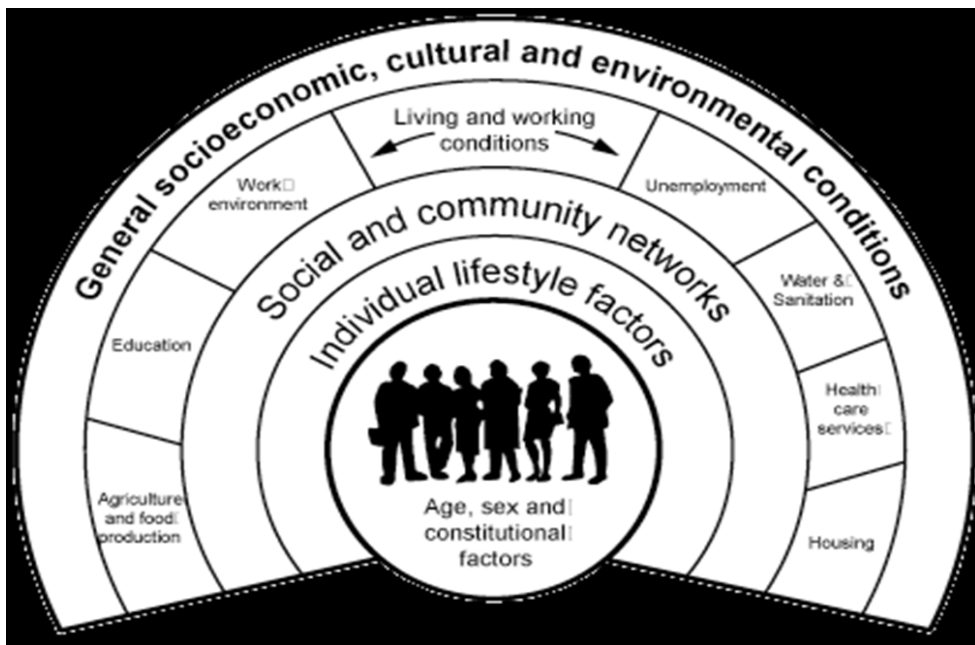


HEALTHY CITY / HEALTHY TAMWORTH

Developing the Concept

1. Introduction

- 1.1. There are a number of “red flag” issues in Tamworth that partners have recognised and where action is required to deliver a transformative agenda.
- 1.2. The issues that require attention are about health inequalities, aspiration, and attitudes to health. Tamworth is not a particularly sick town, but it is potentially an unhealthy town.
- 1.3. Significant issues in Tamworth include high levels of obesity amongst adults in Tamworth, high rates of Teenage Pregnancy amongst younger people, lower levels of educational attainment and an ageing population.
- 1.4. The issues are complex and require be multi-faceted answers which will require cohesive partnership working and effective coordination of plans and strategies.
- 1.5. The shift in emphasis that is required will mean that we must build momentum across a range of “wider determinants of health” to address health and wellbeing in the town. These issues can best be characterised in the following diagram:



- 1.6. The Healthy City approach will give us a framework upon which we can clearly state our aspirations to improve the health and wider socio-economic conditions of Tamworth residents and to build this around a dedicated Healthy Tamworth approach

2. What is Healthy City? - Quite simply a Healthy City (Health Town) is a process.

A process based on an aspiration to promote health and to build a local movement for health / public health. It is

- 2.1. Conscious of health and is striving to improve it. Thus any city can be a healthy city, regardless of its current health status.
- 2.2. Committed to health, with a process and structure to achieve it.
- 2.3. A place which continually creates and improves its physical and social environments and expands the community resources that enable people to mutually support each other in performing all the functions of life and developing to their maximum potential.
- 2.4. A place which builds upon certain key concepts. These concepts include; cross sector partnerships, community empowerment / participation, equity, action to address the determinants of health, strong political support, effective leadership and institutional change
- 2.5. Initially this will mean
 - 2.5.1. Joining a network of other towns and cities
 - 2.5.2. Using Healthy City to drive the Healthy Tamworth developing the brand, that shows strong civic commitment and potentially puts Tamworth on the national and international map
 - 2.5.3. Identifying themes for action that are based on the Healthy City themes. The key agreed themes currently are:
 - Health and Health equity in all local policies
 - A Caring and supportive environment:
 - Healthy living
 - Healthy urban environment and design

3. What is needed to become a Healthy City?

3.1. Healthy City operates at different levels and there is a European Healthy City Network and also a UK Healthy City network. A small number of larger Cities are part of the WHO network, but there is a larger group of UK towns and cities, who are linked into the UK Network. These include Brighton, Carlisle, Preston, Leeds, Bristol, Manchester, Newcastle, Swansea and Warrington.

- 3.1.1. As of January 2013 entry to the UK network is based on a partial subscription model following the submission of an application form. To complete the application we will need to ensure that we have; a

named lead politician and an explicit commitment from the Council Leader endorsing the 2008 [Zagreb Declaration for Healthy Cities](#).

- 3.1.2. We will also need to ensure that we have an identified lead and provide administrative and technical support and that Tamworth has formal local partnership arrangements that demonstrably focus on health and health equity and can steer Healthy Cities work. This will also need to show that we have in place a range of strategies and activities to address the overarching goal and core themes of [Phase V of the WHO European Healthy Cities Network](#)
- 3.1.3. Finally, Tamworth is expected to commit to attending at least one UK Network meeting, will actively participate by; sharing and taking part in learning activities and that we provide an annual update on activities and progress.

4. Is it worth it?

- 4.1. Healthy City is now a well know brand and has some cache nationally and internationally. Membership is not an onerous process and it usually receives strong political support from the towns and cities that participate.
- 4.2. The benefits of membership depend on how Tamworth approaches Healthy City but include: a bigger profile for Tamworth, access to training and learning, access to expertise, and national and international connectivity.
- 4.3. Enhanced access to European networks may also enable stronger European bids for funding streams and provide an earlier warning of the opportunities that exist to draw in funding.

5. A Tamworth perspective

- 5.1. Tamworth has many of the elements required to become a Healthy Town / Borough.
- 5.2. The Tamworth Strategic Partnership is strong and has the potential to act as the focus for much of this work, particularly through the Health and Wellbeing group, and there are work streams developing on a number of fronts, these include:
 - 5.2.1. Health and Health equity in all local policies; planning and health, Healthier housing strategy
 - 5.2.2. A Caring and supportive environment- for example; Frail elderly and Long Term Conditions with CCG; Community Hubs and the focus on

priority neighbourhoods; the citizens panel; and the partnership arrangements at TSP.

5.2.3. Healthy living - for example: TSP Healthy Lifestyles specification; Public Health commissioning for Health improvement; Active Tamworth; Scoping work around Obesity and Teenage Pregnancy; Community Safety agenda; and joined up working with the CCG. Opportunities around Public Health resource to deliver funding for a physical activity project

5.2.4. Healthy urban environment and design – for example: health impact assessment for Core Strategy; engagement of planners in Spatial Planning and health agendas; joined up approaches to impact assessments and the Healthier Housing Strategy.

5.3. Healthy City would in reality give TSP a solid national platform and it could provide strong network linkages that could assist Tamworth to develop its plans moving forward, it would ensure strong political support and give a national profile to TSP and Tamworth.

6. The Tamworth Concept

6.1. Based on key priorities for example Obesity (Physical Activity and Healthy Eating) and Teenage Pregnancy that are built around key Healthy City themes. This could be visualised using a matrix, as follows:

	Obesity	Teenage Pregnancy		
Health and Health equity in all local policies				
A Caring and supportive environment:				
Healthy living				
Healthy urban environment and design				

6.2. Built around some key principles:

- A strong focus on prevention
- Community empowerment and participation

- Building a brand and developing appropriate marketing / social marketing approaches
- Strong and effective partnership working to achieve Healthy Tamworth (including the private sector)
- Holding each other to account
- A focus on getting policy right
- Recognition that good health and wellbeing is built on the wider determinants of health

6.3. With a strong project delivery methodology as follows:

- A Health and wellbeing group to act as the project group for Healthy Tamworth and to report back to TSP
- actions based on need
- base on commissioning and using the commissioning cycle to drive change
- a focus on the long term impacts
- focus on areas where partnerships can add value
- focus on areas where we can make a difference together
- focused on specific agreed priority outcomes with specific agreed priority actions and agreed indicators upon which we can measure progress

7. Taking it forward – Initial Milestones

- 7.1. Draft Healthy Tamworth concept paper and draft initial application for February TSP & February Cabinet meetings
- 7.2. Link Obesity scoping and teenage pregnancy scoping to Healthy Tamworth Concept paper – actions to be owned by TSP and TSP Health and Wellbeing Group
- 7.3. Initial proposals for Public Health Physical Activity funding Feb 2013 as part of concept
- 7.4. Develop Health and Wellbeing Group March 2013 with remit to develop action plan focused on key agreed priorities
- 7.5. Submit Healthy City application following Council approval in April 2013

Links

UK Healthy Cities

<http://www.healthycities.org.uk/index.php?s=1>

Application form

<http://www.healthycities.org.uk/how-to-join.php?s=66&subs=21>

Zagreb Declaration

http://www.healthycities.org.uk/uploads/files/zagreb_declaration_for_healthy_cities.pdf

Phase V of the European Healthy Cities Network

http://www.euro.who.int/data/assets/pdf_file/0009/100989/E92260.pdf