

# Report to Health & Adult Social Care Scrutiny Board

**30 September 2024**

<b>Subject:</b>	Sandwell Winter Booklet 2024
<b>Director:</b>	Director of Public Health Liann Brookes-Smith
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## 1 Recommendations

- 1.1 To consider and comment upon the draft Sandwell Winter Booklet for 2024.

## 2 Reasons for Recommendations

- 2.2 Sandwell Council, in collaboration with the Integrated Care Board, has developed a booklet to support residents through the winter months. This contains vital health, safety, and service information, including potentially lifesaving advice and support.

## 3 How does this deliver objectives of the Council Plan?

Growing Up in Sandwell	The Winter Booklet contains information on services to support children and families, including the Early Years offer and Go Play activities.
Living in Sandwell	In addition to vital health, safety and wellbeing information, the Winter Booklet provides details of wider services and support, including with managing the cost of living (e.g. universal credit, debt management and welfare advice).

Thriving Economy in Sandwell	A healthy population where everyone is able to access the support and resources they need to stay well is key to a thriving and inclusive economy. Health promotion activity such as the Winter Booklet is an important part of improving population health, and contributes to inclusive economic growth over the longer term.
Healthy in Sandwell	The Winter Booklet is a universal resource distributed to all Sandwell residents. It provides information on how to access services and support for protecting and improving health and wellbeing, both directly (e.g. healthcare services and advice for keeping well in winter) and through the wider determinants of health (e.g. financial support, housing and community safety).
One Council One Team	Although the production of the Winter Booklet is being led by Public Health, it draws on information from a range of partners, including other Council services, to provide a summary of the wide range of support available to residents over winter and beyond.

## 4 Context and Key Issues

### Background

- 4.1 The rising costs of fuel, food, and other essentials have created financial hardships for many households, leading to increased vulnerability and reduced wellbeing within Sandwell. To mitigate the impact of the cost of living increases, Sandwell Council, in collaboration with the Integrated Care Board, has developed a booklet containing vital health, safety, and service information, including potentially lifesaving advice and support. As colder weather during the winter months exacerbates the situation, it is crucial to provide this information to all homes and care facilities, especially to those who may not have access to online resources.
- 4.2 The Sandwell Winter Booklet is an annual, universal resource, with physical copies distributed to all residents and an online version that includes links to translated versions and an accessible PDF. No printed newspaper (other than the three-times-a-year Sandwell Herald) goes to more than 20% of homes in Sandwell; the booklet will go to all homes (100%) in the borough as well as care homes, plus a number of public buildings. This is approximately 134,000 homes and approx. 2,000 care home residents, plus 500 copies for public buildings.

## **Booklet contents**

4.3 The most recent draft of the Winter Booklet is provided in Appendix 1. The booklet will be broken down into sections covering the following topics:

4.3.1 **Keeping Well in Winter** - This section provides practical advice and useful information to help people stay healthy and happy during the winter months:

- Cold weather health tips
- Flu/covid/RSV vaccination push
- Healthy Sandwell overview
- Mental Health wellbeing promotion
- Early Years Offer
- Family Hubs
- Healthy Start vitamins
- Smoking in pregnancy offer
- Changes parenting programme
- Whooping cough
- Alcohol reduction tips
- Gambling harm reduction message
- Free gym and swim offer
- Walking offer
- Biking offer
- Adult weight management offer
- PHDO/Community promotions

4.3.2 **Help and Support** – This section highlights how to access essential services and support systems, making it easier for people to find the help they need during the winter season.

- Information on accessing healthcare e.g. contacting GP's, accessing pharmacist, urgent treatment centres, A&E
- NHS Mental health support
- Optometry offer
- Midland Metropolitan University Hospital update
- Universal credit
- Debt management
- Welcome hubs
- Welfare rights
- Cost of living support
- Community hubs
- Food banks access
- Domestic abuse support

- Support for substance misuse (including recovery support)
- Sexual health support
- Go Play offer
- Gambling support
- Falls prevention offer

4.3.3 **Winter Ready** – This section provides guidance on preparing homes and communities for winter, ensuring safety, energy efficiency, and community connectivity.

- Winter proof home
- Energy Efficiency
- Smoke control areas awareness raising.
- Damp housing
- Hoarding
- Police safety message
- Pest control

### **Timescales**

4.4 As for previous years, it is anticipated that distribution the Winter Booklet will begin in the last week of November. The timescale for production is detailed below:

<b>Date</b>	<b>Action</b>
Mon 23 Sept	Final copy to be sent to designer
Mon 30 Sept	Receive first proof for edits/amendments
Fri 18 Oct	Receive second proof
Fri 1 Nov	Final version sign-off
Thu 7 Nov	Final print design deadline

## **5 Implications**

<b>Resources:</b>	Production of the Winter Booklet content is part of the Public Health Behavioural Insights & Marketing team's regular work programme. The costs of designing, printing and distributing the booklet are met from the Public Health grant.
<b>Legal and Governance:</b>	No direct implications arising from this report
<b>Risk:</b>	No direct implications arising from this report
<b>Equality:</b>	The Winter Booklet is a universal resource distributed to all homes and care facilities in Sandwell, with additional copies available in public buildings. It is also made available online with links to translated versions,

	and an accessible PDF. This approach ensures that the information reaches all of our residents, including those who are digitally excluded. It can also help to reduce inequalities in access to services and support through making the information readily available to some of our most vulnerable residents.
<b>Health and Wellbeing:</b>	The Winter Booklet provides information on how to access services and support for protecting and improving health and wellbeing, both directly (e.g. healthcare services and advice for keeping well in winter) and through the wider determinants of health (e.g. financial support, housing and community safety).
<b>Social Value:</b>	No direct implications arising from this report
<b>Climate Change:</b>	The Winter Booklet includes information on our Borough-wide Smoke Control Area, including advice on compliance, as well as advice on energy efficient homes.
<b>Corporate Parenting:</b>	No direct implications arising from this report

## 6 Appendices

None.

## 7. Background Papers

Sandwell Winter Booklet 2023 (for information and context):

<https://www.sandwell.gov.uk/community-wellbeing/guide-living-well-winter#>