

**To the Chair and Members of the
HEALTH AND WELLBEING BOARD**

**UPDATED PROPOSAL FOR DEVELOPING REFRESH OF JOINT HEALTH AND
WELL-BEING STRATEGY 2014/15**

EXECUTIVE SUMMARY

1. The purpose of this paper is to present an update on the proposal of a refresh of the Joint Health and Wellbeing Strategy that was approved by the Health and Wellbeing Board in June 2013. The paper outlines an update on progress, an updated proposal for consideration around time-scale, key areas of focus and consultation.

EXEMPT REPORT

2. N/A

RECOMMENDATIONS

3. The Health and Wellbeing Board is asked to:
 - a. CONSIDER the update on the proposal for the Health and Wellbeing Strategy refresh.
 - b. DISCUSS and AGREE the proposed timeline and programme for the strategy review.

BACKGROUND

4. The Development of the Health and Wellbeing Strategy

The shadow Health and Wellbeing Board developed a draft strategy over a number of months in 2012/13. This strategy was based on the Joint Strategic Needs Assessment and consisted of a number of elements including:

- A vision for Health and Wellbeing in Doncaster
- A number of goals for Doncaster people (known as the 'I' statements)
- A mission and values for the Board
- A local framework for Health and Wellbeing including 4 themes
 - Healthy Places and Communities
 - Health for All
 - Keeping People Well for Longer
 - Access to High quality Care Services

Each Theme then linked to a number of 'I' statements with a proposed area of focus and proposed set of priorities.

The shadow Board then ran a 6 week public consultation consisting of 3 elements:

1. Consultation with partners and the public using existing communication channels
2. A bespoke event coordinated by Doncaster CVS for the community and voluntary sector
3. Commissioned telephone research with a sample of 400 Doncaster residents

The strategy was altered substantially and was approved by the Shadow Health and Wellbeing Board in January 2013. It was approved by the Doncaster Health and Wellbeing Board in June 2013. Further work was undertaken to describe in more detail the actions that need to be taken as a partnership to deliver progress in the areas of focus. The draft work plans for the areas of focus cover:

Alcohol	(sponsor Dr T Baxter)
Obesity	(sponsor Dr T Baxter)
Mental Health	(sponsor C Stainforth)
Dementia	(sponsor C Stainforth)
Family	(sponsor J Beck)
Personal Responsibility	(sponsor J Beck)

- 5. Strategy refresh**– following the feedback from the recent Health and Wellbeing Board Peer Challenge review in December 2013 it became apparent that in view of the changing membership of the board, and the changing landscape in recent months it would be timely now to refresh the current Joint Health and Wellbeing Board strategy. It is also pertinent in that the Borough strategy, the Council Corporate plan and the JSNA are also under review and will be refreshed in 2014 as part of a wider Partnerships Improvement plan and therefore it would make sense that the Health and Wellbeing strategy is aligned with these corporate strategies. It is also significant in terms of the developing Integration (Better Care Fund) agenda.
- 6.** At the 13th March Board meeting it was agreed that the proposal to provide a review of the current strategy and to determine if there are any gaps; which elements of the strategy are still current and identify any new areas for development was approved. The following areas/priorities need to be considered:
 - *Vision*
 - *I statements*
 - *Areas of Focus – review of current areas particularly personal responsibility*
 - *Alignment with other strategies and Corporate Plan*
 - *Refresh of the JSNA*
 - *Wider partnership links*
 - *Wider Determinants model*
 - *Links to Better Care Fund*
 - *Links to TLAP/Community Capacity building*
 - *Community engagement*
 - *Work plans for the Areas of Focus and programme areas*

7. At the 1st May board a verbal update regarding the proposed stakeholder event was provided and everything was on track. On the 12th June a stakeholder event took place at the Hub in Doncaster and there were 60 participants who attended plus 10 students from the college, 11 facilitators and 3 presenters totalling **84** people. The aims of the day were to explore wider well-being themes which may impact on individual health and well-being and to use the information collated to support development of a revised health and wellbeing strategy. An initial programme was devised and a planning task group was established to consider the logistics and planning for the event. The following programme was implemented and was organised in conjunction with The Hub, Public Health Doncaster Clinical Commissioning group and DMBC Partnerships team. The programme for the day was as follows:

Health & Wellbeing Board Workshop

Thursday 12th June 2014, 08:30 – 12:30

**The Hub, Chappell Drive
Doncaster
DN12RF**

A G E N D A

08:30 – 09:30	Registration and Breakfast (Pod cast interviews)	ALL
09:30 –09:40	Welcome & Opening Remarks – Chair Health and Well- Being Board	Councillor Pat Knight
09:40- 10:00	Setting the Scene: The Journey So Far – Where are we now?	Dr Tony Baxter
10:05 – 10:15	Introducing the Well- Being Carousel	Dr Rupert Suckling
10:15 – 11:15	Wellbeing Carousel: Group exercise	ALL
11.15 – 11.30	Comfort Break and Networking	ALL
11.30 – 12:10	Prioritisation Exercise (Individual) and Reflections	ALL
12.10 – 12:30	Summary and Next Steps Closing Remarks	Dr Rupert Suckling

8. **Event structure** - the presentations aimed to set the scene regarding the board's journey so far and the rationale behind revising the strategy. Councillor Knight and Dr Tony Baxter gave an insight into the Board's development and the need to review the HWB strategy. The participants were sent some pre-event information as background preparation for the day and the Carousel exercise was based on the following Well-being model which had 5 themes:



The Carousel exercise consisted of a table top exercise with facilitation where participants were asked to answer 3 questions and to write their answers on the cloths and then at 10 minute intervals to move around all the other themes. The final exercise was a prioritisation exercise and participants were asked collectively to draw up 3 key priorities for each theme. The results were collated and are currently being analysed for key recurrent themes.

A number of live Pod cast interviews conducted by students were also undertaken on the day to capture some live views about wellbeing in Doncaster and the film of the event and recorded interviews will be showcased later with a view to further work with the students to develop the wellbeing theme across Doncaster.

9. **Outputs** - the full results of the prioritisation exercise i.e **key overarching priorities** (6 priorities per theme) are summarised below:

a) Social and emotional wellbeing

- Move from a deficit to an asset based approach
- Person centred approach in all we do
- Recognising and harnessing growing community endeavour
- Job preparation and matching jobs to people
- Communication - a live staffed hub that is easily accessible and collation of information
- Promoting the positives of Doncaster – too many negatives – need to get community on board: ‘be kinder to one another’

b) Economic wellbeing

- Celebrating educational success
- Improving HWB board's co-ordination and relationship with other boards and sectors
- Improving the perception of Doncaster
- Affordable housing that meets the needs of local people
- Connecting local people to investments (through planning connect local people to investments – employ x% of people from certain postcodes in Doncaster)
- Maximising and developing a support and advice network to manage debt issues (help people out of unhealthy debt) and promote effective money management

c) Environmental wellbeing

- Community centric town planning (including young people)
- Vibrant voluntary and community sector (locally accessible and available services for all)
- Decent affordable homes and attractive and accessible green and open spaces that are well promoted
- Social responsibility – promotion of services already there
- Partnership working across community
- Awareness raising and connectivity of what we have already/personal responsibility

d) Educational wellbeing

- Volunteering/work experience and apprenticeships for young people and adults (physical/sensory and mental health)
- Create higher aspirations/sense of value of education among families and communities from an early age (value of early years support)
- Improve 1:1 support in schools – more work around confidence and skills building and dealing with life issues e.g loss, abuse, grief and drug and alcohol issues – also tailor messages to be inclusive to all communities e.g LGBT
- Life skills and citizenship skills from a young age incorporating lifestyle factors and personal care
- Increased work experience/apprenticeships and careers advice and job preparation skills for all ages
- Joint initiatives and ventures utilising existing community groups and linking services together – examples included social prescribing

e) Physical health and mental health and wellbeing

- Build individual resilience – ensure that people have a support mechanism to build on including employment, relationships and sustainable social networks
- Culture change – learn from some of the mental health and dementia campaigns in terms of culture change
- Evidence base to support focus and get wider support from partners – what will have biggest impact – education – work towards same priority

- Develop a health strategy that considers pathways and effective intervention early in the pathway and focuses on building of partnerships with, and assets of, the voluntary and community sector
- Use good practice examples from other health and social care communities particularly focusing on demographic peers
- Pick one priority e.g mental health/smoking and make a visible concerted effort over a set period of time e.g media bust where all partnerships make concerted effort to talk about it and address it.

Low cost/No cost Ideas

- 2 week challenge – mapping with all key partners promoting what is their offer
- Review training to ensure is inclusive to all groups/wider needs e.g LGBT issues in sex education

*The remaining outputs from the event are currently being collated and will be summarised in a final report by the end of July and circulated to all participants.

10. The proposed **revised** timescale for the revised strategy follows the proposed time line of:

- 12th June – Stakeholder event – completed ; final report being collated by end July
- 30th July – update report to the Adults and Communities Overview and Scrutiny Panel
- July – early September – write up from the event and draft report
- 4th Sept Board – update and outline strategy and proposed work programmes to HWB Board
- Sept – November – wider consultation on draft report
- 6th November Board – final sign off
- January 2015 – Report to Full Council, partner organisations and governing bodies

11. OPTIONS CONSIDERED

The Health and Wellbeing Board is a new statutory committee of the Local Authority and the options for the Health and Wellbeing Strategy include:

- Endorse the current revised proposal to refresh the current strategy and discuss and agree revisions through consultation and mapping
- Agree a revised timescale and a process for the refresh in line with the review of the Borough strategy and the refresh of the JSNA

12. REASONS FOR RECOMMENDED OPTIONS

The current strategy reflects the health and wellbeing needs of Doncaster people and is based on the Joint Strategic Needs Assessment and public consultation. Partners have already set their operational plans for 2013/14 on the basis of this strategy. The revised strategy would be based on similar inputs and production but would be aligned with the Borough strategy, the corporate plan, the Better Care Fund agenda and the refreshed JSNA bringing it up to date. The Think Local Act Personal (TLAP) framework would enable further community engagement and wider consultation with key stakeholders in Doncaster.

13. IMPACT ON THE COUNCIL'S KEY PRIORITIES

	Priority Outcome	Implications of this initiative
1.	Doncaster's economy develops and thrives, underpinned by effective education and skills	The health and wellbeing of residents is central to developing a strong economy
2.	Children are safe	The health and wellbeing of children will be impacted by the Health and Wellbeing Strategy
3.	Stronger families and stronger communities	The health and wellbeing of families is an area of focus for the Health and Wellbeing Strategy
4.	Modernised and sustainable Adult Social Care Services with increased choice and control	Personal responsibility is an area of focus for the Health and Wellbeing Strategy
5.	Effective arrangements are in place to deliver a clean, safe and attractive local environment	Environmental wellbeing is a key priority area for the HWB strategy
6.	The Council is operating effectively, with change embedded and sustained with robust plans in place to operate within future resource allocations	The Health and Wellbeing strategy is evidence of an effective Council

RISKS AND ASSUMPTIONS

14. Doncaster requires a health and wellbeing strategy and reviewing the current strategy will fulfill the Board's statutory duty.

LEGAL IMPLICATIONS

15. N/A

FINANCIAL IMPLICATIONS

16. N/A

CONSULTATION

17. This report contains the summary of the consultation with the public and partners.

BACKGROUND PAPERS

18. Health and Wellbeing Strategy 2013-16

REPORT AUTHOR & CONTRIBUTORS

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