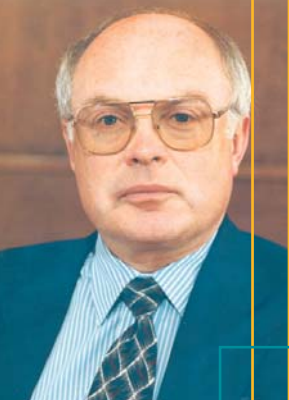


ANNUAL REPORT 2002-03  
& FIVE YEAR REVIEW





Dr Richard Priestley,  
former Chairman of the  
Healthy City Partnership.

## A REMARKABLE FIVE YEARS

**“Having been there at the birth of Stoke-on-Trent’s Healthy City Partnership, I feel honoured to have seen it through its important formative years.**

I was appointed as its first Chairman while in post as Chief Executive of North Staffordshire Health Authority.

In its first five years the Partnership has faced and succeeded in tackling a number of key challenges:

- turning the ‘Sick City’ headlines, which followed publication of the City’s Health Profile in 1989, into more positive Healthy City thinking
- encouraging successful partnership working
- targeting health inequalities
- securing ongoing funding for the Healthy City approach
- ensuring World Health Organisation (WHO) accreditation as one of eight Healthy City programmes in the UK.

From April 2003, the driving force behind the Healthy City will be the Local Strategic Partnership (LSP) and I am confident that it is fit and well for this next stage in its life.

I am delighted that Paula Hawley-Evans will remain as Healthy City Manager within the LSP. She was instrumental in Stoke-on-Trent becoming one of the WHO Healthy Cities in the UK and I wish her well in steering through the Partnership’s next big challenge: achieving WHO Phase IV accreditation which will be the major theme and activity for 2003/04.”

*Dr Richard Priestley, Consultant in Healthcare Management, Shropshire and Staffordshire Strategic Health Authority.*

*Dr Priestley was Chairman of the Healthy City Partnership from April 1997 to March 2003.*

## DIARY OF ACHIEVEMENT

### Stoke-on-Trent Healthy City Partnership: the story so far...

**1997** Healthy City Partnership established with two aims:

- i) improve health and well being of local people by tackling the causes of ill health
- ii) become a designated World Health Organisation Healthy Cities Project (HCP).

Secured funding through Joint Service Development Fund for three years.

**1998** Designated as a Healthy Cities Project in WHO Phase III (1998-2002).

**1999** Produced a City Health Development Plan, outlining local peoples’ priorities for health and identifying the way in which organisations would tackle them. Document acclaimed as a model of good practice, used in European Healthy Cities Network and translated into Russian.

The Plan ensured that health was a key element of the work of all organisations in the City.

**2000** Established Healthy City Grants Scheme and funded 10 community and voluntary sector groups.

**2001** Won funding from North Staffordshire Health Action Zone (HAZ) to appoint a Locality Partnership Officer to take forward the City Health Development Plan.

Focused on developing ‘healthy public policy’.

**2002** This year saw massive change, both organisational and political. The health authority was replaced by two primary care trusts (PCTs). The local authority was re-structured and the City elected its first Mayor. The introduction of the Local Strategic Partnership saw the Healthy City initiative develop as part of the Health and Well Being Pillar, one of Five Pillars making up the LSP.

Took a lead role in developing the health element of the Neighbourhood Renewal Strategy and the City’s Community Strategy.

Began development of an Inequalities Strategy for the City.

Supported production, alongside HAZ, of a Partnership Toolkit to improve standards of partnership working in the City. This is now being implemented by the LSP.

**2003** Merged with the LSP’s Health and Well Being Strategy Group which will take on the Healthy City Partnership’s functions and apply for Phase IV membership of WHO HCP.

Secured mainstream funding from local health community and City Council for posts of Healthy City Manager and Administration Assistant.

#### Summary

In the last five years we have established Healthy City principles within partner organisations and ensured that tackling inequalities has become an important element of work locally.



Paula Hawley-Evans,  
Healthy City Manager.

# ACTION ON INEQUALITIES

**Addressing health inequalities is probably the most challenging goal for any healthy city. It is an issue affected by numerous factors.**

Health inequalities can be defined as differences in the health status of one group of people compared with another, differences which are not only unnecessary and avoidable but also unfair and unjust.

These include poverty and income, social exclusion, unemployment, quality of housing and the physical environment, quality and access to services, educational attainment, crime and community safety, discrimination and lifestyle issues.

Co-ordinated action is required in order to reduce health inequalities significantly and permanently.

## National context

In 2001 the Government set two national inequality targets:

- starting with children under one year, by 2010 we will reduce by at least 10% the gap in infant mortality between manual groups and the population as a whole
- by 2010 reduce by at least 10% the gap between the 20% of areas with the lowest life expectancy at birth and the population as a whole.

In the same year it published a paper 'Tackling Health Inequalities: Consultation on a Plan for Delivery' which outlines six priorities:

- providing a sure foundation through a healthy pregnancy and early childhood
- improving opportunities for children and young people
- improving NHS primary care services
- tackling the major killers; coronary heart disease and cancer
- strengthening disadvantaged communities
- tackling the wider issues behind health inequalities through Government policy.

## Local progress

We are currently preparing an Inequalities Strategy, using these priorities as a framework.

There is a growing body of people in Stoke-on-Trent with a common understanding of the issues surrounding health inequalities and we will be able to work together with a shared set of priorities through the LSP.

Several Government initiatives are already in place locally:

- North Staffordshire Health Action Zone
- three Education Action Zones, aiming to increase ambitions and educational attainment
- a Regeneration Zone, developing economic regeneration throughout the city
- Neighbourhood Renewal Programmes in our most deprived wards
- four Single Regeneration Programmes
- five Sure Start Programmes, for families with children under five.

Other programmes include:

- Health Promoting Schools
- Smoking Cessation Service
- National Fruit Scheme in Schools.

## Future direction

There is still a great deal to be done towards reducing health inequalities and in the future we shall be:

- strengthening the public health agenda within partner organisations and communities
- developing local targets for future health gain
- assessing the impact on health of policies and projects
- monitoring and evaluating action on agreed targets for health improvement
- participating in further research, planning and action.

# WORKING TOGETHER

**People should be able to participate actively in planning and taking decisions which affect their health needs and those of their community.**

We believe we have made significant progress in involving the people of Stoke-on-Trent in the Healthy City movement.

## Consultation

The City Council is currently developing a system of engaging with local people via a Community Facilitation Service and a network of Neighbourhood Forums that will link into the Local Strategic Partnership. These will provide an excellent opportunity to ensure greater community involvement in the future.

To date we have used a number of methods of consultation including, during the preparation of the City Health Development Plan, a questionnaire to every household and business in the area and workshops around the city.

In addition, we have strong links with community development workers and, during 2001/02, we managed two community health development workers.

In July 2002 the restructuring of our Board enabled the inclusion of community representatives.

## Spreading the word

Our website was launched in April 2001, providing information about the Healthy City Partnership and our small grants scheme. Its address is [www.healthycity.stoke.gov.uk](http://www.healthycity.stoke.gov.uk)

Health messages have been conveyed regularly in articles in the City Council's newspaper 'City News'. We also promote our message through:

- 'Our Healthy City' page in Voluntary Action's monthly magazine
- press articles on our Small Grants scheme
- radio campaigns
- local events.





# MAKING A DIFFERENCE

**Our Healthy City Grants scheme assists groups whose work involves local communities in health promoting initiatives.**

During the last five years we have given almost £30,000 to local voluntary and community groups.

During 2001-02 our grants scheme attracted more than 60 applications, from which our grants panel made the following awards.

## Small Grant Awards

*Media Action Group For Mental Health:* **'A Right Royal Sanity Fair'**, see case study below. **£1000.**

*Parins:* **'Racial Harassment Video'**, featuring people's own experiences, for use as a training and awareness-raising tool. **£1,000.**

*1st Goldenhill and 1st Harseahead Guides:* **'Unity 2002'**, enabling 10-18 year-olds to attend an international guide camp in Staffordshire with equipment and support for personal development opportunities. **£1000.**

*Bank and Henry Street Residents Society:* **'Community Development and Youth Initiatives'**, start-up grant. **£1000.**

*Tunstall and Goldenhill FLIC Team:* **'TAG MAG'**, see case study. **£1000.**

*WRVS King George VI Memorial Club:* **'Food Fair Events'**, increasing awareness of the benefits of a healthy lifestyle. **£656.**

*Packmoor School PTA/COMPAS:* **'Healthy Eating at School'**, providing child-friendly advice about food. **£560.**

*Sutton Trust Community Group:* **'Access To Food'**, delivering affordable fruit and vegetables in Abbey Hulton. **£530.**

*Focus Young People's Forum, Trentham:* **'Jigsaw'**, start-up grant for a forum promoting health and well being for 11-16 year-olds. **£500.**

*Body Theatre:* **'Society'**, a play by young people covering issues relating to drug misuse, family breakdown, unemployment and cultural identity. **£500.**

*Northwood Infant School Fund Raising Working Party:* **'Road Safety Week'**, see case study. **£507.**

*St Johns Welcome Centre:* **'Walking Club'**, supporting regular meetings and walks. **£450.**

*Longton High School PTA:* **'School Travel Plan'**, encouraging cycling by providing secure cycle storage. **£407.**

*Stoke Angling For Everyone (SAFE):* **'Have a Go at Fishing'**, free events encouraging access to healthy outdoor activities. **£400.**



**Stoke-on-Trent**  
**healthy city**

## CASE STUDIES

### 'A Right Royal Sanity Fair'



A colourful street party in Hanley's Cultural Quarter in June 2002, Sanity Fair gave people who live with the experience of mental illness an opportunity to celebrate their contributions

to the community and enabled others to gain an understanding of their needs.

This unique event included nationally renowned speakers on mental health, a powerful photographic exhibition, street entertainment and information stands from local service providers.

"Sanity Fair was a fun approach to a very serious issue," said James McAteer, Director of organisers, Media Action Group for Mental Health. "Feedback has shown that the event encouraged a new understanding of the needs of people with mental illness."

### 'Road Safety Week'

Northwood Infants School is fully committed to healthy, safe and sustainable travel to school initiatives for pupils, staff and parents. Headteacher Jan Hall said: "During Road Safety Week the school addressed important road safety issues for children, including the dangers of traffic, the correct ways to cross roads and safer areas for play."

Children were encouraged to walk to school safely with the help of a Healthy City grant for the purchase of a road safety activity set, teacher's resource pack and a booklet for parents and guardians.

### 'TAG MAG'

TAG MAG is a free bilingual magazine for residents of Tunstall and Goldenhill. Published in print and on audio tape, in English and Urdu, it provides topical and informative news and is particularly useful to people who perhaps can not get out, through illness, disability or difficult circumstances.

Organised by FLIC (For Local Information in the Community), which consists primarily of local residents, TAG MAG is intended to be more than just a magazine. FLIC hopes to make a difference in the area, particularly regarding any kind of prejudice, and it promotes community involvement by encouraging participation in running and writing the magazine.





# PARTNERS

**We were partnership working in Stoke-on-Trent long before the term was coined.**

The Healthy City Partnership emerged from an existing Health Alliance, established in 1993, which consisted of three partner agencies; the City Council, North Staffordshire Health Authority and North Staffordshire Chamber of Commerce and Industry.

Since the reorganisation of the NHS in April 2002, we have established close links with the Strategic Health Authority and the two local Primary Care Trusts. They have representatives on our Board and we have strong working links with the Director of Public Health and Associate Director of Health Promotion.

Examples of partnership working at a strategic level include membership of the National Health for All Network, which enables us to contribute to national policy, and preparation of the Stoke-on-Trent Locality Plan as part of the North Staffordshire Health and Well Being Improvement Programme.

## Healthy City Partnership Board

Since April 2001 our Board increased in membership and comprised:

- Stoke-on-Trent City Council
- North Stoke Primary Care Trust
- South Stoke Primary Care Trust
- Staffordshire University
- North Staffordshire Community Health Council
- North Staffordshire Chamber of Commerce and Industry
- North Staffordshire Health Action Zone
- Stoke-on-Trent Voluntary Action
- Shropshire and Staffordshire Strategic Health Authority
- Community representatives.

The Board merged with the Local Strategic Partnership's Health and Well Being Strategy Group in March 2003.

## Locality Plan

Building on the City Health Development Plan, the Locality Plan aimed to:

- identify areas for health improvement, which reflect need in the City
- detail work taking place in the City to achieve health gain
- identify links with national, regional and local plans and strategies
- inform the local Health Improvement and Modernisation Plan.

We worked with our partner organisations to decide on the annual priorities.

This work developed the partnership working skills and awareness of public health issues among front line staff and middle managers in these organisations, thereby encouraging the reduction of health inequalities in the services they provide.

The Locality Plan will inform the new Community Strategy for Stoke-on-Trent.

## Partnership in Europe

From the outset, we adopted World Health Organisation principles for developing partnership working.

As part of the European Health Cities network, we are linked to 49 cities, from 26 countries, which represent the highest standard of commitment for action towards health and sustainable development in Europe.

The Croatian city of Rijeka hosted the final business meeting of the European Healthy Cities Third Phase in September 2002 (Phase IV begins in 2003), which concluded with all delegates adopting the 'Rijeka declaration' on healthy living in urban areas. With more than two-thirds of all Europeans living in cities and towns, the declaration prioritises urban health as an increasingly relevant and challenging field.

## Opportunities

Major changes took place during 2002, with the creation of the LSP and the reorganisation of the NHS. LSPs have a wide-ranging role. The four key tasks of Stoke-on-Trent's LSP are to:

- deliver a neighbourhood renewal strategy
- bring together local plans, partnerships and initiatives
- prepare and implement a community strategy
- work with local authorities on public service agreements.

The Healthy City Partnership has emerged as a valuable part of the LSP and is taking its work forward to improve the health and well being of the people of Stoke-on-Trent.

*Photographs reproduced by courtesy of Action Line, Media Action Group for Mental Health and Union of African and Afro-Caribbean Organisations.*



Craig Downs,  
Locality  
Partnership  
Officer, April  
2001 to  
April 2003.





This document is available in Urdu from the  
Healthy City Office at the address below.

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دستیاب ہے۔ حاصل کرنے کے لیے براہ کرم  
ہالے ایوز سے درج ذیل پتے پر رابطہ کریں:

Large print versions of this document are  
available from the Healthy City Office at the  
address below.

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The website for the World Health Organisation  
Healthy Cities Project Office can be accessed on  
[www.who.dk/healthy-cities](http://www.who.dk/healthy-cities)

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