

Health and Wellbeing in Telford and Wrekin

Issue 6 Spring 2016

Welcome

This is the first edition of the HWBB newsletter for 2016-2017 with a new look to reflect our new priorities. This edition provides updates on some significant changes since the last edition including a new Vice Chair and the launch of a new Health and Wellbeing Strategy. This edition highlights key campaigns and pieces of work which have commenced in 2016 and will have an impact on our new priorities.

HWBB Vice Chair

Dr Mike Innes has resigned from his post as Chair of the CCG Board and Vice Chair of the Health and Wellbeing Board to return to full time practice. We would like to take this opportunity to thank Mike for all of his hard work and commitment to the Board over the last four years in which time his dedication and enthusiasm has helped to drive forward the work of the Board and build lasting and strong relationships.

Dr Jo Leahy will take over from Mike as Vice Chair from April 2016 – this is very timely as we begin to work on our new refreshed strategy and priorities. We would like to welcome Jo to her new role and look forward to working with her.



“I am very excited to be joining the Health & Well Being Board at such a pivotal time and having the opportunity to be Vice-Chair. I am looking forward to taking a more inclusive view of the Health and Wellbeing agenda and working with a group of like-minded individuals to make a positive difference to the health of our population.”

NEW LOOK

Public Health Report - Living Well for Longer

The Public Health Annual Report from Liz Noakes, the Director of Public Health, has a very different look this year. Moving away from the traditional text version, this year's report uses animations and video case studies to illustrate the challenges facing people from middle age. The report encourages the over 50's to take small steps to improve their health and plan for a happier, healthier, old age.



Social media has been used to distribute the videos to a wider audience and so far has reached over 19,000 people.

Liz Noakes commented:

“As professionals, we discuss these issues amongst ourselves regularly. I wanted to find a way to make them talking points in the wider community and social media have enabled us to do that.”

You can see all the videos and animations on a YouTube playlist at: <http://bit.ly/1XuSucx>

New Health and Wellbeing Strategy:

“Together we will work to enable people in Telford and Wrekin to enjoy healthier, happier and longer lives”

The purpose of the Health & Wellbeing Board (HWBB) is to bring together key partner organisations to improve the health and wellbeing of the Borough's population. The mechanism for identifying the health and wellbeing priorities for the Borough and ensuring delivery of them is the Health & Wellbeing Strategy. As reported in the last edition, we have reviewed and refreshed our Strategy and associated priorities for 2016-2019.



The following three priorities were identified following discussion with Board members at two development sessions and reflects feedback received from members of the public who responded to the 'Are you Healthy, Safe and Independent?' survey undertaken in September 2015:

- **Encourage healthier lifestyles**
- **Improve mental wellbeing and mental health**
- **Strengthen our communities and community based support**

These priorities cover key wellbeing issues affecting our local communities, where our outcomes are poor, the costs to the health and social care system are significant and a wide range of partners need to work together to deliver actions with communities to make a real difference.

A draft strategy was consulted upon during a four week period early in the New Year where comments were sought from partners, stakeholders and members of the public. The final strategy was approved at Board in March and can be found at the following link:

http://www.telford.gov.uk/downloads/file/1498/health_and_wellbeing_strategy

Unlike the previous priorities, the new HWBB priorities are cross cutting and cannot be allocated to one Commissioning And Transformation Partnership (CATP) alone to deliver – all CATPs will need to contribute to each of the priorities and therefore governance will be crucial to avoid duplication of effort and a co-ordinated approach to delivery.

The CATPs (Community Safety Partnership, Living Well Network, Early Help Partnership and potentially a new Stronger Communities Board) have all been tasked with considering the new strategy and developing a work programme summarising how they will contribute to delivering against each priority. These work programmes will be shared with partners and stakeholders at a future event in order to share good practice, share future initiatives which may contribute to the delivery of the strategy and identify areas of joint working across our partnerships.



The impact of the strategy will be monitored by the Board based on update reports and outcome frameworks produced and presented regularly by the CATPs and any specific cross cutting, partnership work/projects which the Board drives in order to achieve the outcomes identified in the strategy.

We will continue to provide updates against each of the priorities within this newsletter to demonstrate the outcomes being achieved for our citizens.

Early Help: Achievements

At the March meeting, the Health and Wellbeing Board received a report from the Early Help Partnership Board. A particular success is the Board's work programme to improve the health outcomes of our 0-5 population. This is particularly encouraging as there is a strong evidence base demonstrating the importance of giving all children and young people the 'best start in life' and the positive impact that this can have over the longer term.

A focus has been to oversee the safe transfer of commissioning responsibilities from NHS England to the local authority for the provision of Health Visiting and Family Nurse Partnership Services. Our Health visiting workforce have a crucial role in the early years of a child's development providing ongoing support for all children and families; they lead the delivery of the Healthy Child Programme during pregnancy and the early years of life. Building on this, Health Visitors have been working with Children Centre teams and Early Years Consultants to develop

a pilot to integrate the two year progress review. The review@2, as it's known locally has been underpinned by joint training, new ways of working across the workforce, improved data sharing and an improved service offer for children and families.

A particular highlight has also been our work with Midwifery Services. This has included a programme of public health training for midwives and development work to improve our service pathways for breastfeeding, smoking and weight management.

Improvements have been made across a number of health outcomes for children and young people including:

- Breast feeding initiation in the borough has increased over the last three years, reducing the gap to the England average.
- Data to Q3 2015/16 shows breastfeeding prevalence at 6 to 8 weeks has increased to its greatest level in the last six

years. This has reduced the gap between the borough rate and the England average which has been declining since 2012/13.

- The percentage of mothers smoking at time of delivery in 2015/16 (18.1%) fell by 2.1 percentage points from 2014/15 and was below 20% for the first time. Although still worse than the England average this shows significant progress in closing the gap to the England average which stood at 10.6% at Q3 2015/16
- The percentage of reception children with excess weight has continued to decrease, with the latest data for 2014/15 academic year being 23.5% (this is lower than the previous year when it was 25.9%). The percentage of Year 6 children with excess weight has also continued to decrease, with the latest data for 2014/15 academic year being 36.3%. Although in both instances we remain higher than the England average, our rate of improvement is better



Telford and Wrekin Challenge 2016

Challenge 2016 was a campaign designed to harness the 'new year' as a significant point on the calendar when residents would typically look ahead to a new year and make improvements to their lifestyles that would in turn impact positively on their wellbeing and the local community too.

The campaign was based on the 5 Ways to Wellbeing and encouraged residents to look at making changes around the Connect, Be Active, Keep Learning, Give

and Mindful headings. Challenge 2016 then suggested over 50 different challenge suggestions spread across those headings that residents could take part in, including things like walking more, doing activities with friend groups, rediscovering an old hobby, sharing your skills with someone else and being more aware of yourself and how you are feeling.

Residents could show their support for Challenge 2016 by pledging to do the challenges they selected, how many is up to them, and also challenge friends and family to visit the website www.challenge16.co.uk and take the challenge for themselves.

To get local residents involved Challenge 2016 was promoted on local radio, in local press as well as on social media. A regional care group picked up on it and used it across their West Midland facilities as a very positive step for their clients to take.

New Mental Health Strategy

Mental Health Strategy Development: Maintaining good mental health is in everyone's interests, with one in four of us likely to struggle with mental health problems at some time. For some people this will impact on their relationships, having a job, keeping stable housing, and their life expectancy is lower. Mental health should not be a barrier to achieving good life outcomes.

Commissioners for health and social care have engaged service users, carers, Clinicians, other professionals such as Social Workers from adults and children's services, public health specialists, as well as the voluntary sector to understand the challenges of accessing mental health support locally. This information was then considered, and with the support of service user representatives, three key ambitions and the direction for the strategy was set:

1 To develop Supportive Communities "A place I feel proud of, where I am accepted and safe"

We will promote good emotional health and wellbeing for all, by supporting the development of universal services. We will support people to live as independently as possible, with minimal intervention. Promoting independence and resilience will be at the heart of all we do to ensure everyone has the capacity to cope with the challenges that life, including mental health, can pose. We will build on all the positive work going on our communities by groups and individuals.

2 To ensure Early Intervention "I know where to go for advice and support that I can access quickly"

Information will be readily available at places, and in formats that are accessible for all whenever needed. We will ensure that high risk groups have the right information in a way they understand (e.g. older adults, men at risk of suicide, asylum seekers). Support and guidance will be provided at the earliest opportunity to build on peoples own skills and resources, and so prevent further escalation of need.

3 To commission Quality Services "I need to understand my condition and to have help to live my life to the best of my ability without my condition taking over my life"

We will take a whole system approach to commissioning mental health services where recovery is the expected outcome and people are empowered to contribute to their community. We will ensure people better understand how to work with people with mental health issues in ways that promote their independence, ensure their safety and support their recovery. We will build on the knowledge and skills of people with lived experience of mental health services, so they have the opportunities to help others and to inform the services we commission.

We will focus mental health support on need rather than age or diagnosis, but will give particular attention to more specialist areas for example Personality Disorder and Dual Diagnosis; Asylum seekers, ex service men and women.

An annual action plan outlines the steps we will take to achieve this, which includes developments such as: locality working, Mental Health Champions, meeting the Mental Health Challenge, development of peer support, scoping a 24/7 hub with potential to improve the range of support available during a crisis, development of a single point of access, and reviewing rehabilitation services.

A Steering Group of users, carers and representation from the Voluntary Sector will monitor its implementation.

If you want to know more, or want to be involved, then please do not hesitate to contact Steph Wain or Frances Sutherland using the following contact details:
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Contact us

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www.telford.gov.uk/HWB

Dates for your diary

H&WB Public Meeting

2016: 15 June / 7 September / 7 December

2017: 8 March

More information at www.telford.gov.uk/HWB