

Title of Report:	Draft Health and Wellbeing Strategy
Report to be considered by:	The Health and Wellbeing Board
Date of Meeting:	25 September 2014

Purpose of Report: To present a new Health and Wellbeing Strategy in draft form

Recommended Action: For discussion and consultation

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Executive Report

1. Background

- 1.1 The current West Berkshire Health and Wellbeing Strategy was adopted by the Health and Wellbeing Board in 2013. At the time of writing the Board was in its first full year, Public Health and Wellbeing had newly transitioned from the NHS into local government and the integration of health and social care was beginning to come centre stage.
- 1.2 The priorities that were selected within the H&WB Strategy were drawn from the Joint Strategic Needs assessment and based on the needs of the residents according to the most up to date information and data available. Five priorities were identified and within each priority area, a further six objectives were set out. Having 30 objectives made it very difficult to develop a performance framework and monitor progress in all areas.
- 1.3 The current Strategy contains a broad discussion about how the H&WB Board will work together to provide systems leadership to the health and social care delivery system across the district. This agenda has moved on considerably with the introduction of the Better Care Fund and its initial focus on caring for the frail elderly. Additional focal areas are mental health and children.
- 1.4 The H&WB Strategy will be much clearer about the integration of health and social care, beginning a process of bringing together commissioning plans for the NHS and local government
- 1.5 A decision has been made to rewrite the Health and Wellbeing Strategy, developing a new set of priorities that are more focused and clear with an accompanying performance framework. A decision will be required by the H&WB Board on whether the new H&WB Strategy should also contain the priorities that are currently within West Berkshire Council's Sustainable Communities Strategy, namely the wider determinants of health including economic development, housing, transport, sustainability, community development and community safety. The H&WB Strategy could refer to the Sustainable Communities Strategy so that all priorities will be addressed between them (keeping 2 strategies to cover all the priorities). Alternatively the priorities relating to the wider determinants of health can be removed from the Sustainable Communities Strategy and included in the Health and Wellbeing Strategy (all priorities in the one H&WB Strategy).
- 1.6 In the draft strategy the wider determinants have been added to the priorities on a page for consideration. If they are included clear outcomes will be added to the strategy to drive the work of the partnerships who will deliver outcomes on the wider determinants of health and wellbeing.

2. The new draft Health and Wellbeing Strategy is found as Appendix 1.

2.1 The following sections are included;

- Foreword written by Marcus and Bal (full titles and names to be added)
- Introduction – working in partnership to address the health and wellbeing of West Berkshire.
- Health and Wellbeing Board membership and responsibilities

- Outline of the picture of health and wellbeing in West Berkshire and challenges faced
- Discussion on the bringing together of the Health and Wellbeing Strategy and the Sustainable Communities Strategy and demonstrating how the Strategy will inform commissioning plans in both health and social care.
- Vision of Health and wellbeing in West Berkshire
- Underlying principles of how services will be commissioned to achieve the vision
- .overarching outcomes
- Priorities on a page
- Explanation of why each one is a priority. If the wider determinants are included then we will need additional explanation of how they affect health and wellbeing in West Berkshire.
- Outcomes Frameworks overlap
- Integration agenda including Better Care Fund.
- Joint commissioning approach.

2.2 The appendices in the Strategy are

Appendix 1 – consultation plan

Appendix 2 – performance monitoring framework

Appendix 3 – plans for joint health and social care commissioning alignment

Appendices

Appendix 1 – Draft West Berkshire Health and Wellbeing Strategy

Appendix 1

Draft

West Berkshire Health and Wellbeing Strategy

***Foreword** – To be completed.

Introduction

In West Berkshire we want to help people live longer, healthier and more fulfilling lives, and to improve the health of the poorest, fastest. Good health and wellbeing will be achieved by work on many fronts:

- ✓ protecting people from communicable diseases and adverse weather conditions,
- ✓ preventing ill health and disease,
- ✓ promoting positive health and wellbeing,
- ✓ increasing awareness of health risks and enabling individual behaviour change
- ✓ creating environments where healthy choices are the easy choices
- ✓ tackling inequalities in health, making the health and wellbeing of the people who are the worst off in our district as good as that of the most affluent

Health and wellbeing will be promoted throughout the life course, ensuring services are accessible from pre-conception to the end of life. The NHS, Local Authorities and the third sector are working more closely together to ensure integrated care that is evidence based and value for money, helping vulnerable groups and those with long term conditions be as healthy and independent as they can be.

The Health and Wellbeing Board brings together key partners across the District and has the following membership: Leader of West Berkshire Council, West Berkshire Councillors who lead on health and wellbeing, children's services and adult social care, the Director of Public Health, the Director of Communities, GPs from our two Clinical Commissioning Groups – Newbury and District (NDCCG) and North and West Reading (NWRCCG) and representatives from Healthwatch, NHS England and the Voluntary Sector.

The Board is responsible for

- ✓ preparing and publishing a Joint Strategic Needs Assessment (JSNA) to identify health and wellbeing needs of the local population;
- ✓ preparing and publishing a Joint Health and Wellbeing Strategy (JHWS) in line with the JSNA, with involvement of Healthwatch and the public;
- ✓ ensuring that the CCG commissioning plans have taken proper account of the Strategy;
- ✓ promoting integrated working between commissioners of health and social care services
- ✓ encouraging integrated working across wider determinants of health

What is the picture of health and wellbeing in West Berkshire?

- Life expectancy at birth is 80.8 years for males and 84.6 years for females. This is better than the national and regional levels. On average a man in West Berkshire can expect to live in good health until he reaches 67.5 years and a woman until she is 68.8. This is better than the national average and similar to the rest of the south east.
- Early deaths from CHD, stroke and cancer have fallen over the last 10 years and the death rates of all of these are lower than national averages.

- Deprivation levels are generally low with long term unemployment, homelessness and levels of violent crime all better than national and regional averages.
- The healthy and wellbeing of our young people is generally good with lower levels of under 18 conceptions and under 18 alcohol related hospital stays lower than national and regional rates.
- The prevalence of obesity in reception and in year 6 children has slightly decreased since measurements began in 2006/7.

The challenges

- Life expectancy is 6.4 years lower for men and 4.4 years lower for women in the most deprived areas of West Berkshire than in the least deprived areas.
- Smoking prevalence is 18.8% which is higher than the regional average
- 65.5 % of adults are classified as overweight or obese which is slightly higher than regional and national levels
- The rate of people killed and seriously injured on the road is worse than the national average.

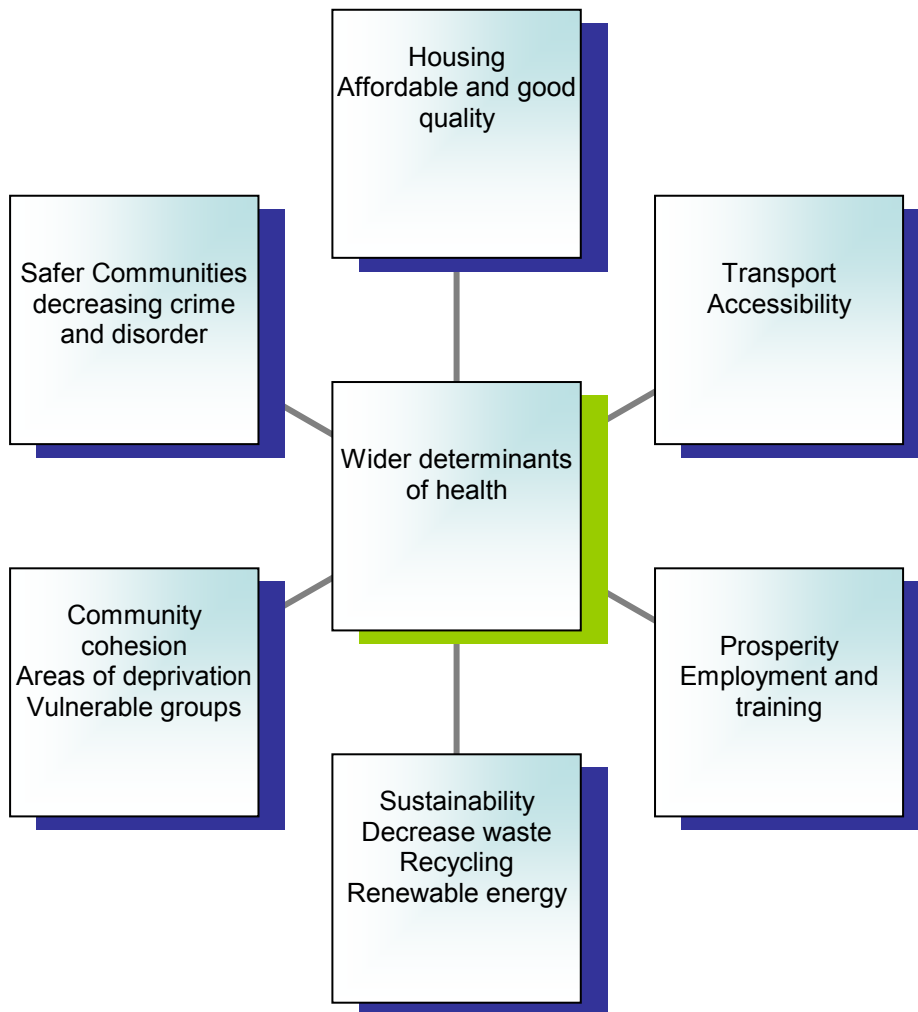
In West Berkshire the proportion of over 65s has increased from 2001 to 2011 by 23% compared to a rise regionally of 13%. The projected increase in West Berkshire from 2011 to 2021 in the proportion of over 65 year olds is estimated to be 34%. This is an increase of just over 8000 people in this older age group. It is also projected that there will be an increase in the number of older people with complex physical and mental health problems, including diabetes, dementia and depression that will require more health and social care services, more ageing carers with a greater cost to society. The importance of prevention and integrating health and social care services will be paramount.

*Awaiting data about hospital admissions due to LTC, emergency hospital admissions etc.

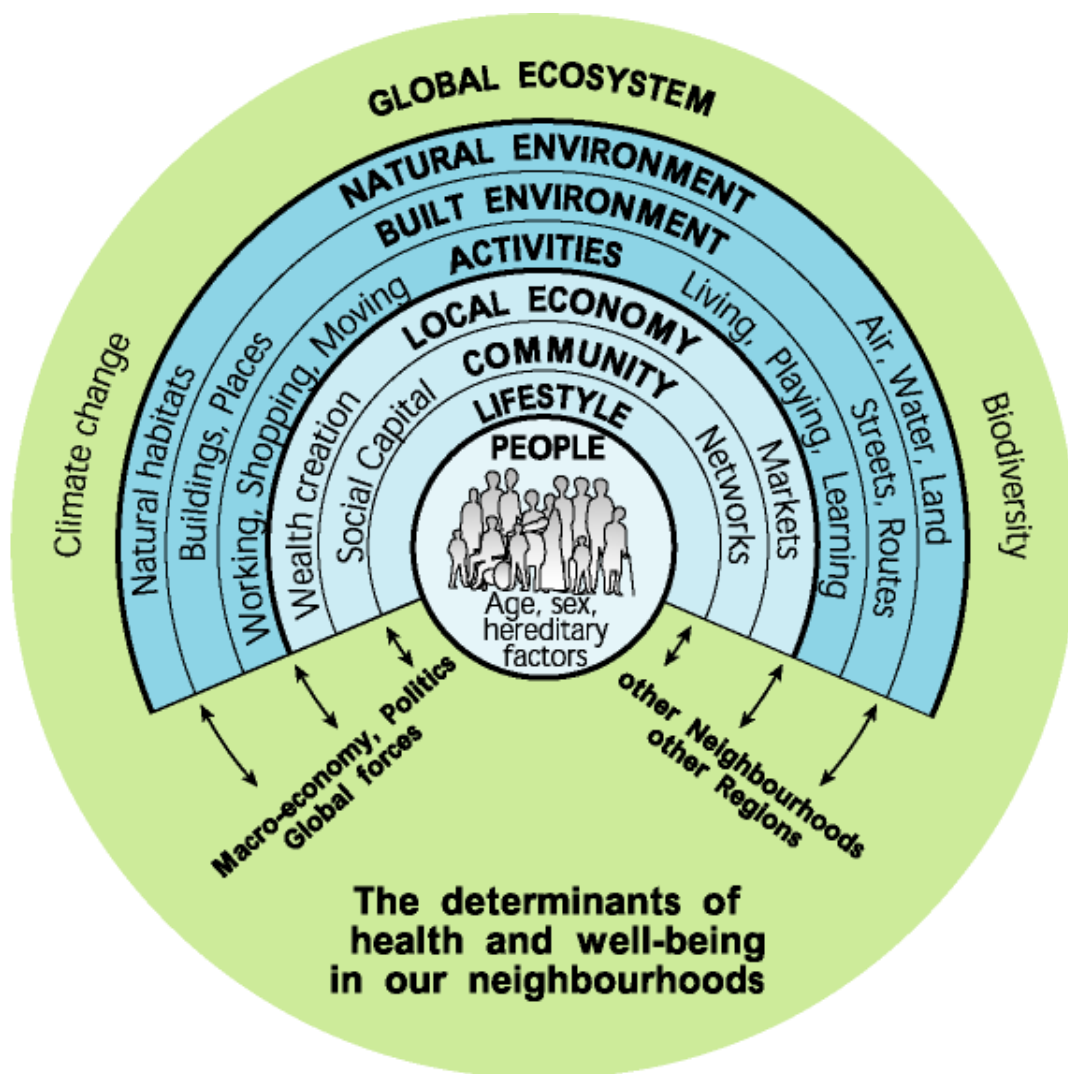
How will the Health and Wellbeing Strategy ensure that wider determinants of health are also addressed in the future?

The Health and Wellbeing Strategy links directly to West Berkshire Council's Sustainable Communities Strategy – 'A Breath of Fresh Air' that focuses on improving the wider determinants of health including housing, transport, economic prosperity, as well as safer and sustainable communities. In time the two strategies will be merged to create a single Health and Wellbeing Strategy that includes all aspects of health and wellbeing including the wider determinants of health.

A Breath of Fresh Air – West Berkshire’s Sustainable Communities Strategy



What are the wider determinants of Health?



Vision for Health and Wellbeing in West Berkshire

All children, young people and adults will have the opportunities to achieve their potential and lead healthy, happy and safe lives. Inequalities in health will be tackled and vulnerable groups supported. There will be access to timely, integrated health and social care services, ensuring rural areas are well served. Our communities will be enabled and empowered to have control over their own health and wellbeing and wider determinants of health will be addressed in partnership.

This shared vision for what success will look like will enable partners to commit to making the best use of public money by working in new ways and sharing resources, including finance, people, buildings and information.

To accomplish our vision our services will be

- Delivered relative to need, ensuring areas with the highest need are targeted to address health inequalities
- accessible to all, taking into account disabilities, rurality and working patterns
- based on integrated care pathways, with all relevant providers working together to maximise the benefits of delivery
- evidence-based and provide value for money
- socially, economically and environmentally sustainable

This Health and Wellbeing Strategy sets out 11 key priorities, derived from the Joint Strategic Needs Assessment (JSNA), that details West Berkshire's population and its needs, national and local drivers, service users' and carers' views, expert opinion and the evidence base for interventions.

The overarching outcomes that drive the strategy are

- To prolong life expectancy at birth, whilst maintaining a high quality of life in later years
- To decrease the death rates from all causes, especially for those under the age of 75 years
- To decrease the gap in life expectancy between the least well off in our district and most affluent.

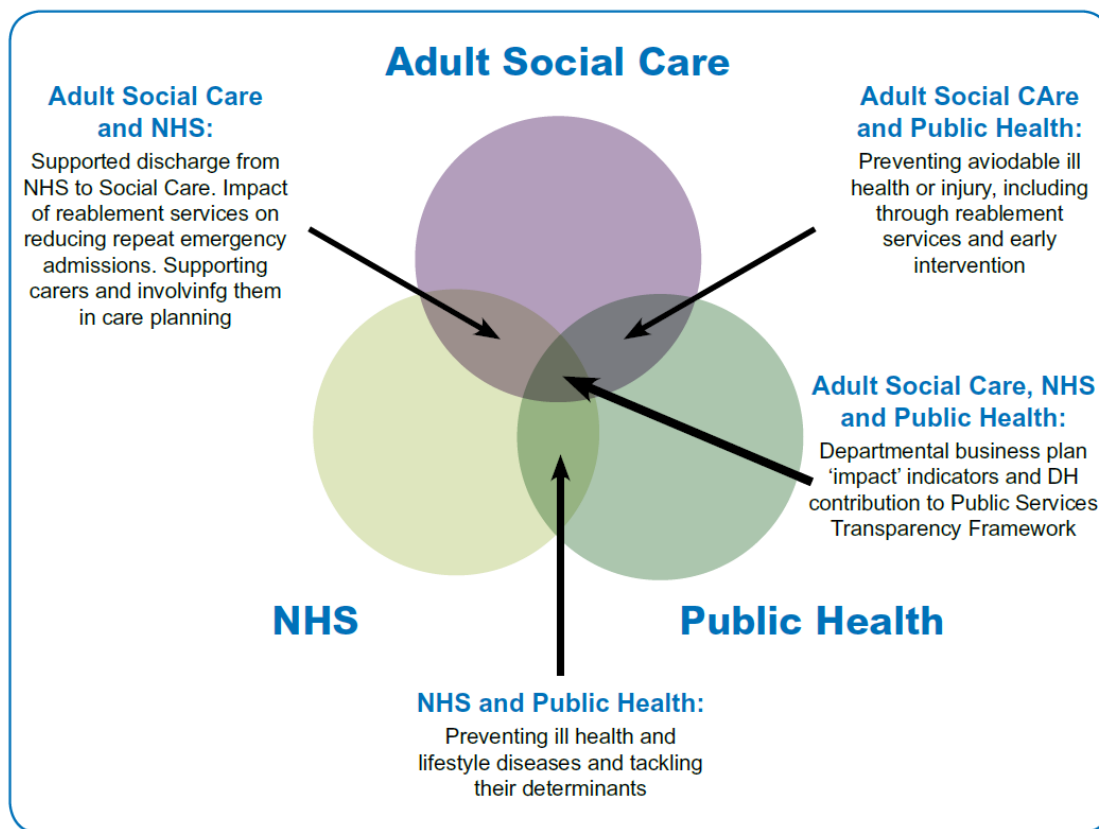
The priorities include promoting healthier lifestyles and positive mental health and wellbeing throughout the life course, preventing ill health plus providing integrated, high quality services through joint working, bringing together health, social care and the voluntary and private sector.

C H I	Emotional wellbeing	1. We will promote emotional wellbeing in children and young people, through prevention, early identification and provision of appropriate services
L D	Looked After Children	2. We will improve the health and educational outcomes of looked after children through high quality health, and social care support
R E N	Tackling inequalities	3. We will improve the educational achievement of children on free school meals to bring them into line with the overall achievement of all children
A D	Mental health and wellbeing	4. We will promote mental health and wellbeing in all adults through prevention, early identification and provision of appropriate services
U L	Alcohol	5. We will promote sensible and safe drinking and increase the number of people receiving effective and timely support for alcohol related problems
T S	Healthy weight	6. We will maintain or increase the number of people who are a healthy weight, by promoting physical activity and healthy eating and providing a range of evidence based weight management interventions
	Blood pressure	7. We will decrease the number of people registered with West Berkshire GPs who have raised blood pressure through prevention, early identification and provision of treatment
O	Carers	8. We will promote the health and wellbeing of all carers
L D E	Long term conditions	9. We will deliver integrated services to support and maintain the independence of people with long term conditions and disabilities
R A D	Falls prevention	10. We will maximise independence in older people by preventing falls, reducing preventable hospital admissions due to falls and improving rehabilitation services.
U L T S	Dementia	11. We will improve the lives of those residents with dementia through early identification, the provision of excellent, integrated care and support and increased community awareness of dementia.
W I D	Housing	12. We will increase the provision of affordable housing as needed and improve the condition of existing housing to combat fuel poverty
E R D	Economic development	13. We will increase employment opportunities, especially in rural areas, address the skills gap, ensure all young people transition successfully into jobs and improve tourism
E R M	Transport	14. We will improve and promote opportunities for healthy, sustainable travel, making the best use of West Berkshire transport assets.
I N A	Safer communities	15. We will reduce crime, anti-social behaviour and the fear of crime, ensuring young people feel safe and improve road safety.
N	Sustainability	16. We will increase the use of renewable energy and recycling, conserve our environment and promote diversity of local wildlife.
T S	Stronger communities	17. We will work with communities across the district to empower and enable them to be cohesive and strong, having control of their own health and wellbeing.

CROSS CUTTING PRINCIPLES FOR ALL SERVICES

[Equity](#) [Accessibility](#) [Integration](#) [Effectiveness](#) [Sustainability](#) [Preventative](#)

Integrating health and social care and the wider determinants of health and wellbeing



*Section on the integration of health and social care to be completed.

Joint Commissioning

The Health and wellbeing Board exists in a time when there are exceptional financial pressures on both the NHS and local government. Demand for services continues to rise, despite no real-terms increases in NHS resources and local government budgets being cut by more than 30 per cent. Our demographic changes, the increasing burden of disease and pressures on urgent care necessitate real changes in how we fund, commission and deliver our health and social care services.

The Health and Wellbeing Board was responsible for 'signing off' on local plans for the use of the new £3.8 billion Integration Transformation Fund – now called Better Care Fund (BCF). Although this represents only 3 per cent of the combined total NHS and adult social care budget nationally, this enabled the Board to begin to shape a key spending decision and it could be seen as a first step to overseeing the total health and social care budget in time.

The Board will need to develop further to do more than share information, co-ordinate high level strategies and plans, react to proposals and plans from partners, and oversee specific public health programmes.

The aim for our own Health and Wellbeing Board is that it will develop an 'executive decision-making role' across the whole local system of health, social care and public health, having an explicit remit to oversee commissioning of all services and to produce an agreed framework for integrated care, thus driving through the transformation of local services. This would be consistent with a policy thrust towards more integrated commissioning across the local NHS and local government.

There are legal powers for CCGs and local authorities to establish joint or integrated commissioning arrangements and this would enable the role of the Board to be strengthened without the need for further reorganisation. "Strong and purposeful relationships between CCGs and their respective local authorities – based on partnership not takeover – offer the best prospects for boards to lead the integration and transformation of local services effectively" (Health and Wellbeing Boards one year on, Kings Fund, Oct 2013).

This Health and Wellbeing Strategy will drive the development of the commissioning plans of both the Clinical Commissioning Groups within the NHS and Adult Social Care and Children's Services Commissioning within the Local Authority. We will move towards an alignment of commissioning plans across the whole Health and Wellbeing system. The Health and Wellbeing Board will lead this integrated system ensuring all partners work in collaboration to achieve the best outcomes for the residents of West Berkshire.

Appendices

Appendix 1 – consultation plan

Appendix 2 – performance monitoring framework

*Appendix 3 – plans for joint health and social care commissioning alignment (to follow)