

# Health and health equity in all local policies

Belfast Healthy Cities has launched a series of events which aim to build capacity and support sectors in embedding health and health equity as a core element of organisational policy and actions. The remaining events in this series are outlined below.

PLEASE NOTE THE VENUE CHANGES FOR THE REMAINING LECTURES.

## outline of events

### DAY 3 - achieving health equity: intersectoral action

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

**Venue:** Clifton House, 2 North  
Queen St, Belfast

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 City Hall

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:** Clifton House, 2 North Queen St, Belfast

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*
- *Michelle Tennyson, Asst Director of Allied Health Professionals, Public Health Agency*

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

**Date:** Wednesday 29 September 2010, 1.30 – 4.30pm

**Venue:** Clifton House, 2 North Queen St, Belfast

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:** Clifton House, 2 North Queen St, Belfast

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 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:** Clifton House, 2 North Queen St, Belfast

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.

- *Nick Manson, Associate Director Knowledge Management and Clinical Information, South Central Strategic Health Authority*
- *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](mailto: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.