

Purpose of Report

To provide board members with a refreshed health and wellbeing strategy and proposed action plan.
To seek approval for the strategy and action plans

Key Aim

To present the Herefordshire Health and Wellbeing Strategy and action plan that reflects the Herefordshire Joint Strategic Needs Assessment (Understanding Herefordshire 2014), in partnership with the public and key stakeholders.

Identifying Initial Priorities and Themes

There are five very strong underpinning themes that are central and specific to achieving the vision of the strategy; a much greater **focus on reducing health inequalities, scaling up of prevention programmes with wellbeing at the centre**, across the entire population but also on an individual basis, a recognition of the role that the **voluntary sector and pastoral support network has** in terms of its reach, diversity and flexibility to deliver and the strong community infrastructure and an emphasis on **self-help, improving access and taking an integrated approach across organisations. These came through strongly in the consultation process.**

Engaging and Consulting on the Priorities – Our Approach

To engage and involve the public and local expert stakeholders in the development and ranking of priorities in the strategy, we used four approaches:

1. A token voting system (whereby people were able to choose three out of the seven priorities identified).
2. A public facing website on the council site with the priorities and background.
3. Direct feedback taken from key stakeholder groups about the priorities identified with opportunity for addition of groups/foci.
4. Engagement with community development groups, the voluntary sector and vulnerable groups on how to stay healthy, what helps us maintain our health, what prevents us from being healthy and what more can we do to helps the wider community maintain good health.

Results of the Consultation

Priorities and themes were refined as a result of the consultation and in order of priority

1. Mental health across the lifecourse
2. Children and young people
3. Older people
4. Housing, fuel poverty, social
5. Adults with long term conditions
6. Special consideration
7. Hidden Issues

The Action Plans – Delivering the Priorities

Priority 1 Mental health and wellbeing and the development of resilience in children, young people and adults

We plan to commission and deliver:

- public awareness campaigns on keeping well and using the Five Ways to Wellbeing
- large scale programmes on emotional health and wellbeing for children, parents and older people
- locality based social networks across Herefordshire that create greater community capacity and support
- across parish councils, pastoral support networks and the community
- a targeted programme for carers and parents during pregnancy and early years
- a school based programme on emotional health and wellbeing supported by the local school nursing
- service
- early identification of those people in greatest need or at risk of developing a mental health condition supported to change that builds self-confidence and behavior change.
- a pathway approach across the life cycle for children’s mental health covering prevention and treatment
- a workforce trained to support behavior change based on motivation, identifying those people that are ready to and want to change
- new models of integrated care that include prevention and self-help provided more locally at a primary care level
- high quality and accessible hospital care and treatment for those who need it most

Priority 2 For children, starting well with pregnancy, maternal health, smoking in pregnancy, 0-5 immunisations, breastfeeding, dental health, pre-school checks, children with disabilities, young offenders, young people not in education, employment or training, looked after children.

young person friendly primary care

targeted programmes for the most vulnerable families to ensure children and parents have access to a

minimum core offer of the healthy child programme

a joint action plan for the first 1001 days of a child’s life across NHS and the local authority

access to high quality and effective parenting programmes

a multi- agency team approach that combines children’s centres, midwifery, health visiting and school

nursing

a core offer on a health and wellbeing programme for all school aged children led by school nurses

a countywide school-based programme on emotional health and wellbeing for children in school

Priority 3 For older people – quality of life, social isolation, fuel poverty

- greater uptake of affordable warmth programmes, especially in those groups that require them most and in areas of greatest need
- additional housing that is appropriate for changing need and demand

- services and care organisations working more proactively together to avoid over reliance on hospital care
- for those receiving healthcare, a much stronger focus on keeping well after discharge in relation to housing and lifestyles
- a new model of community and hospital care
- care plans for every older person in residential and nursing home care
- a wellbeing programme for older people that promotes socialisation and activity
- a countywide network of walking programmes aimed at older people to keep them well and active
- countywide prevention programmes that support lifestyle changes delivered locally through the
- voluntary sector
- pastoral support provided through faith-based organisations linked to health and social care

Priority 4

Impact of Housing – fuel poverty and poverty and the impact of health and wellbeing

There will be:

- greater uptake of energy efficiency grants
- greater uptake of home improvement schemes, especially insulation
- a high profile public awareness campaign to promote Stay Warm Stay Well
- the development of a multi-agency estates strategy across health and social care that identifies new ways of using existing buildings
- a strong focus on the impact of housing on mental health

Priority 5

For adults – long term conditions, lifestyles (alcohol, weight, active lifestyles, smoking prevention, mental health)

There will be:

- a public awareness campaign on being active;
- Herefordshire residents looking after themselves and taking a lead role in keeping themselves well;
- expanded NHS Health Checks programme to target vulnerable groups such as travellers and the non-English speaking communities and NHS Health Checks incorporated into pre-employment check lists
- a workplace based health improvement programme
- implementation of the 20's Plenty programme.
- a joint approach between the healthy lifestyles team, the active travel team, road safety and the
- teams working in parks, leisure and green outdoor spaces.
- workforces trained to support behavior change based on motivation and self help identifying those people that are ready to and want to change;
- early identification of those people in greatest need or at risk of developing conditions so that they can be supported to change behaviours;
- new models of integrated care that include prevention and self-care at a primary care level;
- high quality and accessible hospital care for those who need it most;
- a stronger focus on keeping well for people once they have been discharged from healthcare;
- an integrated healthy lifestyle system that covers messaging, brief advice and intensive support
- identification of and support for people who are inactive, to achieve 30 minutes of activity a week

Priority 6

Special Consideration – reducing health inequalities, carers, returning veterans and armed forces families, the homeless, non-English speaking communities, women - domestic abuse and sexual violence, families with multiple needs, those living in poverty, travellers, people with learning disabilities

- We will target our work on healthy lifestyles to those living in areas of deprivation.
- We will include promotion of active safer travel to ensure that those who use greenspace and the outdoors least are encouraged to access these areas.
- We will support more carers in Herefordshire by commissioning an innovative, person-centred carers' health and wellbeing service that provides carer-focused support.
- produce a commissioning learning disability strategy

Priority 7

Hidden issues – alcohol abuse in older men and women

- A new alcohol and substance misuse service will be launched across partnerships
- A strategy will be developed to respond to the issues surrounding alcohol and substance misuse: prevention, intervention and re-integration
- Recovering substance misusers will be re-integrated across the county through the development of networks of opportunities with people who use services, voluntary organisations, not-for-profit organisations and local businesses
- Community support will be developed that are based the premise that everyone has something to offer to their community and can receive from it in return
- There will be targeted information provided for GPs.

Taking Priority 1 forward

Commission mental health services based on need ensuring prevention, treatment and care packages are in place for children, adults and older people

All organisations will initiate a change programme that promotes Five Ways to Wellbeing

A change programme will be developed across partners on the Health and Wellbeing Board that promotes and encourages physical activity for the wider population

All organisations will initiate a change programme that increases the uptake of physical activity for all service users and patients

The voluntary sector, community based organisations will promote physical activity across all groups

We will create a public awareness campaign that encourages the 184,000 residents of Herefordshire to walk more in their everyday lives

All carers will actively encourage the people they care for to do more and to move more

All dementia services will include physical activity in their care plans

All care plans will include an element of physical activity for the patient and carer.

A falls prevention training programme will be developed across all sectors caring for older people or those discharged from hospital

An emotional health and wellbeing programme will be developed in conjunction with education providers

A parenting programme will be developed for all new mums and dads.

Appendices

Appendix 1

Initial priorities from JSNA – Understanding Herefordshire

1. For children - starting well with pregnancy, maternal health, 0– 5 immunisations, breastfeeding, dental health, good education, children with disabilities, young first time offenders, those young people not in education, employment or training.

2. for adults

- long term conditions
- lifestyles (alcohol, weight, mental health)
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3. for older people – quality of life, social isolation, fuel poverty

4. Impact of housing, and poverty ***reducing long term health inequalities***

5. Special consideration

- returning veterans and armed forces families
- homeless
- non English speaking communities
- women – domestic abuse and sexual violence
- families with multiple needs
- those living in poverty

6. Mental health and wellbeing and the development of resilience in children, young people and adults