

Event 1 Health and Wellbeing Board 21 February 2011 event

Table 1

Discussion Three Challenge

Older adult in dispersed community – social capital ebbing away
Alcohol and drug culture in rural setting
Higher suicide rate

Bed-based social care system with lack of community provision.

Re-engineering partnership landscape
Need to judge what is a real priority
Differentiate between different determinants
= choice/priority setting

→
Eliminating the causes, need to decide which gives greatest health benefit
→ to achieve maintainable change

Making tough choice: Environment
Social
Economic

Table 2

Developing the Health & Wellbeing Board

Links with the Herefordshire Partnership

How will the new Board work with, or take responsibility for, aspects of the Herefordshire Partnership?

It should take responsibility for aspects of the Herefordshire Partnership - it makes health and wellbeing an holistic entity - it avoids duplication.

It ensures health and wellbeing works further “upstream”

What has worked well in the past?

Must not replicate the same “silos”
Have governance without bureaucracy
Have “process” in place for making decisions.
Look at different way of engaging people, the locality level will feed in
Engage with people “where they are”, eg. Young People
Localism is the way forward

Table 3

Nothing more important than Health & Wellbeing

How does it fit together?

If it doesn't – why not?

What if Health & Wellbeing Board takes over the Herefordshire Partnership Board?

Strategic objective setting

Health Scrutiny monitors achievement

PH money being ring-fenced –

Pharmacy

Optometry

exempt from HWBB

Dentistry

Health & Wellbeing indicators – breaking down the barriers across the fiefdoms for budgets. Not too big for Health & Wellbeing Board

Table 4

Community Engagement

See other responses eg. Young Farmers Groups, community from Table 4.

Stick to Bill's list of notes and then look at style of how H& WB operates.

Use local/community interest/diversity of group to advantage - by fee costs for innovative thinking/how to get things done.

Feedback and engagement. Need to make sure this happens to wider groups/communities (not a strength of operation in Herefordshire in terms of feeding back)

Build on locality structures to feed into this – provides community engagement.

Stimulate communities by sharing data with them and looking to them for proposals/solutions.

Have formal and informal Board meetings to provide different style/ethos of participation/engagement.

Not everything will be fundamentally interesting to community/some community groups – that's okay and pitch it right for engagement.

Role of press and moving to more positive engagement.

Table 5

- How do we involve people?
- Different expectations of people getting involved
- Look at what works in other areas
- Feedback from staff working in community
- Use of technology:
 - blogs
 - website
 - facebook/twitter
 - youth groups
- Use of language

ICO work in speaking in community setting

- depends on process
- context
- targeting message to audiences too

Via schools)

Libraries) interaction

Recognise variety, focus of interaction – ad hoc → formal –
facebook/twitter in between

Clarity of message – community – geographic – community of interest

Working in existing structures

Clarity about messages, eg. personal responsibility

Use of social interactions – supporting key managers for different proportions

Balance – focus on children
focus across life course.

Using children to influence parents

What's in it for me

Identify key priorities

Identify key managers

- window of opportunity
- whole system

Effective 2-way communication

“Tell me and I will target
Involve me and I will remember”

Table 6

- Key challenges – making sure all engage
- Need know powers of group to agree membership – need know influence and and reason to attend
- Need communicate how important the work group is and engage
- Takes over from Partnership – but potential to duplicate
- Needs practicalities short-term and manage long-term perspective
- Resources needed? Dedicated Team?
- Committee needs support
- Need to think how operates with delivery teams – needs mechanisms

Focus on what we know – key challenges – focus on a few things and do well (assumption it's the Partnership groups) or have wider remit – Public Health or bigger.

Doing well in actions around healthcare

Need focus on areas affecting health in other fields.

Table 7

LSP – what does it – did it do? responsible for mechanisms for £s and place.

Need to move to community ownership – bottom up approach, not top down.

Will there be confusion? Need for place based partnerships, and engagement of local community.

What have we learnt? Relationships a real strength at top level. Established. Genuine will to work together.

So major **strength** of existing relationships being excellent, and must now be built around places, and harness the desire to work together to deliver – joined up services.

Table 8

- Resources to pool include experience and data rather than money in terms of shrinking budgets - all about focus
- It's about people not just money
- Board would enable you to target resources and people in a deprived area
- Helps to subsidise services and spots facilities in deprived areas
- Mainstreaming = making HWB objectives feature in our budgets etc.
- Big tension between mainstreaming HWB outcomes and individual civil liberties
- Specific interventions in specific areas
- Problems of “positive discrimination” inherent in pooling resources on a grand scale to deal with areas of deprivation

Table 9

Get Real Engagement not Tacit Representation

Community Engagement

- Good start with localities
- Excellent examples eg. MIRA – migration impact in rural areas, Gypsy and Traveller liaison BUT we are not all aware of
- What other “segments” do we need to target interventions?
- We consult but we don’t listen
- Role for Healthwatch?
- Challenge to get real engagement rather than representation

Table 10

What can we do?

- Work out the priorities/outcomes
- Keep the children in the county
- Sort out economic regeneration strategy
- Identify the correct membership
- Identify the relevant resources
- Begin the debate within Herefordshire Council
– and don’t forget the children!