

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

**UPDATED PROPOSAL FOR REFRESH OF JOINT HEALTH AND WELLBEING
STRATEGY**

EXECUTIVE SUMMARY

1. The purpose of this paper is to update the Health and Wellbeing Board on progress towards refreshing the Health and Wellbeing strategy. Since the last Board meeting in July 2014 the outputs from the stakeholder event in June have been analysed and those outputs have been presented at the recently established Health and Adult Social Care scrutiny committee.

EXEMPT REPORT

2. N/A

RECOMMENDATION

3. The Health and Wellbeing Board is asked to NOTE the update on progress towards a refreshed Health and Wellbeing strategy.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

4. The Health and Wellbeing strategy provides an overarching strategy for the Health and Wellbeing Board and is the link between the Borough strategy and more detailed operating plans of both partnerships and individual organisations. The strategy is not meant to include everything that is happening in health and wellbeing but serves to focus the work of the Board.

BACKGROUND

5. The Refresh of the Health and Wellbeing Strategy

- A. The Health and Wellbeing Board has already agreed the following elements of the refreshed strategy.

- **A vision for Health and Wellbeing in Doncaster**

‘Doncaster people will enjoy a good life, feel happy and healthy, and agree Doncaster is a great place to live’

- **A mission for the Board**

“Ensure everyone works together to improve Health and Wellbeing for the people of Doncaster”

- **A number of goals for Doncaster people (known as the ‘I’ statements). The Board’s ambition is for Doncaster people to be able to say:**

I’m able to enjoy life

I feel part of a community and want to give something back

I know what I can do to keep myself healthy

I know how to help myself and who else can help me

I am supported to maintain my independence for as long as possible

I understand my health so I can make good decisions

I am in control of my care and support

I get the treatment and care which are best for me and my life

I am treated with dignity and respect

I am happy with the quality of my care and support

Those around me are supported well

I want to die with dignity and respect

- B. The Health and Wellbeing Board has explored with stakeholders the potential to include wider wellbeing themes and approaches in the refreshed strategy. The event at the Hub considered a number of themes based¹ on the Office of National statistics domains of wellbeing and considered:

- **What contributes to (theme) well-being?**
- **What currently works?**
- **How can we add to this?**

A detailed analysis of the results is attached as an appendix. However, a number of key priorities for each theme can be summarised:

- i) Social and Emotional Wellbeing (Our relationships and what we do)**
- Move from a deficit to an asset based approach

¹ For the event the 2 domains of ‘Our relationships’ and ‘What we do’ were condensed into a single social and emotional wellbeing theme. Adapted from Measuring National Well-being – review of domains and measures 2013 (http://www.ons.gov.uk/ons/dcp171766_308821.pdf) last accessed 26/08/14.

- Adopt a person centred approach in all we do
- Recognise and harness growing community endeavour
- Job preparation and matching jobs to people
- Communication - a live staffed hub that is easily accessible and collation of information
- Promote the positives of Doncaster – too many negatives – need to get community on board: ‘be kinder to one another’

ii) Economic Wellbeing (Personal finance)

- Celebrate educational success
- Improve the Health and Wellbeing Board’s co-ordination and relationship with other boards and sectors
- Improve the perception of Doncaster
- Affordable housing that meets the needs of local people
- Connect local people to investments (through planning connect local people to investments – employ x% of people from certain postcodes in Doncaster)
- Maximise and develop a support and advice network to manage debt issues (help people out of unhealthy debt) and promote effective money management

iii) Environmental Wellbeing (Where we live)

- 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

iv) Educational Wellbeing (Education and Skills)

- 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

v) Physical Health and Mental Health and Wellbeing (Health)

- Build individual resilience – ensure that people have a support mechanism to build on including employment, relationships and sustainable social networks to reduce loneliness
- 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.

The process for the development of the strategy and the feedback from the stakeholder event was discussed at the Health and Adult Social Care Scrutiny Committee on 30th July 2014. The committee were happy with the progress and agreed that the Board should consider including the wellbeing dimensions as areas of activity within the work of the Board.

C. Proposed structure of the strategy and next steps

On the basis that there is a consensus that the Health and Wellbeing Board should be concerned with wider wellbeing measures it is proposed that the next version of the strategy is based on three sections.

1. Areas of Focus. The Board to decide on whether to maintain or change the current areas of focus.
2. A safety-net of services. Now better defined by the approach to the transformation of health and social care catalysed by the Better Care Fund.
3. Wellbeing domains. These domains should determine ‘the why and the what’ the Health and Wellbeing Board engages with other strategic partnerships on.

The details of the level of ambition for these sections are to be worked on at the Board timeout in October. This should allow a draft strategy to be written and brought back to the November Board prior to wider consultation.

IMPACT ON THE COUNCIL’S KEY PRIORITIES

6.

	Priority	Implications
	We will support a strong economy	Economic wellbeing is a theme in the proposed Health and Wellbeing

	<p>where businesses can locate, grow and employ local people.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Be a strong voice for our veterans</i> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	<p>strategy. Key themes have been identified around jobs/apprenticeships and housing.</p>
	<p>We will help people to live safe, healthy, active and independent lives.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>Social and emotional wellbeing is a key priority. Key themes have been identified around community safety; assets based approaches, education and personal responsibility.</p>
	<p>We will make Doncaster a better place to live, with cleaner, more sustainable communities.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Creating Jobs and Housing</i> • <i>Mayoral Priority: Safeguarding our Communities</i> • <i>Mayoral Priority: Bringing down the cost of living</i> 	<p>Environmental Health and Wellbeing is a key theme in the proposed Health and Wellbeing strategy. Key themes have been identified around jobs, community safety and the Living wage.</p>
	<p>We will support all families to thrive.</p> <ul style="list-style-type: none"> • <i>Mayoral Priority: Protecting Doncaster's vital services</i> 	<p>Educational wellbeing is a key theme in the proposed Health and Wellbeing strategy. Key themes have been identified around family support, lifelong learning, basic needs and the importance of early years work .</p>
	<p>We will deliver modern value for money services.</p>	<p>The Health and Wellbeing Strategy needs to be cost effective and align existing resources.</p>
	<p>We will provide strong leadership and governance, working in partnership.</p>	<p>The Health and Wellbeing strategy needs to set the vision for a healthier population and to lead by example in conjunction with other partner organisations.</p>

RISKS AND ASSUMPTIONS

7. N/A

LEGAL IMPLICATIONS

8. The Health and Wellbeing Board has a statutory duty to produce a Joint Health and Wellbeing strategy and a Joint Strategic Needs Assessment (JSNA).

FINANCIAL IMPLICATIONS

9. There are currently no financial implications.

EQUALITY IMPLICATIONS

10. The work plan of the Health and Wellbeing Board needs to demonstrate due regard to all individuals and groups in Doncaster through its work plan, the Joint Health and Wellbeing Strategy and Areas of focus as well as the Joint Strategic Needs Assessment. The officer group will ensure that all equality issues are considered as part of the work plan and will support the Area of Focus Leads to fulfil these objectives.

CONSULTATION

11. None.

BACKGROUND PAPERS

12. Health and Wellbeing Board Strategy Refresh Event Evaluation Report July 2014.

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