

Health and health equity in all local policies

Belfast Healthy Cities is launching a series of events which aims to build capacity and support sectors in embedding health and health equity as a core element of organisational policy and actions.

outline of events

DAY 1 - health and health equity in all local policies: reality or aspiration

Date: Monday 22 February 2010,
9.30am – 12.45pm

Venue: Belfast Castle

All local and regional policies contribute to health and health equity but is health equity explicit within them? Are we clear on what health in all policies really means in practice? This lecture will provide practical examples of internationally recognised good practice in taking forward the concept of “Health in all Policies” in South Australia, as well as outlining the challenges for Northern Ireland.

- *Danny Broderick, Public Health and Clinical Coordination, South Australia*

DAY 2 - leadership for health equity: organisational change

Date: Wednesday 3 March 2010,
1.00 – 4.30pm

Venue: Belfast Castle

The WHO Commission on the Social Determinants of Health’s report 2008, ‘Closing the Gap in a Generation’ outlines both evidence on how inequality harms society as a whole, and recommendations for how to begin closing the gap at a global level. How can organisations begin to take forward these recommendations

locally? What evidence exists and what are the gaps in tackling health inequalities? This lecture will also identify examples of how health improvement can be driven forward throughout complex organisational change.

- *Dr Jessica Allen, Project Director - Health Inequalities Review for England, University Central London*
- *Prof Mark Petticrew, Professor in Epidemiological Statistics, London School of Hygiene and Tropical Medicine*
- *Christopher Long, Chief Executive, Hull Primary Care Trust*
- *Marie Mallon, Director of Human Resources, Belfast Health and Social Care Trust*

outline of events

DAY 3 - achieving health equity: intersectoral action

Date: Wednesday 28 April 2010, 9.30am – 12.30pm

Venue: Belfast Castle

The first strategic partnerships for health were formed around 20 years ago – intersectoral planning is recognised as an effective way of joining up agendas and resources and creating synergy. This lecture will explore the role of the new joint working arrangements for health across Northern Ireland. Participants will hear success stories from Norway on developing an Intersectoral National Strategy to reduce social inequalities. A number of 'Readiness tools' will also be presented to help organisations plan local commissioning priorities and assess the effectiveness of inter-agency partnership working.

- *Eddie Rooney, Chief Executive, Public Health Agency*
- *Tone Torgersen, Senior Advisor, Norwegian Directorate of Health and Social Affairs*
- *Janet Crampton, National Programme Manager, Department of Health Care Networks*

DAY 4 - community planning for health

Date: Wednesday 12 May 2010, 1.00 – 4.30pm

Venue: Belfast Castle

A 'Health Improving' organisation is one that considers the potential impacts of its functions and services on the health of its local community. Community planning is a further opportunity to ensure health improvement and health equity is embedded within local government actions. This lecture will examine tools that will enhance organisations' capacity to deliver on this agenda. It will also provide practical examples of how health outcomes have been integrated into community planning.

- *Stephen Nicholl, UUP*
- *Colm Bradley, Director, Community Places NI*
- *Della Thomas, Health Improvement Programme Manager, Health Scotland*
- *Beverlea Frowen, Director for Social Services and Health Improvement, Welsh Local Government Association*

DAY 5 - community engagement: measuring effectiveness

Date: Wednesday 23 June 2010, 1.00 – 4.30pm

Venue: Belfast Castle

Community engagement is recognised as a method of achieving better local health outcomes. An important aspect is measuring organisational effectiveness in engaging with the community. This lecture will outline a number of tools that organisations can use to integrate community development into strategic planning, policy development and performance management systems. It will provide practical examples of effective engagement taken from the award winning pharmacy project run by Community Development and Health Network. This event will also outline current activity in Northern Ireland under the umbrella of Personal and Public Involvement (PPI).

- *Barbara McCabe, Lecturer in Community Development, Queen's University*
- *Dr Norman Morrow, Chief Pharmaceutical Officer, DHSSPS*
- *Joanne Morgan, Director, Community Development and Health Network*

outline of events

DAY 6 - social marketing: an approach to tackling health inequalities

Date: Wednesday 29 September 2010, 1.30 – 4.30pm

Venue: Belfast Castle

It is recognised that providing people with information on healthier ways of living and urging them to be healthy does not work across all population groups. Some require additional support to change their behaviour. This lecture will look at the role of social marketing to inform both policy direction and local action and will identify national benchmark criteria.

- *John Bromley, Director, National Social Marketing Centre*

DAY 7 - health spending versus health outcomes: do the benefits outweigh the cost?

Date: Wednesday 20 October 2010, 1.00 – 4.30pm

Venue: Belfast Castle

It is fundamental that public health spending and commissioning of health services produce the best possible health outcomes for the population. This lecture will identify techniques including programme budgeting, marginal analysis and world class commissioning, to identify where resources are currently being invested and their level of effectiveness with a view to influencing future investment.

- *Dr John Middleton, Director of Public Health, Sandwell Primary Care Trust (TBC)*
- *Dr Peter Brambleby, Director of Public Health, North Yorkshire and York Primary Care Trust*
- *John Compton, Chief Executive, Regional Health and Social Care Board, NI*

DAY 8 - your business is my business: managing knowledge and information effectively

Date: Wednesday 17 November 2010, 1.30 – 4.30pm

Venue: Belfast Castle

Knowledge management (KM) is about building organisational intelligence and enabling people to improve the way they work through capturing, sharing, and using knowledge. This lecture will outline a range of Knowledge Management techniques that organisations/ individuals can use; it will also provide an opportunity to hear from organisations that have developed Knowledge Management strategies and provide practical examples of the application.

- *Anh Tran, Dept Health, England (TBC)*
- *Ed McClean, Director of Operations, Public Health Agency*
- *Brendan Mulgrew, Director, Stakeholder Communications*

series of events

programme objectives

Through practical applications the programme will enable individuals, politicians and organisations to:

- increase understanding of the social determinants of health; the distribution of health & wellbeing and inequalities in health
- understand what is meant by health and health equity in all local policies
- provide examples of case studies and tools, useful for policy makers and practitioners in redesigning policy to achieve health and health equity outcomes

background

All sectors contribute to improving health. Capacity building is central to supporting sectors to achieve better health outcomes. The topics chosen for this series of events resulted from a needs assessment carried out in 2008 by Belfast Healthy Cities with partner organisations. This programme has been developed with the support of the Public Health

Agency and is funded through Investing for Health. The Local Government Training Group is supporting the roll-out of the programme.

target audience

The events are open to anyone but particularly aimed at professionals who will be working locally/regionally within or alongside the new joint arrangements for health between local government and the Public Health Agency (PHA). This includes PHA staff, local government (politicians and officers), Health and Social Care Trusts, Regional HSC Board, Northern Ireland Housing Executive, staff from government departments including regeneration, planning and transport, as well as staff from the voluntary and community sector.

continuous professional development (CPD)

A certificate of attendance at events may be used towards CPD points for members of professional bodies such as the Chartered Institute for Environmental Health and the Faculty of Public Health.

health and health equity in all local policies: registration

There is no cost to attend these events.

If you would like to attend an event please complete an [online registration form](#) or telephone Caroline Scott on 028 9032 8811 and provide the following information:

Name
Organisation
Address
Contact details (telephone number and email address)
Event(s) you wish to attend
Any special access requirements

For further information on the programme content please contact Ruth Fleming on 028 9032 8811 or email: ruth@belfasthealthycities.com

A key requirement of Belfast participating in the Phase V (2009-2013) WHO European Healthy Cities Network is to build capacity across cities to support the city to achieve health and health equity in all local policies.