

# The Oldham Public Health Charter

## **Our Ambition**

Oldham is committed to creating the conditions for residents to take greater control over their own lives and enjoy the freedoms that lead to healthy and independent lives.

## **Our Approach**

To help make this ambition a reality we have developed a values based approach to Public Health that draws from the Cooperative Charter for Oldham to focus on working collaboratively with residents, communities and partners to address the factors that impact on health and wellbeing in Oldham.

## **Fairness**

People in different social circumstances experience different levels of health. In Oldham we will focus on reducing these differences as a matter of fairness and social justice.

## **Health in All Policies**

A broad range of issues have a significant impact on health. This means that building a healthier Oldham will hinge largely on what is done to change policies that influence wider factors, such as economic opportunity, early childhood development, schools, housing, workplaces and the living environment. The current economic challenge to Oldham means that social value must be created from investments to have a positive impact on health and wellbeing. Everyone has a role to play in promoting health and we expect everyone to play their part, including individuals and communities as well as the public, private and voluntary sectors.

## **Empower Individuals and Communities**

We will work in co-operation with residents to empower individuals and communities to be active in improving the health of people in our borough. This means that we will work with people to co-produce priorities and build on community assets to improve health. This will be achieved by devolving responsibility and activity to neighbourhood levels of working. Information about the state of health and wellbeing in Oldham and the ways that health can be improved will be made available to the public.

## **Evidence and Effectiveness**

We will focus on action which is supported by strong evidence to deliver improvements to the health of people in Oldham. This will help us to ensure that public money is spent on actions which will achieve good quality health and social care, empowered individuals and communities, and a reduction in health inequalities.

## **Working Together**

We will work together with the healthcare, voluntary and community sectors to support each other in achieving common goals in health and wellbeing, focusing on the potential of primary care services to support community wellbeing and work with partners to deliver more services through a neighbourhood model. We will work collaboratively to support the commissioning of effective and efficient health and social care services.

## **Protection**

We will protect the Oldham population from threats to health by ensuring that preparedness for emergencies, immunisation, screening and early detection and infection control programmes are in place.

## **Our Resources**

We will seek to maximise the value that we can achieve with our resources.

We will make effective use of the Public Health budget to deliver better health and wellbeing across Oldham. We will also promote better use of the council's resources as a whole as well as those of our partners in order to achieve better health and wellbeing in Oldham.

We will capitalise on our specialist Public Health expertise to ensure that we build and maintain a detailed understanding of what has to be done to create an environment that supports positive health across Oldham, and the most effective way of achieving this.

We will work collaboratively with councils and partners across Greater Manchester to share Public Health capacity to greater effect, achieve greater impact in public health actions, and advocate for changes to national policies in order to achieve local improvements in health and wellbeing.