
Development of the Berkshire West Joint Health and Wellbeing Strategy

Report being considered by: Health and Wellbeing Board

On: 28th January 2021

Report Author: Sarah Rayfield

Item for: Information

1. Purpose of the Report

To provide the board with an update on the development of a Joint Health and Wellbeing Strategy for Berkshire West.

2. Recommendation(s)

- 2.1 To continue with the strategy development initial write up stage and public engagement as planned.
- 2.2 To extend the period allowed for public engagement until the end of February 2021. This will allow us to complete sufficient public engagement, in view of the impact of the current national lockdown.

3. How the Health and Wellbeing Board can help

For the board to continue to support the current public engagement and initial write up of findings.

Will the recommendation require the matter to be referred to the Executive for final determination?	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
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4. Introduction/Background

- 4.1 In April 2019, Health and Wellbeing Board chairs from West Berkshire, Reading and Wokingham agreed to propose development of a shared Joint Health and Wellbeing Strategy across the three Local Authorities. This was supported by the CCG and ICS leadership.
- 4.2 Integration and the promotion of whole system health and social care integration is central both to the delivery and outcomes of this strategy. The strategy is intended to focus on area where partnership action adds value and will have a shared direction with local priorities which may vary from locality to locality.
- 4.3 The four stages of the development of the strategy, with current timeframe are as follows:

Phase	Timeframe
Defining the current state	March – July 2020
Prioritisation Process	August – September 2020
Public engagement and further engagement with stakeholders	October 2020 – January 2021
Production of the Joint Health and Wellbeing Strategy	February – March 2021

5. Supporting Information

5.1 The first two phases of the strategy development (Defining the current state and the prioritisation process) have led to a short list of 11 potential priorities. These are as follows:

- (1) Reduce the differences in health between different groups of people
- (2) Support vulnerable people to live healthy lives
- (3) Help families and young children in the early years
- (4) Reduce the harm caused by addiction to substances (smoking, alcohol or drugs)
- (5) Good health and wellbeing at work
- (6) Physically active communities
- (7) Help households with significant health needs
- (8) Extra support for anyone who has been affected by mental or physical trauma in childhood
- (9) Build strong, resilient and socially connected communities
- (10) Good mental health and wellbeing for all children and young people
- (11) Good mental health and wellbeing for all adults

5.2 Engagement with the public is now intended to help refine the short list of 11 priorities into the final 3 priorities of the JHBWS.

5.3 The following have been identified as themes running throughout the strategy: Empowerment and self-care; Digital enablement, Prevention and Recovery from COVID-19.

5.4 The public engagement has been co-produced by an Engagement task and finish group. The group has around twenty members, meeting weekly since the end of July to ensure oversight and support our consultation process. The membership of the Group is made up of equal representatives from each Local Authority Area and includes members of the Programme Steering Group, HealthWatch Chief Officers and members of grass roots community groups that have strong links and experience with community consultations.

- 5.5 The Engagement Task and Finish Group have developed an Engagement Plan and a supporting Social Media Plan in partnership to support a robust and smooth and successful consultation process. The Plans are reviewed weekly and includes individual ownership and responsibilities for the members to action in their own areas and communities to support the best possible outcomes from the consultation process.
- 5.6 The consultation is currently taking place from November 2020 to the end of January 2021. It is proposed that this period of engagement is extended to the end of February, to take account for the current challenges of the national lockdown.
- 5.7 The consultation and public engagement includes:
- (1) An online survey
 - (2) General public focus groups and targeting specific groups as well as in collaboration with Healthwatch
 - (3) Call to action to chairs of voluntary organisations across the 3 LA's with an invitation to all organisations to engage with our consultation.
 - (4) Social media promotion of public events and the survey via two new pages developed for the JHWBS:

Twitter Page - @HHBerks

Facebook Page - @AHappierandHealthierBerkshire
 - (5) Focus on young people including Young Carers, Children in care and the peer mentoring network
 - (6) Virtual engagement sessions for staff members at each of the three local authorities and CCG (to be confirmed)
 - (7) Three public meetings to be held in January 2021
- 5.8 A narrative behind each of the priorities has been developed to support this public engagement and ensure that discussions are consistent (see attached document). This has also been produced in an easy read version along with a British Sign language translation of the strategy engagement.
- 5.9 Early findings from the survey show that 1175 people had responded by 13th January 2021 (556 from West Berkshire). Please note, these are very early findings and subject to change.
- (1) Initial responses indicate that the following were the top three ranked priorities
 - (a) Supporting vulnerable people to live healthy lives
 - (b) Help families and young children in the early years
 - (c) Good mental health and wellbeing for all children and young people

- (2) When asked what had been missed by the listed potential priorities the following answers were given: Dementia, Transport, Access to services, Suicide prevention
- (3) The following table shows the percentage of people who ranked each priority as “Extremely important”

Good mental health and wellbeing for all children and young people	60%
Good mental health and wellbeing for all adults	56%
Support vulnerable people to live healthy lives	50%
Extra support for anyone who has been affected by mental or physical trauma in childhood	50%
Help families and young children in early years	47%
Help households with significant health needs	42%
Reduce the harm caused by addiction to substances (smoking, alcohol or drugs)	39%
Build strong, resilient and socially connected communities	39%
Reduce the differences in health between different groups of people	36%
Physically active communities	35%
Good health and wellbeing at work	34%

5.10 Organisations from West Berkshire that have responded to the survey so far include: Burghfield and Mortimer Volunteer bureau, National Autistic Society (West Berkshire), Dementia Friendly West Berks, Newbury Samaritans, PALS (West Berkshire, Loose Ends Newbury, Lambourn RDA, Interakt community charity, Dog’s trust, Oxfordshire Crossroads West Berkshire, Re-engage, West Berkshire Therapy Centre, FlagDV, Newbury Family Counselling Service. A number of parish councils have also been in contact to request the toolkit as well.

5.11 Focus groups that have run so far include:

- (1) Healthwatch Reading - one group with diverse ethnic communities – identified adequate mental health services, isolation and loneliness and health inequalities as their main priorities
- (2) Healthwatch Wokingham – one group with adults with learning disabilities: identified mental health, strong healthy communities and transport as their main priorities, along with protecting communities from future pandemics
- (3) Healthwatch West Berkshire – one maternity focus group (feedback in progress)
- (4) Healthwatch West Berkshire – older people focus group: identified issues around importance of SureStart centres, people with multi-morbidities falling through the gap if their individual conditions do not meet thresholds for support

5.12 In West Berkshire, there are also plans to attend Youth groups facilitated by Swings and Smiles and discussions regarding a virtual group with 6th formers at one of the schools in Newbury.

- 5.13 January will include another round of promotion of the survey, along with further focus groups supported by the three Healthwatch organisations and other members of the Engagement Task and Finish group.
- 5.14 The final draft strategy will be submitted to each of the three Health and Wellbeing boards and then it will go out for public consultation. The sign off and governance process for the final strategy will be drafted and agreed with the 3 Health and Wellbeing boards over the next month.
- 5.15 The development of the strategy has faced several challenges
- (1) Limited capacity within the core group but also the wider system to be able to engage with the process of developing the strategy
 - (2) The impact of the coronavirus pandemic on both capacity and methods of engagement with stakeholders and the public. In particular, this has impacted our methods of engagement with the public and at present is preventing us from holding any face to face engagement sessions.
 - (3) We have had limited support from each of the communication teams at the three local authorities although this has improved recently
 - (4) Developing a ten-year strategy which is fit for purpose in a post-Covid world when we may not fully realise the impacts of Covid, is a challenge and potential risk.

6. Options for Consideration

For members of the board to continue to support the development of the strategy and in particular the current public engagement and planned early stages of the strategy write up.

7. Proposal(s)

This paper provides an update on progress of development of the strategy.

8. Conclusion(s)

- 8.1 The development of the Joint Health and Wellbeing Strategy for Berkshire West is ongoing and currently in the middle of an extensive piece of public engagement
- 8.2 This will inform the refinement of the final 3 priorities of the strategy
- 8.3 The current deadline for the first draft of the final strategy is March 2021. However, it is proposed that the public engagement is extended by a period of one month. This would delay the completion of the first draft of the strategy to April 2021

9. Consultation and Engagement

This report is a summary of work undertaken so far on the development of the Joint Health and Wellbeing Strategy for Berkshire West.

10. Appendices

Appendix A - What do the priorities mean (narrative to support engagement)

Appendix B - JHWBS Task and Finish Engagement plan

Appendix C - Social Media Plan

Background Papers:

None

Health and Wellbeing Priorities 2019/20 Supported:

- ☐ First 1001 days – give every child the best start in life
- ☐ Primary Care Networks

Health and Wellbeing Strategic Aims Supported:

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- ☐ Give every child the best start in life
- ☐ Support mental health and wellbeing throughout life
- ☐ Reduce premature mortality by helping people lead healthier lives
- ☐ Build a thriving and sustainable environment in which communities can flourish
- ☐ Help older people maintain a healthy, independent life for as long as possible

The new strategy will include an updated set of aims and objectives.

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