

TELFORD & WREKIN HEALTH & WELLBEING
STRATEGY 2020/21 – 2022/23

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Foreword

The Health & Wellbeing Board approved the refresh strategy proposals in February 2020, before the full nature and scale of the coronavirus pandemic could be imagined. Since then the impact of COVID-19 has profoundly affected us all as individuals, within our families and communities and also in the statutory and voluntary organisations which offer services and support to improve health and wellbeing in Telford & Wrekin.

Beyond COVID-19 infection, we know the pandemic response has impacted on our health and wellbeing in significant and far reaching ways, particularly **challenging our emotional wellbeing and resilience**. Health inequalities have been especially apparent during the coronavirus pandemic, as factors such as: **age, occupation, ethnicity and deprivation** have disproportionately affected COVID-19 infection, and sadly death rates across different groups of people. Health inequalities have been exacerbated as the **most vulnerable children and adults have been adversely affected**, for example due to the pressure the lock down period has had on mental health impacting the health and wellbeing of families.

It is also acknowledged that during the pandemic many people have **lived with worrying symptoms without seeking medical advice** and that **urgent treatment has needed to be delayed** as the NHS coped with COVID-19. These wider issues will all have been exacerbated further among people living in our most disadvantaged communities, where lifestyle risks are greater and people are less likely to seek advice.

More broadly the pandemic and the lock down has clearly **impacted significantly the wider determinants of health**, such as business and economy and education.

The local and national response to the impact of COVID-19 in the first few months of 2020 was planned and delivered as an emergency response to the pandemic. Now the **recovery, reform and reset context** for the council and partners provides a **unique opportunity to re-imagine and re-invent how we work together** on the health and wellbeing agenda for the future.

The strategy priorities proposed in early 2020 are all still highly relevant to our communities and all the work programmes will have a post pandemic, recovery and reset context. We are also proposing an **additional health protection priority**, to ensure we have a focus on preventing and reducing the impact of infectious disease in our communities.

Finally, the Health and Wellbeing Board members and partners organisations remain **indebted to all the local health and social care workers and other key workers** who have shown such dedication, courage and commitment in treating, caring for, looking after and supporting their fellow citizens in Telford & Wrekin during this unprecedented time – a huge **thank you to you all**.

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Introduction

Since 2013 the Health & Wellbeing Board has driven improvements in the health and wellbeing of residents across Telford & Wrekin. Our **strong track-record of effective partnership working** has been key to: improving health and wellbeing outcomes, tackling health inequalities, and addressing the wider, social determinants of health, such as housing, employment, education and crime.

As our population grows, ages and becomes more diverse, more people are living with multiple long-term conditions. The impact of poverty has increased the risks of people experiencing poor mental health, substance misuse and domestic abuse, and so hereby **increasing the vulnerability and complexity of individuals and families living in some of our communities**.

As partners we have been working more progressively together in an integrated way, to change the way support, care and treatment is now offered - taking a more strengths-based approach which helps us consider **people's physical, emotional and social more holistically**.

[Community-centered approaches](#) – underpinned by asset-based community development, which nurtures social connections and networks, and community assets, such as skills and knowledge in community organisations, are being increasingly used to connect and support people better. This is making our **communities and individuals stronger and more resilient**, and in turn is leading to better outcomes for people and reducing the demand for health and social care services.

Nurturing the current strengths and capacity in our communities to improve our own and each other's wellbeing, while offering joined up care and support to the most vulnerable people is a key driver for this new Strategy. It is especially important as we emerge from the coronavirus pandemic that we coproduce and re-shape with, and not to, our residents, businesses, partners and employees. If we do this meaningfully, we can develop an increased sense of belonging in Telford & Wrekin as part of the new world.

The Health & Wellbeing Board has a unique leadership role, given its duty for system-wide improvement in integrating health and social care, prevention services and community and voluntary sector support. Moving through the pandemic and the immediate post-crisis response this Strategy will contribute to multiple Recovery programmes, beyond the obvious health, care, community and welfare recovery and more widely to education, economy and business recovery.

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Key delivery partnerships which will drive progress on the priorities in this Strategy are:

- The **Telford & Wrekin Integrated Place Partnership (TWIPP)** which covers all place-based developments to ensure better prevention, community focus and a more proactive and collaborative approach. TWIPP links to the **Shropshire, Telford & Wrekin Sustainability & Transformation Partnership (STP)** of health and social care organisations working on the [NHS Long Term Plan](#) to improve benefits for the community and to improve financial sustainability
- The [Telford & Wrekin Community Safety Partnership](#), which will continue to deliver progress in preventing and tackling crime and anti-social behaviour and reducing violence to improve the quality of life for our most vulnerable and at risk children, young people and adults

Our Journey - What impact have Health & Wellbeing Board partners made?

Since the Health & Wellbeing Board was established in 2013, partners have successfully worked together to improve a number of outcome indicators, including:

- **Healthy life expectancy** which is rising faster than the national rate, with men gaining one additional year in good health and women 3.5 years¹
- **Teenage conception** rates which were historically high in the borough, have fallen progressively and are now similar to the national average
- **Smoking rates** which overall have fallen, and rates of **smoking in pregnancy** which have reduced to an extent, but still require further improvement
- **Physical activity** rates which have increased significantly, making us the top Council in England for [improving the number of people who are active](#)
- **Alcohol treatment rates** which have risen from worse than the national average to become one of the best rates in the Country
- **Satisfaction with social care and support services** which has [improved markedly](#)
- **Admissions to residential and nursing care** which have reduced and are now significantly better than the England average

¹ From 2009-11 to 2015-17

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The health of our population, as measured by life expectancy and healthy life expectancy has been improving, and at a faster rate than nationally. However, these measures remain still largely worse than the England average, and our key issue is that inequalities in life expectancy have been widening – meaning the health of our poorest communities has either worsened or not improved.

The gap in healthy life expectancy, between people living in the most deprived communities compared to those in the most affluent, is more than a decade for both men and women.

In addition, the life expectancy gap between people with serious mental problems is twenty years less than the rest of population.



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Health & Wellbeing Strategy 2016-2019: Highlights of progress against our priorities

Encourage healthier lifestyles

- Increasing access to modern young people friendly [sexual health services](#)
- Tackling the excess weight epidemic through a [joined up, innovative whole system approach](#), which is improving physical activity levels
- Healthy Telford social media channels - Twitter, Facebook and [blog](#) with following of 4,000+ people and excess of 47,000 visits
- Healthy Lifestyle Service offers [family-based behaviour change support](#), through health chats, checks and personal plans at 80 weekly community clinics, including delivering good quality smoking quit rates.

Improve mental wellbeing and mental health

- Future in Mind, vibrant Continuing Professional Development network offering an emotional wellbeing focussed programme to schools
- [BeeU](#) jointly commissioned to help children and young people with emotional problems get more help and to support and manage crisis
- Emotional health and wellbeing panel for children and young people enabling health, social care, and education to discuss ways better support can be offered
- [Telford Mental Health Forum](#) providing a voice for people with mental problems and their carers to support coproduction
- The Emotional Wellbeing service (IAPT) providing therapy to many more adults who are depressed or anxious, with a good recovery rate
- Suicide prevention partnership offering annual networking events, face-to-face and [online awareness raising](#) sessions, and [campaigns](#)
- [Branches](#) providing peer-led drop in and support activities for people with mental health issues, plus a more formal listening service

Strengthen our communities and community-based support

- [Health Champion](#) volunteers are using their own life experience and social connections to give lifestyle advice and act as CommunityConnectors
- Live Well hubs are improving support in the community
- Live Well Telford - [Telford & Wrekin's all age online community directory](#), signposts people to a range of services, support and activities
- [My Choice](#) - the Information Advice and Advocacy service commissioned for adults with care and support needs
- Multi-disciplinary team support offering comprehensive care for care homes
- Early integration of teams joining up across organisations, so a wider range of professionals can support individuals more holistically
- Better Care Fund - pooled financial resources to enabling the development and delivery of integrated health and social care services

Our communities

Population & Projections

The estimated population of **178,600** people in **2019** is projected to rise to **196,900** by **2031**; with the greatest increase (**+32%**) expected in people aged **65+**.



Long term health & disability



Of the population aged 65 and over (16,600 people) are estimated to have a long term health problem or disability.

Mental Health



People aged 16-64 (20,000 people) are estimated to have a common mental disorder.

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Developing the strategy

The proposals in this refreshed strategy have been developed through a process which has included:

- Review of local intelligence – in terms of our changing population and local need and demand information, demonstrated in our Joint Strategic Needs Assessment - [Understanding Telford and Wrekin](#)
- An **Engagement workshop with voluntary sector partners**, in October 2019, where 54 people from 25 different organisations contributed to discussions on our challenges and potential solutions
- A **Joint Board engagement session** for the Health & Wellbeing Board and Telford & Wrekin Integrated Place Partnership (TWIPP) members to review progress and discuss and align priorities
- Alignment to the 2019 Telford & Wrekin Annual Public Health Report [Looking back, looking forward, Making health everyone's business](#) recommendations
- Synthesis of the [Shropshire, Telford & Wrekin STP](#) commitments, priorities and programmes, identified through the development of the [Long Term Plan for 2019 – 2024](#).

The Shropshire, Telford & Wrekin Sustainability & Transformation Partnership (STP) context

The **STP strategic priorities** aim to:

- Support people in Shropshire, Telford & Wrekin to lead healthy lives
- Develop an Integrated Care System that joins up health and social care
- Develop a system infrastructure, to make the best use of resources, reduce duplication and achieve financial stability
- Improve communication and involvement of patient, public and all stakeholders

Bringing together elements of the Long Term Plan, this strategy will inform the development of **one single plan for Telford & Wrekin**, covering all **place-based and prevention activities** in the borough.

Our Vision

“Working together to enable people in Telford and Wrekin to enjoy healthier, happier and more fulfilling lives”

Our Framework

Delivering our vision means we need a comprehensive approach to improving health and wellbeing across the following pillars



[Kings Fund A vision for population health: Towards a healthier future](#)

Our Priorities

- We will continue to develop, evolve and deliver our Telford & Wrekin Integrated Place Partnership (TWIPP) **priority programmes**:
 - Building community capacity and resilience
 - Prevention and healthy lifestyles
 - Early access to advice and information
 - Integrated care and support pathways
- We will have a **priority focus** to drive progress on tackling health inequalities
- We will set a **priority call to action** to improve emotional and mental wellbeing
- We will develop a **priority plan** to ensure people’s health is protected as much as possible from infectious diseases and other threats

Our Outcomes

- **Improve overall healthy life expectancy in men and women** by at least one year by 2023
- **Halt the increasing inequalities gap in healthy life expectancy, and continue to narrow the gap**
- **Narrow the inequalities gap in life expectancy for people with serious mental health problems**

A detailed outcomes and performance framework will be developed to track progress of the strategy. As part of the recovery phase a deep dive will need to be undertaken to understand the scale and impact of the coronavirus pandemic on a range of health and wellbeing outcomes and inequalities indicators.

Our approach

How will we work better together?

- ✓ Focus on prevention, recognising the impact of wider determinants of health - homes, jobs, education
- ✓ Person-centred, family-focused, place-based and community-led approach
- ✓ Intelligence-led planning and delivery – using population health management
- ✓ One team - delivering integrated, seamless services
- ✓ Making good use of all our resources, to manage demand away from high cost health and care services
- ✓ Being radical and innovative
- ✓ Promoting wellbeing, foster self-help and maximise independence regardless of need or dependency

How will people's lives be different?

- ✓ People will be empowered to take control of their health and will stay healthy for longer
- ✓ Communities will be connected and empowered, and will grow to support each other
- ✓ Our towns and villages will enable people to make healthier choices
- ✓ People will have one conversation - one point of contact – to get the right information and advice at the right time
- ✓ Home will be seen as normal – with services available closer to home
- ✓ Clinical treatment outcomes for patients will be improved
- ✓ People and their carers will feel supported during times of crisis and at the end of their lives

Our delivery partnerships

The [Shropshire, Telford & Wrekin Sustainability & Transformation Partnership](#) aims to tackle health and social care problems by tailoring care to individual needs, drawing on the expertise of all partners and improving communication. The STP will evolve into an [Integrated Care System \(ICS\)](#), to deliver, sustainable system-wide transformational change.

The [Health & Wellbeing Board](#) will work together as part of the wider STP/ICS, ensuring that the NHS focusses on preventing ill health and providing personalised, person-centred, place-based care.

The [Telford & Wrekin Integrated Place Partnership \(TWIPP\)](#), a key part of STP, [encompasses all prevention and place-based developments](#), including; volunteering, community health and social care services and joint working between GP practices. Key partners include: the Council, the Clinical Commissioning Group (CCG), GPs - through Primary Care Networks, Midlands Partnership Foundation Trust, Shropshire Community Health Trust, Shrewsbury and Telford Hospital Trust, voluntary sector organisations, Healthwatch.

The [Telford & Wrekin Community Safety Partnership \(CSP\)](#) reports to the Health & Wellbeing Board, and includes representatives from: the police and probation services, the CCG, the fire and rescue service and as well as various council teams. The CSP steers progress to tackle community safety issues, including: domestic abuse, drug and alcohol misuse, exploitation and violence reduction.

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Priority Programmes for 2020/21

Building community capacity and resilience

To ensure Telford & Wrekin is a place where all communities are well supported to take ownership of the challenges that they face, to make them stronger and more resilient

- ❖ Social isolation and loneliness
- ❖ Building resilience in children & young people
- ❖ Making effective links with community business, projects and activities

Prevention and healthy lifestyles

To ensure people stay healthy throughout their lives - starting with preconception and birth to ensure every child gets the best start in life, and targeting those with the greatest need to reduce inequalities, whilst maintaining an effective universal offer for everybody

- ❖ Healthy weight and physical activity
- ❖ Healthy Pregnancy, Healthy Families

Early access to advice and information

To provide a comprehensive, integrated approach to offering information and advice for all ages, from health and social care services, to voluntary sector organisations, community groups, activities and support

- ❖ Live Well hubs
- ❖ Independent living centre
- ❖ VCSE Partnerships

Integrated care and support pathways

To deliver joined up, effective services, support, and care, which connect and empower people to stay healthier for longer and support families to stay together, preventing avoidable admission to care homes, hospital and children being taken into care

- ❖ Expanding Pathway Zero
- ❖ Integrated community frailty model
- ❖ Improving care for people with alcohol problems
- ❖ Strengthening Families, Family Safeguarding
- ❖ Social prescribing

Priority Call to Action

Emotional and mental wellbeing

To co-produce with people, communities and partners ways to live well, with improved emotional health and wellbeing

- ❖ Year of Wellbeing
- ❖ Tackling Trauma & Adversity, including Adverse Childhood Experiences (ACEs) and the psychological impact of COVID-19
- ❖ Homelessness and Housing Support
- ❖ Improving Mental Health services

Priority Focus

Driving progress to reducing health inequalities

To accelerate, targeted collaborative local action to reduce health inequalities

- ❖ Tackling the wider determinants of health
- ❖ Giving every child the best start in life
- ❖ Improving the lives of the most vulnerable people, those with complex needs, and those at risk of abuse, neglect or exploitation

Priority Plan

Health Protection

To ensure people's health is protected as much as possible from infectious diseases and other threats

- ❖ Improve immunisation rates
- ❖ Continue to give advice on good hygiene and infection control

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Our Priorities

Driving progress to reduce health inequalities

With health inequalities increasing, and the most important influences on health recognised as the wider social determinants, based on the findings of the [Marmot report 'Fair Society, Healthy Lives'](#) strategic review of health inequalities, we commit:

To accelerate, targeted collaborative local action to reduce health inequalities, by:

- **Tackling the “wider determinants of health”** – such as healthy homes, standards of living, positive work and employment, income and education
- **Giving every child the best start in life** – to influence a range of outcomes throughout people’s lives
- **Improving the lives of the most vulnerable, people with complex needs, and those at risk of abuse, neglect or exploitation²** - some of whom fall between our current support offer.

Priority programmes

Building community capacity and resilience

To ensure Telford & Wrekin is a place where all communities are well supported to take ownership of the challenges that they face, to make them stronger and more resilient

Key commitments for 2020/21:

- ❖ Social isolation and loneliness – building on already strong relationships, collaborative work with our **vibrant Voluntary, Community and Social Enterprise sector**, individuals, and community networks will continue to improve social connections and reduce loneliness
- ❖ Building resilience in children & young people – the Mental Health Taskforce will develop a plan to improve emotional health and wellbeing outcomes, for all children and young people, to keep them well, support them **resist risky behaviour** and **reduce the impact of adverse childhood experiences**
- ❖ Making effective links with community business, projects and activities - colleagues in Adult Social Care and Children’s Safeguarding and Family Support are **collaborating to identify alternative community-based services to support clients** accessing services

² For example: carers, young care leavers, people with disabilities, older people, those with multiple conditions and children, young people and families suffering from the impact of poor mental health, drugs and alcohol abuse, domestic abuse and homelessness.

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Prevention and healthy lifestyles

To ensure people stay healthy throughout their lives - starting with preconception and birth to ensure every child gets the best start in life, and targeting those with the greatest need to reduce inequalities, whilst maintaining an effective universal offer for everybody

Key commitments for 2020/21:

- ❖ Healthy weight and physical activity through implementing a whole-system approach and closer working with planning to create an environment that supports an active and healthy lifestyle
- ❖ Healthy Pregnancy, Healthy Families – enhance prevention activities to **improve pregnancy and birth outcomes for women, their babies and families**, as part of the [local maternity system](#), including the public health midwifery service and development of community peer support initiatives

Early access to advice and information

To provide a comprehensive, integrated approach to offering information and advice for all ages, from health and social care services, to voluntary sector organisations, community groups, activities and support

Key commitments for 2020/21:

- ❖ Live Well Telford Hubs – further developing the drop ins available across all localities to include Adult Social Care, further partners from health and the voluntary sector (e.g. mental health, community nursing, carers centre) will join the collaboration
- ❖ Independent Living Centre - development of a centrally located specialised hub focussed on promoting independence, showcasing assistive technology and digital equipment with the emphasis on people being able to seek early information and advice to help them live in their own home for longer
- ❖ VCSE partnerships – further develop links with community and voluntary organisations and community businesses that provide associated and “wrap-around” services which support peoples’ mental and physical health by tackling social isolation, empowering people to deal with their problems, providing advice, advocacy and other support, to mobilise the high degree of social capital in support of this strategy

Integrated care and support pathways

To deliver joined up, effective services, support, treatment and care, which connect and empower people to stay healthier for longer, and support families to stay together, preventing unnecessary admission to care homes, hospital and children being taken into care

Key commitments for 2020/21:

- ❖ Building on the foundations of the Health and Social Care Rapid Response Team, (which co-locates Nurses, Social Workers, Occupational Therapists, GP Clinical Advisor and call handlers) **single point of access for health and social care will be developed** to enable a streamlined access point for all
- ❖ Expanding Pathway Zero to encompass all hospital wards, with a preventative pathway to direct people and carers to a network of community-based options to support and maintain people in their normal place of residence
- ❖ Strengthening Families - [Family Safeguarding](#) transformation to improve preventative and early help services and safeguarding processes to **respond differently to the needs of our local children and families**, improving range of outcomes, including reducing the number of children entering care
- ❖ Improving the quality of care for people with alcohol problems – by developing an **Alcohol Care Team** to provide specialist support to alcohol-dependent patients and the “**Blue Light project**” pilot for people with the most complex, longstanding alcohol issues.
- ❖ Social prescribing – the **Primary Care Network Link Worker Role** will be implemented and referral pathways agreed to connect with our work in communities and with the voluntary sector to further develop our community offer for self-help and preventative health improvement activity

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Priority call to action - Emotional and mental wellbeing

To co-produce with people, communities and partners ways to live well, with improved emotional health and wellbeing

Key commitments for 2020/21:

- ❖ Year of Wellbeing – a **year of positive events and awareness raising** to encourage a community conversation on the importance of emotional wellbeing and mental health, to **encourage and inspire everybody**, to take action to make themselves and others to feel good and function well
- ❖ Tackling Trauma and Adversity
 - develop a local response, based on evidence of what works and best practice, given that Adverse Childhood Experiences (ACEs) and other emotionally traumatic events are clearly linked to poor mental and physical health
 - use a trauma-informed approach to support our key workers and communities deal with some of the impacts of the COVID-19 pandemic
- ❖ Homelessness and Housing Support – improve housing support to reduce homelessness and improve outcomes for the most vulnerable people, by **working differently with our community-based supported and specialist housing providers**, linking with the specialist and supported housing strategy
- ❖ Improve access to mental health services – through the [STP Long Term Plan](#) commitments to transform services for:
 - People with mental health and alcohol and drug misuse issues – dual diagnosis
 - People with mild - moderate mental health problems
 - People with serious mental illness – by improving crisis and out of hours support
 - Children and young people
 - People with a learning disability
 - Older people i.e. dementia

Priority Plan – Health Protection

To ensure people's health is protected as much as possible from infectious diseases and other threats

Key commitments for 2020/21:

- ❖ Improve immunisation uptake – for all vaccine preventable diseases, but especially for infections which impact most in the winter, such as influenza
- ❖ Continue to work together protect people from COVID-19 infection – supporting system-wide response – care homes Test and Trace, promoting adherence to self-isolation advice, promoting hand washing and good personal hygiene