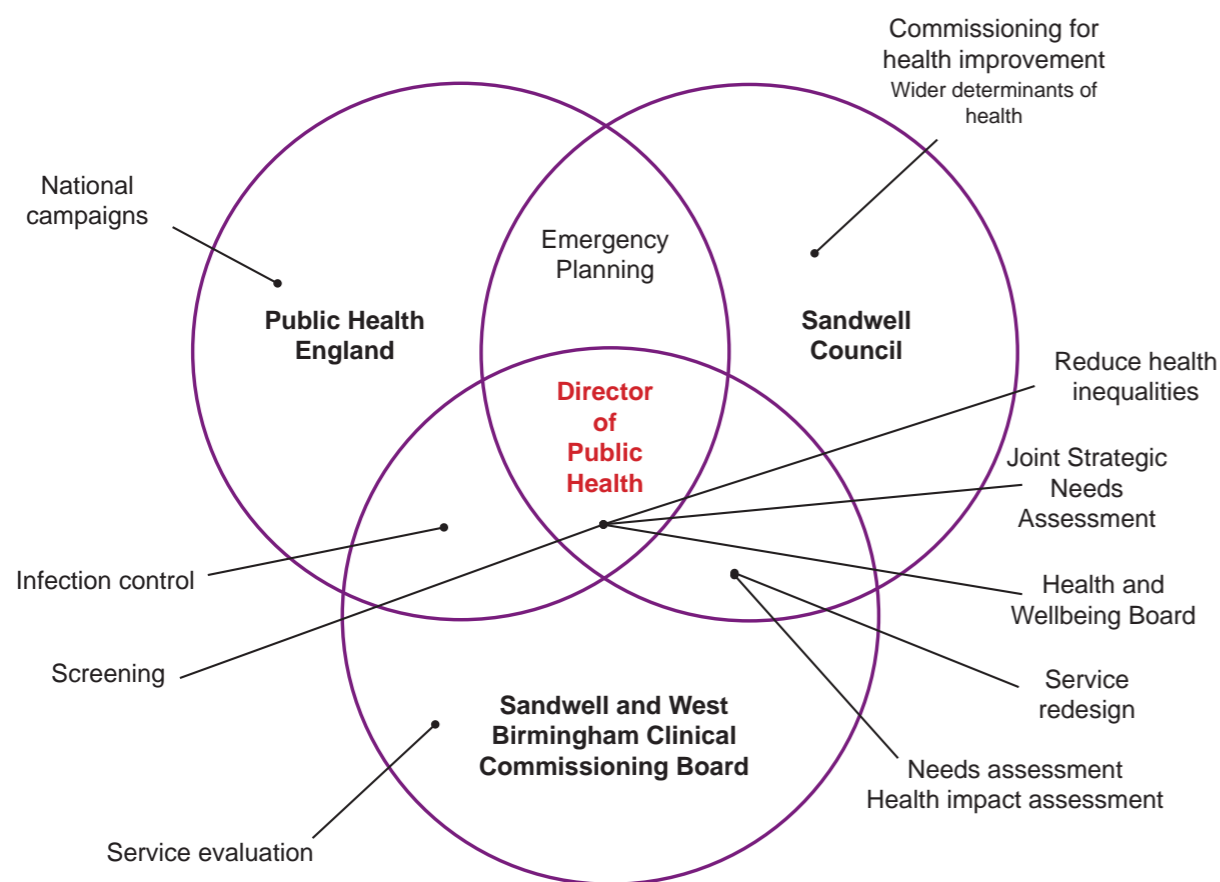
Sandwell Council and the Sandwell and West Birmingham CCG will work together to make sure that all healthcare needs are met in the borough. They will do this through the Health and Wellbeing Board, which comprises GPs, senior council officers, councillors, and representatives from the community.

The board will be a hugely influential body, responsible for developing Sandwell's overall health strategy.

It will examine the commissioning body's plans, lead on the development of joint investment programmes and will – crucially – ensure that the most vulnerable in our community are protected in a time of austerity.

The diagram below shows how the different areas of public health fit together and who will be responsible for delivering which service.

### Where Public Health will be doing what – according to Healthy Lives Healthy People



### Joint Health and Wellbeing Strategy 2013-2016

The CD included with this report sets out in detail all of the Health and Wellbeing Board's priorities for reducing health inequality in Sandwell over the next three years.

The comprehensive Joint Health and Wellbeing Strategy document is based on the six priorities to reduce health inequalities, which were set out in the 2010 Marmot Review. These are to:

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop sustainable places and communities.
6. Strengthen the role and impact of ill-health prevention.

The Health and Wellbeing Board in Sandwell added four further priorities:

1. Support for enhancing early years development.
2. Support for services for frail elderly people and for prevention of ill health in later life.
3. Support for better management and maintenance of care for people with long-term conditions.
4. Reducing the health and community safety problems caused by alcohol misuse.

## The Health and Wellbeing Board pledges

As you will see in the Joint Health and Wellbeing Strategy, which is published in full on the accompanying CD, the Health and Wellbeing Board has agreed to deliver a:

- high-level strategy for public health that spans the local authority, NHS, social care and public health commissioning
- summary of how the health and wellbeing needs of the people of Sandwell will be met and how health inequalities will be reduced
- description of how local authority, NHS, social care and public health commissioners will consider the social determinants of health when developing commissioning plans
- framework that identifies any determinants of health and wellbeing that are beyond the scope of the Board partners and demonstrates how partners, stakeholders and other organisations can be approached to influence these determinants.

## The Director of Public Health

Like all directors of Public Health appointed from April 2013, the Director of Public Health (DPH) in Sandwell will have a number of statutory duties to deliver appropriate care and services that are shaped by local needs and priorities.

The DPH will be the principal source of advice to the local authority – councillors, directors and scrutiny – on all aspects of health services policy.

The DPH will guide councillors and senior officers at Sandwell Council on a range of public health issues, from outbreaks of disease and health-related emergencies to improving people's health.

The DPH will be responsible for the management of public health services and will be accountable for their effectiveness, availability and value for money.

The DPH will lead on the promotion of health and wellbeing and will be the first port of call for offering the public objective advice on health matters.

The DPH will work with Sandwell Council, local criminal justice partners and crime commissioners, NHS partners, including NHS commissioners, and voluntary groups to make sure that public health needs are being met.

The DPH will be a core member of the Health and Wellbeing Board and a key adviser for developing the Joint Strategic Needs Assessments, as well as Joint Health and Wellbeing Strategy.



## How can we achieve our priorities?

Although we are proud of the work that has been done to improve the health and wellbeing of people in the borough, there is much to be done to reduce the health inequalities that exist here.

Ahead of the changes that are being introduced, the Public Health Transition Steering Group examined closely what needs to be done to ensure that public health needs in Sandwell are met.

In order for the challenging targets to be achieved, some services will have to be redesigned. This includes the needs to improve:

- links with the community
- how information is delivered to the public
- the commissioning and provision of some health promotion services, which are led by the community and voluntary sector
- measures and strategies to tackle childhood and adult obesity
- services that are used to help reduce sexually transmitted diseases, alcohol, drugs and smoking
- public health involvement in children's safeguarding to make sure those public health services contribute fully to the prevention of child abuse
- health and social care provision for people with dementia and to improve services which prevent dementia and disability in later life, as well as promote independence.

The steering group highlighted the need for all **health and social care public health** services to be redesigned to make sure that:

- the council and NHS had the appropriate level of expert advice for public health needs analysis, effective care and healthcare and monitoring
- the safe transition of NHS-provided public health services, such as genitourinary medicine services and school nursing, to the new healthcare organisations
- assurances about the safety and sustainability of immunisation and screening programmes are being maintained.



# The challenges ahead

## Finances

**M**oney is tight for everyone and that includes local authorities and health organisations.

The budget for public health services is a concern.

Why?

**Funding has been ring-fenced for two years but after that there is a question mark over the budget.**

Simply put:

In February 2012, Sandwell Council's allocation for spending on public health was £17.995m.

Sandwell PCT's spending on public health in 2012-13 is £20.1m.

According to the recently announced public health grant, Sandwell will receive £20.816m in 2013/14 (which include Homes Office funding for drug intervention) and £21.805m in 2014/15.

We welcome the fact that there is some stability to this budget, but it does not increase until 2014/15.

If we do not achieve our public health targets, it could be pulled back in the future. There is an incentive to invest it well to achieve better outcomes – a health premium reward that could be handed over by 2015/16.

## Sandwell Council

Sandwell Council must be robust in its running of public health services in the borough and it is essential that it can influence and inform health service policy.

Without adequate health service experience, it will not be able to secure the best possible agreements for Sandwell residents and will not be in a position to operate its own and jointly commissioned services.

Penalties/fines and negative 'cost-shunting' exercises in health and social care are major risk.

If there are too few skilled public health staff when the new organisation is in place, it could put lives at risk and negate the successes of the health initiatives that are beginning to deliver considerable benefits for the people of Sandwell.



It is absolutely essential that Sandwell Council is sufficiently resourced to make sure that potential problems do not occur and that it can take effective action on:

- screening incidents
- outbreak management
- major emergencies
- adverse publicity about health improvement programmes
- reducing avoidable and premature mortality
- high-cost, one-off treatment decisions
- focus on the major health problems of each of the six towns.

Failure to deliver in any of these areas could lead to legal challenges.

Another concern that cannot be ignored is the major changes to the housing economy in Sandwell, which is down to new investment in private sector housing and changes to the Sandwell Homes Provision.



## Other challenges

There are major, immediate threats to the public health in Sandwell. These include:

- the national and local failure of economic recovery
- up to one third of Sandwell's population – around 100,000 people – receive some benefits, but the changes to the welfare system could see the borough lose more than £100 million a year out of the local economy.

## Health system relationships

The Sandwell and West Birmingham CCG is unusual because it crosses a local authority boundary – some of the GPs who are in the commissioning group work and look after patients who live in Birmingham and pay their council tax to Birmingham City Council.

This means that Sandwell Council will have to exert sustained influence with the CCG to make sure that the needs of its residents are met.



## Legacy

As Sandwell Council prepares to take over responsibility for public health, it is worth looking at Sandwell Primary Care Trust's strong performance in the past few years.

While we acknowledge there is much to be done to improve Sandwell residents' health, the PCT has delivered a strong performance and robust service over many years.

These include:

### Health protection

- largest dental care exercise in the UK 2007/08
- major cervical cancer exercise 2007/08
- major tuberculosis incidents 2008 and 2011
- major response to flu pandemic 2009/10
- national leader in reducing Hepatitis C – cited in All-Party Parliamentary Group on blood-borne viruses 2008
- 89% take-up of childhood immunisations 2012
- pioneering tracking system to improve efficiency between health protection and environmental health 2009-12.

### Health improvement

- nationally recognised work in housing and health
- major lifestyle services review 2009/10

- nationally and internationally recognised best practice in public health nutrition and fitness
- smoking quitters programme targets achieved
- higher life expectancy, thanks to improved primary care assessment of cardiovascular disease
- health impact assessment on planning applications
- guidance to town planners on opening of fast food outlets near schools
- joint working with the Economic Development Unit on job creation, welfare rights and credit unions
- numerous Health Service Journal Awards for research and public health programmes.

### Health and social care public health

- introduction of new software to help reduce cardiovascular disease and to manage primary care of:
  1. chronic obstructive airways disease
  2. diabetes
  3. stroke prevention
  4. control of high blood pressure
- launch of a social care strategy to enable people to make good lifestyle choices
- maximising availability of high-cost treatments by taking an evidence-based approach to one-off requests.

## Training

Sandwell Public Health directorate is a recognised training ground for Public Health Specialty Registrars, which means the borough benefits from a number of highly skilled trainees at no extra cost to the taxpayer.

They undertake outstanding work on housing and health strategy on behalf of Sandwell borough, as well as in-depth analysis of drug treatment services in relation to crime reduction.

We are also able to take advantage of further clinical expertise through the Foundation Year 2 Senior House Officer medical training scheme. We are committed to maintaining and developing this programme.

## Research

We are involved in high-profile and leading research, including:

- working with Birmingham University on the Collaboration for Leadership in Applied Health Research and Care (CLARHC), a pilot programme that, among other things, helps people to manage their own long-term conditions
- major research into the health benefits of the Government's Decent Homes Standard and into improvements in the energy ratings for homes
- investigating methods for reducing cardiovascular deaths.



## Healthy Options?

They rarely put fruit  
on supermarket check outs  
so how can I ever  
change the way I eat  
over night  
even if I'm overweight?  
And how they tempt me  
before the conveyer belt bill  
there I can forget my ills  
become morbidly obese  
and depressed over a lemon muffin  
Another iced bun won't matter  
A chocolate butter biscuit  
burning through the wrapping  
and the trappings of enticement  
They rarely put fruit  
on supermarket check outs  
My cholesterol is high  
and my positive index outcome is low  
When sugar and grease taste so good  
how can I ever avoid temptation  
Especially when blended together with  
emulsifiers  
E numbers and fresh from deep fat  
fryers?  
They rarely put fruit  
on supermarket check outs  
Rarely do you find the good for you in a  
bogof  
Buy one get one free  
Sometimes you'll see them as a sodof  
Sold on day of freshness  
Where's the bag up sell out  
for five a day?  
They rarely put fruit  
on supermarket check outs  
No fear  
feed your off days with  
processed cakes  
sweets and pastries  
chocolates  
and seasonal distractions



All neatly placed  
on the honey trap shelf height  
of pre-packed and displayed  
convenience  
They rarely put fruit  
on supermarket check outs  
But I can buy the diet plan mags  
to heap spoon saccharine guilt  
on this broadening frame  
that's heading headlong towards a  
blue lipped bypass  
now I'm pushing a trolley  
along a fat coated arterial aisles  
with sweetened blood  
And they rarely put fruit  
on supermarket check outs  
But they've hidden all the cigarettes  
and tobacco from view  
for an under the counter  
brown paper bag liaison  
on the grounds of a nation's health

By poet and songwriter Brendan Hawthorne, the Black Country Bard. Commissioned for the Sandwell Health's Other Economic Summit, May 2012.

## Ward-based profiles

With the changes in responsibility for public health moving from Sandwell PCT to Sandwell Council in April, there will be an increasing demand from the Health and Wellbeing Board and local councillors for specific health information on each electoral ward in the borough.

Although such information is already produced, the Healthy Community Profiles for each ward in Sandwell is the first proactive step in providing an overall picture of the health in each of the 24 wards.

It means that wherever you are in Sandwell, you can compare where you live with other wards on such issues as:

- the changing population and built environment
- health issues, including sexual health, childhood obesity, life expectancy and early deaths
- community resources, including schools, libraries and community centres
- safety in the community.

The profiles will not only help you understand the health issues in your area, they will also help local councillors and Sandwell's Health and Wellbeing Board to determine local priorities, identify health inequalities and social health needs and draw up plans on how to make improvements.

The mapping of assets in each ward – such as shops, schools, places of worship, open spaces, leisure and transport links – will help the Joint Strategic Needs Assessment for Sandwell assess the quality of life and 'community health' of each ward.

The profiles will be published on the Sandwell Trends information system, which can be found at [www.sandwelltrends.info](http://www.sandwelltrends.info).

This means anyone can access the information and analyse the contents alongside many other datasets that will be published by the local authority, as well as other public and voluntary sector organisations in Sandwell.

The following profiles comprise two-page summaries for each ward. The full versions can be found on the accompanying CD.



## Sandwell Healthy Community Profile:

# Abbey ward

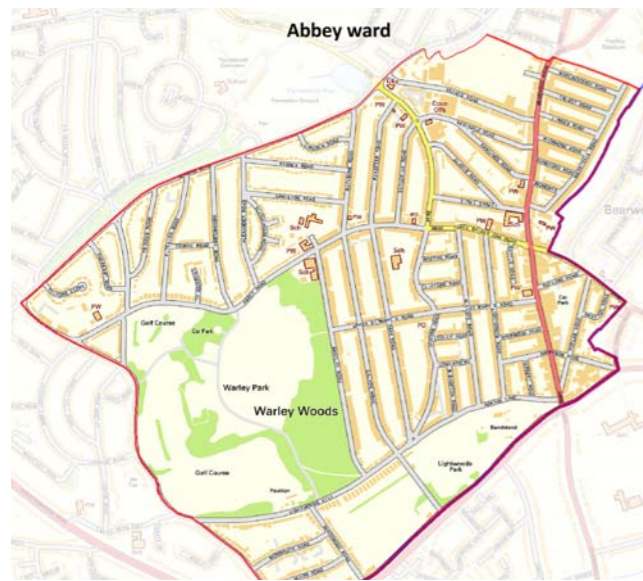
### Health of the community

In general, people in Abbey ward enjoy better health than the average person in the borough. Life expectancy is longer, people have fewer lifestyle risk factors such as obesity or alcohol-related problems, and they may be less susceptible to ill-health when environmental or social factors change.

Based on the indicators used in the full profile, we need to focus on the following areas in this ward:

- addressing the impacts of violent crime
- addressing the impacts of rising adult unemployment
- increasing uptake of childhood immunisation.

### People and place

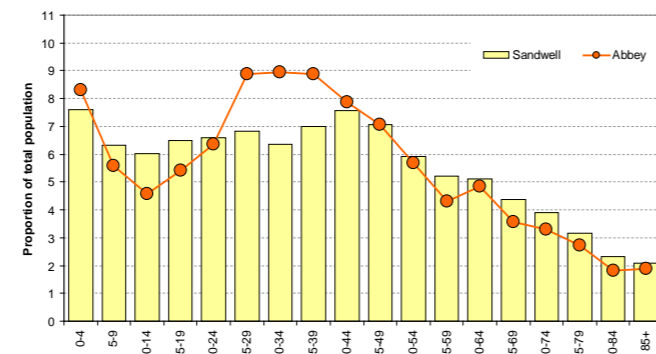


Abbey ward is in the south east of the borough and is part of the Smethwick town area. It shares a boundary with the Birmingham districts of Harborne and Quinton.

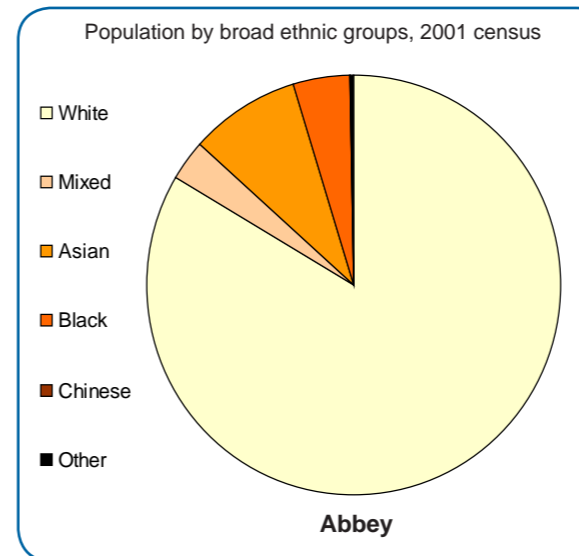
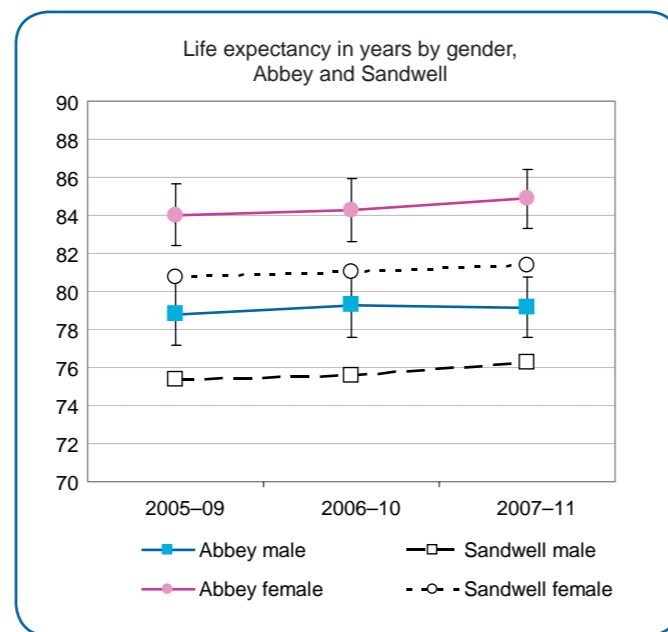
Despite being quite densely populated, Abbey is one of the smaller wards in Sandwell. The population is typical of the borough, although there are relatively low levels of deprivation compared to some neighbouring wards.

There is good access to primary schools, open space and shops. Many people who live in the ward travel to Birmingham to access services and recreation rather than use resources in Sandwell.

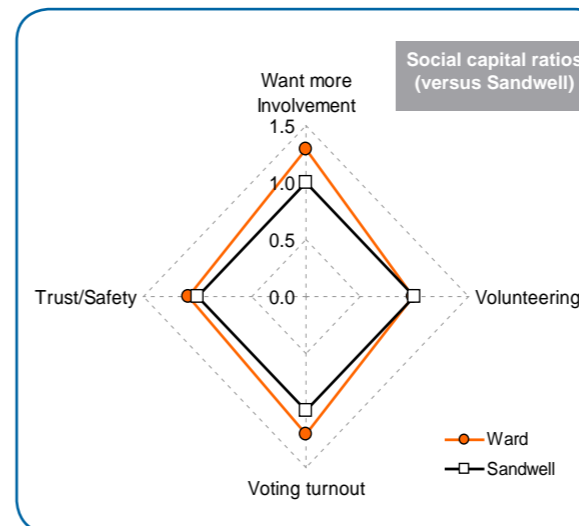
Population distribution by 5-year age bands, Abbey ward and Sandwell, 2010



Lightwoods Park bandstand

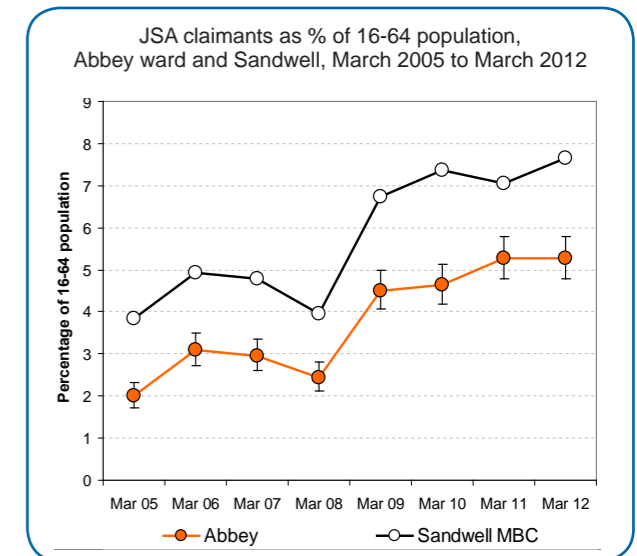


### Social capital and community assets



Abbey has several other community assets:

- Thimblemill Brook volunteer group
- Warley Woods Trust
- Friends of Lightwood Park
- Bearwood On Ice community event
- drive-in cinema events
- indoor market
- choice of restaurants and takeaways



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 2             |
| Children's centre            | 0             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 13            |
| Bus station                  | 1             |
| Metro station                | 0             |
| Railway station              | 0             |



Bearwood High Street (1909)



Warley Woods

Bearwood High Street (2007)

# Sandwell Healthy Community Profile: Blackheath ward

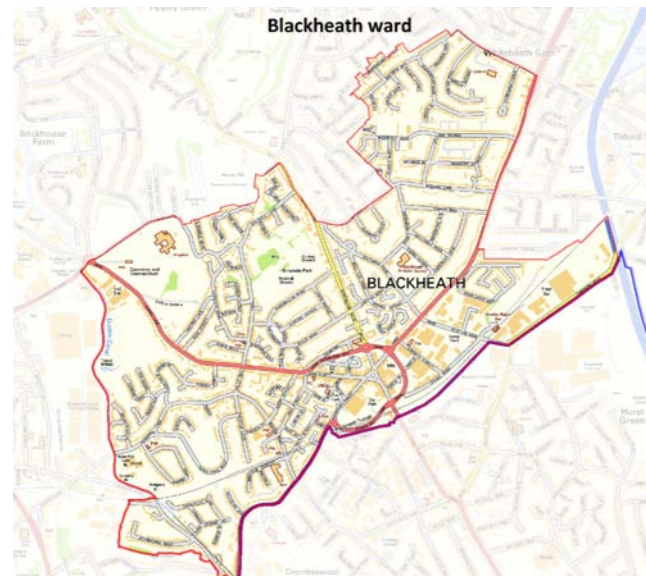
## Health of the community

In general, people living in Blackheath ward have better health than the average Sandwell resident and many health indicators are improving here. People tend to live longer, but improvements to care are needed for the very young and very old.

Based on the indicators used in this report, we need to focus our efforts in Blackheath on tackling:

- the impacts of rising youth and adult unemployment
- harms related to alcohol consumption
- rising infant mortality
- increasing levels of excess winter deaths.

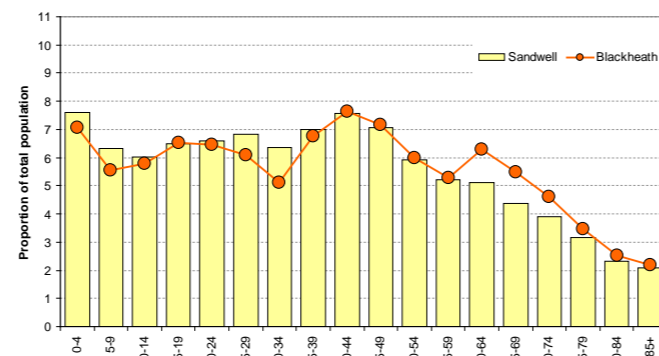
## People and place



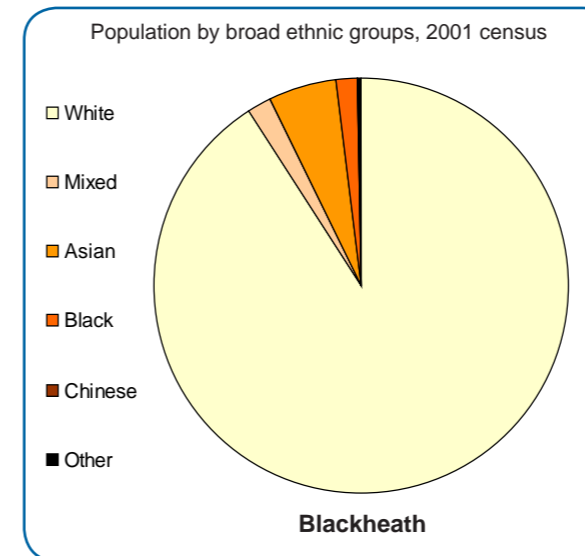
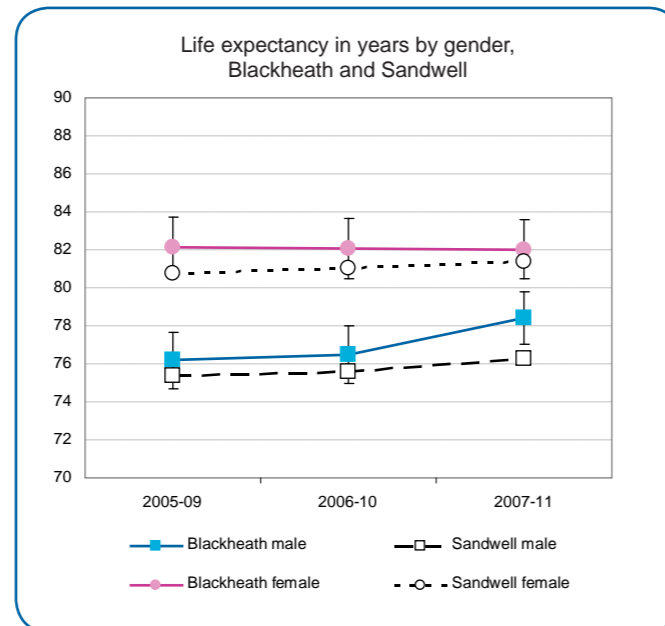
Blackheath ward is in the south west of the borough and is part of the Rowley town area. A mixture of residential and industrial sites, its main topographical features are Britannia Park, the Dudley canal on the western border and the Great Western railway line, which runs to the south of the town.

Blackheath has one of the smaller populations in Sandwell and there are relatively low levels of ethnic diversity compared to other town areas. There is good access to primary schools, open space and shops, although some in the ward may travel across the border to Halesowen or into Birmingham to access services, shopping and leisure.

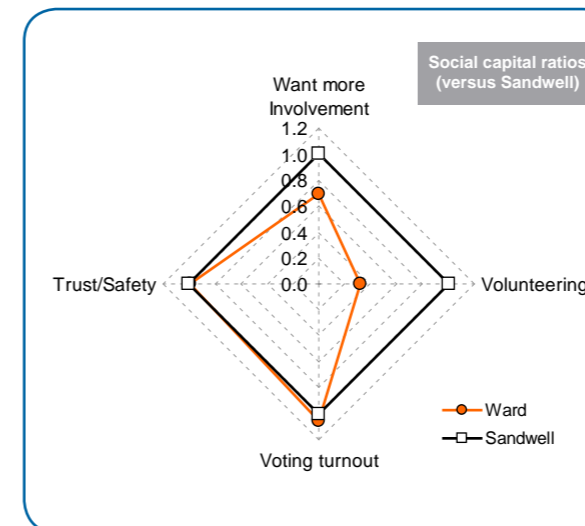
Population distribution by 5-year age bands, Blackheath ward and Sandwell, 2010



Britannia Park play area

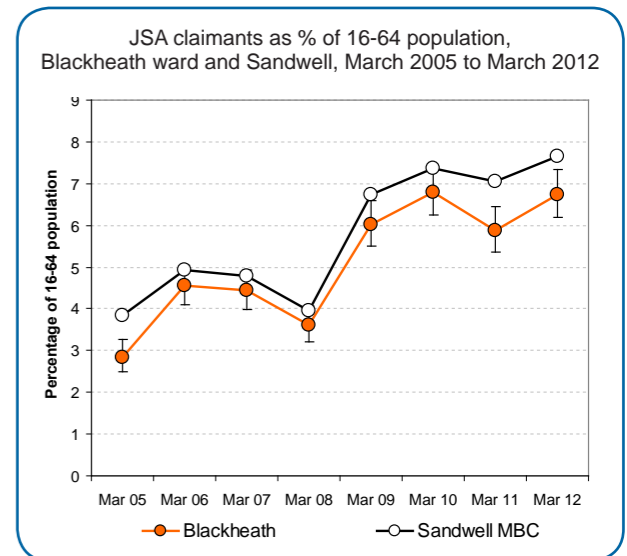


## Social capital and community assets



Blackheath has several other community assets:

- skate park and BMX events
- Blackheath Business and Community Association
- 2nd Rowley Regis Girls Brigade
- Rowley Regis Hospital
- Live at Home Scheme (for the elderly)
- Blackheath market



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 1             |
| Children's centre            | 0             |
| Primary school               | 2             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 5             |
| Place of worship (other)     | 0             |
| GP practice                  | 1             |
| Lifestyle services           | 16            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 1             |



Blackheath High Street (1905)

Blackheath library

Blackheath market

# Sandwell Healthy Community Profile: Bristnall ward

## Health of the community

Health and wellbeing are generally better in Bristnall than in Sandwell as a whole. There has been a reduction in the number of teenage pregnancies and early deaths from heart disease, and there have been fewer excess deaths in the winter months. However, some health indicators are below national averages.

We will focus on the following issues in this ward:

- addressing the impacts of adult and youth unemployment
- reducing fuel poverty
- reducing excessive alcohol consumption
- improving uptake of child immunisation
- preventing early deaths from cancer.

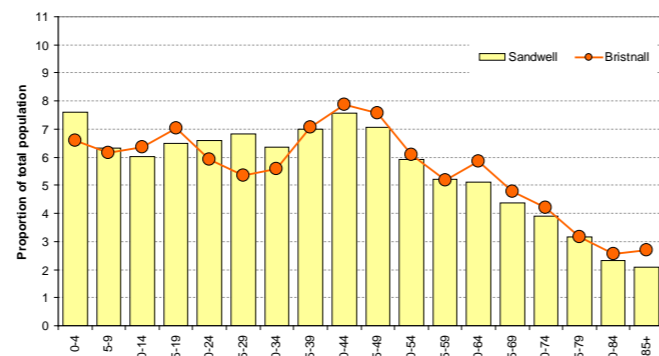
## People and place



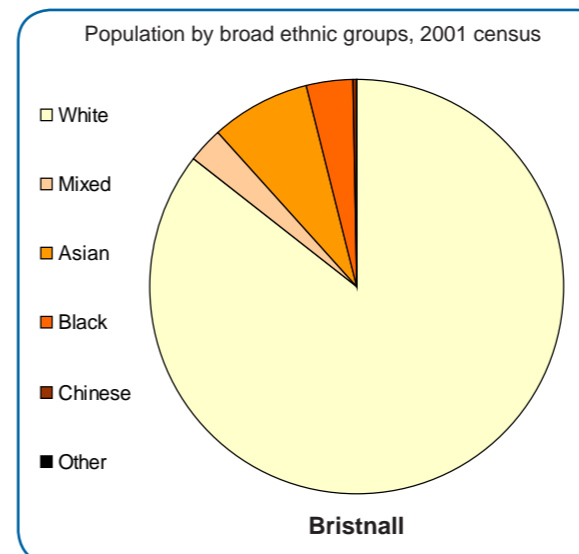
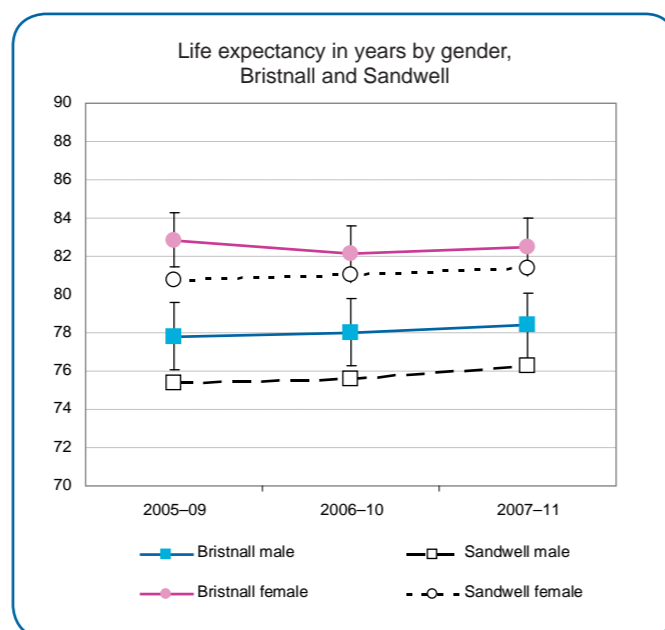
Bristnall ward is in the south east of the borough and is part of the Smethwick town area. It is mainly residential and has the following topographical features: Thimblemill Pool and Brook, and Barnford Park.

Bristnall is a smaller-than-average ward and the population is generally slightly older than average for Sandwell, with higher proportions of 60-74 year olds and fewer people in their 20s and 30s. There is less ethnic diversity and less socio-economic deprivation than average for the borough. More housing is owned by social landlords than average, although the homes are generally in good condition. Fuel poverty is more common in Bristnall than other wards in Sandwell.

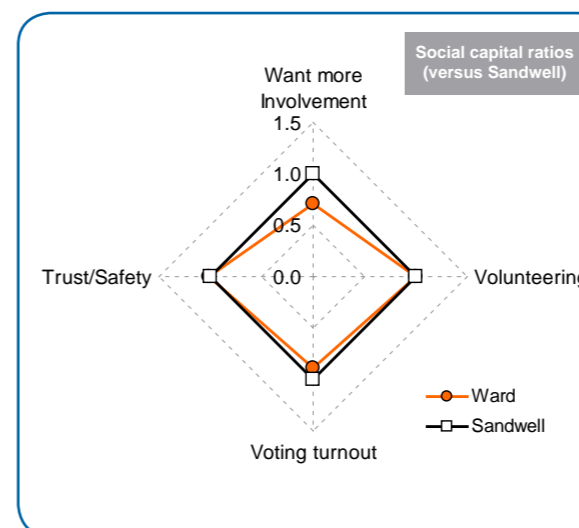
Population distribution by 5-year age bands, Bristnall ward and Sandwell, 2010



Barnford Park

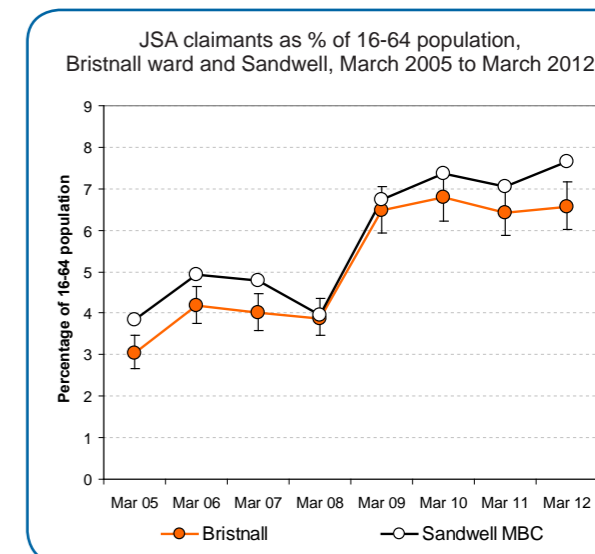


## Social capital and community assets



Bristnall ward has several other community assets:

- Friends of Barnford Park
- Salop Drive Market Gardens
- Bristnall shopping precinct
- access to the M5 (J2)
- frequent bus services across Sandwell



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 2             |
| Leisure centre               | 1             |
| Parks                        | 1             |
| Children's centre            | 0             |
| Primary school               | 3             |
| Secondary school             | 2             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 4             |
| Place of worship (other)     | 0             |
| GP practice                  | 3             |
| Lifestyle services           | 11            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Bristnall School

Bristnall Fields

Thimblemill Brook

Sandwell Healthy Community Profile:

# Charlemont with Grove Vale ward

## Health of the community

In general, people who live in Charlemont and Grove Vale ward have better health and wellbeing than the average person in Sandwell. In particular, both men and women have longer life expectancy, there are low levels of childhood obesity and deaths from heart disease, and there are fewer excess deaths in the winter.

However, some health indicators in the area are still poor or are worsening against borough trends. We need to focus on tackling the following:

- the rise in teenage pregnancy
- increases in hospitalisation due to alcohol
- above average and increasing cancer death rates.

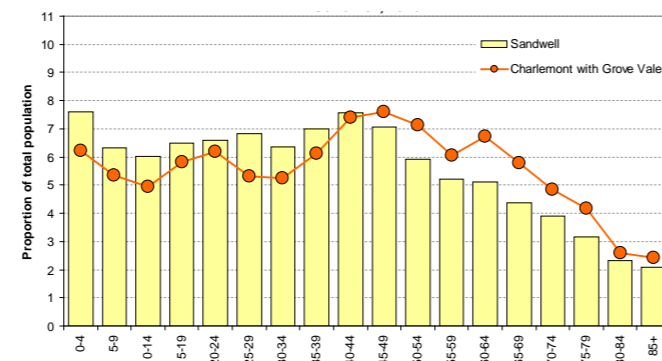
## People and place



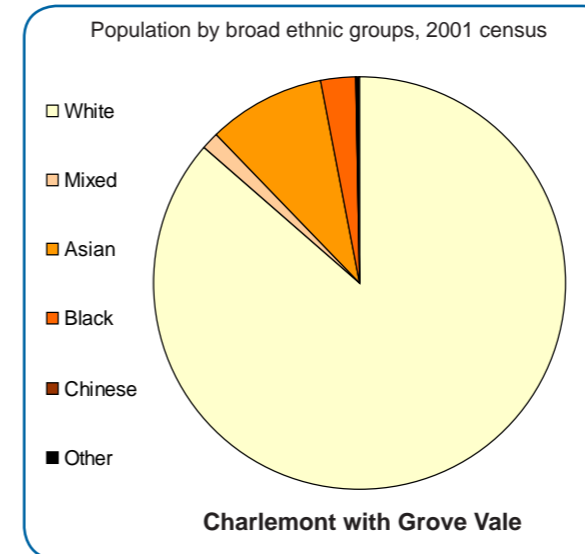
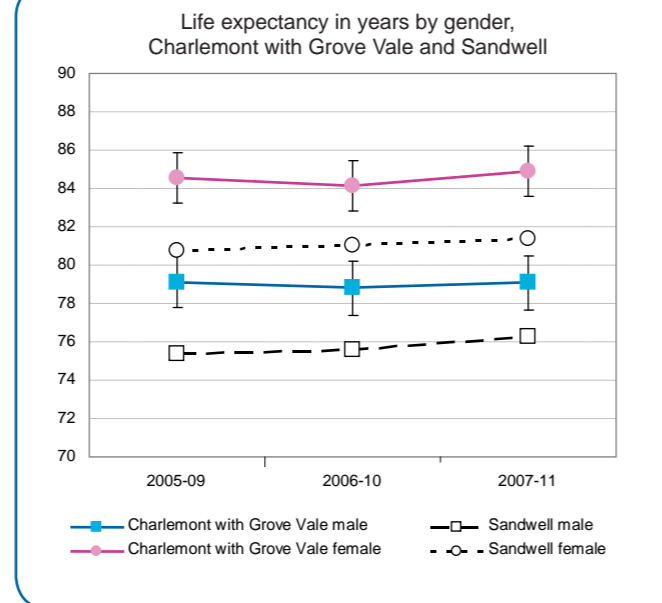
Charlemont ward is in the north east of the borough and is part of the West Bromwich town area. Mainly residential but with some large open agricultural spaces, its main topographical features are the M6-M5 motorway interchange, the Tame Valley canal and Ray Hall sewage treatment works.

Compared to Sandwell as a whole, Charlemont has a high elderly population, with particularly high numbers of people aged 60-79. Although the ward is relatively deprived when compared with national figures, the residents are generally better off than people in most other areas of Sandwell. The ward is not ethnically diverse – the majority of residents are white British.

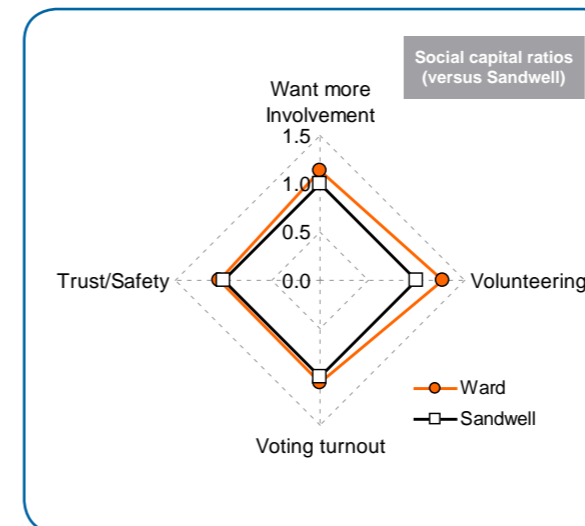
Population distribution by 5-year age bands, Charlemont with Grove Vale ward and Sandwell, 2010



Pennyhill School

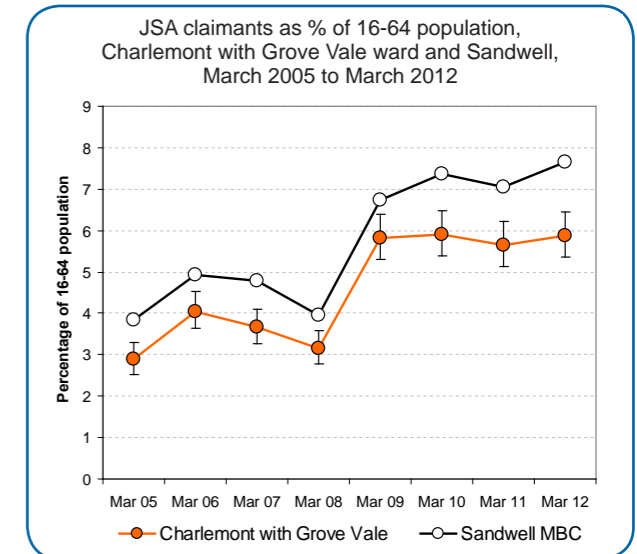


## Social capital and community assets



Charlemont ward has several other community assets:

- Rainbows, Brownies, Guides and Ranger groups
- Charlemont Methodist group
- Black Country Urban Industrial Mission
- Bustleholme Football Club
- Forge Mill Farm



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 0             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 2             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 7             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 1             |



Charlemont Farm

All Saints Church

Grove Vale Avenue

## Sandwell Healthy Community Profile:

# Cradley Heath and Old Hill ward

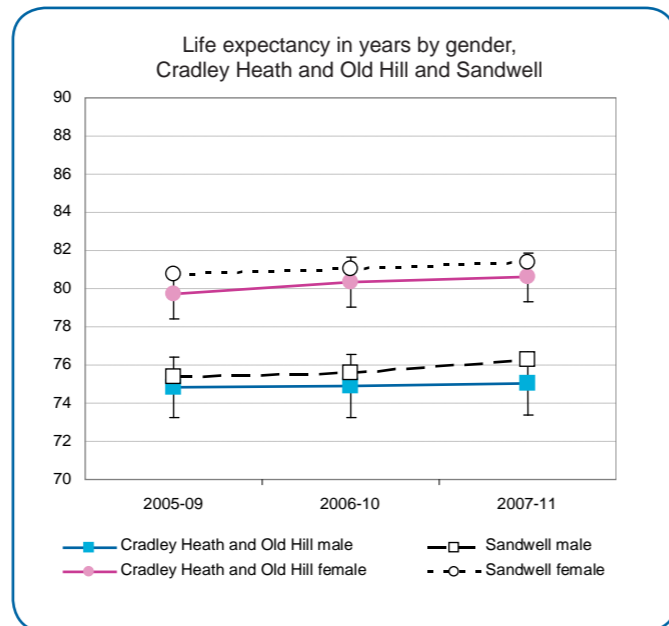
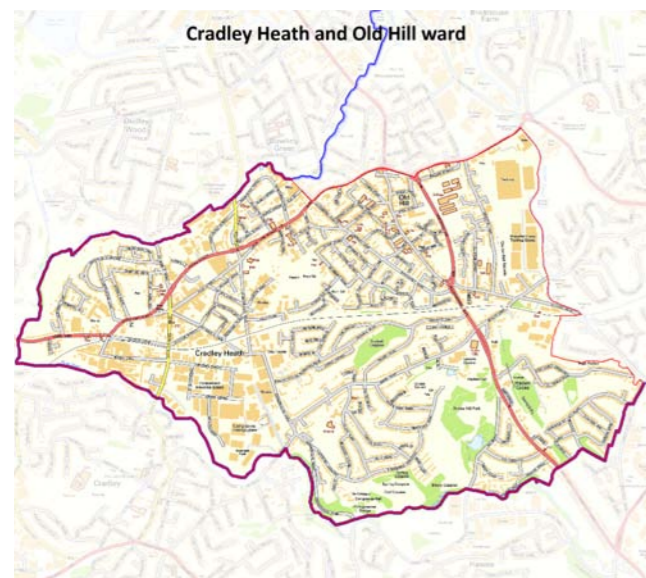
### Health of the community

Residents living in Cradley Heath and Old Hill have average health and wellbeing for Sandwell. There are a number of positive health achievements in the ward, including low alcohol-related hospital admissions; higher than average cervical screening; low infant death rates; and improving rates of death from heart disease.

However, the ward has several health indicators that are worse than average or are becoming poorer over time. Our priorities in this ward, are to tackle:

- domestic noise complaints, which are high
- lower life expectancy
- the rates of cancer deaths in the under 75s
- the high numbers of excess deaths in winter.

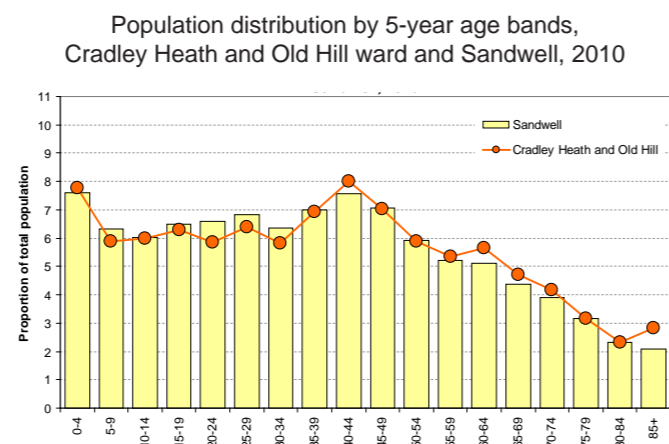
### People and place



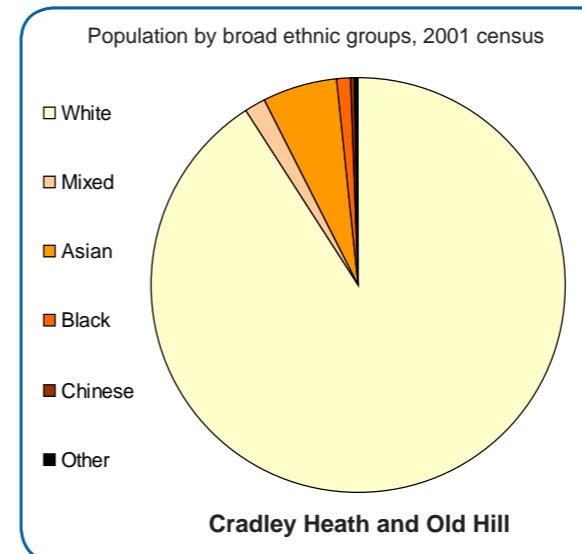
Cradley Heath and Old Hill ward is in the south west of the borough and is part of the Rowley town area. The ward has a mixed topography with large industrial/trading areas in the east and west, several parks and open spaces in the south and residential areas in the north.

In terms of population size, the ward is fairly representative of Sandwell and there is a similar spread of ages to the rest of the borough (with the exception of over 85s). It is not as ethnically diverse as other areas but has similar amounts of deprivation.

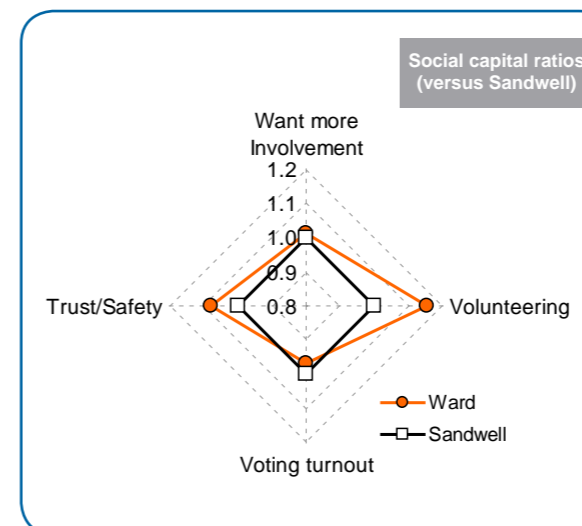
Cradley residents enjoy a comprehensive public transport network.



Haden Hill House and Museum

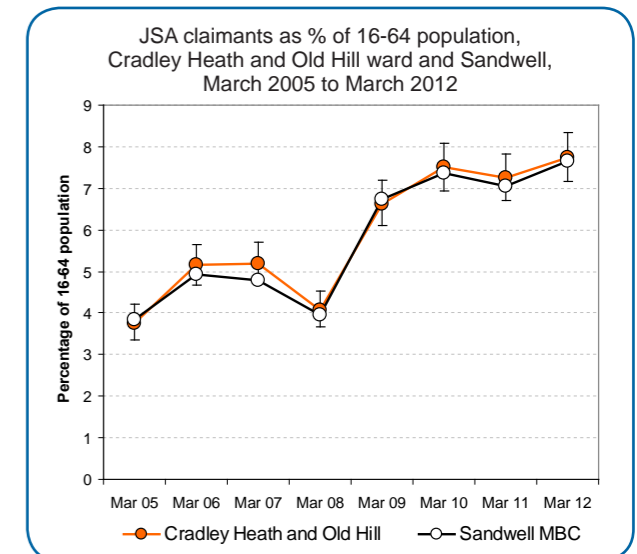


### Social capital and community assets



Cradley Heath and Old Hill ward has several other community assets:

- Bangladeshi Islamic Cultural Society
- Haden Hill Museum
- Haden Hill Park Friends group
- Mary McArthur memorial gardens
- Social groups for the elderly (Cradley Community Centre)



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 2             |
| Children's centre            | 1             |
| Primary school               | 5             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 5             |
| Place of worship (other)     | 0             |
| GP practice                  | 3             |
| Lifestyle services           | 10            |
| Bus station                  | 1             |
| Metro station                | 0             |
| Railway station              | 2             |



Cradley Baptist Church

Cradley High Street

Cradley Heath Library

# Sandwell Healthy Community Profile: Friar Park ward

## Health of the community

People living in Friar Park tend to have poorer health and less social wellbeing than the average Sandwell resident. However, violent crime is one of the lowest in the borough, alcohol-related hospital admissions are low and early death rates from heart disease are falling faster than across the borough as a whole.

We will focus on some health indicators in the ward that are either worse than average or are getting worse. We need to reduce:

- consistently higher than average teenage conceptions
- infant mortality rates, which are increasing
- early cancer deaths
- high levels of excess winter deaths.

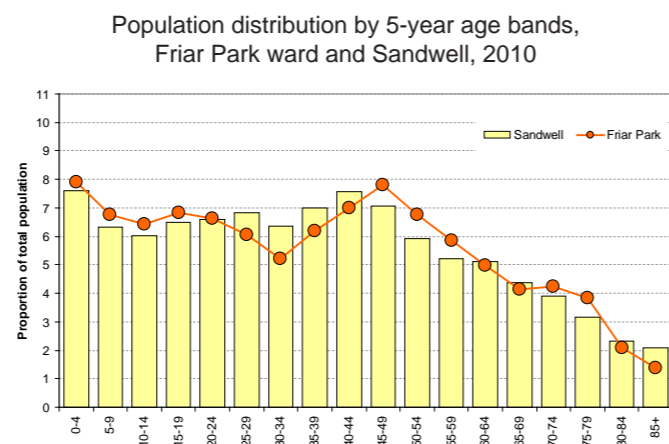
## People and place



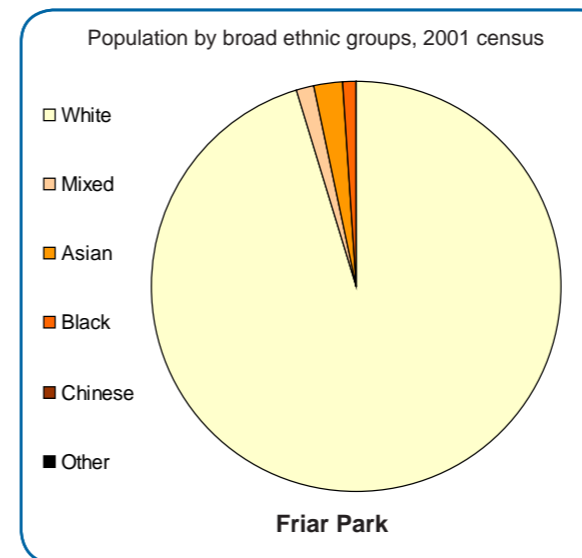
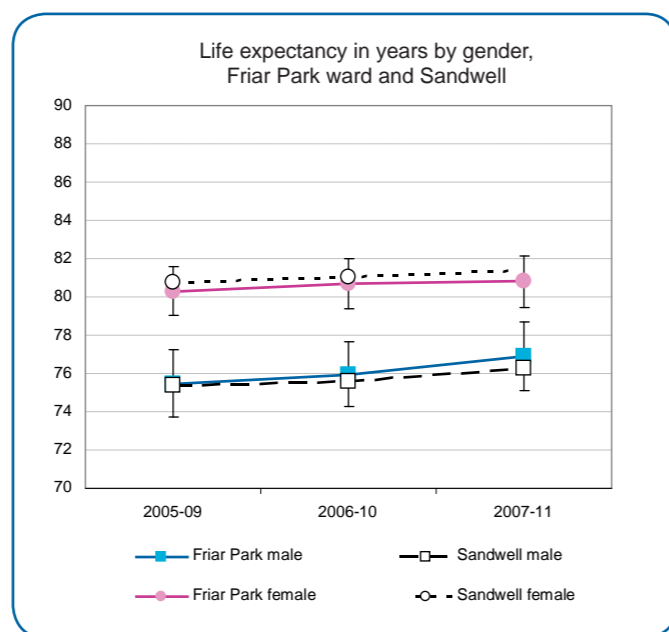
Friar Park ward is in the north of the borough, part of the Wednesbury town area. It is predominantly residential and topographical features include Bescot rail interchange, Tame River and several large recreation grounds.

Friar Park has one of the smaller ward populations in Sandwell. There are more children and young people and more 'pre-retirement' adults than the borough average.

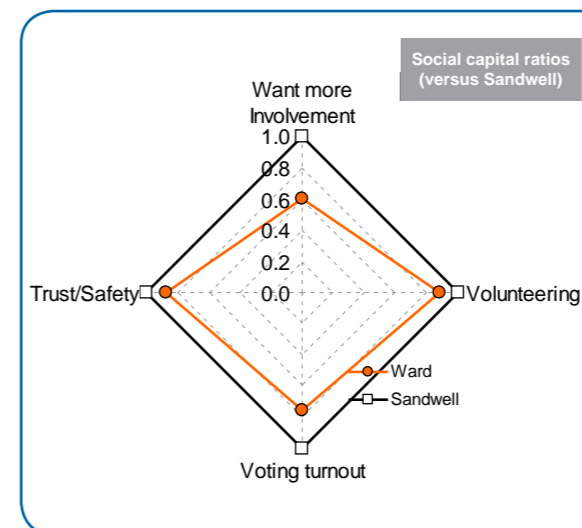
The population is predominantly white and most of the areas that make up the ward are classed as 'materially deprived', according to the Indices of Multiple Deprivation, which looks at levels of income, employment, crime and education.



St Francis Church

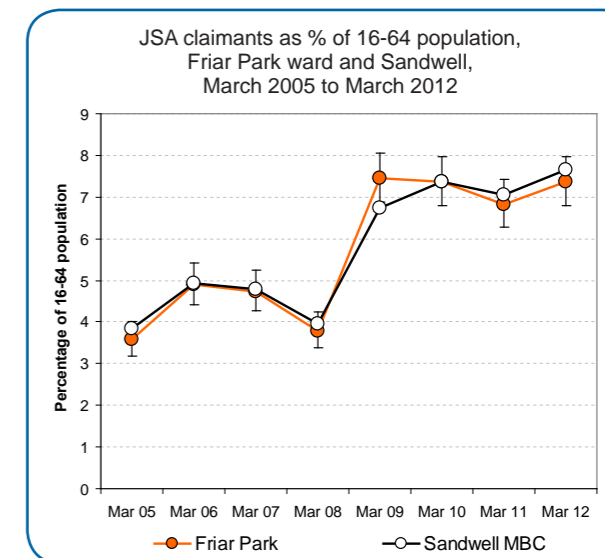


## Social capital and community assets



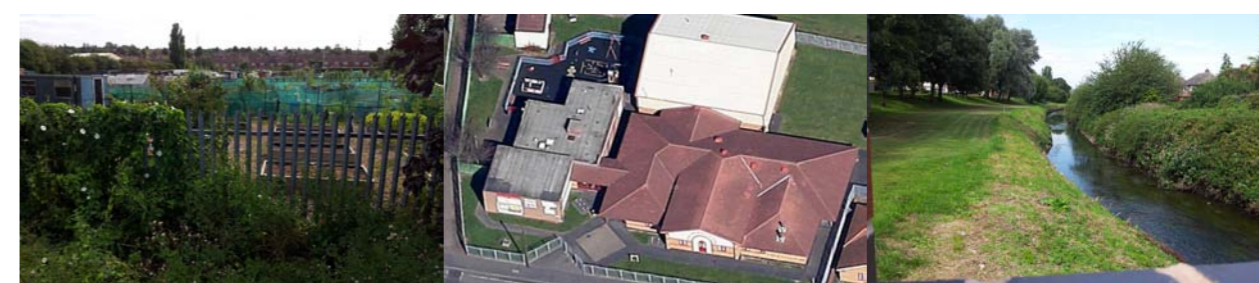
Friar Park ward has several other community assets:

- private fitness and football centre (Pulse)
- large allotment site
- annual fun day
- Tenants and Residents Association



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 0             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 2             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 7             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 1             |



Friar Park allotments

Millennium Centre

Canal from Pouk Hill



Sandwell Healthy Community Profile:

# Great Barr with Yew Tree ward

## Health of the community

In general, the health of Great Barr residents is better than the borough as a whole and many indicators for health are improving. Compared with Sandwell as a whole, the ward has better life expectancy, fewer teenage pregnancies, less alcohol-related harm, and fewer cancer deaths and excess winter deaths.

Nevertheless, we will focus on the following health issues:

- reversing the rising trend of childhood obesity
- promoting good sexual health in young people
- reducing early deaths from heart disease
- increasing the rate of childhood immunisation.

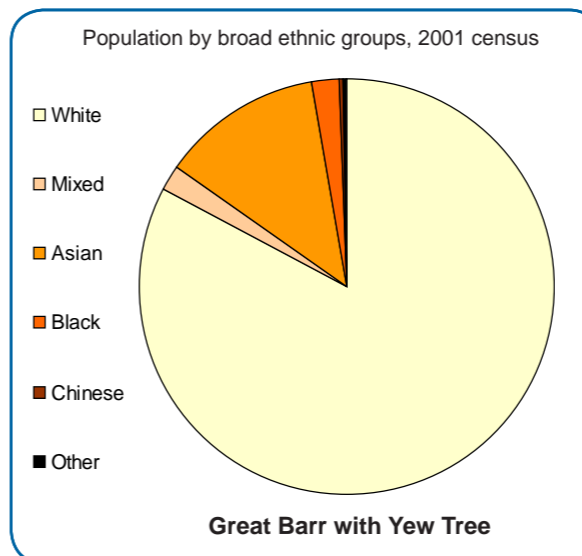
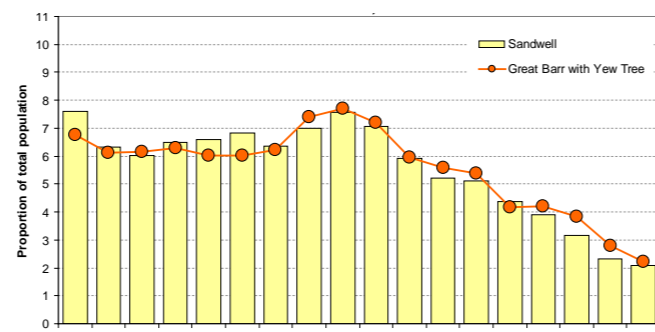
## People and place



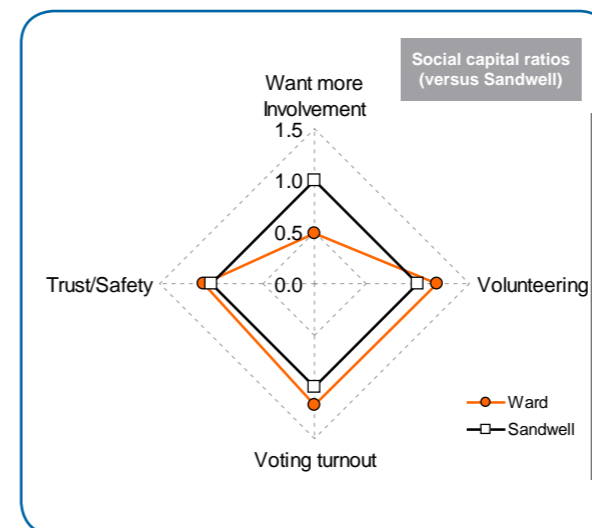
Great Barr ward is in the north east of the borough and is part of the West Bromwich town area. The ward is split into two distinct areas of Yew Tree and Great Barr, with the Great Barr area divided by major road networks. The main topographical features are Junction 7 of the M6 and central agricultural land.

Great Barr has a smaller than average population size compared with the average Sandwell ward, although those who live here are typical of the borough with regards to age and ethnic mix. There are lower levels of deprivation and higher employment rates than the borough average. Many people who live in the ward have easy access to services across the border to Walsall, Sutton or Birmingham.

Population distribution by 5-year age bands, Great Barr with Yew Tree ward and Sandwell, 2010

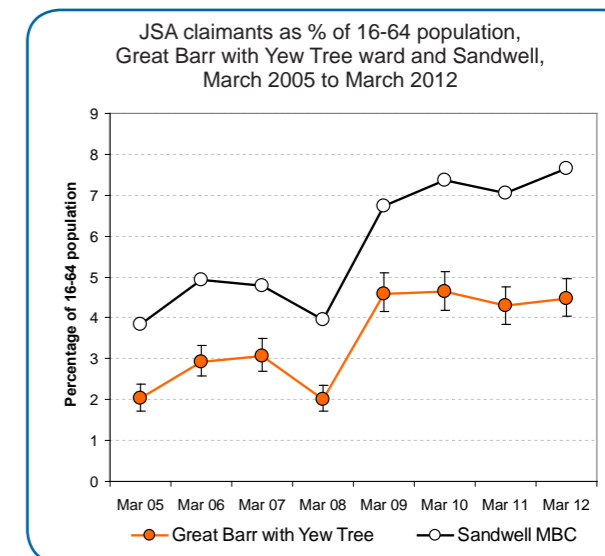


## Social capital and community assets



Great Barr with Yew Tree ward has several other community assets:

- Friends of Red House Park
- Rainbows, Brownies, Guides and Rangers groups
- 'Write-On' women's support group
- Photographic Society
- direct access to motorway networks and on main bus route to Birmingham



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 1             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 2             |
| Place of worship (other)     | 0             |
| GP practice                  | 3             |
| Lifestyle services           | 8             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Red House Park



Maple Drive, Yew Tree

Rushall Canal

Scott Arms junction

# Sandwell Healthy Community Profile: Great Bridge ward

## Health of the community

In general, people living in Great Bridge ward have poorer than average health in Sandwell, although many health indicators are improving slowly. There have been encouraging decreases in early deaths from heart disease and a drop in the number of excess winter deaths.

Looking at the health indicators used in this report, the priority issues for Great Bridge ward are tackling:

- the rising rates of teenage conceptions
- low overall life expectancy for men and women
- increasing rates of alcohol-related harm
- high rates of chlamydia in young people.

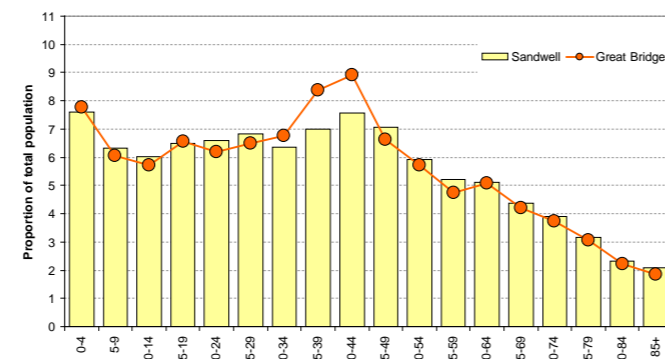
## People and place



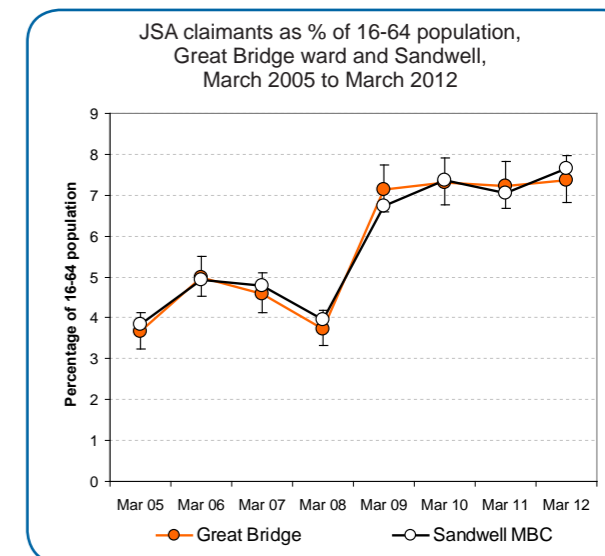
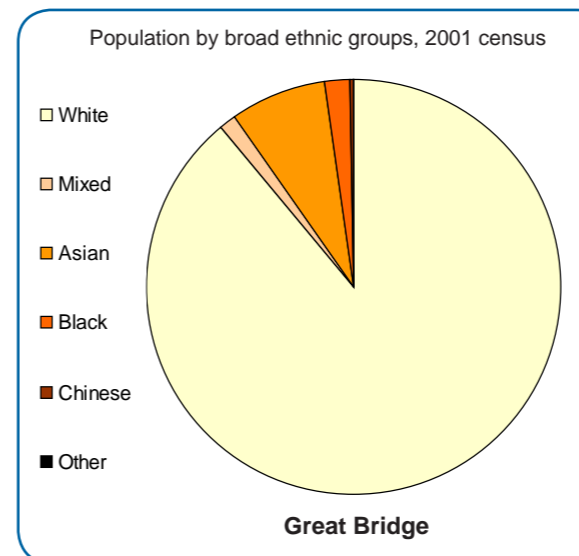
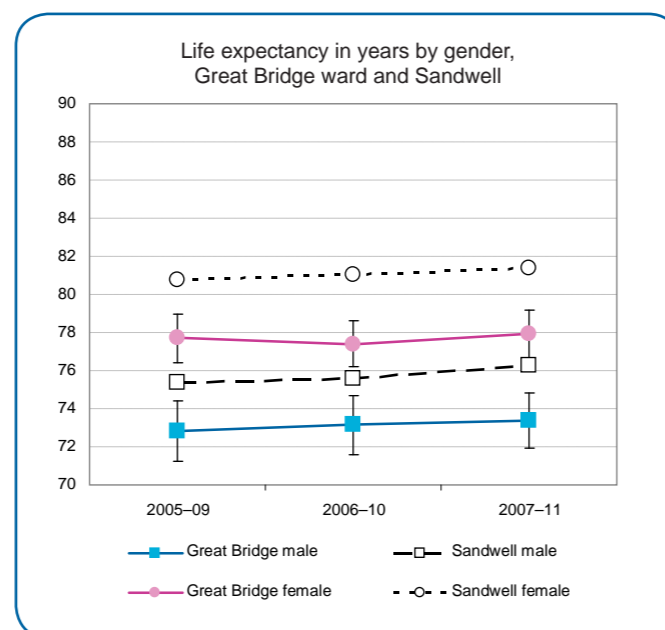
Great Bridge ward is in the north west of the borough and is part of the Tipton town area. The ward is distinctly industrial to the east, around the A41 Black Country Route, and residential on the Tipton side. There are several large open spaces, including Horseley Heath and Jubilee Park, the 'Balancing Lake', Walsall Canal and River Tame. Residents can easily access additional services in Tipton, Wednesbury or West Bromwich.

The population has increased markedly over the last decade. Residents as a whole are fairly typical of the borough, although there are more people aged 30-44 in the ward than the Sandwell average and there are relatively low levels of ethnic diversity. There is good access to schools, open space, shops and healthcare services (GPs).

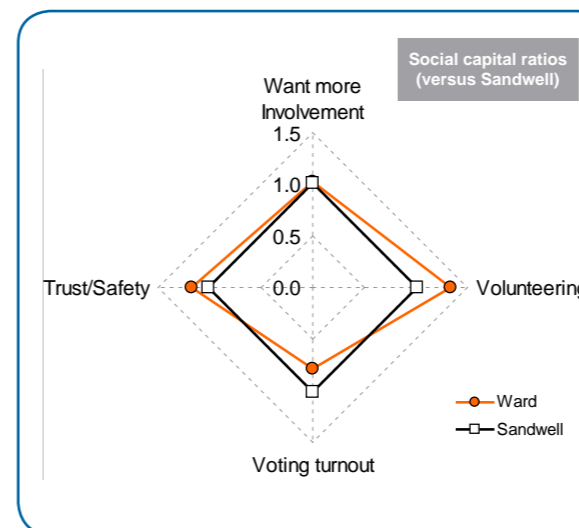
Population distribution by 5-year age bands, Great Bridge ward and Sandwell, 2010



Jubilee Park play area



## Social capital and community assets



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

Great Bridge ward has several other community assets:

- Horseley Heath and Sheepwash Lane open spaces
- Tipton Community Association
- Tipton Youth Project
- Rainbow and Brownies groups
- Marbles upcycling and recycling firm
- Great Bridge shopping centre

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 2             |
| Children's centre            | 0             |
| Primary school               | 6             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 4             |
| Place of worship (other)     | 0             |
| GP practice                  | 3             |
| Lifestyle services           | 12            |
| Bus station                  | 1             |
| Metro station                | 0             |
| Railway station              | 0             |



Tipton College

Library and Children's Centre

Canal locks

## Sandwell Healthy Community Profile:

# Greets Green and Lyng ward

### Health of the community

Compared with Sandwell as a whole, people living in Greets Green have poorer health. However, there have been some improvements in some of the health indicators: childhood immunisation levels are high and early deaths from heart disease have almost halved over recent years.

Our priorities for Greets Green are to tackle:

- the poor condition of private housing and reduce damage to wellbeing from noise pollution
- the sharp increases in alcohol-related harm
- rising levels of infant mortality
- increasing levels of excess winter deaths.

### People and place

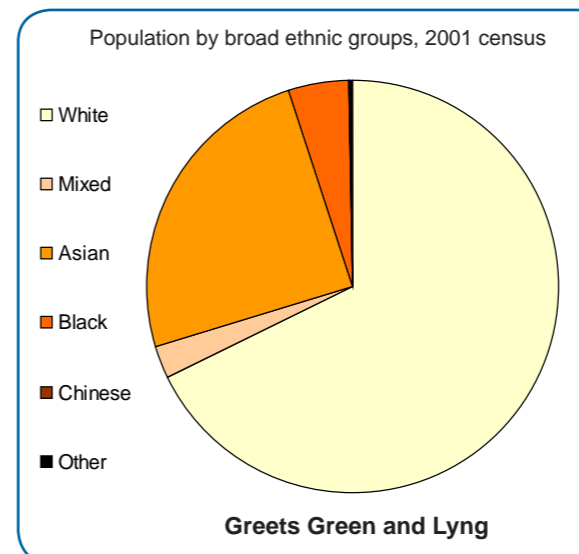
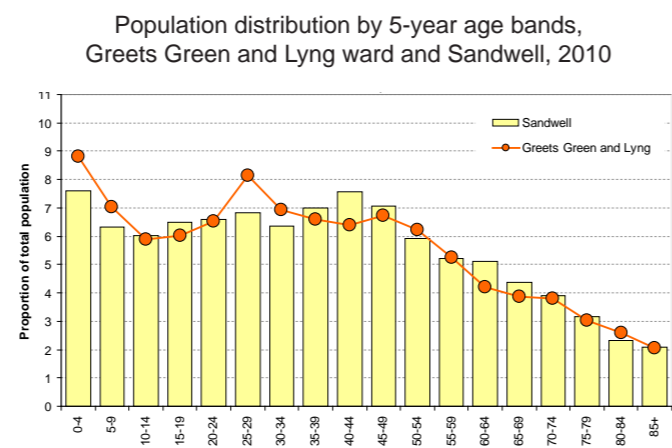
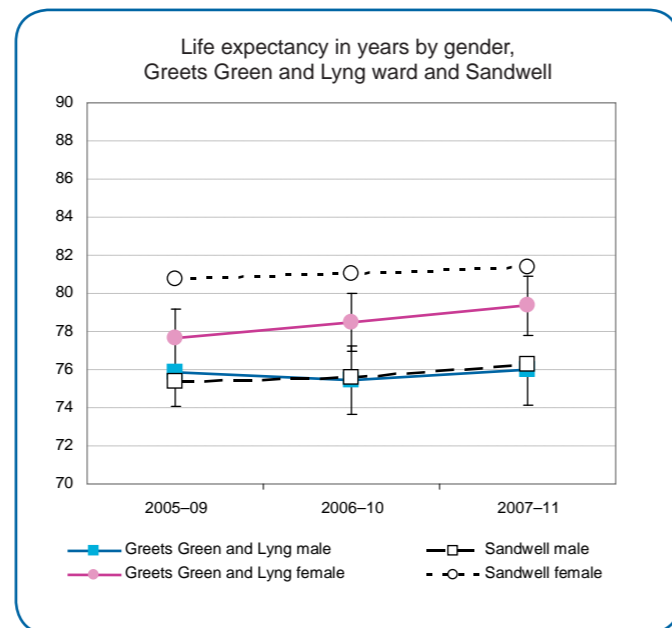


Greets Green ward is in the heart of Sandwell, part of the West Bromwich town area. The ward is distinctly industrial to the west around the canal networks, and residential on the West Bromwich side. The Metro line forms the eastern boundary of the ward, and Greets Green Park provides open space in the north.

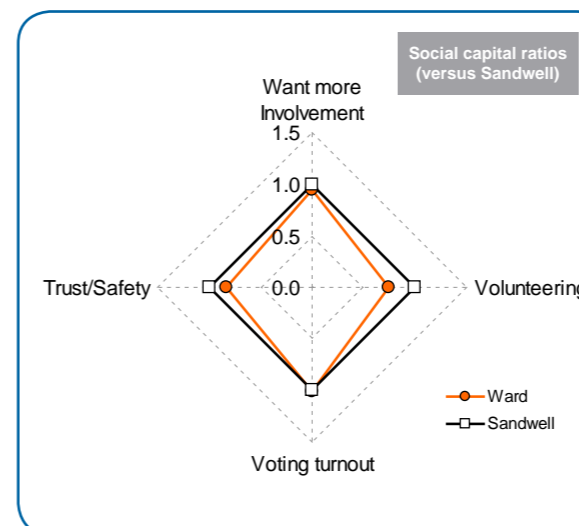
Compared with the Sandwell average, Greets Green ward has one of the smaller populations and there are fewer people living in the area now than 10 years ago. However, there are higher than average numbers of young families living in the area and there is good provision of primary schools. The ward is more ethnically diverse and many residents are employed in routine and manual occupations.



Kelvin Way Trading Estate

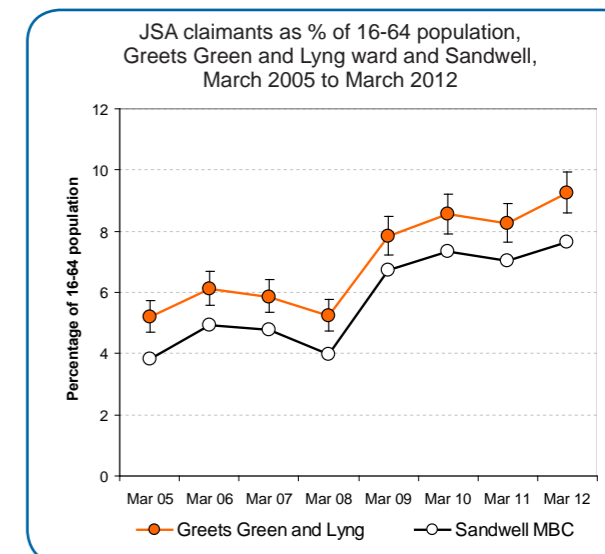


### Social capital and community assets



Greets Green and Lyng ward has several other community assets including:

- Greets Green playing fields
- Male Voice Choir
- Rainbow and Brownie groups
- YMCA centre
- Credit Union
- Lyng Health and Social Care Centre



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 0             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 6             |
| Place of worship (other)     | 0             |
| GP practice                  | 7             |
| Lifestyle services           | 17            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 4             |



Oak House Museum

Bails Hill Canal

The Lyng Centre

# Sandwell Healthy Community Profile: Hateley Heath ward

## Health of the community

People living in Hateley Heath generally have poorer health than the Sandwell average, although some health indicators are improving here. Male life expectancy has risen to above average, while the rates of early deaths from cancer and heart disease have fallen noticeably.

We have prioritised the following areas to help improve health and wellbeing for those living in Hateley Heath ward. These are to tackle:

- increasing rates of childhood obesity
- increasing levels of teenage conceptions
- low life expectancy for women, which are well below Sandwell averages
- the impacts of both adult and young person unemployment.

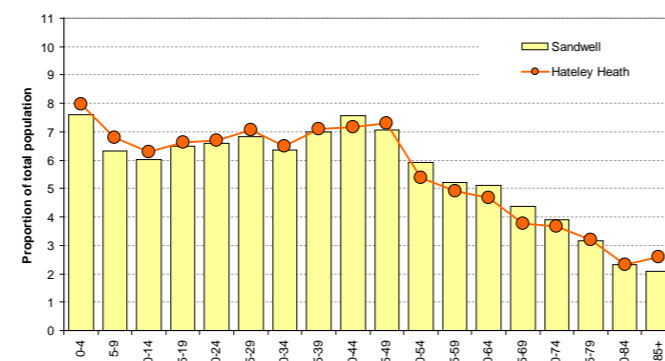
## People and place



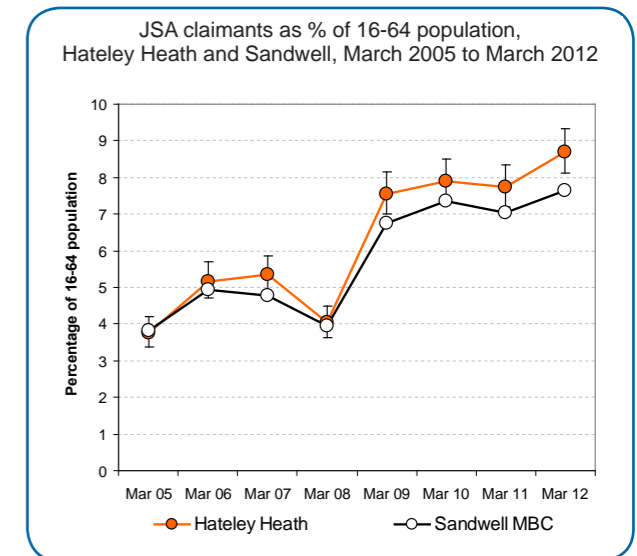
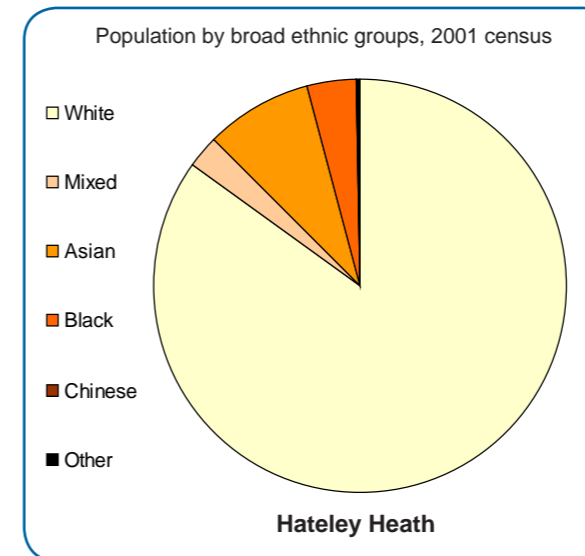
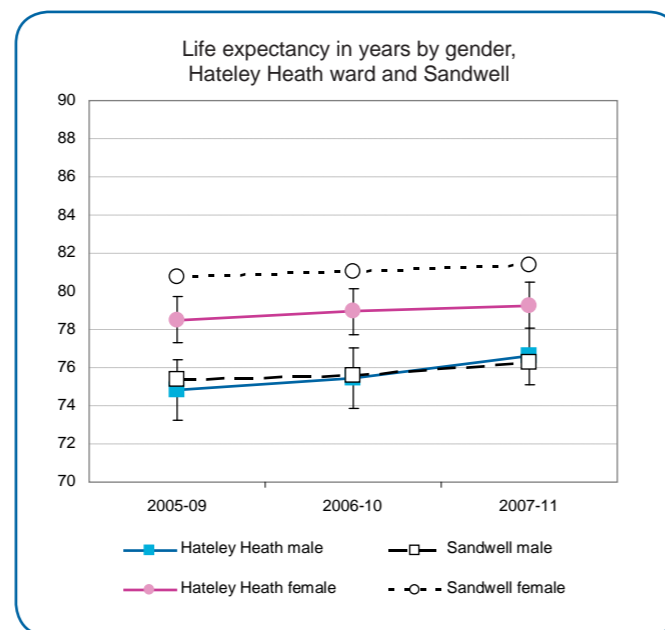
Hateley Heath ward is in the north of Sandwell and is part of the West Bromwich town area. The ward is mainly residential, although there is a small industrial area on the Great Bridge side. The main topographical features are the Black Lake canal, large cemetery and the Heath itself.

Hateley Heath is one of the largest wards in Sandwell for population and it is growing. People living in the ward are fairly typical of the borough, although there is higher overall deprivation and there are more very young and very old residents compared with the Sandwell average. There is good access to primary and secondary schools, green spaces and local shops. There is also easy access to Walsall and Birmingham via train.

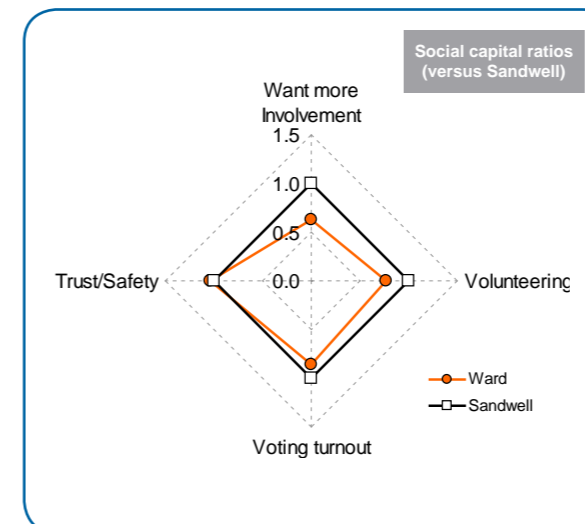
Population distribution by 5-year age bands, Hateley Heath ward and Sandwell, 2010



Mill Pool



## Social capital and community assets



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

Hateley Heath ward has several other community assets, including:

- Friends of Mill Pool
- Friends of Manor House
- Moorlands Allotments
- Monmouth Drive Residents Association
- Hateley Heath Community Hospital
- Hateley Heath Resource Centre

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 7             |
| Place of worship (other)     | 0             |
| GP practice                  | 0             |
| Lifestyle services           | 5             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Gough Arms public house



Paupers Monument



Hateley Heath Hospital

## Sandwell Healthy Community Profile:

# Langley ward

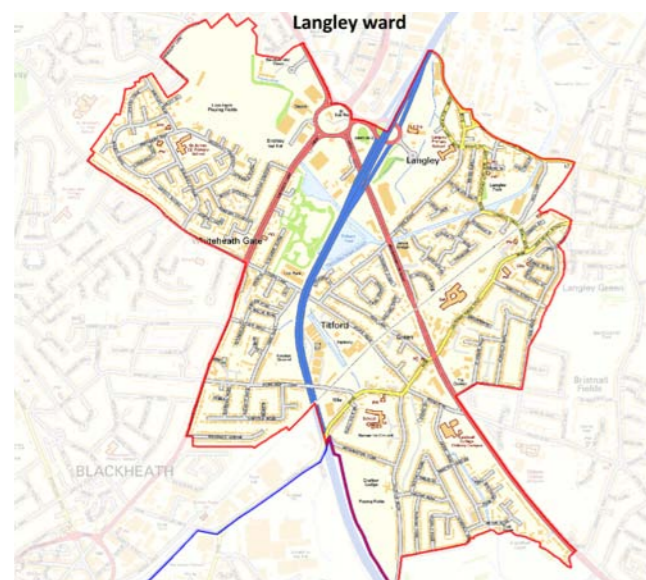
### Health of the community

On the whole, people who live in Langley ward have better than average health for Sandwell and several health indicators are improving. People tend to live longer, and childhood obesity and teenage conception rates are well below borough averages.

However, looking at the indicators used in this report, we have identified the priorities for Langley ward. These are to improve:

- wellbeing associated with high unemployment and noise pollution in the area
- the rates of alcohol-related harm, especially the high number of hospital admissions
- high rates of chlamydia in young people.

### People and place

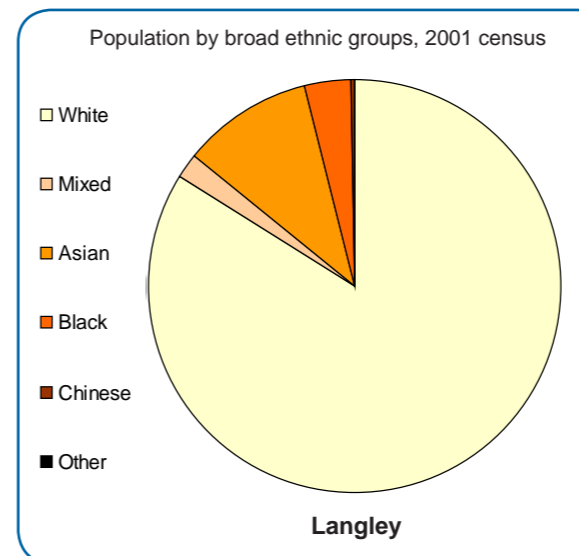
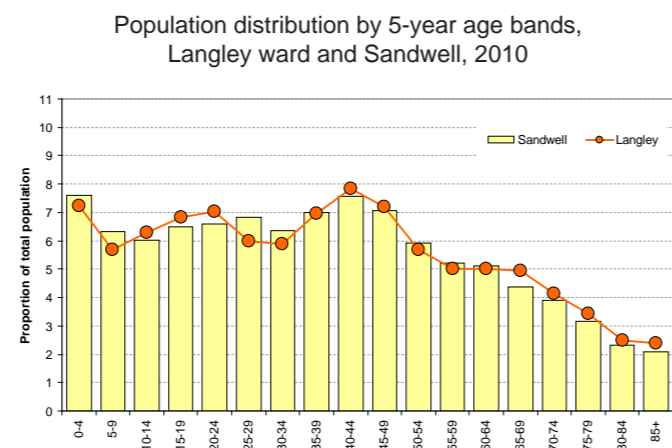
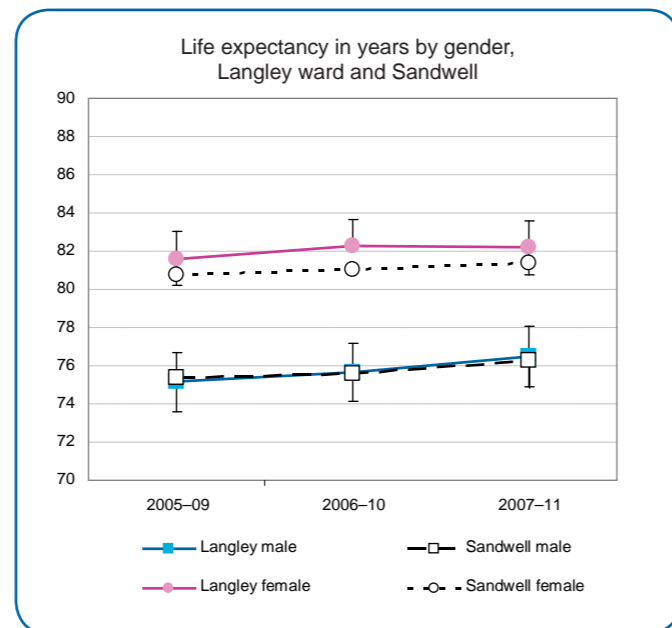


Langley ward is in the southern part of Sandwell and is part of the Oldbury town area. Split by the M5 motorway, the ward is predominantly residential, although there are a couple of small industrial sites. The main topographical features are Titford Pool and Canal, and the Lion Farm playing fields.

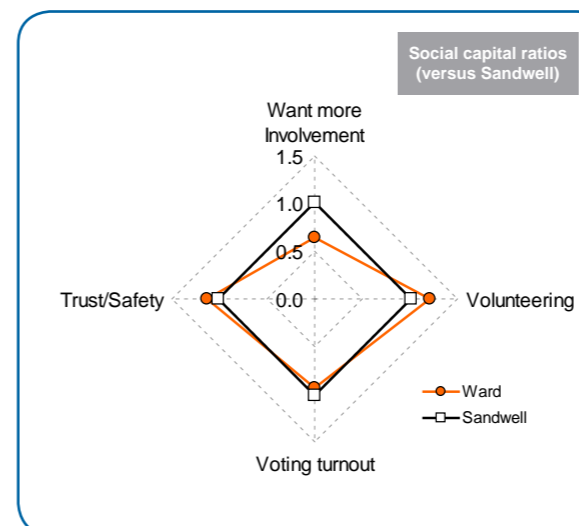
The Langley population is average for Sandwell in many ways: the size of ward, the age of the residents, the overall levels of deprivation and ethnic mix of the ward. There is good access to primary schools and there are plenty of local facilities. Oldbury, Dudley and Smethwick are easily accessible by car and railway stations north and south of the ward offer wider travel opportunities.



Park Lodge Community Centre

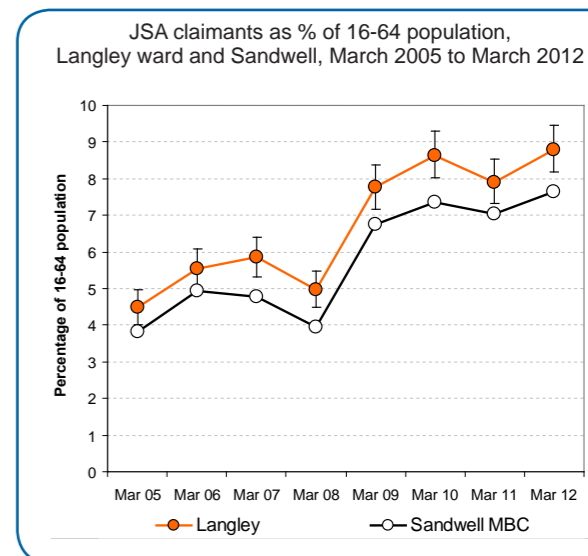


### Social capital and community assets



Langley ward has several other community assets, including:

- Lion Farm Action Centre
- Langley Traders Association
- Rood End Community Association
- Sandwell Irish Community Association
- Oldbury REP Theatre
- 'Golden Years Sandwell' group



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 2             |
| Leisure centre               | 1             |
| Parks                        | 4             |
| Children's centre            | 0             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 2             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 16            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Crosswells Inn

Oldbury REP Theatre

Titford Pool

# Sandwell Healthy Community Profile: Newton ward

## Health of the community

People living in Newton generally have much better health compared to the Sandwell average and many health indicators continue to improve. People tend to live longer, adults appear to adopt healthier lifestyles and access preventive health services.

Our priorities for Newton are to reduce:

- childhood obesity rates, which are well above average
- early deaths from heart disease, which are falling at a much slower rate than Sandwell as a whole
- fuel poverty. Despite a relatively well-off population, this affects many residents in the ward.

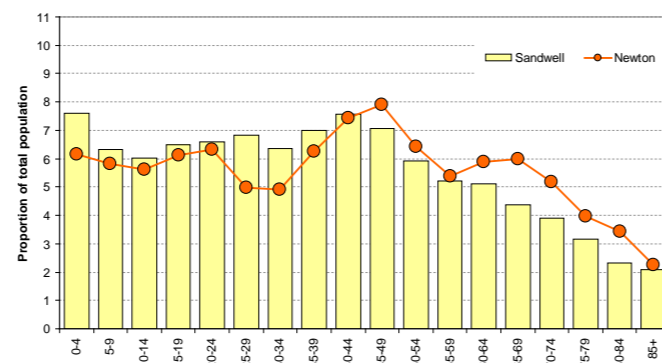
## People and place



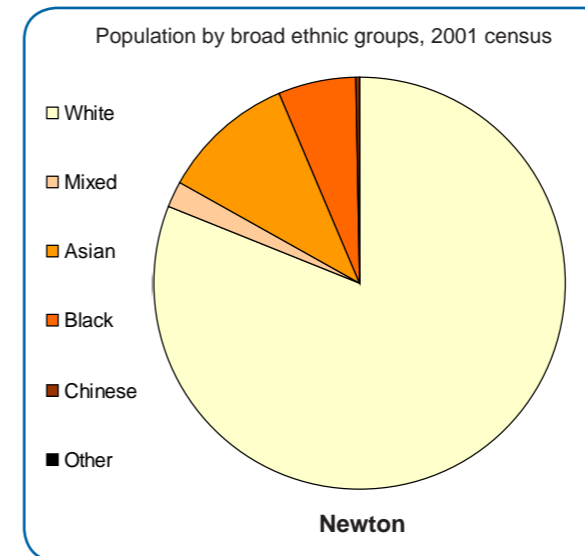
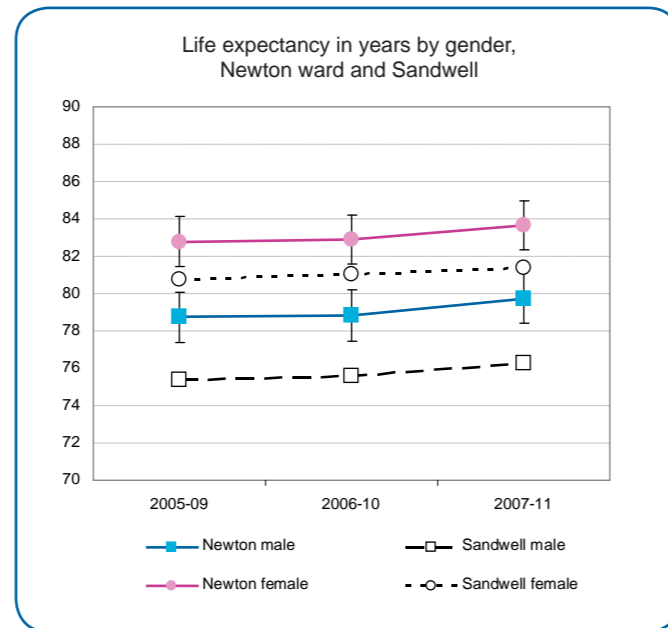
Newton ward is in the north east of Sandwell and is part of the West Bromwich town area. Bounded by dual carriageways to the north and east, the ward is almost exclusively residential. The main topographical features include the Forge Mill Lake, the railway line that runs between Walsall and Birmingham, the canal network and the Scott Arms.

Newton ward has the smallest population in Sandwell. It also has one of the oldest populations, with much fewer people aged under 40 and more over 60 than average for the borough. There is good access to primary schools, open space and shops. Some people in the ward travel across the border to Birmingham for services.

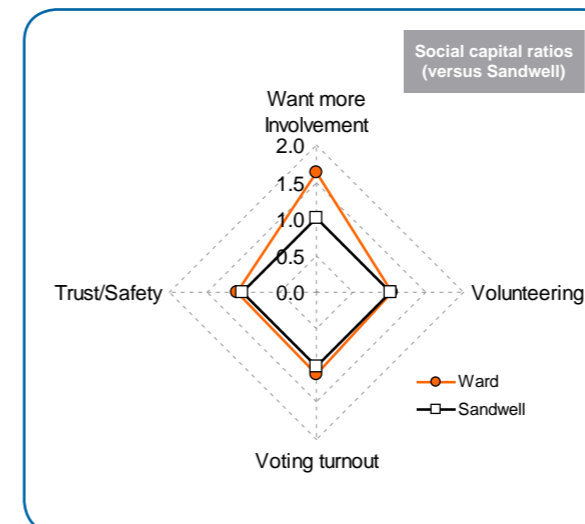
Population distribution by 5-year age bands, Newton ward and Sandwell, 2010



Forge Mill Lake

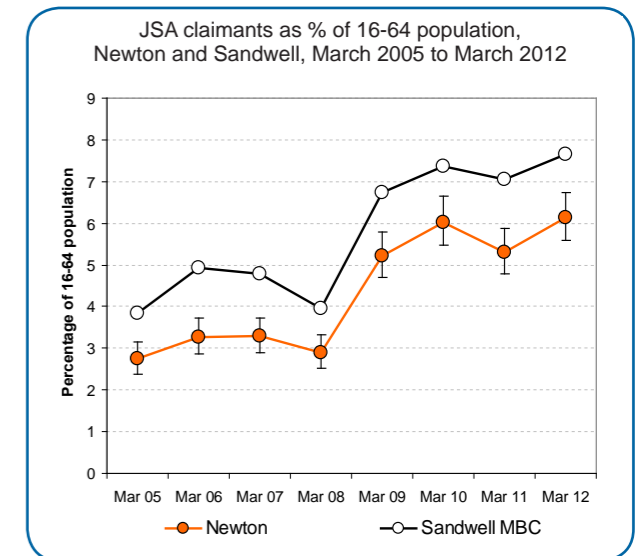


## Social capital and community assets



Newton ward has several other community assets including:

- Forge Mill Lake conservation area
- Brownies, Guides and Rangers groups
- Durham Association of Residents and Tenants (DART)
- Gorse Wood Farm 'Friends' group
- good transport to Walsall, West Bromwich, Sutton and Birmingham.



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 1             |
| Children's centre            | 1             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 2             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 5             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Scott Arms (1954)

Viaduct on Spothouse Lane

Scott Arms (2005)

# Sandwell Healthy Community Profile: Oldbury ward

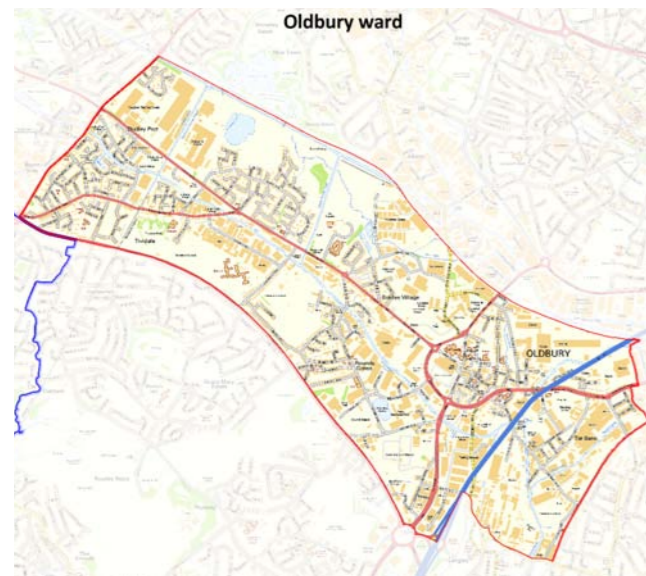
## Health of the community

People in Oldbury enjoy average health when compared to Sandwell as a whole. Looking at many of the health indicators, the ward is about the borough average, although women have a higher life expectancy and the uptake for childhood immunisation is better than many wards.

Based on the health indicators used in this report, the priorities for Oldbury ward are to:

- stop the rise in teenage pregnancy rates
- address the impacts of poor housing and noise pollution
- improve the low uptake of women screening for cervical cancer.

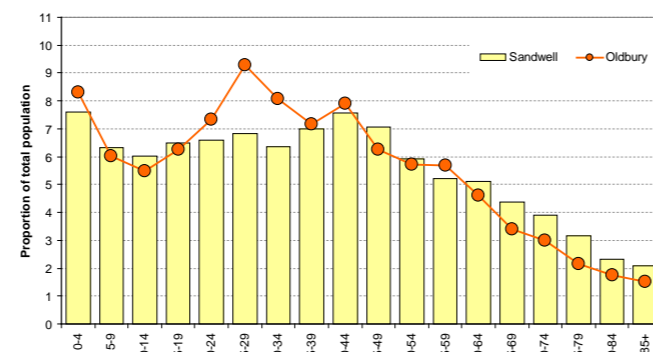
## People and place



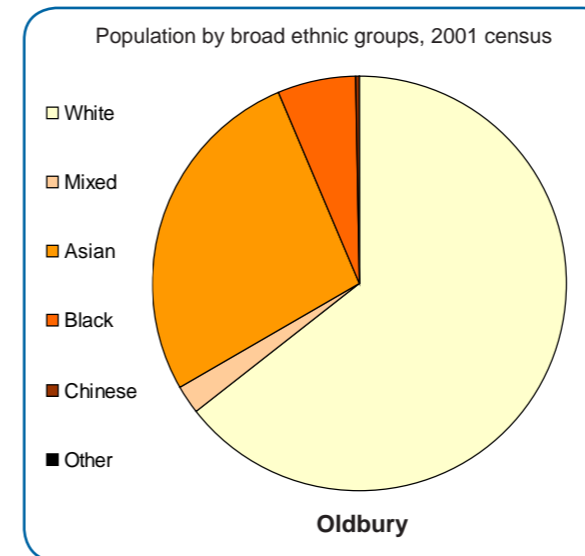
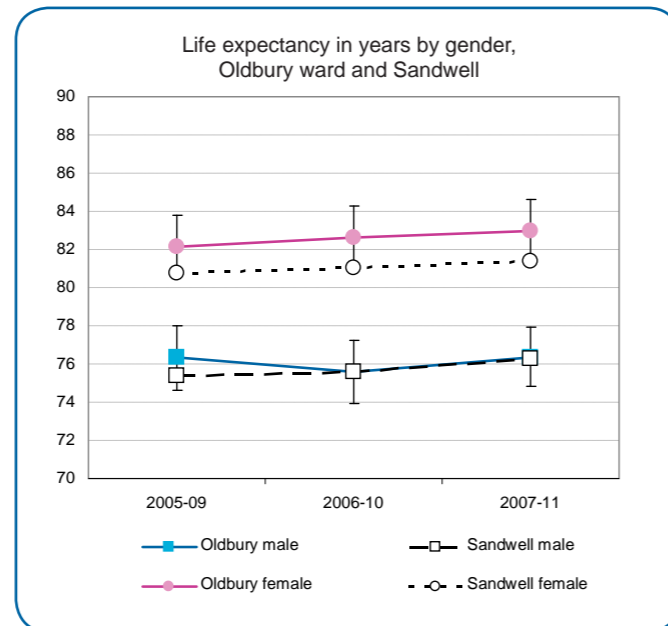
Oldbury ward stretches across the centre of Sandwell and is part of the Oldbury town area. Split by several major motorway and A-road sections, the ward is heavily populated with industry and trading estates. The Birmingham to Wolverhampton railway line also passes across the top of the ward, through Sandwell and Dudley and Dudley Port stations.

In recent years, Oldbury has gone from being one of the least populated wards to being well above average for Sandwell. Much of this growth may be down to young families as the area has high levels of under 5s and people aged 20-34 but fewer people aged 60 and over. The ward is ethnically diverse and has higher than average deprivation. There is good provision of schools, shops and leisure activities.

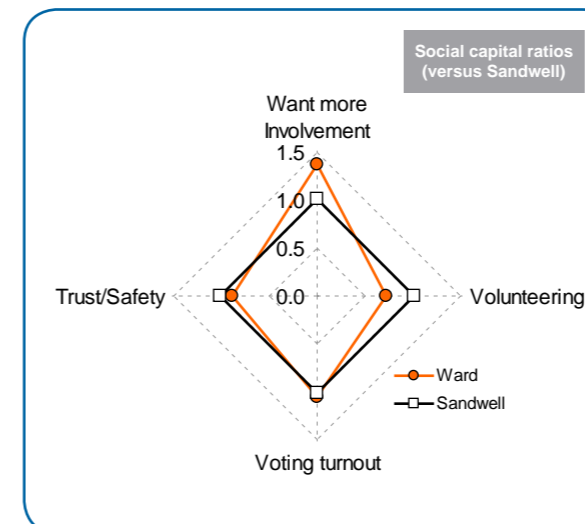
Population distribution by 5-year age bands, Oldbury ward and Sandwell, 2010



Oldbury Library

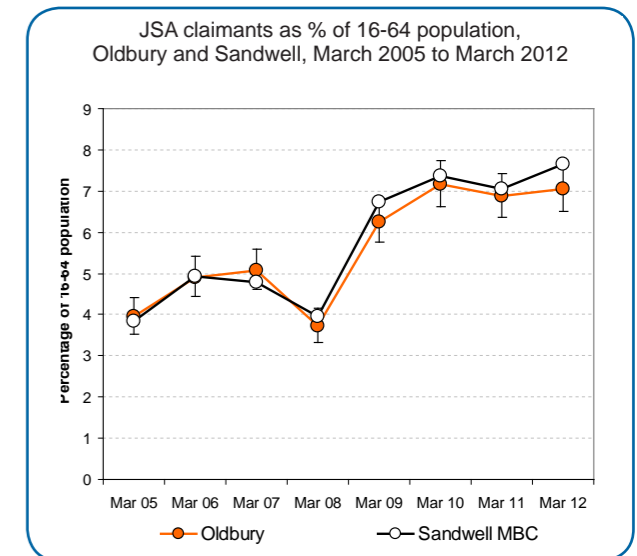


## Social capital and community assets



Oldbury ward has several other community assets, including:

- Shri Venkateswara (Balaji) Temple and grounds
- Ideal for All charity
- NACRO
- Sandwell Community Information and Participation Services
- good access across West Midlands.



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 1             |
| Children's centre            | 1             |
| Primary school               | 5             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 6             |
| Place of worship (other)     | 2             |
| GP practice                  | 3             |
| Lifestyle services           | 17            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 2             |



Dudley Port canal basin

Shri Venkateswara Temple

Christ Church, Oldbury

# Sandwell Healthy Community Profile: Old Warley ward

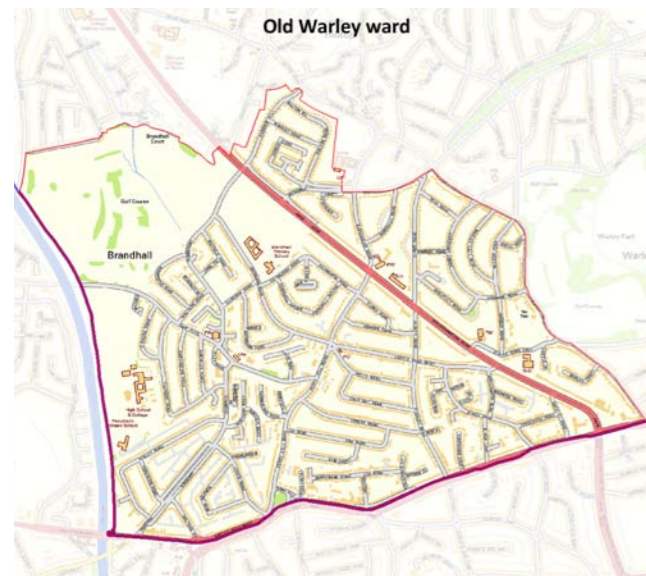
## Health of the community

People living in Old Warley ward tend to have better than average health for Sandwell and most of the health indicators are improving. Residents tend to live much longer, attend health appointments and choose healthier lifestyles.

Looking at the health indicators used in this report, we need to focus on:

- improving poor housing and fuel poverty, particularly among the very old
- reversing the increase in childhood obesity
- reducing the rates of chlamydia, which are higher than average.

## People and place

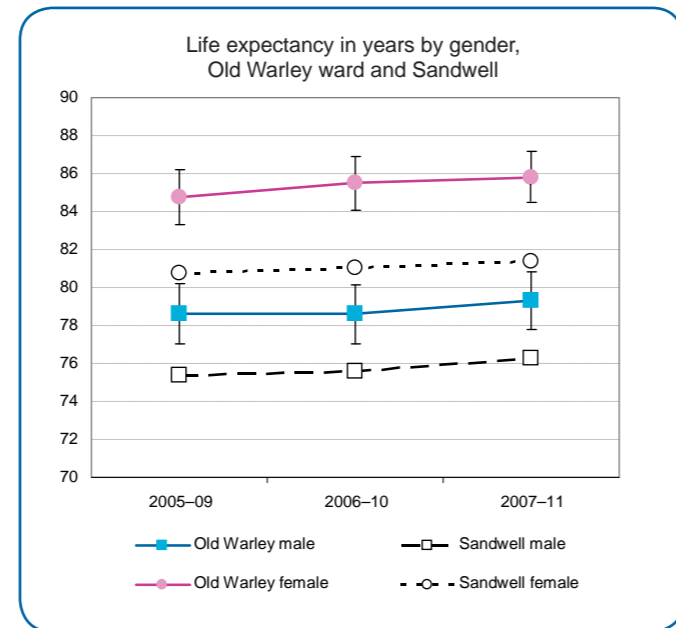


Old Warley ward is in the south of Sandwell, part of the Oldbury town area. Split from east to west by the A4123 Wolverhampton Road, the ward is almost exclusively residential. The main topographical feature is the Brandhall Golf Course in the north west of the ward.

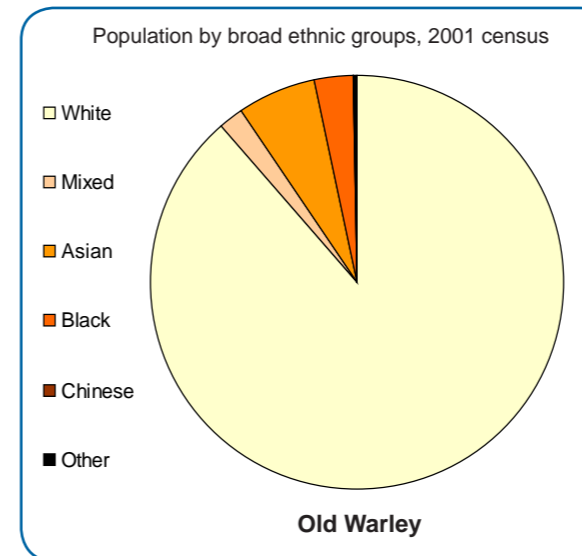
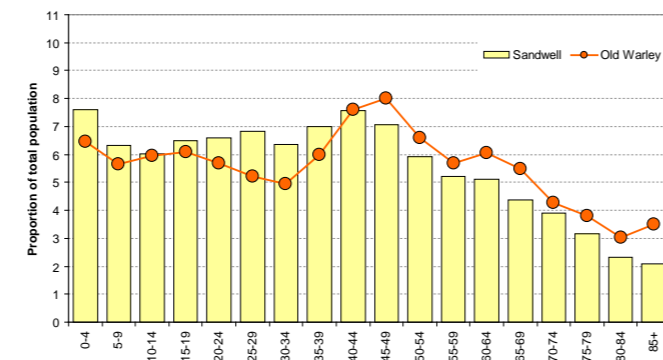
Old Warley is among the least populated wards in Sandwell, has more elderly people than most areas in the borough and is the least ethnically diverse. It is the second least deprived ward in Sandwell although it is still more deprived than the national average. There is good access to local schools and major road networks and it is easy to travel across the border to Dudley or Birmingham to access services and recreation.



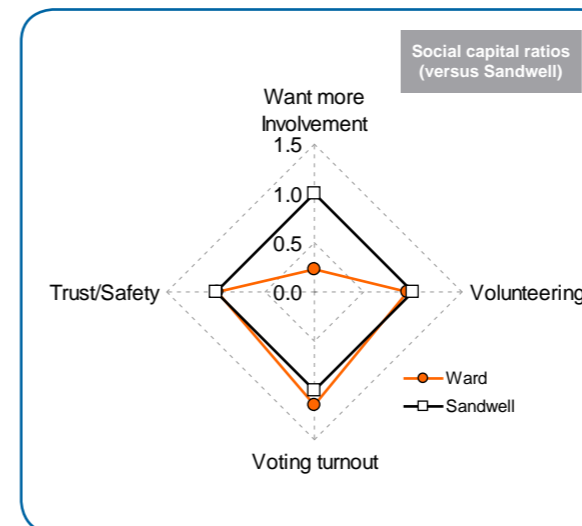
Brandhall Golf Course



Population distribution by 5-year age bands, Old Warley ward and Sandwell, 2010

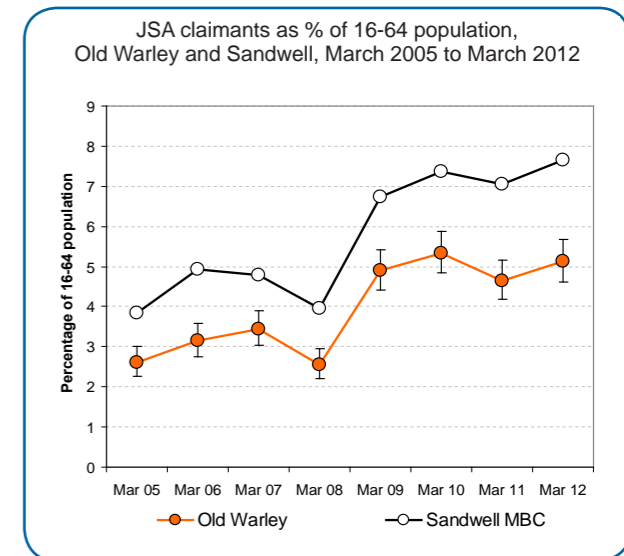


## Social capital and community assets



Old Warley ward has several other community assets, including:

- Warley Woods Trust
- Brandhall Golf Course
- Paul and Barney's Place
- Brandhall allotments
- Old Warley Local History Society
- 'Time Out' over 60s group



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 4             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 6             |
| Place of worship (other)     | 0             |
| GP practice                  | 1             |
| Lifestyle services           | 9             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Brandhall Library

Our Lady and St Hubert

Warley Library



# Sandwell Healthy Community Profile: Princes End ward

## Health of the community

Despite the levels of deprivation and unemployment in Princes End, people living in the ward have average health when compared to Sandwell as a whole. There is less childhood obesity, fewer infant deaths and excess winter deaths, while teenage conceptions have reduced notably.

The priorities for Princes End are to:

- address the health and wellbeing impacts of very high adult and youth unemployment
- reduce the increasing rates of alcohol-related harm
- increase male life expectancy which is well below the borough average.

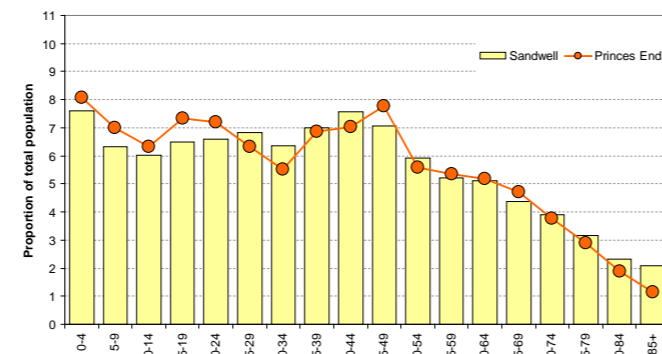
## People and place



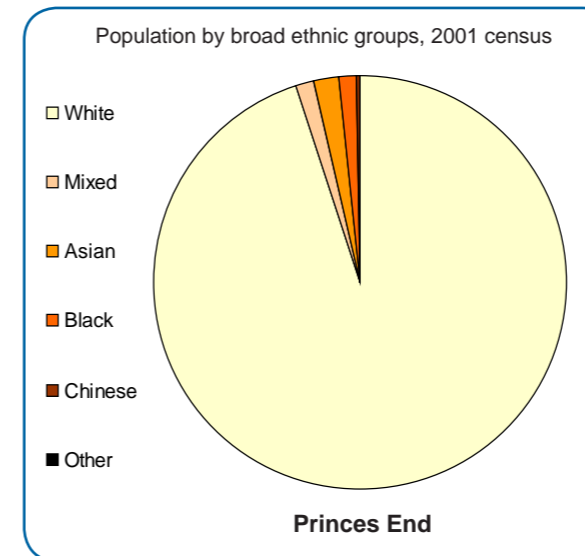
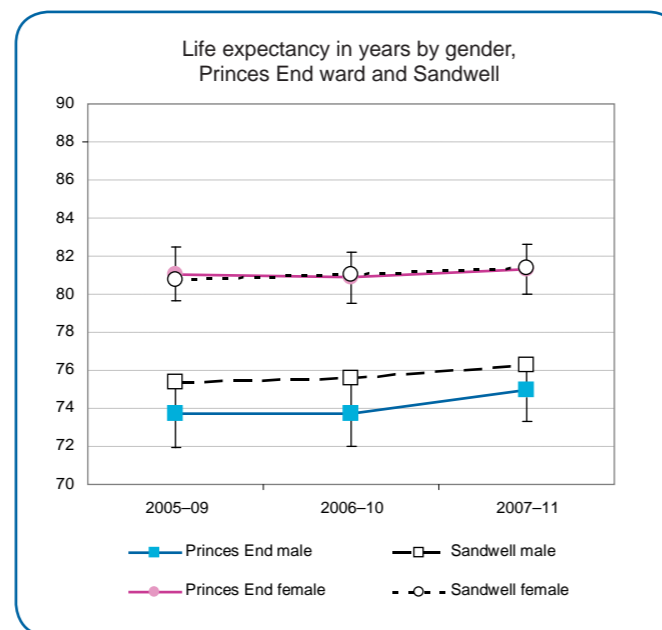
Princes End ward is in the north west of Sandwell and is part of the Tipton town area. The ward has a mix of industrial and residential areas. The main features include the Weddell Wynd Community Woodland and Tipton Sports Academy.

In recent years, Princes End has gone from having one of the largest populations in the borough to being an average size. The area has higher than average numbers of children and young people, which suggests that larger families live in the ward. The ward is not ethnically diverse – more than 90% are from white groups – and people living here experience higher than average deprivation. There is good provision of schools and a leisure centre, although many other amenities are only accessible outside the ward area.

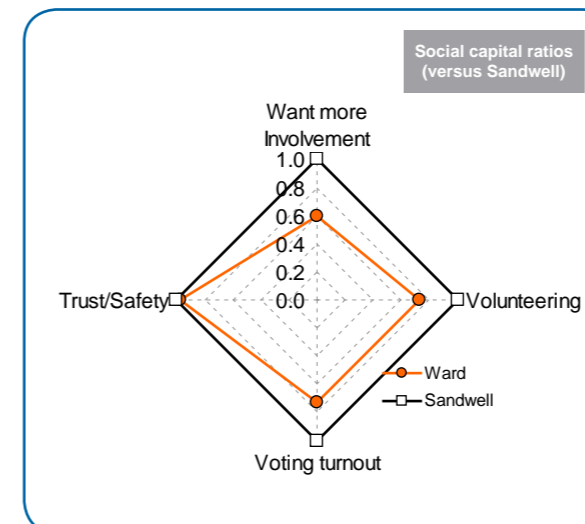
Population distribution by 5-year age bands, Princes End ward and Sandwell, 2010



Tipton Sports Academy

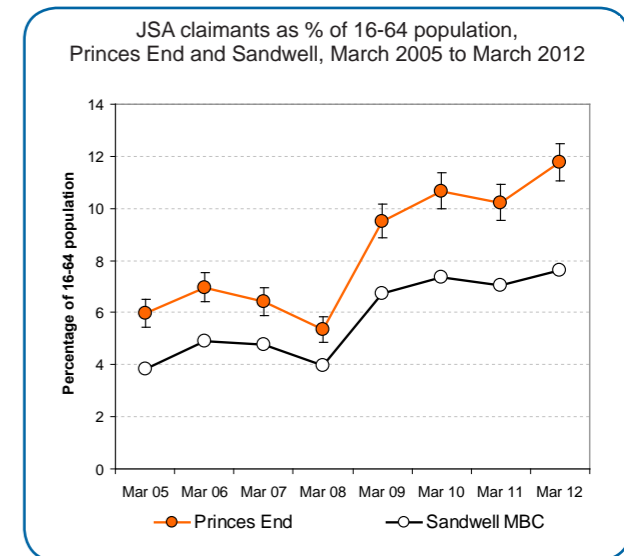


## Social capital and community assets



Princes End ward has several other community assets, including:

- Weddell Wynd Community Woodland
- Tipton Community Association
- Murray Hall Community Trust
- Bromford Support
- Angle Ring company



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 1             |
| Children's centre            | 2             |
| Primary school               | 3             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 3             |
| Lifestyle services           | 10            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Princes End High Street

"The Tilted Barrel"

Gospel Oak

# Sandwell Healthy Community Profile: Rowley ward

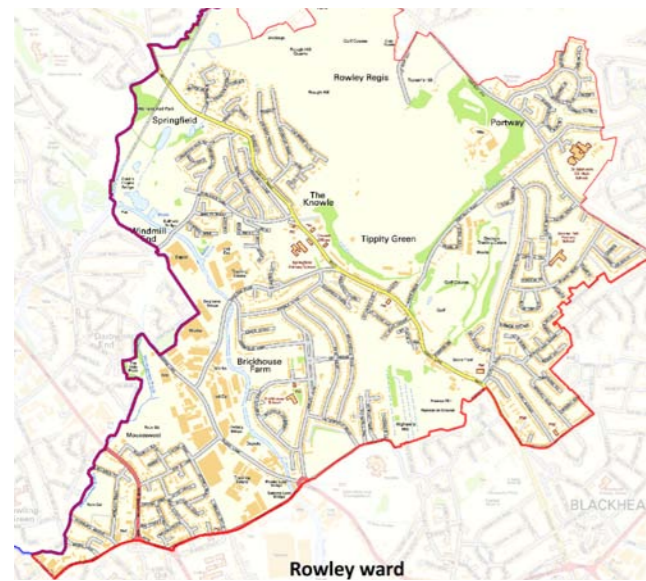
## Health of the community

People living in Rowley ward have average health for Sandwell, although some health indicators are better than average for the borough or are improving. Alcohol-related health problems are low and both screening and immunisation rates are consistently higher than average.

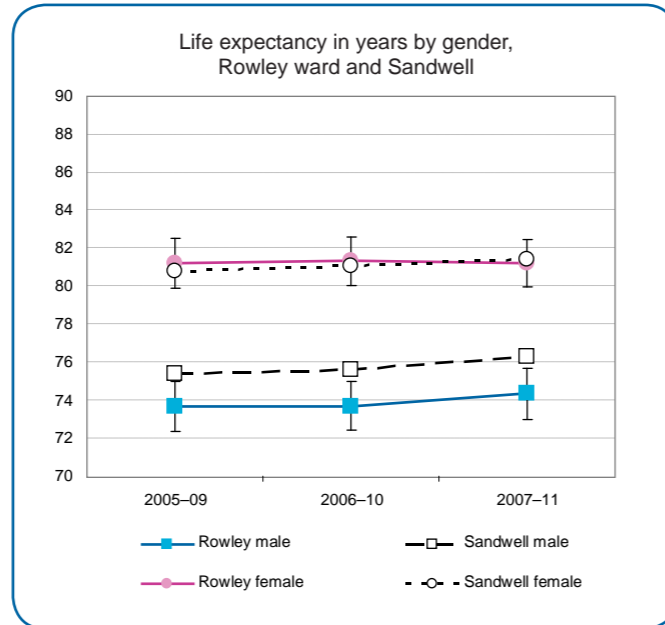
Looking at the health indicators used in this report, we need to focus on:

- reducing the rise in teenage conceptions
- increasing the low life expectancy for men
- reducing the very high infant mortality rates
- reducing the numbers of early deaths from cancer.

## People and place



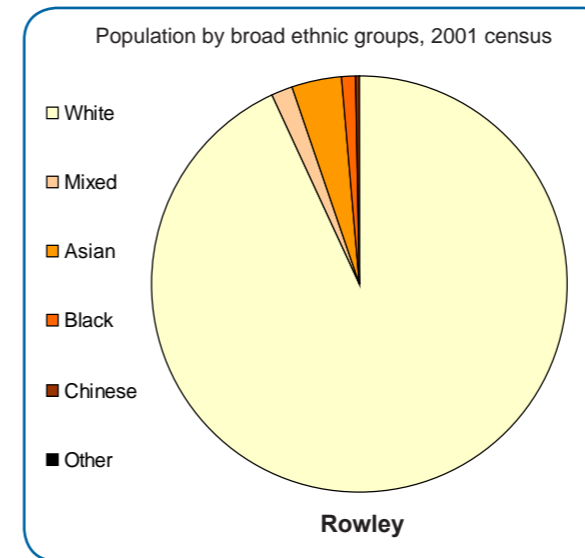
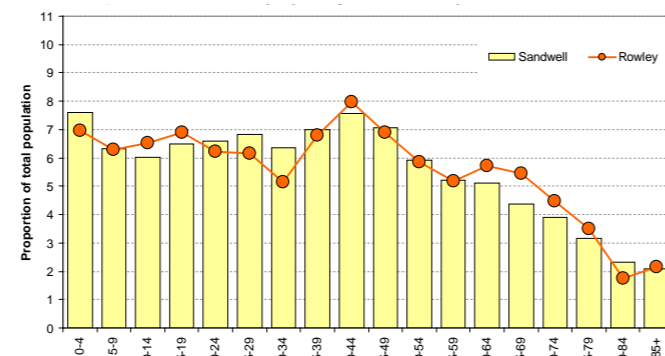
Turners Hill



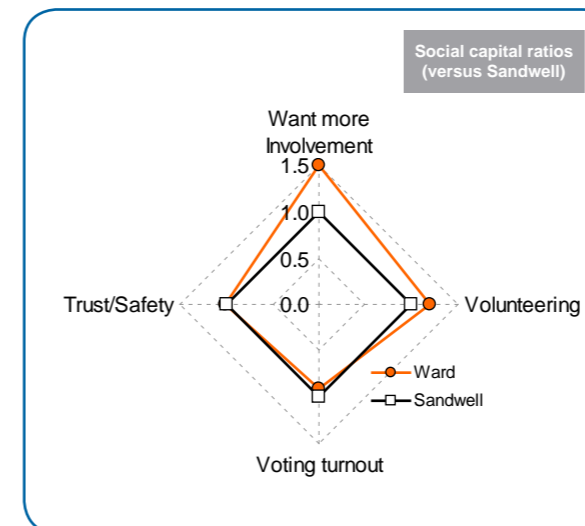
Lying on the Dudley border, Rowley ward is in the west of Sandwell, part of the Rowley town area. The ward has a mix of industrial, residential and open space areas and the main topographical features of the area are Rowley Regis and Dudley golf clubs, Turners Hill and Bumble Hole branch canal.

The Rowley population has remained fairly static over the last decade and the residents are fairly typical of the borough, although there are more 'young retired' than average and there are low levels of ethnic diversity compared to other town areas. There is good access to primary schools, open space and shops. It also has good transport links.

Population distribution by 5-year age bands, Rowley ward and Sandwell, 2010

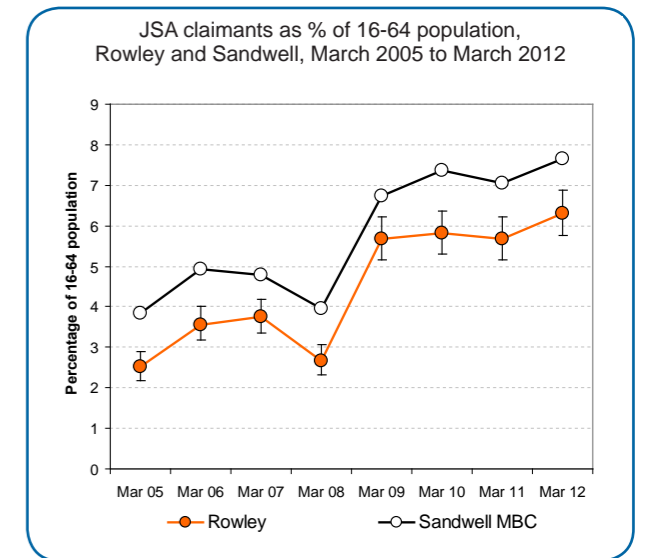


## Social capital and community assets



Rowley ward has several other community assets, including:

- Dudley Golf Course
- Lion Farm Action Centre
- Girls Brigade group
- Brickhouse Regis Residents Association
- Community Healthwatch
- Rowley Regis Disability Centre



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 0             |
| Parks                        | 0             |
| Children's centre            | 2             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 5             |
| Place of worship (other)     | 1             |
| GP practice                  | 1             |
| Lifestyle services           | 4             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Bumble Hole moorings

Holly Road, Rowley (1912)

Dudley Golf Club

# Sandwell Healthy Community Profile: Smethwick ward

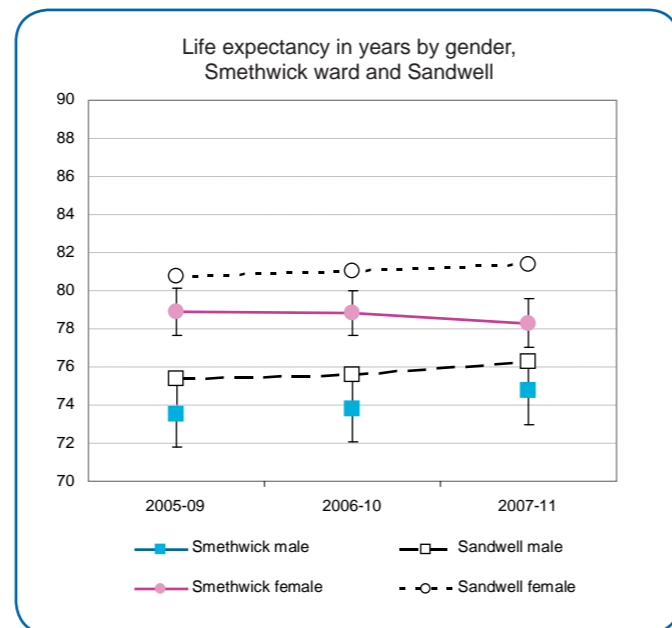
## Health of the community

People living in Smethwick ward have poorer health than the borough average. However, for some health indicators the ward are better than average or they are improving, for example early death rates from cancer and heart disease have fallen.

The priorities for Smethwick ward are to:

- reduce the dramatically high rates of alcohol-related harm
- increase the low (and decreasing) life expectancy among women
- improve the very low childhood immunisation rates
- increase the very low cervical screening rates, particularly among younger women.

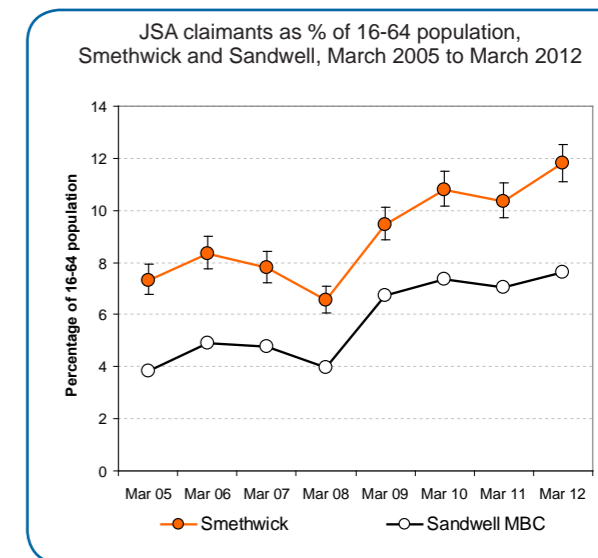
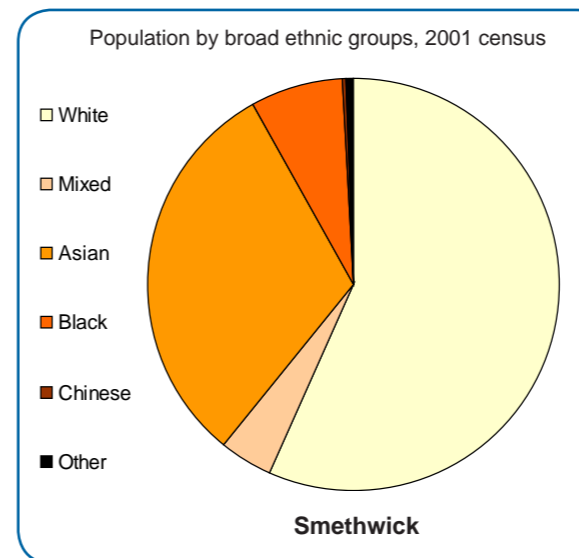
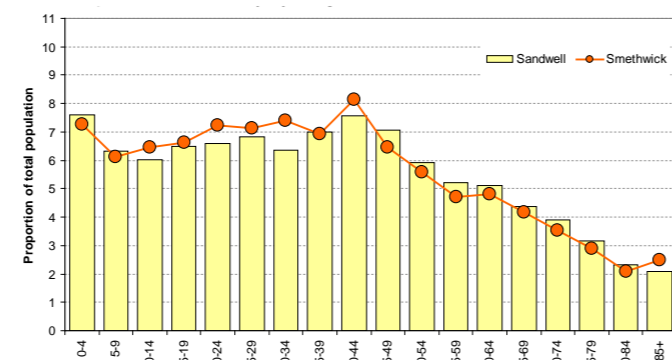
## People and place



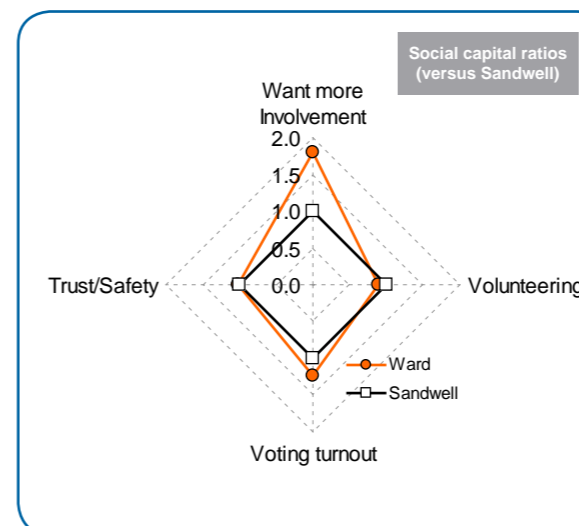
Smethwick ward is in the south east of Sandwell and is part of the Smethwick town area. The ward is mainly residential and the main features of the area include the Smethwick Hall Park, Uplands Cemetery, Thimblemill Pool and large allotment areas.

In recent years, Smethwick's population has been increasing steadily and is well above average for Sandwell. The area has above average levels of people aged 20-34, although there are fewer very young children. The ward is one of the most ethnically diverse and the residents experience higher than average deprivation. There is poor school provision within the ward, although there is easy access to shops and leisure via public transport.

Population distribution by 5-year age bands, Smethwick ward and Sandwell, 2010



## Social capital and community assets



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

Smethwick ward has several other community assets, including:

- Sandwell Community History and Archives Service
- Disabled Learners Group
- Brook View Tenants and Residents association
- 'Friends' of Thimblemill Brook
- Rainbow and Scout groups

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 1             |
| Children's centre            | 1             |
| Primary school               | 2             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 2             |
| Place of worship (Christian) | 5             |
| Place of worship (other)     | 1             |
| GP practice                  | 2             |
| Lifestyle services           | 9             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Smethwick Library



Canal pumphouse



Smethwick Cemetery



Smethwick Gurdwara

# Sandwell Healthy Community Profile: Soho and Victoria ward

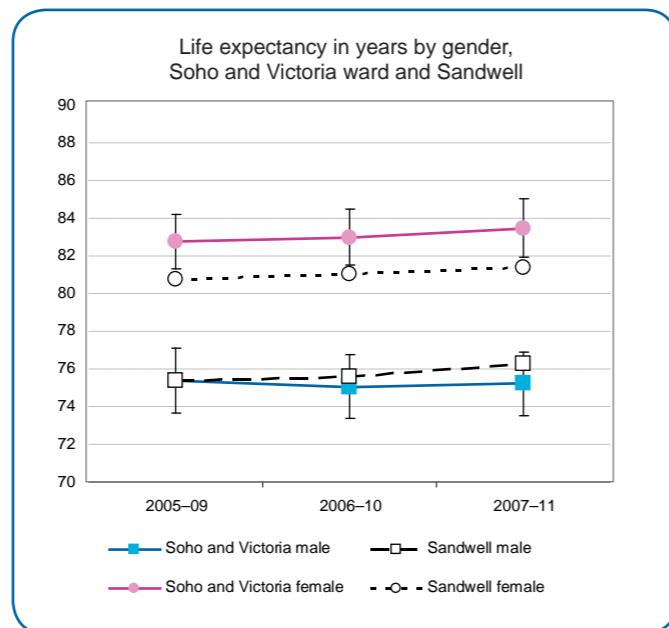
## Health of the community

In general, people in Soho and Victoria ward have poorer health than the average Sandwell resident. Nevertheless, the ward is better than average or is improving in some health indicators – there are fewer teenage conceptions, fewer early deaths from cancer and life expectancy for women is high.

The following health priorities have been identified for Soho and Victoria. We aim to:

- address the impacts of poor housing and fuel poverty
- reduce alcohol-related problems
- prevent early deaths from heart disease
- increase the uptake of routine screening and immunisations.

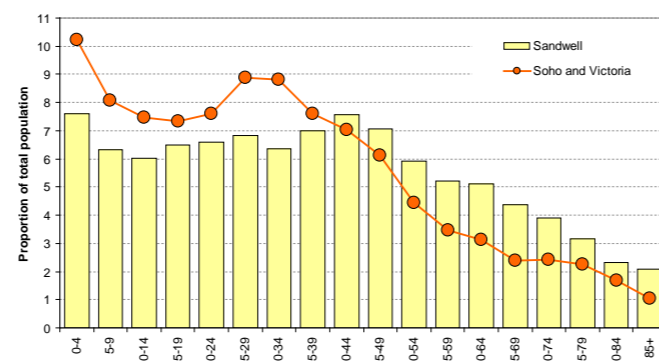
## People and place



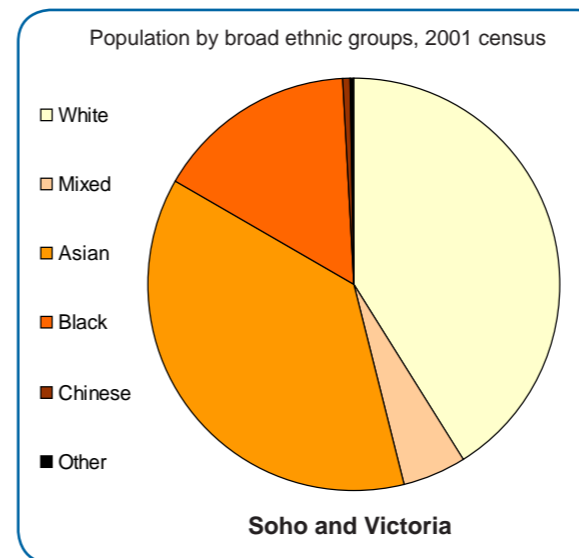
Soho and Victoria ward is in the south east of Sandwell. There is a distinct split of land use in the area: the north is exclusively industrial and trade land, whereas the Smethwick side is densely residential. Some of the main features in the area are the canal networks, Victoria Park, Hockley Brook and Cape Hill area.

Soho's population has increased quite sharply over the past few years and is well above average for the borough. There are also far more people under the age of 40 than the average Sandwell ward. The ward is one of the most ethnically diverse and has the most socio-economic deprivation in the borough. There is good provision of schools within the ward and good transport links to other areas.

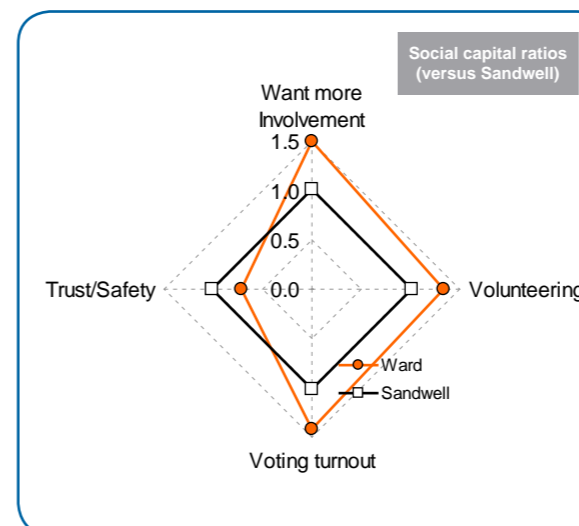
Population distribution by 5-year age bands, Soho and Victoria ward and Sandwell, 2010



Soho foundry

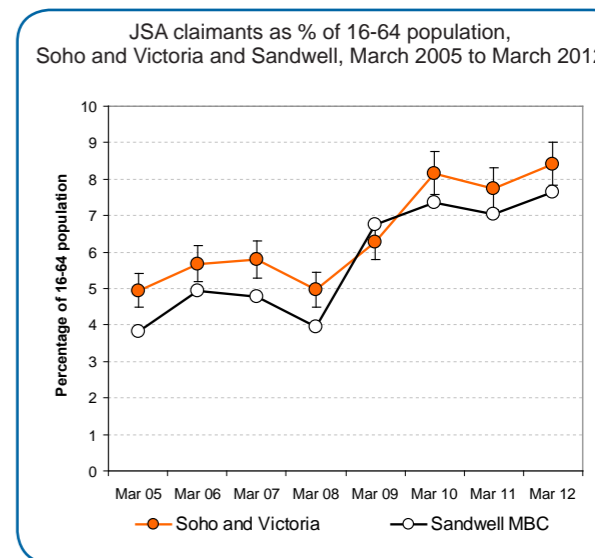


## Social capital and community assets



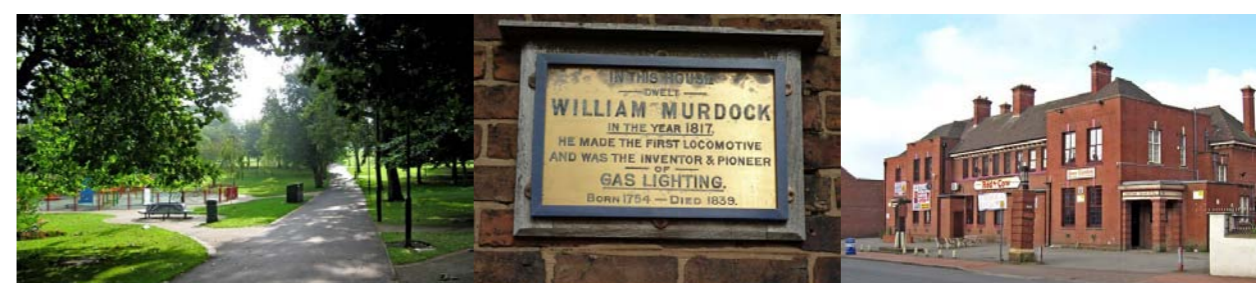
Soho and Victoria ward has several other community assets including:

- 'Green Flag' Victoria Park
- Cape Hill and Bearwood Tenants and Residents groups
- Friends and Neighbours CIC
- Smethwick Heritage Centre
- Somali and Afro-Caribbean community associations.



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 1             |
| Parks                        | 2             |
| Children's centre            | 1             |
| Primary school               | 6             |
| Secondary school             | 1             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 6             |
| Place of worship (other)     | 1             |
| GP practice                  | 3             |
| Lifestyle services           | 20            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 1             |



Victoria Park

Foundry cottage plaque

The Red Cow, Smethwick

# Sandwell Healthy Community Profile: St Pauls ward

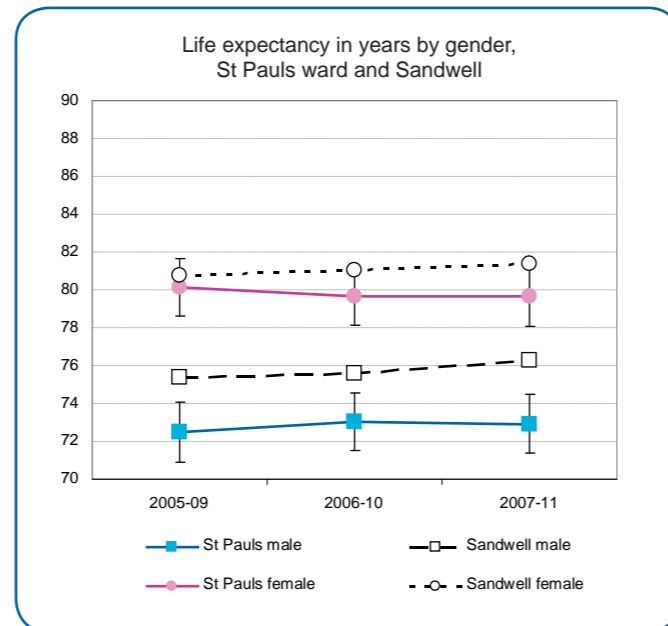
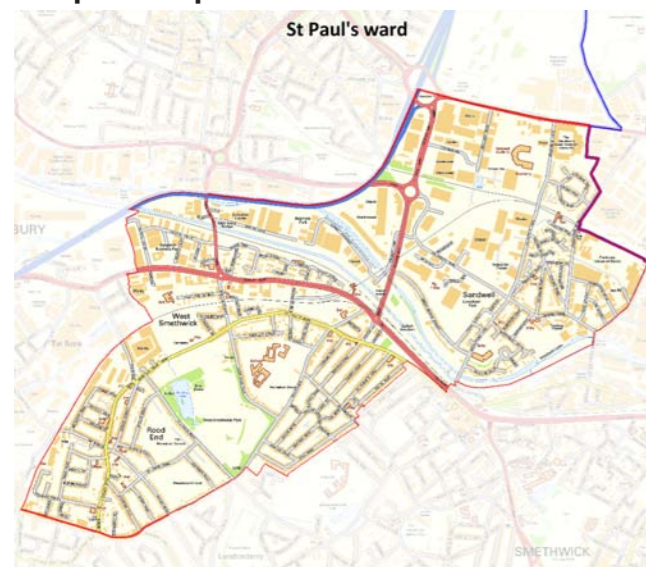
## Health of the community

People living in St Pauls ward generally have poorer than average health for Sandwell. However, some health indicators are better than average or are improving. The ward has low teenage conception rates, fewer cases of harm from alcohol abuse and there are decreasing numbers of infant and excess winter deaths.

The following health priorities have been identified. We will:

- address poor housing and fuel poverty
- stop the increase in childhood obesity
- encourage uptake of routine screening and immunisations
- increase the very low life expectancy for men and address the decreasing life expectancy for women.

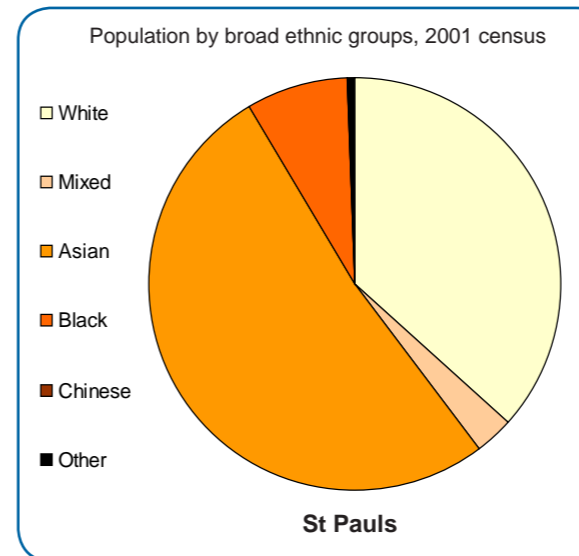
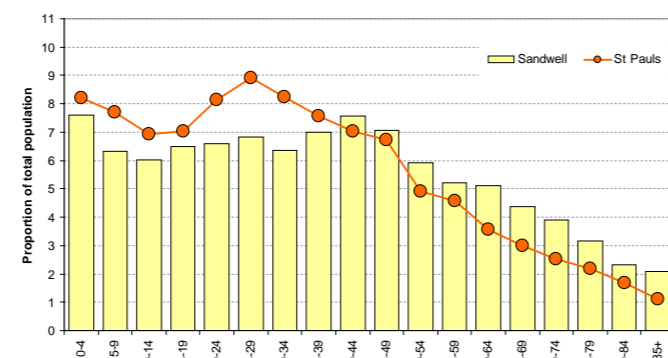
## People and place



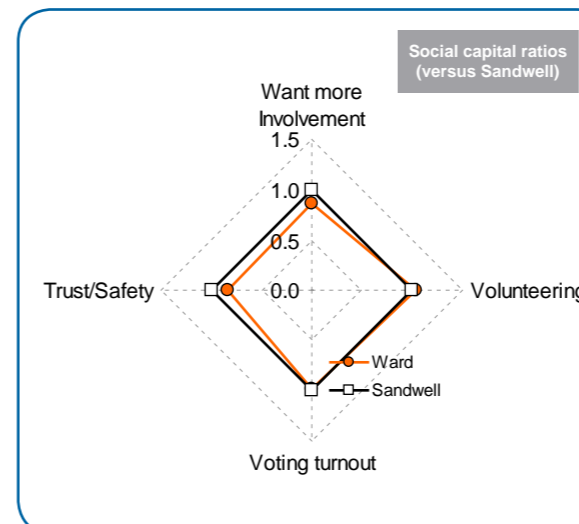
St Pauls ward is in the south east of Sandwell and is part of the Smethwick town area. The ward is predominantly industrial and business in the north and residential in the Rood End area to the south.

St Pauls has been the most populated Sandwell ward for a long time, despite the large industrial and trading sites. The area has many more people under the age of 40 than the average ward in the borough. It is the most ethnically diverse and is one of the most socio-economically deprived in the borough. There is good provision of schools within the ward and people living here have can easily access nearby shops. There are good transport links to other areas. The West Bromwich Albion football ground is in the ward.

Population distribution by 5-year age bands, St Pauls ward and Sandwell, 2010

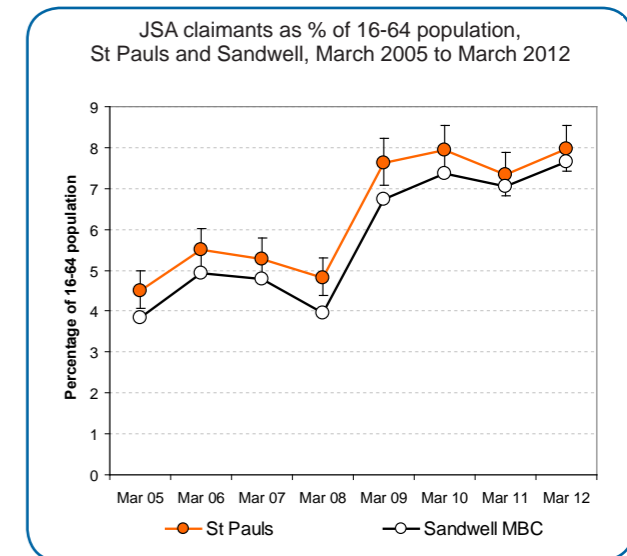


## Social capital and community assets



St Pauls ward has several other community assets, including:

- Bangladeshi Islamic Centre
- Albion Residents and Tenants Association
- Citizens Advice Bureau
- Hindu Cultural Resource Centre
- CARES Carers Group
- West Bromwich Albion FC



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 0             |
| Leisure centre               | 0             |
| Parks                        | 3             |
| Children's centre            | 2             |
| Primary school               | 3             |
| Secondary school             | 2             |
| Community centre (SMBC)      | 4             |
| Place of worship (Christian) | 6             |
| Place of worship (other)     | 4             |
| GP practice                  | 4             |
| Lifestyle services           | 14            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 3             |



The Hawthorns (WBA FC)



Rood End



Hawthorns Metro station



Galton Bridge (1965)

# Sandwell Healthy Community Profile: Tipton Green ward

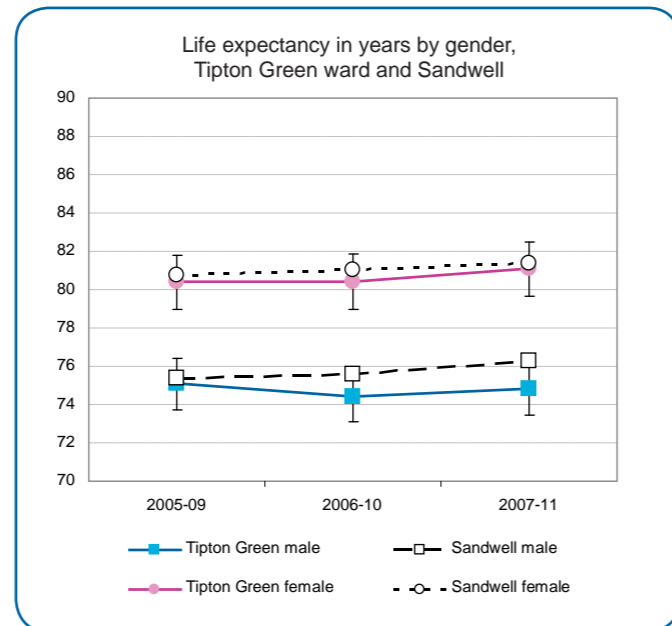
## Health of the community

People living in Tipton Green ward have average health for the borough and some health indicators are improving or are above the Sandwell average. The ward has the highest immunisation rates, lower excess winter deaths than average and the number of teenage conceptions are reducing.

We will focus on the following health priorities in Tipton Green:

- high and rising childhood obesity levels
- low and decreasing life expectancy for men
- increasing infant mortality rates
- the impacts of high adult and youth unemployment.

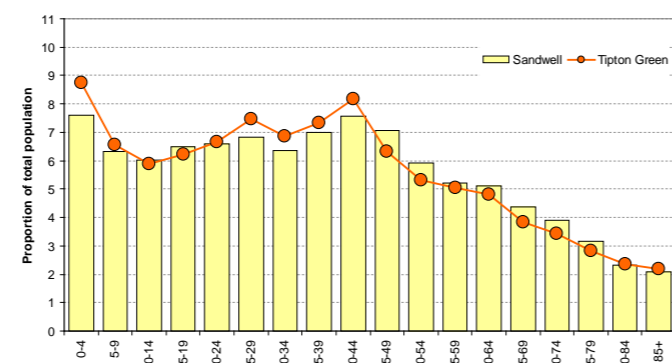
## People and place



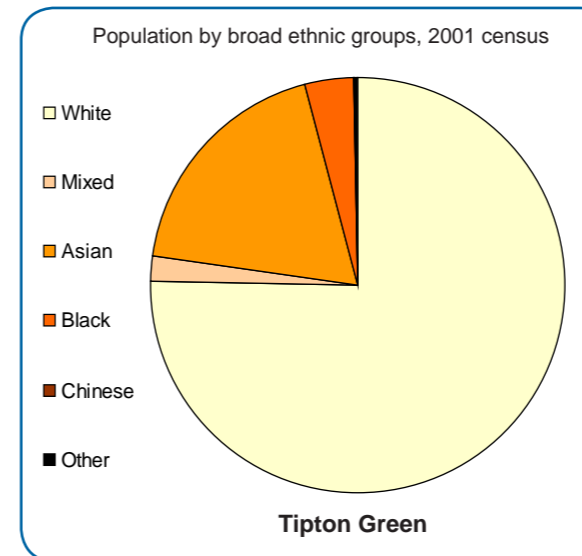
Tipton Green ward is in the north west of Sandwell, part of the Tipton town area. Historically part of the industrial revolution of the 1800s, land use is still largely industrial with residential developments from the 1920s and 1930s. The main features of the area include Victoria Park, the Birmingham and Dudley canals and railway line.

The Tipton Green population has increased markedly over the last decade. The residents are fairly typical of the borough but with more people aged 25-44 and a wide range of people across different levels of deprivation. There is good access to schools, open space, and GPs. Good transport links enable access to services in Great Bridge, Dudley and Oldbury.

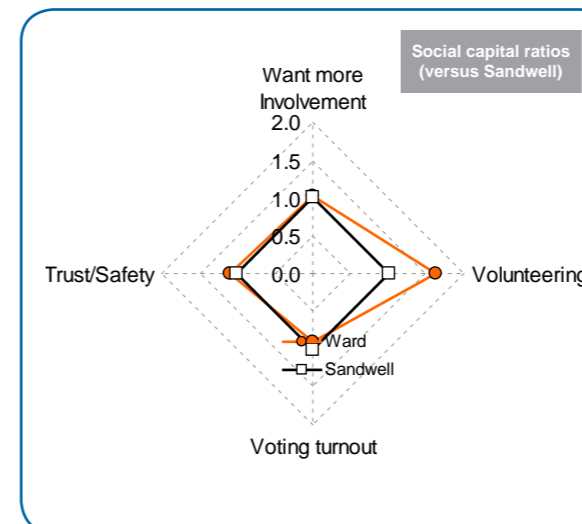
Population distribution by 5-year age bands, Tipton Green ward and Sandwell, 2010



The Carnegie Centre

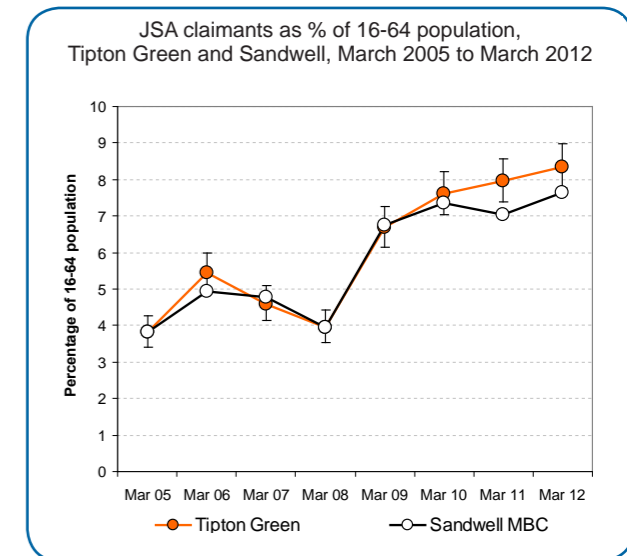


## Social capital and community assets



Tipton Green ward has several other community assets, including:

- Coneygre Youth Arts Centre
- Rainbows, Brownies, Guides and Scouts
- Tipton Amateur Boxing Club
- Ashram Project
- Just for Kids



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 2             |
| Children's centre            | 0             |
| Primary school               | 4             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 3             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 1             |
| GP practice                  | 2             |
| Lifestyle services           | 10            |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 2             |



Victoria Park

The Tipton 'Slasher'

The Pie Factory

# Sandwell Healthy Community Profile: Tividale ward

## Health of the community

People in Tividale ward enjoy above-average health for the borough and several health indicators are good or improving. The numbers of people who experience alcohol-related harm are low, while infant mortality levels, screening and immunisation coverage are good.

The health priorities for Tividale ward are to:

- reduce the numbers of teenage conceptions, which are the highest in Sandwell
- increase female life expectancy
- reduce the increasingly high levels of excess winter deaths
- address the impacts of poor housing and noise pollution.

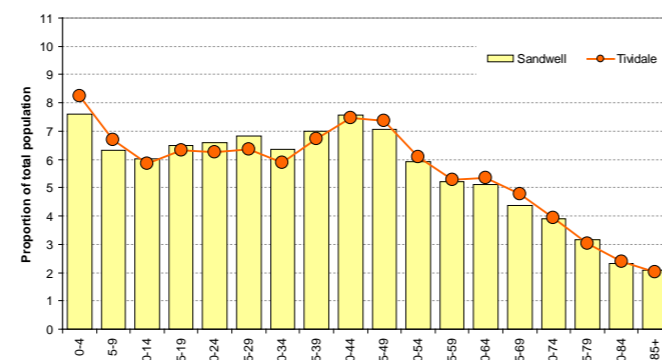
## People and place



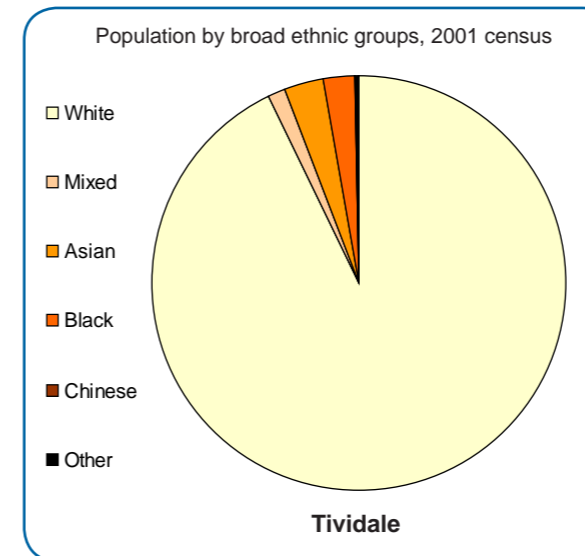
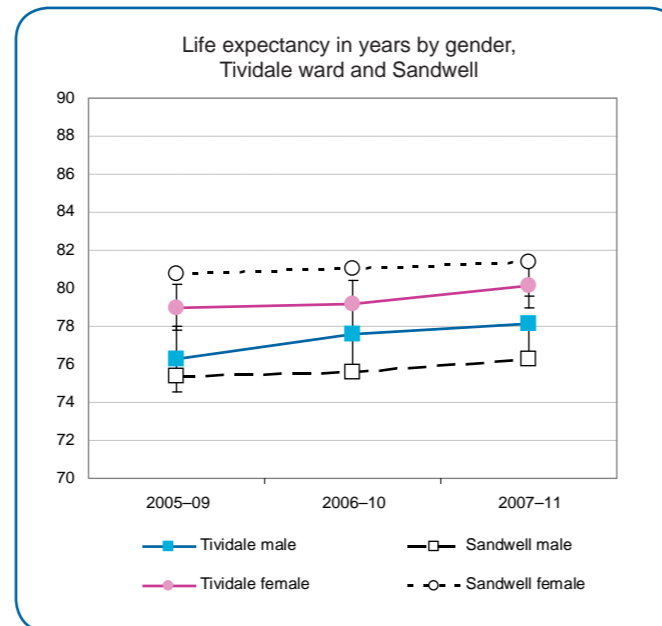
Tividale ward is in the west of Sandwell on the Dudley border, part of the Tipton town area. A relatively new town, developing from Tipton in the late 1800s, the ward has a strong quarrying heritage and was bombed quite heavily during the Second World War.

The number of people living in Tividale has shrunk slightly over the last decade. The residents are fairly typical of the borough, although there is slightly below-average deprivation for Sandwell and there are relatively low levels of ethnic diversity. There is good access to primary schools, open space and some amenities. Given transport links, residents can access shops, services and recreation in Oldbury, Blackheath and Dudley.

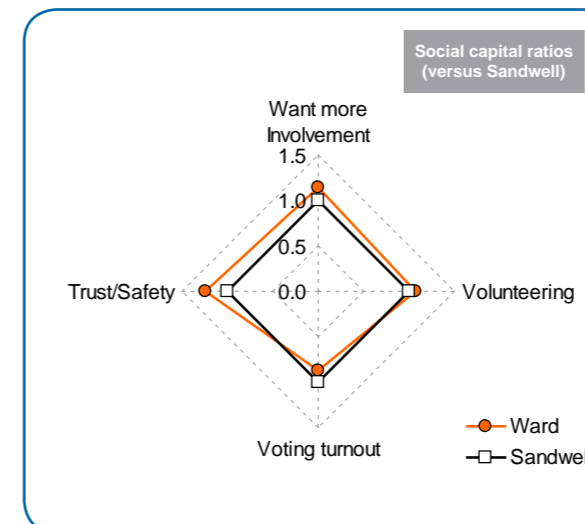
Population distribution by 5-year age bands, Tividale ward and Sandwell, 2010



Netherton tunnel

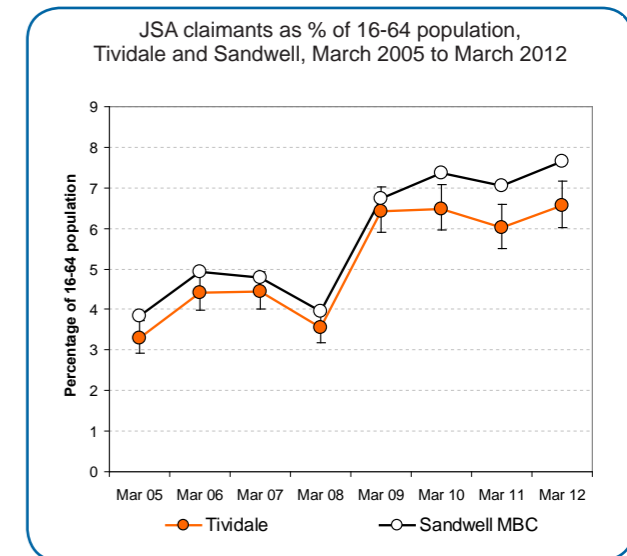


## Social capital and community assets



Tividale ward has several other community assets, including:

- Darby's, Turners and Portway Hills
- Grace Mary Tenants and Residents Association
- Friends of Oakham Library
- Parkinson's Disease Society



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 0             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 8             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Newbury Lane Football Ground



Tividale Park



Darby's Hill

# Sandwell Healthy Community Profile: Wednesbury North ward

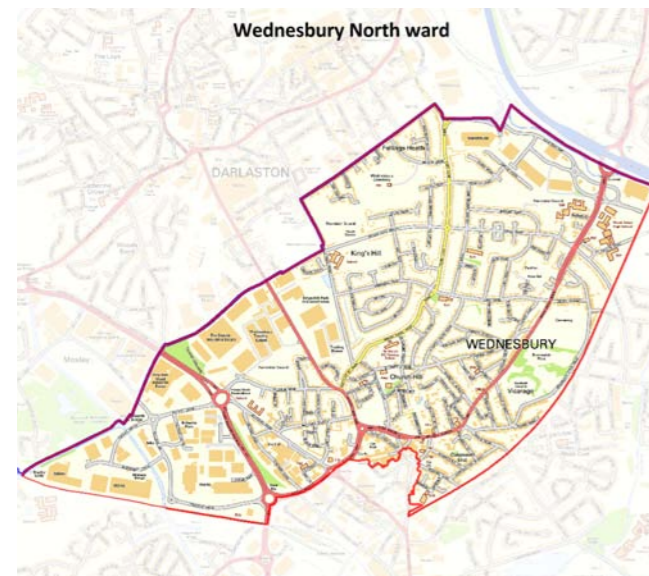
## Health of the community

Health and wellbeing in Wednesbury North ward are about average for Sandwell, although they are still below national averages. Concerted efforts in the past few years have led to a reduction in the teenage pregnancy rates, childhood obesity and early deaths from cancer. There are also lower rates of harm from alcohol use.

Our priorities in this ward are to:

- address fuel poverty and noise pollution
- increase the low life expectancy in both men and women
- reduce the rising levels of infant mortality
- cut the rising numbers of excess deaths in winter.

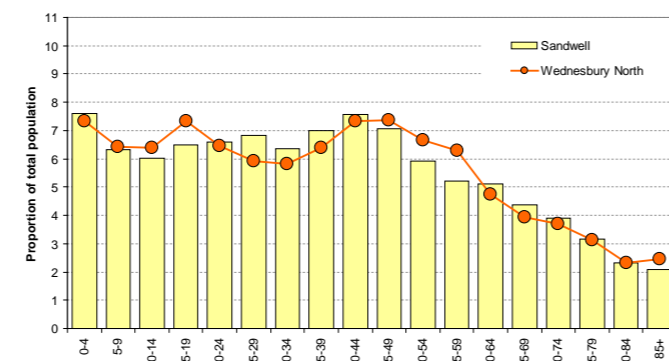
## People and place



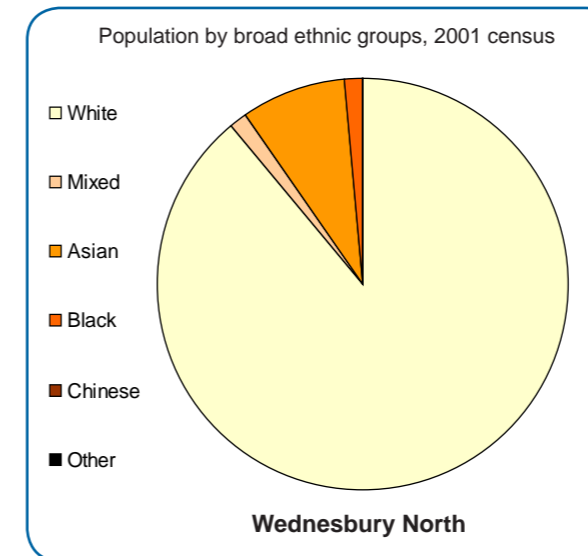
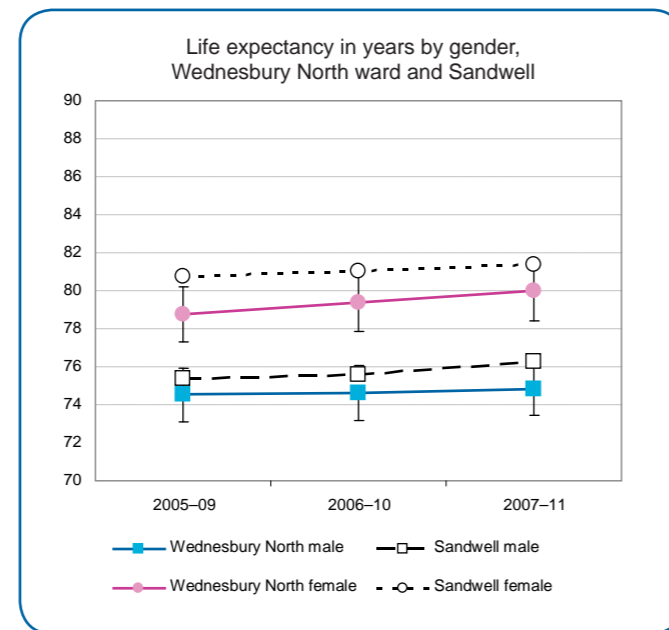
Wednesbury North ward is in the north of the borough and is part of the Wednesbury town area. One of the oldest recorded settlements in the Black Country, Wednesbury has a strong mining and industrial heritage. The majority of current housing was built in the 1930s and 1940s.

Wednesbury North is a smaller-than-average ward and is a mix of residential, industrial and retail land. The population is fairly typical for Sandwell, although has more young people and more pre-retirement age. There is less ethnic diversity but more socio-economic deprivation than average for the borough and more housing is owned by social landlords than average, although this is generally in good condition.

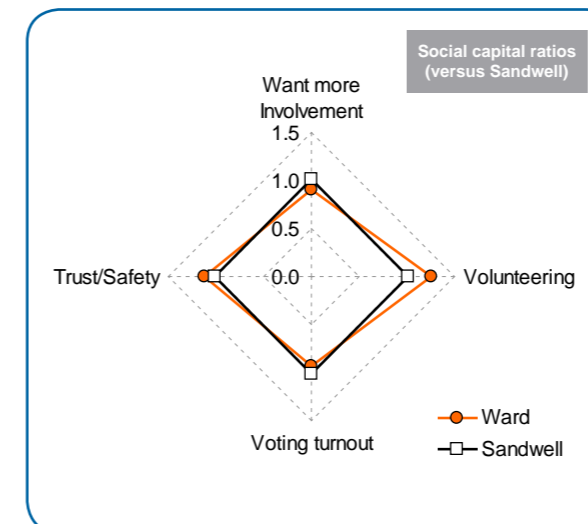
Population distribution by 5-year age bands, Wednesbury North ward and Sandwell, 2010



Horse and Jockey

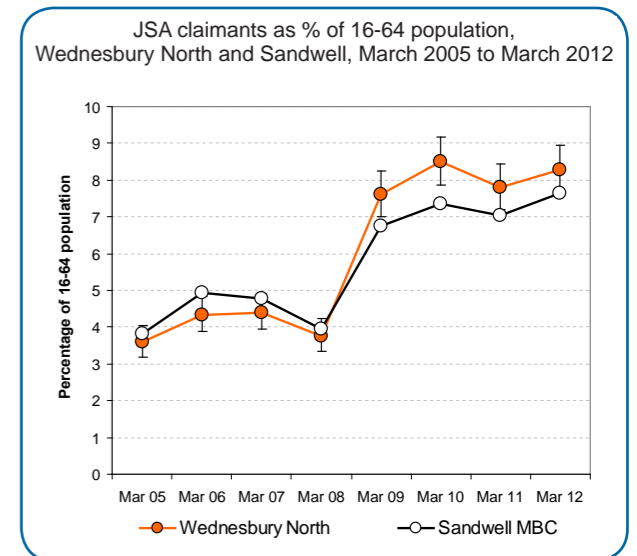


## Social capital and community assets



Wednesbury North ward has several other community assets, including:

- Wednesbury Sports Union
- Wesley Centre For All
- Friends of Brunswick Park
- Allotments (Black Horse and Barlow Road)
- outdoor market
- MECCA Bingo



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 1             |
| Parks                        | 0             |
| Children's centre            | 1             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 0             |
| Place of worship (Christian) | 0             |
| Place of worship (other)     | 0             |
| GP practice                  | 2             |
| Lifestyle services           | 8             |
| Bus station                  | 0             |
| Metro station                | 0             |
| Railway station              | 0             |



Bilston Road

Brunswick Park

MECCA bingo and by-pass



# Sandwell Healthy Community Profile: Wednesbury South ward

## Health of the community

People living in Wednesbury South ward have about average health for Sandwell, and many health indicators are improving. More women than the borough average have screening for cancer and there has been a reduction in the number of early deaths from heart disease.

We will prioritise the following in this ward:

- reducing childhood obesity, which is the worst in Sandwell
- cutting the rising numbers of teenage conception
- reducing the rising numbers of infant deaths
- tackling the high levels of excess deaths in winter.

## People and place

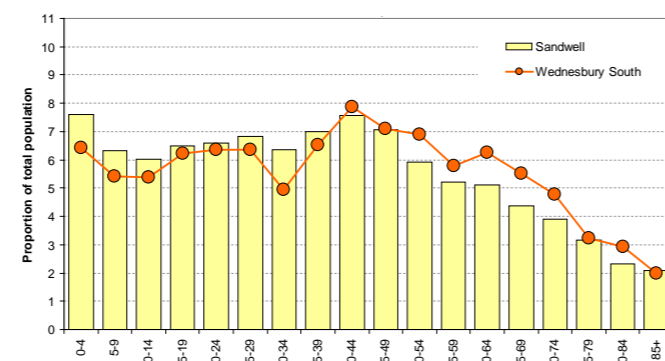


Wednesbury South ward is in the north of Sandwell and is part of the Wednesbury town area. One of the oldest recorded settlements in the Black Country, Wednesbury has a strong mining and industrial heritage. The majority of current housing was built in the 1930s and 1940s.

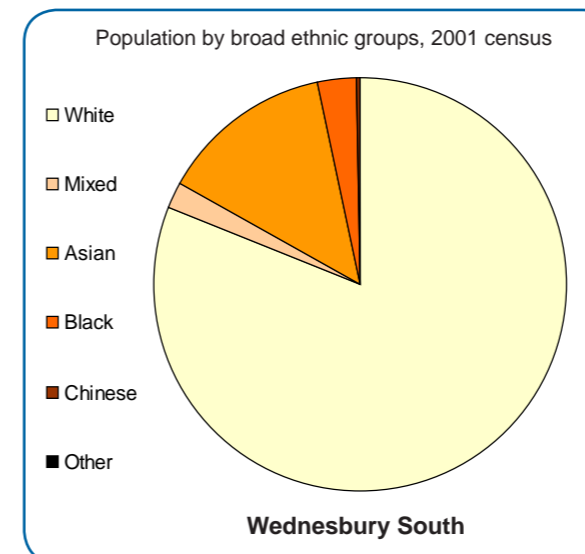
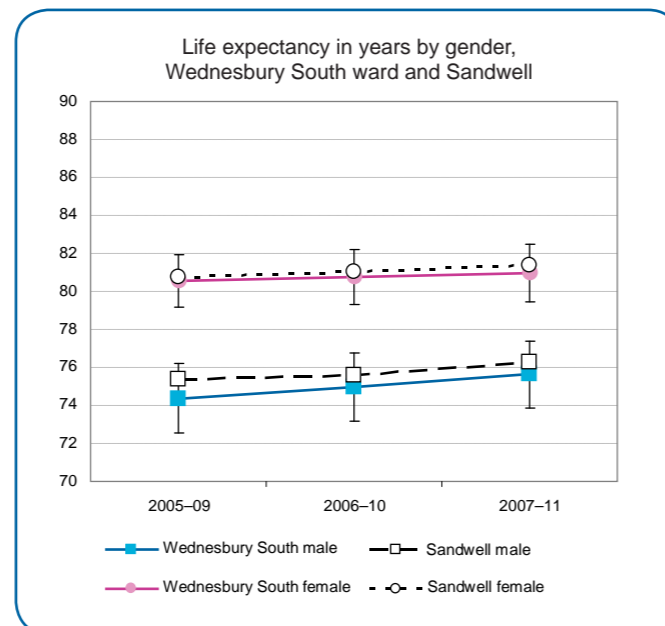
The Wednesbury South population is average for Sandwell in many ways: the size of the ward, the levels of deprivation and ethnic mix, although there are more residents aged 50-74 than Sandwell as a whole. There is reasonable access to schools and other local shops and amenities.

Residents in the ward are well placed geographically to access Darlaston, Walsall and West Bromwich.

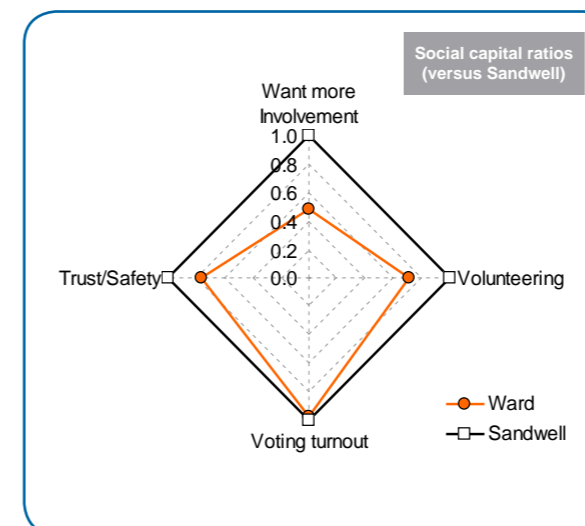
Population distribution by 5-year age bands, Wednesbury South ward and Sandwell, 2010



Museum and Art Gallery

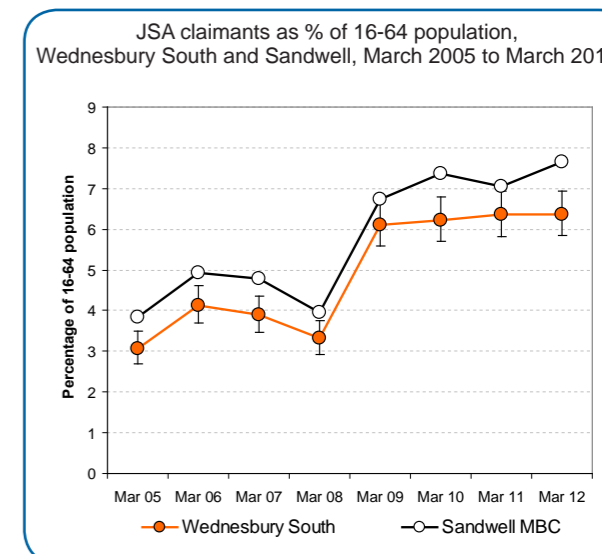


## Social capital and community assets



Wednesbury South ward has several other community assets, including:

- Wednesbury 2000
- Hilltop Community Development Association
- 'Wednesbury Celebrates' events
- History and Civic societies
- Young Firefighters Association



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 1             |
| Children's centre            | 0             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 5             |
| Lifestyle services           | 6             |
| Bus station                  | 0             |
| Metro station                | 3             |
| Railway station              | 0             |



Hilltop Park (1920)



Woden Pool



Hilltop Community Centre

Sandwell Healthy Community Profile:

# West Bromwich Central ward

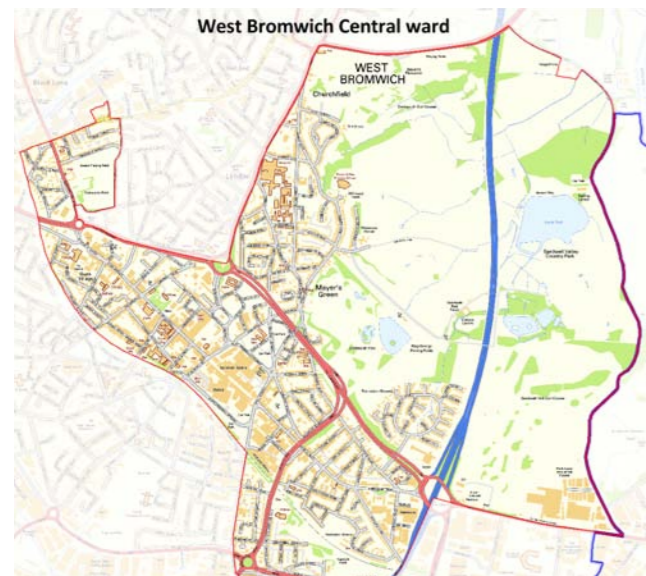
## Health of the community

On the whole, residents in West Bromwich Central have poorer health compared with the Sandwell average. However, female life expectancy is high, infant death rates have fallen, and early deaths from cancer have also reduced.

The priority issues for West Bromwich Central ward are:

- the wider determinants of health, namely unemployment, poor housing and high crime levels
- high and increasing levels of harm from alcohol use
- the poor take-up of cervical screening – the lowest in Sandwell
- consistently high levels of excess winter deaths.

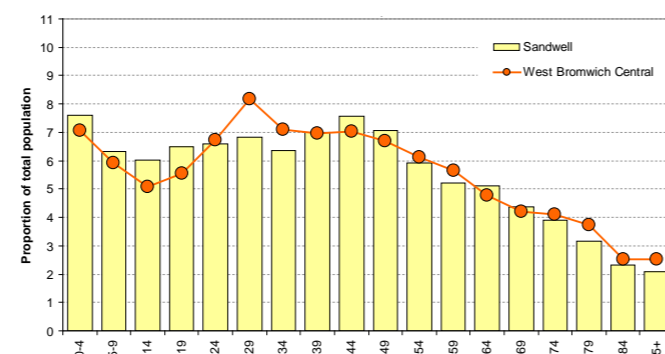
## People and place



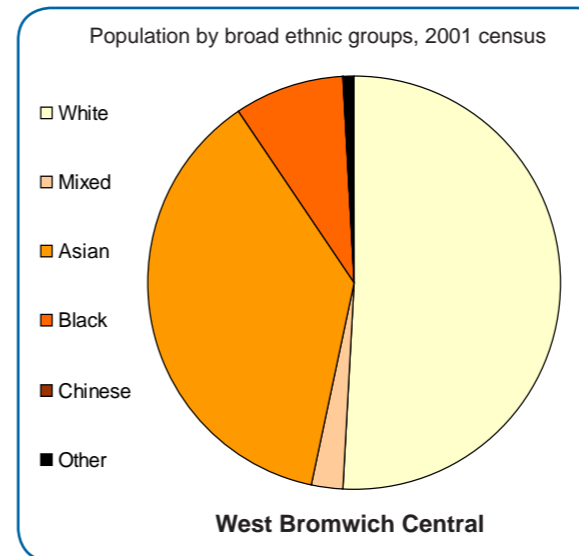
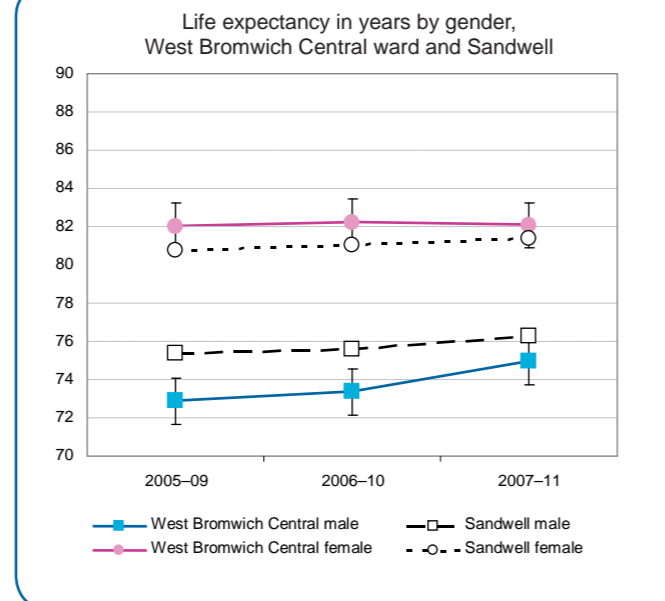
West Bromwich ward is in the east of Sandwell and is split into two distinct parts by the Black Country Route (A41 expressway). It has a strong industrial and metal manufacturing heritage. The main topographic features of the ward are Sandwell Valley Park and Farm, Dartmouth Park and Sandwell Park Golf Club.

Over recent years, the population has been increasing in line with the Sandwell average. The area has an above average number of people aged 25-34 and fewer children and young people. In terms of ethnicity, the ward is one of the most diverse but there is a higher than average rate of deprivation. There are plenty of opportunities to access shops and leisure via public transport.

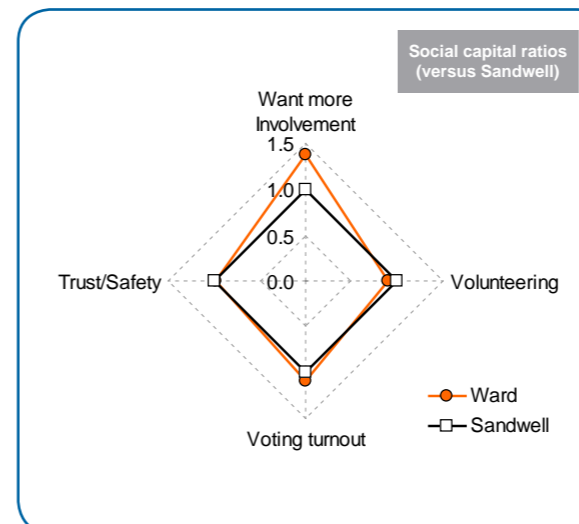
Population distribution by 5-year age bands, West Bromwich Central ward and Sandwell, 2010



The Public

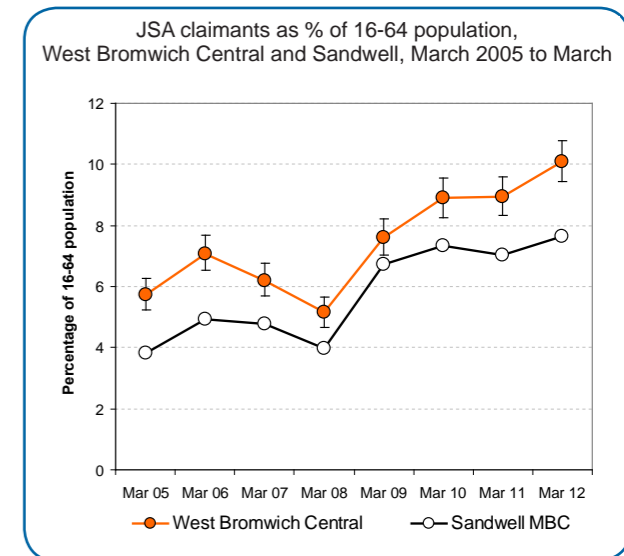


## Social capital and community assets



West Bromwich Central ward has several other community assets, including:

- Yemeni Community Centre
- Rainbows, Brownies, Guides, Rangers and Boy Brigade groups
- Afro-Caribbean Centre
- Irish Community Association
- Homeless Shelter and Food Bank
- The Public art gallery and cafe



NB: The chart on the left shows how the ward compares to Sandwell on measures of 'social capital' – the resources within the community. Values higher than 1 indicate higher levels, while values under 1 indicate lower levels of social capital than Sandwell averages.

| Asset type                   | Count in ward |
|------------------------------|---------------|
| Library                      | 1             |
| Leisure centre               | 0             |
| Parks                        | 1             |
| Children's centre            | 0             |
| Primary school               | 3             |
| Secondary school             | 0             |
| Community centre (SMBC)      | 1             |
| Place of worship (Christian) | 3             |
| Place of worship (other)     | 0             |
| GP practice                  | 5             |
| Lifestyle services           | 6             |
| Bus station                  | 0             |
| Metro station                | 3             |
| Railway station              | 0             |



New Sandwell College



Dartmouth Park



Library and Town Hall

# Achievements 2011/12

## Awards/achievements

### Shaukat Ali

- Winner – Most Sustainable Public Sector Organisation Health/NHS. Public Sector Sustainability Awards 2011.
- Assessor for Public Health Practitioners, UK Public Health Register.

### Paul Southon

- Successful application for Sandwell to join the WHO UK Healthy Cities Network.
- Appointed local UK Healthy Cities Network Co-ordinator.
- Assessor for Public Health Practitioners, UK Public Health Register.

### Andrew Hood

- Assessor for Public Health Practitioners, UK Public Health Register.

### Liann Brookes-Smith

- Assessor for Public Health Practitioners, UK Public Health Register.

## Publications

**Middleton J.** *Public health can't survive on £4 billion.* Health Service Journal, April 6, 2011; Local Government Chronicle website, March 2011.

**Middleton J.** *Don't forget public health in health services.* Faculty of Public Health blog. [www.betterhealthforall.org](http://www.betterhealthforall.org), April 5, 2011.

**Middleton J.** *Healthy people, healthy lives. The English public health white paper: risks and challenges for a new public health system.* Clinical Medicine 2011; 11 no 5:430-3.

**Middleton J.** Public health white paper, *A collective sense of purpose: the public health challenge.* Management in Practice; 2011; 26:65-69.

**Middleton J.** Public health white paper, *Haggling over the price of public health.* Local Government Chronicle, 2011.

**Middleton J,** Haroon S, Saunders P. *The terrorist attacks in Madrid, London and Bali.* In Sidel V and Levy B eds, *Terrorism and public health: a balanced approach to strengthening systems and protecting people.* 2nd edition. Oxford: Oxford University Press, 2012.

**Middleton J,** Edmondson-Jones P, Marmot M, Haines A, McKee M, Raine R et al. *NHS Reforms and public health: Open letter to the House of Lords.* Daily Telegraph, October 4, 2011.

**Middleton J,** *The Southern Cross effect: Choice and competition in health services.* Guardian Comment, October 10, 2011.

**Middleton J,** *The nightmare of choice.* Guardian online. [www.guardian.co.uk/commentisfree/2011/oct/09/nhs-nightmare-choice-competition](http://www.guardian.co.uk/commentisfree/2011/oct/09/nhs-nightmare-choice-competition), October 9, 2011.

McKee M, Pollock AM, Clarke A, McCoy, D, **Middleton J,** Raine R, Scott-Samuel A. (2011) *In defence of the NHS: why writing to the House of Lords was necessary.* BMJ 2011, 343:d6535.

Stewart A, Rao JN, **Middleton J,** Pearmain P, Evans T. *Telecommunications and health: report of an investigation into an alleged cancer cluster in Sandwell West Midlands.* Perspectives in Public Health, November 24, 2011. Online: doi:10.1177/1757913911427375. Published in Perspectives in Public Health: 2012; 132 no 6: 299-304.

Davis L, **Middleton J.** *The perilous road from community activism to public policy: fifteen years of community agriculture in Sandwell.* In Viljoen A & Wiskerke SC eds *Sustainable food planning: evolving theory and practice.* Wageningen, Holland: Wageningen academic publishers, 2011.

**Middleton J,** Camilleri-Ferrante, C. *The implant/explant fiasco.* Faculty of Public Health blog. January 11, 2012. [betterhealthforall.org/2012/01/11/the-implantexplant-fiasco](http://betterhealthforall.org/2012/01/11/the-implantexplant-fiasco).

**Middleton J,** Reynolds L. *Lansley's wonderful plan, by Clostridium difficile.* Blog. February 1, 2012. [abetternhs.wordpress.com/2012/02/01/cdiff](http://abetternhs.wordpress.com/2012/02/01/cdiff).

**Middleton J.** *Open letter to Mr Clegg: Reawaken the Spirit of Beveridge.* Blog. March 10, 2012. [abetternhs.wordpress.com/2012/03/10/clegg](http://abetternhs.wordpress.com/2012/03/10/clegg).

**Middleton J.** *Unemployment is bad for your health - now and in the future.* Health Service Journal. Online May 12, 2012. [M.hsj.co.uk/5044416.article](http://M.hsj.co.uk/5044416.article).

**Middleton J.** *The role of the director of Public Health: a response to the insider.* Local Government Chronicle, May 23, 2012.

**Southon P.** Contributed to the Town and Country Planning Association national handbook: *Reuniting health with planning – healthier homes, healthier communities.*

## Presentations

### Dr John Middleton

Better evidence for better health. Birmingham Black Country Collaboration for Applied Health Research and Care knowledge management seminars, April 7, 2011.

Health Service Journal Public Health Congress. The future of Health Protection. Birmingham Botanical Gardens, May 2011.

NICE annual conference, Birmingham International Convention Centre, Public Health Reforms Panel discussion. Chair Michael White, May 2011.

Terrorism and public health. Open University, Birmingham, June 9, 2011.

Good practice management for good public health. Management in practice, national conference. Manchester, June 15, 2011.

National Food for Life dissemination conference. Food for life: lessons for the new public health service. London, June 22, 2011.

Obesity - the role of local authorities. London, Royal Society for the Promotion of Health, June 29, 2011.

West Midlands Learning for Public Health Network, Housing and Health conference, June 24, 2011.

Dartington Hall, South West Regional Public Health Training conference. Panel debate on the role of public health in local authorities, September 21, 2011.

The future of NICE. Royal Society, London. Westminster conferences, January 26, 2012.

How local authorities can tackle obesity. Westminster conferences, Institute of Mechanical Engineers, London, February 7, 2012.

University of Liverpool Public Health department and Liverpool School of Tropical Medicine and Hygiene guest lecture. Save the planet or save the NHS? February 22, 2012.

NHS confederation. GPs are from Mars, Public Health is from Venus, The Public are from Earth. Joint lecture with Dr Ian Walton, GP Sandwell Public and Primary Care and Mental Health, March 28, 2012 and April 25, 2012.

### Ralph Smith

“Excess Winter Mortality and Housing in Sandwell” Poster presentation at Population Health – Methods and Challenges Conference, April 2012, Birmingham.

### Paul Southon

Local Government Association. Ageing Well: Learning the Lessons and Taking Them Forward – The Sandwell Ageing Well Experience.

Excellence in Public Health Conference. Two masterclasses:

- Healthy Urban Development
- The REACH UK/USA Learning Exchange Programme.

Town and Country Planning Association/Learning for Public Health: Healthy Urban Development in the West Midlands and the TCPA Reuniting Health and Planning Handbook.

Town and Country Planning Association: Healthy Urban Development in the West Midlands and the TCPA Reuniting Health and Planning Handbook.

### Hamira Sultan

The Benefits of Research into Telecare and Informal Carers of People with Dementia. Dementia Care, UK, June 2010 (Oral and Poster Presentation).

Implementation of Research Findings –The Knowledge Transfer Officer. South Yorkshire Collaboration for Leadership in Applied Health Research and Care, October 2010 (Oral Presentation).

An Evaluation of a Telehealth Pilot for Patients with Chronic Obstructive Pulmonary Disease. Health Services Research Network, 2011 (Poster Presentation).

An Evaluation of a Telehealth Pilot for Patients with Chronic Obstructive Pulmonary Disease. Faculty of Public Health, July 2011 (Poster Presentation).

From Research Grants to Outcomes Based Commissioning the Value of Public Health. Learning for Public Health, April 2012 (Oral Presentation).

Telehealth as ‘peace of mind’: embodiment, emotions and the home as the primary health space for people with chronic obstructive pulmonary disorder. Health and Place. 2013; 21: 140-147.

## Conferences organised

### Paul Southon and Ginder Narle

REACH UK/USA Learning Exchange National Conference.

### Shaukat Ali and Dr John Middleton

Sandwell Health's Other Economic Summit (SHOES). Press for Health, The Public, West Bromwich, May 2012.

### Eileen Kibbler

Public health: An update and way forward conference. Developing a shared language that empowers people to lead healthy lifestyles, Barbican, London, 2012.

# Acknowledgements

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Responsibility for the opinions expressed in this report rest with the Editor,  
Dr John Middleton, Director of Public Health.

Any errors or points of clarification that need to be further addressed should be forwarded to him at [John\\_Middleton@sandwell.gov.uk](mailto:John_Middleton@sandwell.gov.uk).

### Additional information

Detailed reports that make up Sandwell's Public Health Annual Report for 2012 are contained on the accompanying CD.

# CD content

## Adult social care

- Adult social care framework indicator set Sandwell
- Adult social care framework indicator set Dudley
- Adult social care framework indicator set Walsall
- Adult social care framework indicator set Wolverhampton

## Atlas of variation

### Adults

- Older peoples health and wellbeing atlas
- Sandwell atlas of variation for adults

### Cancers and tumours

- Sandwell atlas of variation cancers and tumours

### Children

- Sandwell atlas of variation children

### Kidney

- Sandwell atlas of variation kidney disease

### Respiratory

- Sandwell atlas of variation respiratory disease

## Black Country GP Consortia

- Black Country GP Consortia Practice Profile

## Cancer

- Sandwell cancer profile
- Prostrate cancer screening
- Cancer and CVD mortality rates
- Childhood cancer awareness

## Cardiovascular Disease Profiles

- Cardiovascular Disease Profile Sandwell 2010/11 and 2011/12
- Cardiovascular Disease Profile Dudley 2010/11 and 2011/12
- Cardiovascular Disease Profile Walsall 2010/11 and 2011/12

- Cardiovascular Disease Profile Wolverhampton 2010/11 and 2011/12

## CCG Quality Indicators

- Sandwell and West Birmingham CCG Quality Profile

## Cervical Screening

- Cervical Screening Programme Annual Report 2011/12

## Chronic Kidney Disease

- Sandwell West Birmingham CCG chronic kidney disease profile

## Community Development

- Community Development Team Annual Report 2011/12
- Shisha Scoping Report

## Dental Health

- Children's Dental Survey

## Diabetes

### Sandwell PCT

- National Diabetes Audit 2010/11 summary
- National Diabetes Audit 2010/11 complications and mortality
- National Diabetes Audit 2010/11 care processes and treatment targets

### Dudley PCT

- National Diabetes Audit 2010/11 complications and mortality
- National Diabetes Audit 2010/11 care processes and treatment targets

### Walsall

- National Diabetes Audit 2010/11 complications and mortality
- National Diabetes Audit 2010/11 care processes and treatment targets

### Wolverhampton

- National Diabetes Audit 2010/11 complications and mortality

- National Diabetes Audit 2010/11 care processes and treatment targets

## Drugs

- Adult drug treatment in Sandwell

## End of Life Profiles

### Local authority

- End of Life profile Sandwell MBC
- End of Life profile Dudley MBC
- End of Life profile Walsall MBC
- End of Life profile Wolverhampton MBC

### PCT

- End of Life profile Sandwell PCT
- End of Life profile Dudley PCT
- End of Life profile Walsall PCT
- End of Life profile Wolverhampton PCT

## GP Practice Profiles

- Bearwood Medical Centre
- Bearwood Road Surgery
- Black Country Family Practice
- Cape Hill Medical Centre
- Carters Green Medical Centre
- Causeway Green Road Surgery
- Churchview Surgery
- Crankhill Lane Medical Centre
- Dartmouth Medical Centre
- Dog Kennel Lane Surgery
- Dr Agrawal NK & Partner
- Dr Ahmed SF & Partner
- Dr Akhtar R
- Dr Arora RK
- Dr Bassan TS
- Dr Bhadauria BS
- Dr Dewan K
- Dr Gudi PV & Partner
- Dr Hassouna Ojar
- Dr Pal & Partner
- Dr Pathak ND
- Dr Singh M
- Dr UI Haque N
- Drs SK and I Sharma
- Glebefields Surgery
- Great Barr Practice
- Great Bridge Partnership for Health
- Haden Vale Surgery
- Hawthorns Medical Centre
- Hilltop Medical Centre
- Horseley Heath Surgery
- Jubilee Health Centre
- Linkway Medical Practice
- Lodge Road Surgery
- Malling Health Centre Sandwell
- Malling Health Centre Great Bridge
- Malling Health Wednesbury
- Marshall Street Surgery
- New Street Surgery
- Norvic Family Practice
- Oakeswell Health Centre
- Oakham Surgery
- Oldhill Medical Centre
- Oldbury Health Centre
- Oldbury Partnership for Health
- Park House Surgery
- Regis Medical Centre
- Rood End Medical Practice
- Rowley Healthcare A
- Sarephed Medical Centre
- Sherwood House Medical Practice
- St Pauls Medical Practice
- Stonecross Medical Centre
- Swanpool Medical Centre
- The Smethwick Medical Centre
- The Spires Medical Centre
- The Victoria Surgery
- Tividale Family Practice
- Walford Street Tividale
- Warley Medical Centre
- Warley Road Surgery
- West Brom Partnerships for Health
- Whiteheath Medical Centre
- Yew Tree Surgery

## Health and Wellbeing Strategy

- Sandwell Joint Health and Wellbeing Strategy 2012/13

**Healthy Urban Development**

- Sandwell Healthy Urban Development Unit Briefing and Discussion paper

**Infection Prevention**

- Infection Prevention Control Report 2011/12

**Joint Strategic Needs Assessment**

- JSNA support pack for commissioners 2013

**Alcohol**

- Local alcohol profile Sandwell
- Local alcohol profile Dudley
- Local alcohol profile Walsall
- Local alcohol profile Wolverhampton
- JSNA alcohol data Sandwell
- JSNA technical data alcohol Sandwell

**Rood End Needs Assessment**

- Rood End needs assessment

**Life Expectancy**

- Life expectancy gap between Sandwell and England

**Mental Health**

- Sandwell community mental health profile

**Perinatal Deaths**

- The Times article – Ministers to take action on ‘unacceptable’ still birth rates 23rd November 2012
- The Times article – Stillbirths 27th November 2012
- The Times article – Stillbirths scandal 28th November 2012

**Prostate Cancer**

- Prostate and testicular cancer profile West Midlands
- Prostate cancer West Midlands

**Public Health Transition**

- Public health challenges and opportunities presentation

**Public Health Annual Report****Safeguarding children**

- Sandwell Safeguarding Children Board Toolkit for faith organisations

**Sexual Health**

- Sexual health strategic principles 2013/14

**Guides for Councillors**

- Sexual health a guide for Councillors
- HIV and sexual health five things Councillors can do
- Sexual health and reproductive health and HIV issues for JSNA

**Sharia Council**

- Use of ‘Haraam products containing alcohol/HDIN’

**SHOES Programme**

- SHOES10 conference flyer
- SHOES10 conference programme
- SHOES10 speaker biographies

**Presentations**

- Alcohol consumption in the Sikh community
- Beginning of the end or end of the beginning
- Brink of a shisha bar epidemic
- How we can influence the NHS
- The future of the NHS
- The growth of Food Banks
- The truth behind the truth
- Press for health title slide

**Teenage Pregnancy**

- Sandwell teenage pregnancy strategy 2000/10
- Sandwell adolescent health needs assessment executive summary 2010

**Tobacco Control**

- Sandwell Tobacco Control Annual Report 2011/12
- Tobacco control profile Sandwell

- Tobacco control profile Dudley
- Tobacco control profile Walsall
- Tobacco control profile Wolverhampton

**Violence Indicator Profiles**

- Analysis of violence indicator profiles for Sandwell borough

**Ward Profiles**

- Abbey
- Blackheath
- Bristnall
- Charlemont with Grove Vale
- Cradley Heath and Old Hill
- Friar Park
- Great Barr with Yew Tree
- Great Bridge
- Greets Green and Lyng
- Hateley Heath
- Langley
- Newton
- Old Warley
- Oldbury
- Princes End
- Rowley
- St Pauls

- Smethwick
- Soho and Victoria
- Tipton Green
- Tividale
- Wednesbury North
- Wednesbury South
- West Bromwich Central

**Welfare Reform**

- What welfare reforms mean to the Sandwell Community
- Welfare Reform Act 2012 – Impact on Sandwell
- Welfare Reform Cabinet Workshop presentation
- Welfare Reform Information pack Sandwell Trends
- Health impacts of welfare reform DsPH paper

**Young people**

- Young people’s needs – epidemiological needs profile presentation
- Successful young people epidemiology needs assessment profile





Public Health  
Sandwell Council  
Freeth Street  
Oldbury  
B69 3DE

[www.sandwell.gov.uk](http://www.sandwell.gov.uk)



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