

UK Health  
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# West Midlands Public Health Alliance Priorities 2023-24

April 2023



Office for Health  
Improvement  
& Disparities

# VISION AND OBJECTIVES

## Vision:

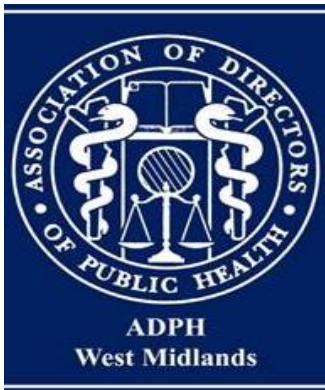
To bring energy, leadership and improvement to the West Midlands Public Health System in order to reduce inequalities and improve health outcomes for our communities.

## Mission:

We will maximise the unique advantages of our organisations and our skilled and professional workforce, to engage with our key stakeholders and partners to deliver our shared priorities.

## Objectives:

- Ensure the workforce now and in the future is skilled & trained, inclusive and diverse to drive forward all aspects of public health
- By working with key partners, narrow the gap in outcomes for people, children and families facing inequality
- To bring leadership and influence through partnership working to ensure we have the best public health system our communities deserve



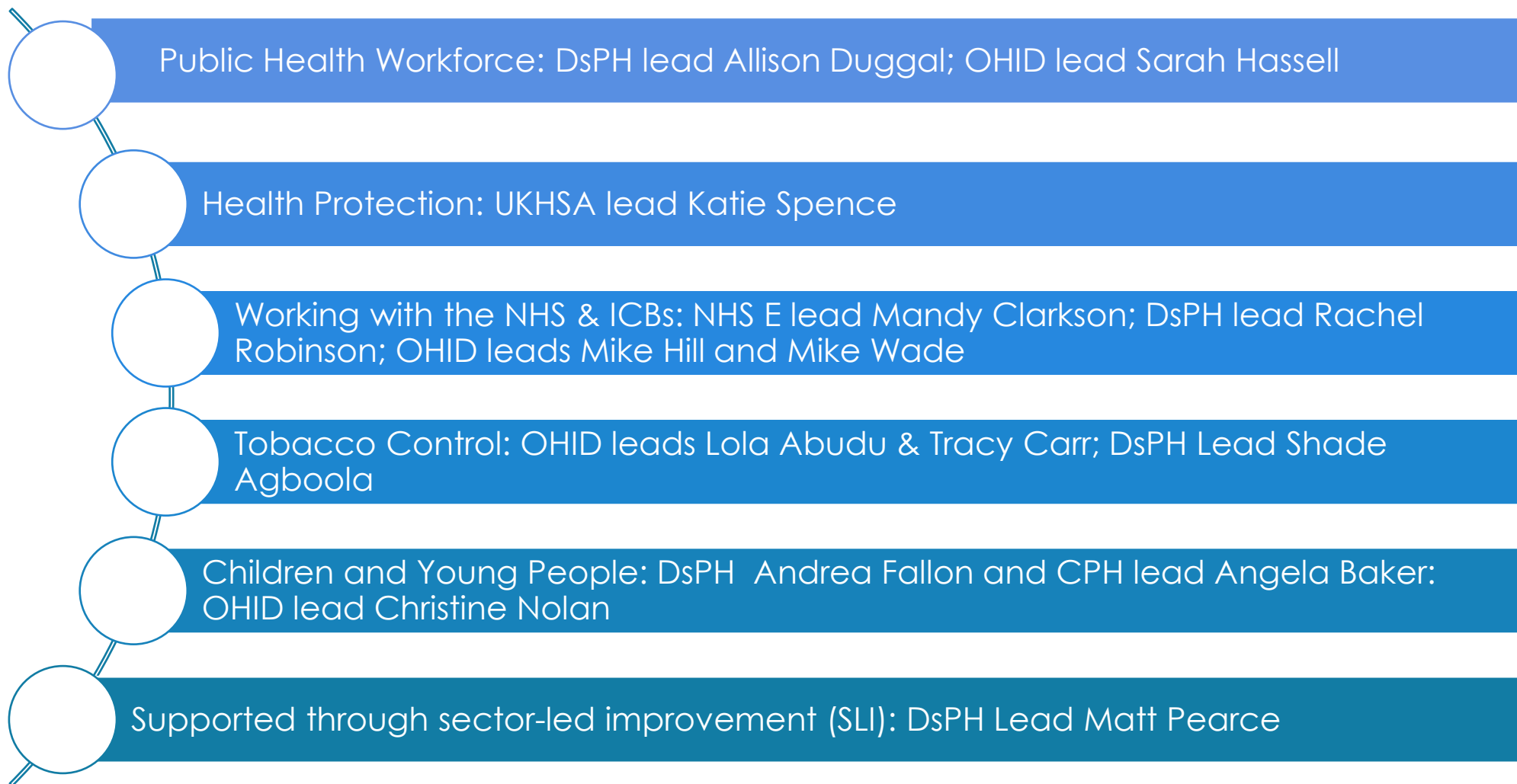
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# JOINT PRIORITIES



# JOINT WORKING

## Tobacco Control

Explore potential models for a Midlands region Tobacco Control hub, including funding options.

Play a central role in contributing to and bringing focus from national debate, policy and targets on reducing smoking rates, with a focus on reducing inequalities.

Reinvigorate the Tobacco Control network for the region

## Public Health Workforce

Ensure the public health work force across the region is flexible for future scenarios.

Grow the capacity of consultants across the region through improvements in the Training Scheme

Engage the consultant workforce into regional action

Improve diversity and inclusion in the public health workforce at all levels across the region

## Children and Young People

Reinvigorate the Best Start in Life Group with strategic leadership to work on key issues for local authorities.

To consult with all Local Authorities within the region to prioritise this years focus/action.

Seek to ensure child poverty is systematically addressed at the regional level, drawing in partnership influence and expertise in newly formed structures.

## Work with NHS and Integrated Care Boards

Establish clarity for partners around the roles of the members of the public health alliance at a regional and local level working with the NHS and ICBs

Engage as a regional alliance with ICBs to maximise public health input and impact for local communities

Embed health inequalities, prevention and population health management across the Integrated Care Systems.

Work to understand gaps and strengths in Public Health's input into ICS.

## Health Protection System

Ensure we have a HPS with agreed pathways for response to health protection hazards with local system partners, underpinned with MOUs.

Prioritise actions that seek to address the needs of those communities and settings which are most vulnerable to the adverse impacts of health hazards including Climate Change

Support the development of local and regional strategies for prevention of infectious diseases and health hazards, by support to commissioning of services key to health protection, e.g. IPC, vaccination, TB screening, environmental health

# WHO WE ARE



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