



“We are at the forefront of protecting and improving the health and wellbeing of our diverse communities. Guided by a commitment to reducing health inequalities, we empower residents to live a healthier, longer, and more fulfilling life.”

Interim Director of Public Health

Achieving Our Ambitions

Our key focus is to **protect residents from harm to their health and wellbeing**. We are **driven by data and intelligence** and work collaboratively with our partners in supporting our residents to lead **healthy lives and live well for longer**.

We want to **improve health outcomes** for the **most vulnerable groups** in Sandwell and aim to **reduce health inequalities**. Our teams work to ensure that children, young people and their families **receive the right support, in the right place and at the right time**.

Our Teams:

- Health Care Public Health
- Health Protection and Sexual Health
- People - Children and Young People and Vulnerable People
- Place - Healthy Communities and Pollution Control, Air Quality and Healthy Urban Development
- Research Intelligence and Health Determinants Research Collaboration

Key Plans and Strategies

- Better Mental Health Strategy
- Children and Young People Engagement Strategy
- Communities and Partnerships Action Plan
- Drug and Alcohol Partnership Strategy
- Family Hubs Delivery Plan
- Health and Wellbeing Strategy
- Healthy Schools Delivery Plan
- Public Health Action Plan



Priority Actions and Monitoring Progress

We support delivery of the **Healthy in Sandwell, Growing up 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

- Continue to act as a 'front door' for public health, providing advice, referral to public health services and wider signposting
- Develop and facilitate public mental health interventions and services
- Reduce inequalities for migrant communities by offering opportunities for language learning
- Roll out a new NHS Health Checks service to be delivered by GP practices
- Develop and implement updated Air Quality Action Plan
- Launch Healthy Pregnancy service
- Roll out 'Making Every Contact Count' training

Growing up in Sandwell

- Implement the Emotional Health and Wellbeing charter mark in education, early years and voluntary sector settings

One Council One Team

- Review and refresh Joint Strategic Needs Assessment
- Develop and implement of training programmes based on insights and research needs analysis

Our top Key Performance Indicators are:

1. Proportion of children in Year 6 who are overweight or obese
2. Smoking prevalence and smoking at time of delivery
3. Health checks undertaken - proportion of invites and those complete

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

www.sandwell.gov.uk/performance