

Capita's National Conference

Tackling Health Inequalities

Improving Outcomes for Vulnerable Groups

Wednesday 20th May 2009 – Central London

Chair: Frank Atherton, President
Association of the Directors of Public Health

Speakers Include:

Martin Gibbs
Local Government and
Communities Manager, Health
Inequalities Unit
Department of Health

Sandie Keene
Director of Adult Social
Services
Leeds City Council

Dr Nazima Osman
Chair
Black and Ethnic Minority
Working Group Hackney

Dr David Lyon
General Practitioner
Halton and St Helens PCT
and
Clinical Associate
The Improvement Foundation

Jean Arrowsmith
Health Development Manager
Coventry City Council

Heather Stevens
Director of Programmes
National Youth Agency



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CAPITA
CONFERENCES





A Capita Conference

Tackling Health Inequalities Conference

Wednesday 20th May 2009 – Central London

*"Health inequalities are unacceptable. They start early in life and persist not only into old age but subsequent generations. Tackling health inequalities is a top priority for this Government."*¹

With the 2010 deadline for the ambitious Public Service Agreement (PSA) targets on life expectancy and infant mortality rapidly approaching, Capita's **National Reducing Health Inequalities Conference** is a key opportunity to share best practice and gain new ideas for reducing inequality in health service provision.

This must-attend event brings together key agencies leading on community health to discuss practical strategies to urgently improve the health of disadvantaged and hard to reach groups. Expert speakers will explore innovative approaches for improving the health of groups affected by economic disadvantage, poor housing and insecure employment. Key issues to be addressed include:

- Identifying 'at-risk' groups
- Commissioning services based on local needs
- Service user involvement
- Community engagement and outreach
- Collaborative social interventions
- Specific access barriers for key target groups

Attend this conference to increase your understanding of how agencies can work together to design and deliver services to promote more equal health outcomes in your area.

¹ Department of Health, 2009

Sponsorship and Exhibitor Opportunities

We offer a range of flexible packages which offer your organisation a platform to network and communicate with key organisations in the public sector.

For further information please contact Alice Stuart on 020 7960 7721 or email alice.stuart@capita.co.uk

About us

Capita Conferences is one of the UK's leading conference providers to the public sector. For over 15 years we have attracted diverse and cross-cutting audiences from across the police, education, central and local government, health and the voluntary sector to our events. We provide neutral forums for learning as well as excellent networking opportunities and the chance to provide feedback on policy direct to the highest levels. We pride ourselves on our thoroughly researched, incisive programmes and have secured speakers including leading politicians, Government ministers, senior civil servants, directors of charities, expert practitioners and renowned academics. We have built our reputation by working in partnership with, and on the advice of, key government departments, experts and pressure groups.

Benefits of Attending

- Hear an update from the **Department of Health** on the health inequalities **PSA targets** and the strategy for **long-term engagement**
- Clarify the **responsibilities of agencies** for tackling inequality in access to health services
- Question expert speakers on how to engage with, and commission services for, **at-risk groups**
- Get to grips with effective **local care pathways, early intervention and social marketing**
- Draw lessons from early intervention approaches which prevent **cardiovascular disease**, raise **cancer awareness** and engage **pregnant women**
- Learn how to ensure the **inclusion of young people** in health services
- Benefit from case studies looking holistically at the **social determinants of health** including **poor housing and worklessness**



Who Should Attend

Those responsible for reducing health inequalities including:

- Primary Care Trusts
- NHS Trusts
- Local Authorities
- Local Strategic Partnerships
- Government Offices for the Regions
- Regional Development Agencies
- Public Health Observatories
- Schools
- Children's Centres
- Housing Associations
- Independent Healthcare Providers

Including the following departments:

- Adult Social Services and Older People's Services
- PCT Public Health Teams
- Children's and Youth Services
- Early Years and Child Health Teams
- Youth Providers and Youth Workers
- Connexions
- Teenage Pregnancy Teams
- Children in Care Teams
- Health Visitors and Early Intervention Teams
- Midwives and Family Nurse Partnerships
- Social Inclusion Teams
- Supporting People Teams
- Health Inequalities Teams
- Health and Wellbeing Boards
- Local Area Agreement Leads
- Economic Regeneration Teams
- Health Care Commissioners
- Health Improvement Teams
- Local Economic and Employment Partnerships

Forthcoming Events for 2009

Data Sharing Across the Public Sector – 29th April – Central London

Learning Disabilities Conference Implementing 'Valuing People Now' – 30th April – Central London

Implementing the National Dementia Strategy – 18th May – Central London

Capita's event management service

Our event management service offers you the opportunity to tap into the resources and skills of a renowned market leader in the UK conference business. With ten years event management experience, we have a proven track record in co-ordinating a diverse range of events, from breakfast seminars to large-scale national policy conferences. Whether you require a complete package or selected aspects, Capita will tailor its services to meet your organisation's specific requirements. Contact Liz Brownbill on 020 7227 6569 or email liz.brownbill@capita.co.uk

CPD

To receive your certificate of attendance for CPD points please email capita.conferences@capita.co.uk quoting your name, booking reference number and the title of the event.

Programme

09.20 Registration, Tea and Coffee

09.50 Chair's Opening Remarks

Frank Atherton

President

Association of the Directors of Public Health

Keynote Address

10.00 The Next Steps to Fight Health Inequality

- Identifying groups most at-risk of inequalities
- A long-term approach to community engagement
- PSA targets and measuring outcomes locally

Martin Gibbs

Local Government and Communities Manager

Health Inequalities Unit

Department of Health

10.20 Questions and Discussion

10.30 Local Authority Responsibilities: Working within the LAA Framework

- Exploring local authorities' role in reducing health inequalities
- Ensuring the issue is high on the local authority agenda
- Commissioning for vulnerable groups

Sandie Keene

Director of Adult Social Services

Leeds City Council

11.00 Questions and Discussion

11.10 Tea and Coffee

11.30 The Joint Strategic Needs Assessment Process

- Strengthening partnership working
- Using data to identify inequalities and local priorities
- Community engagement and commissioning for health and wellbeing

Dr Fay Haffenden

National Joint Strategic Needs Assessment Lead

Department of Health

11.50 Questions and Discussion

Panel Discussion

12.00 Strategies for Engaging Vulnerable Groups

The panel will discuss health inequalities faced by key vulnerable groups and debate strategies for improving health prospects for:

- Older People

Stephen Burke, Chief Executive, **Counsel and Care**

- BME Groups

Dr Nazima Osman, Chair, **Black and Ethnic Minority Working Group Hackney**

- People with Learning Disabilities

Stephan Brusch, Project Lead for Promoting Equality

Department of Health and Service Development Manager

Primary Care and Learning Disabilities, **NHS Westminster**

12.45 Lunch

Early Intervention and Community Outreach

13.45 Raising Aspirations: Outreach to Overcome Worklessness and Health Problems

- The relationship between unemployment and poor health
- Support into sustainable employment
- A long-term, whole family health approach
- Working with other agencies

Lia Robinson

ReachOut Operational Project Manager and

Justine Molyneux

Chief Executive

Involve Northwest

14.10 Improving Life Chances through Early Diagnosis and Social Marketing

- Healthy Communities Collaborative Model – social marketing and community engagement to tackle social isolation
- Assessing cardiovascular risk and early diagnosis of cancer

Dr David Lyon

General Practitioner

Halton and St Helens PCT and

Clinical Associate

The Improvement Foundation

14.35 Session Questions and Discussion

14.45 Working with Mothers to Reduce Infant Mortality and Promote Early Years Health

- Targeting smoking, diabetes and obesity in pregnancy
- Risk factors and care pathways for mothers-to-be
- Safe Houses project: safe environments for young families

Jean Arrowsmith

Health Development Manager

Coventry City Council

Coventry City Council is a Beacon authority for Reducing Health Inequalities



15.10 Engaging Young People to Prevent Cycles of Inequality

- Involving young people in the creation of services
- Supporting young people at high risk of poor health
- Case study: Motorvations project

Heather Stevens

Director of Programmes

The National Youth Agency

15.35 Session Questions and Discussion


15.45 Chair's Closing Remarks and Close of Conference

Booking Form


Tackling Health Inequalities Conference

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Easy ways to book

 **FAX** your completed form to 0870 165 8989

 **ONLINE** www.capitaconferences.co.uk

 **POST** your completed form to: Capita Conferences Administration, 4th floor, Dean Bradley House, 52 Horseferry Road, London, SW1P 2AF

 **ENQUIRIES** 0870 400 1020

****Book a 3rd delegate @ 1/2 price**
This offer may not be used in conjunction with other discounts

BOOKING REF CODE: EMMK

DELEGATE DETAILS (Please use BLOCK CAPITALS and complete in full)

Correspondence address

Organisation
Address
Post code

Invoice address (if different from above)

Surname	Title
Forename	
Job Title	
Organisation	
Address	
Post code	
Telephone	

1st Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Email	
Telephone	
Fax	
Dietary/Access requirements	

2nd Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Email	
Telephone	
Fax	
Dietary/Access requirements	

Payment details

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Public Sector (non Central Govt) @ £350.00 (£402.50 inc. VAT) No. of delegates

Central Govt and Agencies @ £445.00 (£511.75 inc. VAT) No. of delegates

Private Sector @ £545.00 (£626.75 inc. VAT) No. of delegates

****Concessionary Discount @ £195.00 (£224.25 inc. VAT)** No. of delegates

Only charities registered with the Charity Commission are eligible for this discount.

Charity Commission Registration No.

TOTAL NUMBER OF DELEGATES

TOTAL COST £

Cheque enclosed

Please invoice me

Your Purchase order/Reference number

Please note that we will issue an invoice upon receipt of booking. We cannot apply numbers at a later date.

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Call our credit card hotline 0870 160 7630

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I have read the terms and conditions and understand the cancellation policy.

Signature

Documentation*

If you are unable to attend the event but would like to receive the supporting documentation, this can be supplied as either a hard copy (by post) or a PDF file (supplied by email). Please post or fax this form with contact, address and payment details

Please send me	<input type="checkbox"/>	PDF @ £95 - plus VAT (£109.25 total)	NB: Documentation will be sent out after the event
	<input type="checkbox"/>	Paper @ £95 - VAT not applicable	

Methods of payment

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By Cheque: Payable to **CAPITA BUSINESS SERVICES LTD.**

Please ensure delegate name(s), organisation and invoice number are written on the back.

By BACS: Bank: Barclays Bank Plc. Sort Code: 20-67-59. Account No: 60864978. Account Name: Capita Business Services Ltd. BACS remittance forms required as payment confirmation.

By Credit/Debit card: On receipt of your invoice – Call our credit card hotline 0870 160 7630 or make an online payment at: www.capitafinance.co.uk

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Hotel accommodation

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Documentation

*Invoices issued after the event when order processed. Payment by credit/debit card or BACS can be made upon receipt of invoice. If paying by cheque, invoice will act as a receipt.

Discounts

**Special offers may not be used in conjunction with other discounts.

Terms & conditions

Venue and registration details will be sent within 14 days of the event date. We cannot be held responsible for non arrival of this information, if you have not received within 7 days of the event date, please call us on 0870 400 1020.

Cancellations confirmed in writing 14 days before the conference date will be refunded, minus an administration fee of £50.

We regret that no refund can be made after that date, although substitutions can be made at any time.

Capita are not able to offer refunds for cancellations arising from events outside of our control.

Programme Amendments: Capita reserves the right to alter the programme or venue without notice due to unforeseen circumstances.

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