

JOINT HEALTH AND WELLBEING STRATEGY FOR MEDWAY: 2012-2017

2014/15 summary

DRAFT

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1 FOREWORD

In Medway we are committed to improving the health and wellbeing of our whole population. We are also committed to reducing the health inequalities that exist across our area. Our desire is to see all our population healthy and flourishing and able to enjoy life to the full.

The Joint Health and Wellbeing Strategy (JHWS) encompasses health and social care services as well as prevention and public health and is the key mechanism to ensure that key priorities for health and wellbeing in our area are identified and driven forward. The purpose of the JHWS is to focus on collectively agreed priorities which require a shared vision and joined up action to address them.

Medway's Health and Wellbeing Board (HWB) has made good progress in its first year against the priorities within its JHWS. Particularly encouraging progress has been seen in the provision of NHS health checks via an outreach bus targeting those groups who have not responded to their GP's invitation. Another priority for 2013/14 has been to reduce the high smoking rates in pregnant women and, with the rollout of the BabyClear programme in Medway in early 2014 we are positive that this will be achieved. Improving physical and mental health and wellbeing has been another key focus for the HWB during its first year. A wide range of programmes to promote healthy eating and physical activity in a number of settings are in place and several new initiatives were launched during 2013/14.

JHWS priorities for each of the five themes within the Strategy have been refreshed for 2014/15 following extensive consultation with stakeholders and the public, with new priority actions including the prevention and management of falls in the elderly, reducing social isolation, prevention of early deaths from cancer and mental health promotion.

Medway's HWB is pleased with progress made during its first year and is ambitious for what it can achieve during 2014/15. Improving health and wellbeing is a shared responsibility between statutory and voluntary organisations and the people of Medway themselves. Local providers have a significant role to play in helping HWBs deliver their duties and goals particularly the strategic role in supporting the development of integrated services. In recognition of this, agreement was reached by the HWB in June 2014 that key local providers of health services will be invited to attend and participate in formal meetings of the HWB.

We are committed to ensuring that public resources are used effectively to promote health and well-being and to support high-quality services in order to make sure that all the people of Medway enjoy the best possible health and wellbeing for as long as possible.

Cllr Andrew Mackness: Chair of the Health and Wellbeing Board

2 INTRODUCTION AND CONTEXT

2.1 BACKGROUND

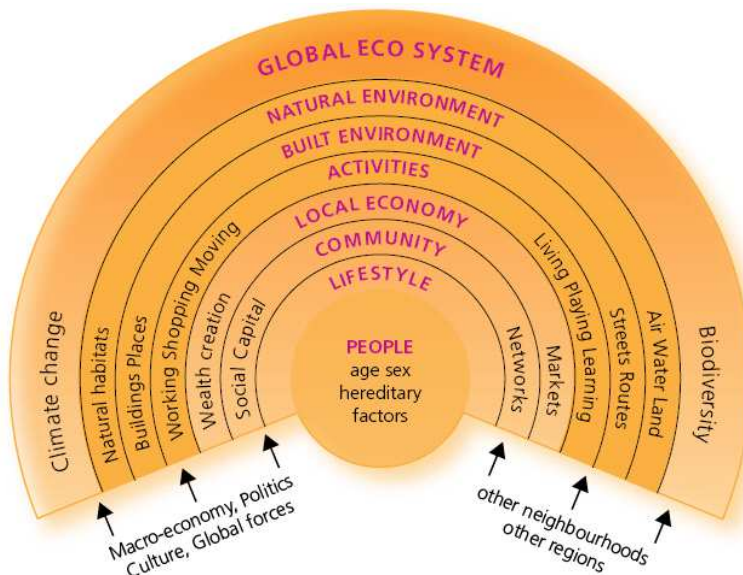
Our desire to improve health and wellbeing is driven by recognition that health is a resource for living as well as to be enjoyed on its own. With good health people are capable of growing, learning, and enjoying life. This strategy is about helping people reach towards their aspirations and about participating fully in society and the economy.

This section sets out how we see improving physical and mental health and wellbeing in Medway, the policy context the strategy is being developed in and the principles and aims of the strategy.

What does improving health and wellbeing mean for Medway?

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity' (World Health Organisation). Health therefore extends to issues far beyond the traditional medical context of health. While health and social services make a contribution to health, most of the key determinants of health lie outside the direct influence of health and social care, for example, education, employment, housing, and environment. The diagram below presents the determinants of health in terms of layers of influence, starting with the individual and moving to wider social, economic and environmental issues.

Fig 1: The determinants of health and wellbeing¹ providing an illustration of the different layers of influence that together shape our health throughout our life.



Source IDEA 2009

While focusing on the entire population, this strategy acknowledges the particular importance of childhood as a foundational stage for future health and wellbeing. It also highlights key issues for older people's health and wellbeing.

From Figure 1 it can be seen that action to improve health must take place across a range of social determinants, lifestyle factors and in improving health and social care services.

Continuing action needs to be taken by the Council and other partners in order to create and sustain healthy environments for the people of Medway. There is overwhelming evidence that the environments in which people live (the economic, social, built and natural environments) have the greatest impact on wellbeing and health.

Action needs to be taken to enable healthier lifestyles across the life course and highlight particular needs for different population groups. The strategy emphasises health and wellbeing rather than sickness. This means giving attention to the twin elements of “feeling good and functioning well”.

Ensuring high quality health and social care services is also essential if we are to maximise health and wellbeing. Addressing variation in care and ensuring that all patients are treated with respect and dignity and their choices supported where possible is key to this strategy.

Health and social care services also have a part to play in prevention. Immunisation, screening and health promoting interventions in primary care and hospitals are all important in ensuring effective prevention. Other statutory and voluntary sector agencies providing services have a key contribution in mobilising the wider public health workforce to improve health

In addition, understanding and reducing health inequalities needs to be part of everything we do in Medway. The evidence shows that for action on health inequalities to be effective it must cover a range of policy areas and environments.

2.2 POLICY CONTEXT

The Medway Health and Wellbeing Board (HWB) has overall responsibility for the oversight, development and implementation of the Joint Health and Wellbeing Strategy (JHWS). The HWB is a body created under the Health and Social Care Act 2012. It brings local government, the NHS and HealthWatch Medway to work together to improve health and wellbeing outcomes for the population of Medway. Follow the link below for more information about the role of the HWB:

<http://healthandcare.dh.gov.uk/hwb-guide/>

Also through the Health and Social Care Act 2012, the Government has established the Joint Strategic Needs Assessment (JSNA) as a fundamental part of the planning and commissioning cycle at a local level. The JSNA is an objective assessment of local needs and is intended to address current and future health and social care needs. Building on this there is an additional duty on the local authority and Medway Commissioning Group to develop a JHWS for Medway. Medway’s JSNA can be accessed via the following link:

<http://www.medwayjsna.info/>

This JHWS is a direct response to the needs and issues identified in the Medway JSNA. It sets out the agreed priorities for collective action by key commissioners – the Local Authority, Medway Commissioning Group and the NHS Commissioning Board and all statutory and voluntary partners.

Central to this vision is that decisions about services should be made as locally as possible, involving people who use them and communities to the maximum degree.

2.3 VISION AND AIMS OF THE STRATEGY

Vision and principles

We want Medway to be a place where:

- The environments people live in help them to improve their health and wellbeing
- Children grow up to reach their full potential
- Older people feel valued and supported in their local communities.
- People have access to good employment and work opportunities
- People stay healthy and enjoy life but have resilience to cope with life's challenges.
- People can expect to enjoy good health and good health and social care whatever their social or economic circumstances.

Four underlying principles have been identified which will underpin all health and wellbeing work in Medway and be woven through the further implementation of this strategy:

- A commitment to an integrated systems approach and partnership working
- A focus on prevention and early intervention in all areas
- On-going and effective stakeholder communication and engagement
- A commitment to sustainability

Aims of the strategy

The purpose of this strategy is to describe what the health and wellbeing issues are for the local community based on evidence in the Medway JSNA, what can be done to address them, and what outcomes are intended to be achieved.

The aims of this strategy are therefore to:

- Set out a vision for improving health and wellbeing across Medway including health, social care and public health.
- Identify strategic themes and priority actions for improving health and wellbeing through integrated partnership action in order to achieve significant change in population outcomes

This strategy is an overarching document for 2012-2017 but the priority actions will be reviewed on an annual basis. In Medway we recognise that the delivery of improved health and well-being will need to be carried out by a range of organisations working in partnership. This strategy seeks to create a framework which will ensure that these partnerships work effectively towards this common vision.

The strategic themes will guide the work of Medway Council and the NHS in developing all their commissioning plans for health, public health and social care as well as the Council's work on the wider determinants of health. The implementation of these plans will be reviewed and monitored by the Health and Wellbeing Board.

In addition, in order to ensure that there is a clear focus for action under each theme the Board will have a particular focus on one priority action under each theme which will contribute effectively towards the desired outcomes for that theme each year.

These priority actions will be reviewed each year and changed or added to as appropriate. In addition, specific delivery plans for the priority actions will be put in place and these will be monitored by the Health and Wellbeing Board on a regular basis.

To support our ambition to improve overall health and reduce inequalities, existing activity within Medway and the evidence on the challenges we face in Medway has been reviewed. A detailed description of the key challenges for Health and Wellbeing in Medway can be found within the full version of Medway's JHWS and in Medway's JSNA which can be accessed via the following links:

<http://medwayjsna.info/downloads/Medway%20JHWS%202012-17.pdf>

<http://www.medwayjsna.info/>

Through this review, five key strategic themes and priority actions have been identified.

The five key themes for Medway are:

Working together to:

- give every child a good start;
- enable our older population to live independently and well;
- prevent early death and increase years of healthy life;
- improve physical and mental health and wellbeing;
- reduce health inequalities.

These themes, and the rationale for choosing them as the strategic focus of the HWB, will now be discussed in detail.

3.1 THEME 1: GIVE EVERY CHILD A GOOD START

There is increasing evidence that investment in the early years of life (0–5 years) is highly effective both in terms of the impact on future health and wellbeing and in being cost-effective. What happens during these early years, starting in the womb, has lifelong effects on many aspects of health and wellbeing, from obesity, heart disease and mental health, to educational achievement and economic status.

It is essential, therefore, that we take action to ensure a good start to life for all the approximately 3,500 children born in Medway every year. This will need to comprise a multi-agency approach which offers support for mothers and children from conception through the early years of life.

3.2 THEME 2: ENABLE OUR OLDER POPULATION TO LIVE INDEPENDENTLY AND WELL

The rapid increase that Medway will see in the number of people aged 65+ and 85+ over the next decade is something that should be celebrated. It is in part the result of steady improvements over many years in health care and public health. Many of these new older people will be healthy and strong and able to live independently; however, it is inevitable that there will also be an increase in the number of people who will need health and social care and support. In particular we can expect to see more people who have dementia, and others who become physically frail.

As we go forward, further changes will be needed to ensure that we are able to provide affordable and high quality care for older people. In Medway we need to be sure we are planning robustly and that all our older people will be able to access appropriate care and

support as the older population increases. Equally important is ensuring our older people stay physically and mentally healthy for as long as possible and to support the preference of many older people to stay in their own home for as long as they can.

3.3 THEME 3: PREVENT EARLY DEATH AND INCREASE YEARS OF HEALTHY LIFE

The current leading causes of early death and illness in Medway include cancer, circulatory disease (e.g. heart attacks, stroke and heart failure) and respiratory disease-conditions that share many common causes.

Over recent decades public health and improved health care have led to dramatic reductions in the number of deaths. For example the mortality rate from heart attacks in Medway fell 85% from 108 to 17 per 100,000 between 1993 and 2010. About half of this reduction was due to improved health care and half was due to public health measures, such as reductions in smoking. Ensuring that we take action that continues to improve health care but that also focuses on prevention will be essential if we are to see these reductions continue.

3.4 THEME 4: IMPROVE PHYSICAL AND MENTAL HEALTH AND WELLBEING

Increasing attention is being paid to not just how long people live, but also how well they live. We all know that preventing ill health is more effective than treating disease.

Physical and mental health and wellbeing are affected by many issues in the environments we live in, including crime and the perception of crime, proximity to green spaces, housing, unemployment, the quality of employment for those who do have work, debt and income level, the ability to live independently and autonomously and freedom from pain and ill-health. Taking action to improve all the environments which affect health and ensuring action is in place to support healthier lifestyle choices is essential if we are going to improve the health and wellbeing of the people of Medway.

3.5 THEME 5: REDUCE HEALTH INEQUALITIES

The challenge of reducing health inequalities is a substantial one. Rates of death are higher in those who are more disadvantaged, as are emergency hospital admissions and rates of long-term illness. Health outcomes are not only worse in those who are the most disadvantaged; the inequalities follow a gradient and as such the response also needs to follow a gradient. This means that health and social care provisions need to be made available to all, with increasing effort needed for those who are increasingly disadvantaged.

The evidence shows that for action on health inequalities to be effective it must cover a range of policy areas and environments. Only by drawing together action on deprivation in Medway will we break the damaging spiral where people with the fewest resources, the lowest skills and the least social status suffer the most, illness and disability and lowest life expectancy.

We will continue to work on the five strategic themes during the life of this strategy. The priority actions for each theme are reviewed and refreshed annually through extensive consultation with our key partners and the public and a careful prioritisation process. Key priority actions are those areas which require collective resources and action and which will be the focus of particular attention by the Health and Wellbeing Board for that year. We are committed to working in partnership across all sectors and directly with people in the community in order to deliver these to ensure that health and wellbeing for the people of Medway is maximised.

The five key themes for Medway, with their corresponding priority actions for 2014/15 are shown in table 1.

Table 1: Five strategic themes for Medway with corresponding priority actions

Theme	Key Priority Action(s)
1: Give every child a good start	1. Promote maternal physical and emotional health in pregnancy and in the early months of life through high quality antenatal and postnatal services. (Focus on increasing levels of breastfeeding reducing smoking in pregnancy).
2: Enable our older population to live independently and well	2.1. Improve early diagnosis, treatment and care for people with dementia in line with increasing population need.
	2.2. Falls prevention and management
3: Prevent early death and increase years of healthy life	3. Reduce death rates from cancer (bowel, breast and lung). Focus on improving prevention, awareness and increasing early diagnosis.
	Watching Brief: Reduce death rates from cardiovascular disease (heart disease and stroke)
4: Improve physical and mental health and wellbeing	4.1. Increase awareness of MH conditions and support for prevention, early diagnosis and treatment. (Focus on MH promotion).
	4.2. Reduce social isolation through a social isolation strategy developed and delivered jointly with key partners.
5: Reduce health inequalities	5. Increase targeting of disadvantaged groups for promotion of healthy lifestyles. (Focus on promoting healthy eating and physical activity and tobacco, drugs and alcohol control).
	Watching Brief: Improve uptake of screening and health checks in most disadvantaged areas.

**Watching Brief: Two existing priority actions have been assigned Watching Brief status. These are priority actions for which good progress has been made in local outcomes during 2013/14. The*

This chapter identifies the enabling actions that support the development and delivery of the health and wellbeing strategy

4.1 Governance & Leadership.

The successful delivery of this strategy requires the engagement of all partners. Delivery of the Strategy will be monitored through the Health and Wellbeing Board which provides strategic leadership for health and wellbeing in Medway. The Health and Wellbeing Board will work with other local partnerships which have a role in health and wellbeing to deliver the actions contained within this Strategy.

4.2 Strategy Consultation and Development

In order to develop this strategy the following process was implemented.

Firstly, needs and issues highlighted in the JSNA were used to identify draft key strategic themes for the Joint Health and Wellbeing Strategy. Through a subsequent series of engagement events and a public consultation, the themes were considered and priority actions to deliver against them were suggested.

The final strategy for 2012-2017, with five strategic themes and key priority actions under each theme, was agreed in November 2012. For each key priority action, a delivery plan was developed and monitored regularly by the Board.

The JHWS requires an annual review to identify priority actions for the forthcoming year and to inform annual commissioning plans. Reviewing key priority actions every year allows for a clearer focus on areas that are felt to be of primary importance: they may be changed or added to if appropriate as agreed by the HWB.

The consultation on priority actions for 2014/15 included both an online consultation and a stakeholder event on 18th September 2013. The stakeholder consultation event brought together key stakeholders with involvement in the development of the JHWS with the aims of:

- Updating stakeholders on progress made to date against priority actions within the JHWS.
- Consulting stakeholders on emerging issues, existing resources to meet needs/ issues and gaps in resources.
- Reviewing and refreshing priority actions for each of the five key themes within the JHWS.

Following consultation with our key stakeholders and the public, the HWB undertook a careful prioritisation process which resulted in the final list of priority actions for 2014/15 which are shown in table 1 alongside their corresponding themes.

4.3 Communication and Engagement

Engagement with the community is an essential part of delivering services that are appropriate for the population. The Public Health White Paper released by the Department of Health in 2010 outlined a new approach to improving health through greater emphasis on well-being and prevention. Local communities taking more ownership of their own health and wellbeing utilising the valuable skills and resources that exist within the community is essential in order to improve health and wellbeing and tackle the wider determinants of health such as improving social relationships and networks more effectively. We will continue to listen to what local people need to maintain their health and wellbeing and show that we have listened by the actions we take. We are also committed to developing ways to engage with hard to reach groups and will work to ensure that we extend our consultations as widely as possible.

The development of this strategy and stakeholder involvement in that process is documented above. However we want to ensure that engagement and opportunity for people to participate in the development and delivery of all health and wellbeing initiatives including the Joint Health and Wellbeing Strategy is widened. A separate communication and engagement strategy plan is being developed which will facilitate this. The HWB recently commissioned a stock take of current engagement activities across the five JHWS strategic themes. This work was undertaken by Public Engagement Agency (pea©) to develop a proposal to support the delivery of the Communications and Engagement Strategy.

Feedback from across commissioner and provider organisations during the stocktake process highlighted the willingness of partners to focus on community engagement issues and to ensure that engagement is embedded in the core business of the HWB and taking place through commissioning and delivery processes.

A number of ambitious recommendations have been made through this work which reflect the feedback and views expressed during the stocktake and plans are now in place for the HWB to take forward these recommendations.

4.4 Outcomes and Monitoring

The HWB has responsibility to ensure that robust performance and quality monitoring measures are in place with regard to the implementation and outcomes for the JHWS.

Nationally, there is a focus on improving outcomes and local areas are free to choose their own process indicators and activities in order to achieve these outcomes. National outcomes frameworks have been produced for the NHS, Adult Social Care and Public Health and Children. These frameworks provide overarching measures and corresponding indicators of the health and wellbeing of national and local populations.

The monitoring and outcomes framework for this JHWS includes monitoring of outcomes taken from the National Outcomes Frameworks which are aligned to the Medway Joint Health and Wellbeing Strategy 2012-17.

Locally we also need to measure output and process measures for our priority actions as it may take a number of years for the effects of some of the actions we take now to be seen in outcomes such as mortality rates. Therefore, we need to be able to use appropriate local proxy output measures which are linked by research to the outcomes. These output and process indicators have been developed alongside the delivery plans for the priority actions.

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