



“Our focus is to improve health and well-being and narrow health inequalities. We are evidence led, working with partners and local people to commission and provide public health services and strengthen the Council’s impact as healthy place-maker.”

Dr Frances Howie - Interim Director of Public Health

Achieving Our Ambitions

We drive improvement through primary, secondary and tertiary prevention. We work with partners to shape a Borough where healthy lifestyle choices are easy to make and preventable health problems are unlikely to develop. We empower residents to take responsibility for their own health, increasing health literacy and easing access to early help when needed. We commission services such as NHS Health Checks, health visiting and school nursing to spot problems early and act swiftly. We commission services, such as drug and alcohol services, to effectively treat any problems which have developed, and to reduce the risk of reoccurrence. Our approach is rooted in evidence and in a commitment to partnership with local people and with strategic partners.

Our Teams:

- Health Improvement - Children and Adults
- Health Intelligence – Healthcare Public Health
- Health Protection
- Neighbourhood Health

Key Plans and Strategies

- Air Quality Action Plan 2025 - 2030
- Better Mental Health Strategy 2024-2029
- Children’s Emotional Health and Wellbeing Action Plan
- Health Determinants Research Collaboration (HDRC) Programme
- Health and Wellbeing Strategy 2026 - 2031



Priority Actions and Monitoring Progress

We support delivery of the **Healthy in Sandwell** and **One Council One Team** strategic themes from the Council Plan. To achieve the desired outcomes outlined in the Council Plan 2024 - 2027, we will:

Healthy in Sandwell

- Deliver statutory Public Health duties
- Ensure approval of a joint Health and Wellbeing Strategy 2026 - 2031
- Agree and deliver the core Public Health offer to NHS
- Deliver NHS Health Checks service through GP practices
- Recommission the Healthy Child programme, monitoring outcomes and impact of the existing programme
- Deliver and evaluate year two of the Healthy Pregnancy Service
- Deliver Children's Emotional Health and Wellbeing Action Plan
- Review and strengthen delivery of Making Every Contact Count
- Develop and ensure approval of the Oral Health Strategy
- Develop Obesity Strategy and Physical Activity Framework, ensuring equitable provision options
- Rollout the Tier2 Adult Weight Management programme run through Leisure Centres
- Recommission Sexual Health Services
- Ensure strong delivery of commissioned services for alcohol and drug treatment and smoking cessation
- Deliver the outcomes committed to for year three of the HDRC

One Council One Team

- Ensure data from the Joint Strategic Needs Assessment informs Council planning and delivery

Our Top Key Performance Indicators are:

1. Number of NHS Health Checks delivered
2. Delivery of 5 Health Child Programme checks in our target populations
3. Numbers coming into stop smoking services/conversion rate

We monitor performance on a quarterly basis through our Corporate Performance Report. You can view our progress here:

www.sandwell.gov.uk/performance