

# Medway Joint Local Health & Wellbeing Strategy 2024-2028

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Acting Director of Public Health  
November 2024



# JLHWS Priority Themes



Theme 1: Healthier & longer lives for everyone



Theme 2: Reduce poverty and inequality



Theme 3: Safe, connected, and sustainable places



Theme 4: Connected communities and cohesive services

A long and healthy life comes from a strong foundation.

# Strategy Document Extracts

*“Much better and more accessible health centre [is needed] because at the moment my present one is overstretched, oversubscribed and difficult to access”.*

[Medway Better Health Survey for Adults]

It is estimated that one in every 18 deaths in Medway in 2021 were linked to particle air pollution.<sup>8</sup>

## **FOOD INSECURITY<sup>5</sup>**

In 2021, approximately 17.2% of Medway residents lived in areas at highest risk of food insecurity.

*“I started cycling a bit more in the last couple of years, but you know you don’t always feel safe on roads.”*

[Focus Group]

*“Help with parenting skills...I felt I couldn’t talk to my parents...If things had been different, I might not be suffering from anxiety and depression”*

[Focus Group]



# MSCP – JLHWS

## MEDWAY'S JOINT LOCAL HEALTH AND WELLBEING STRATEGY 2024-2028

**GOAL:** Improve the physical and mental health and wellbeing of Medway residents and reduce inequalities.

**PURPOSE:** To ensure everyone in Medway lives a long, healthy, and happy life, with people valuing self-care and helping others. Opportunities are available to all throughout life to help people grow and create a brighter future. Medway is a place where help is easily available, places are connected, and when people move between services, their journey is seamless.

People are proud to live in Medway and feel part of their community.

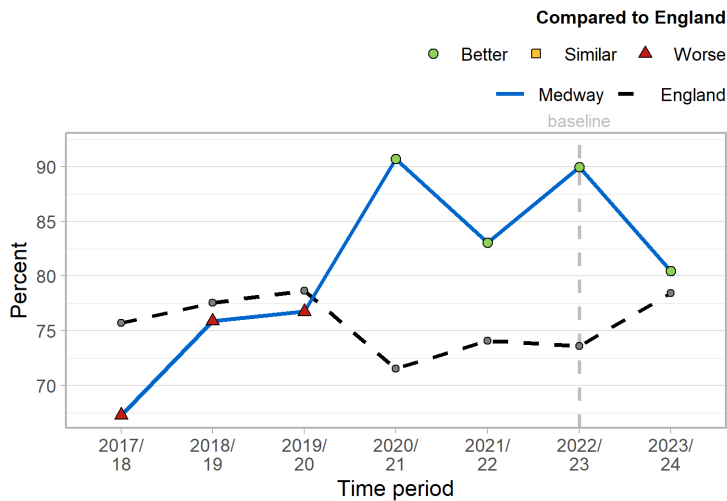
PRIORITY THEME 1 	PRIORITY THEME 2 	PRIORITY THEME 3 	PRIORITY THEME 4 
<b>HEALTHIER &amp; LONGER LIVES FOR EVERYONE</b>	<b>REDUCE POVERTY AND INEQUALITY</b>	<b>SAFE, CONNECTED AND SUSTAINABLE PLACES</b>	<b>CONNECTED COMMUNITIES AND COHESIVE SERVICES</b>
Babies and children are healthy, happy, and safe. They develop well and are ready to start school.	All children achieve a good level of education leading to secure employment in adulthood.	Services are close to where people live and accessible by active transport such as walking or cycling, or using public transport.	People feel connected with their community, have a sense of belonging and strong support networks.
People in Medway are supported to live healthy, long and happy lives, and value self-care.	Outcomes are improved for those in vulnerable and disadvantaged groups, such as children in care and care leavers.	People and organisations work together to create a sustainable, clean and green environment.	Everyone can find and access services and information easily, with support to ensure digital inclusion.
Vulnerable adults lead fulfilling lives in a caring environment that ensures their wellbeing and safety.	People and families can access healthy food, have steady jobs, and live in affordable, good quality homes.	Green spaces can be accessed and used by all.	Organisations work together so when people move between services, their journey is seamless.
Older people live with dignity and stay independent for as long as possible.	People in Medway are supported in managing the cost of living.	People feel safe in their neighbourhood.	There is trust and respect between services, organisations and users, regardless of their differences; diversity is recognised and embraced.
Good mental health is enjoyed by everyone. People can cope with life's challenges, sleep well, have positive relationships, and experience a sense of purpose and fulfilment.			

# MSCP – JLHWS: 6 Indicators

Identifier	Objectively Verifiable Indicator
1.1.6	By 2026/27, 75% of children receive a 2-2½ year health and development review.
1.3.5	By 2026/27, the rate of domestic abuse related incidents and crimes will be similar to or lower than the national average.
1.5.5	By 2027/28, the rate of emergency hospital admissions for intentional self-harm in children and young people aged 10-24 years will be similar to or lower than the national average.
2.2.1	By 2027, the rate of children in need (CIN) will be similar to the South East average (within 5%).
2.2.2	By 2027, the rate of children subject to a child protection plan will be similar to South East average (within 5%).
2.2.3	By 2027, the rate of children in care will be similar to the South East average (within 5%).

# 1.1.6 Proportion of children who received a 2 to 2½ year review

The latest value for Medway is better compared to England  
 2023/24 : 80.4 percent (Medway), 78.4 percent (England)



Proportion of children who received a 2 to 2½ year review by the time they turned 2½ years old.

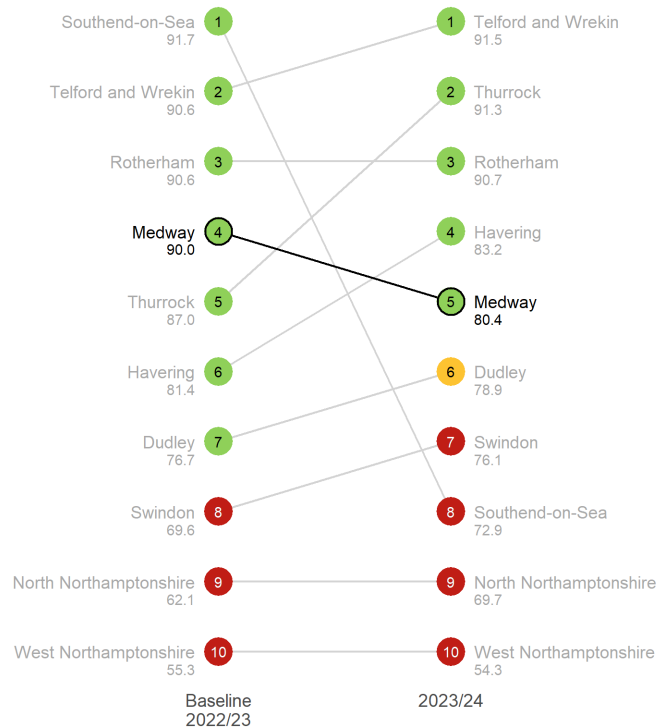
Confidence interval method: Wilson Score method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England for children's services.

Medway compared to its peer group:  
 1 - year ranking trends



**Indicator wording:**

By 2026/27, 75% of children receive a 2-2½ year health and development review.

**Values:**

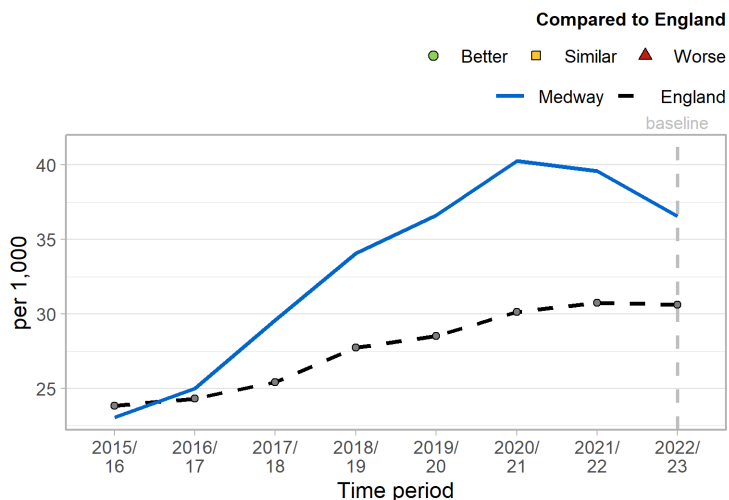
The baseline value for Medway was 90 percent in 2022/23 which is better compared to England.

The latest value for Medway was 80.4 percent in 2023/24 which is better compared to England.

The change is a decrease of 9.5 percentage points from the baseline.

## 1.3.5 Domestic abuse related incidents and crimes

The latest value for Medway is not compared to England  
 2022/23 : 36.5 per 1,000 (Medway), 30.6 per 1,000 (England)



Domestic abuse related incidents and crimes recorded by the police, crude rates per 1,000.

Confidence interval method: Byar's method.

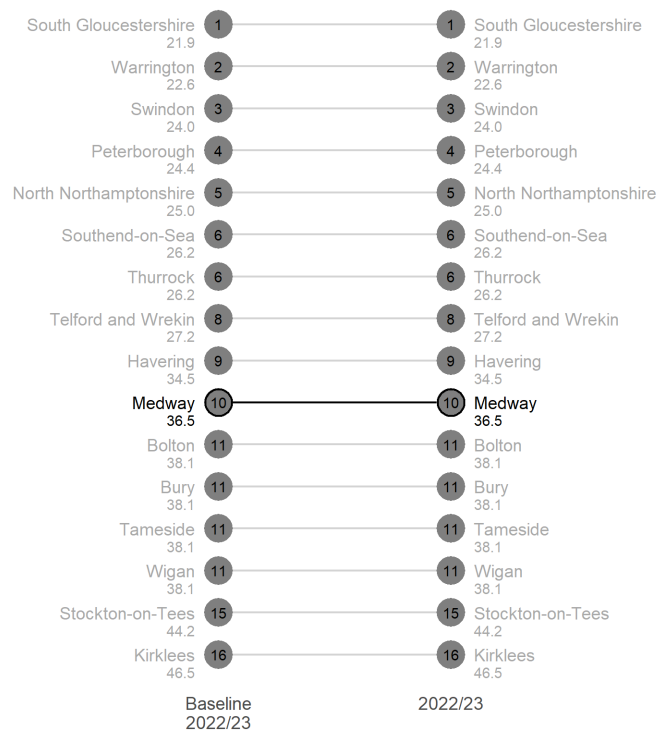
Benchmarking method: Quintiles.

Source: Fingertips.

Peer group: NHS England adult peer group.

Caveat: This numerator can be influenced by confidence in police, willingness to report and recent increases in support offered to victims to report crimes.

Medway compared to its peer group:  
 0 - year ranking trends



### Indicator wording:

By 2026/27, the rate of domestic abuse related incidents and crimes will be similar to or lower than the national average.

### Values:

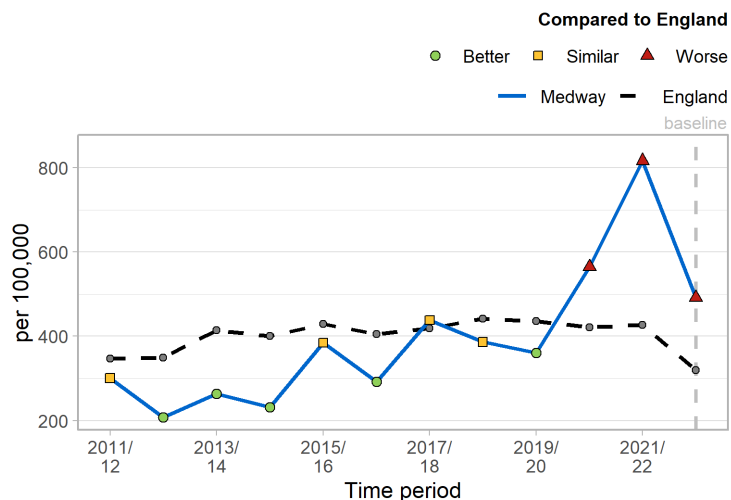
The baseline value for Medway was 36.5 per 1,000 in 2022/23 which is not compared to England.

The latest value for Medway was 36.5 per 1,000 in 2022/23 which is not compared to England.

There is no change from the baseline.

## 1.5.5 Hospital admissions as a result of self-harm (10-24 years)

The latest value for Medway is worse compared to England  
 2022/23 : 491.6 per 100,000 (Medway), 319.0 per 100,000 (England)



Directly standardised rate of finished admission episodes for self-harm per 100,000 population aged 10-24 years.

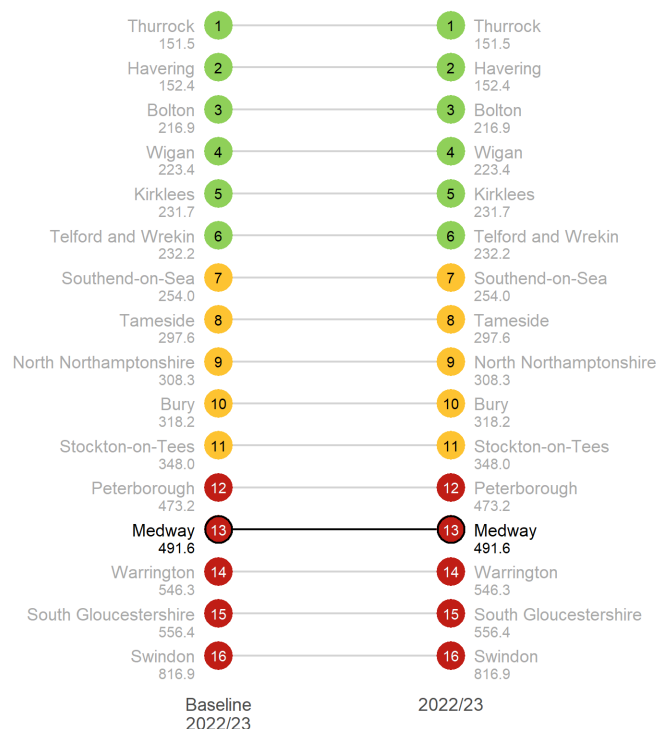
Confidence interval method: Byar's method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England adult peer group.

Medway compared to its peer group:  
 0 - year ranking trends



**Indicator wording:**

By 2027/28, the rate of emergency hospital admissions for intentional self-harm in children and young people aged 10-24 years will be similar to or lower than the national average.

**Values:**

The baseline value for Medway was 491.6 per 100,000 in 2022/23 which is worse compared to England.

The latest value for Medway was 491.6 per 100,000 in 2022/23 which is worse compared to England.

There is no change from the baseline.



# Local Plan – JLHWS

## MEDWAY'S JOINT LOCAL HEALTH AND WELLBEING STRATEGY 2024-2028

**GOAL:** Improve the physical and mental health and wellbeing of Medway residents and reduce inequalities.

**PURPOSE:** To ensure everyone in Medway lives a long, healthy, and happy life, with people valuing self-care and helping others. Opportunities are available to all throughout life to help people grow and create a brighter future. Medway is a place where help is easily available, places are connected, and when people move between services, their journey is seamless.

People are proud to live in Medway and feel part of their community.

 PRIORITY THEME 1	 PRIORITY THEME 2	 PRIORITY THEME 3	 PRIORITY THEME 4
<b>HEALTHIER &amp; LONGER LIVES FOR EVERYONE</b>	<b>REDUCE POVERTY AND INEQUALITY</b>	<b>SAFE, CONNECTED AND SUSTAINABLE PLACES</b>	<b>CONNECTED COMMUNITIES AND COHESIVE SERVICES</b>
Babies and children are healthy, happy, and safe. They develop well and are ready to start school.	All children achieve a good level of education leading to secure employment in adulthood.	Services are close to where people live and accessible by active transport such as walking or cycling, or using public transport.	People feel connected with their community, have a sense of belonging and strong support networks.
People in Medway are supported to live healthy, long and happy lives, and value self-care.	Outcomes are improved for those in vulnerable and disadvantaged groups, such as children in care and care leavers.	People and organisations work together to create a sustainable, clean and green environment.	Everyone can find and access services and information easily, with support to ensure digital inclusion.
Vulnerable adults lead fulfilling lives in a caring environment that ensures their wellbeing and safety.	People and families can access healthy food, have steady jobs, and live in affordable, good quality homes.	Green spaces can be accessed and used by all.	Organisations work together so when people move between services, their journey is seamless.
Older people live with dignity and stay independent for as long as possible.	People in Medway are supported in managing the cost of living.	People feel safe in their neighbourhood.	There is trust and respect between services, organisations and users, regardless of their differences; diversity is recognised and embraced.
Good mental health is enjoyed by everyone. People can cope with life's challenges, sleep well, have positive relationships, and experience a sense of purpose and fulfilment.			

# Local Plan 9 – JLHWS: 15 Indicators (slide A)

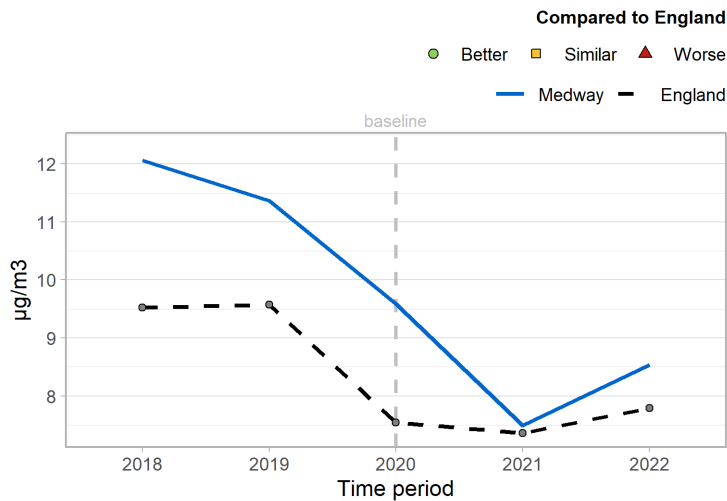
Identifier	Objectively Verifiable Indicator
2.3.2	By 2026/27, unemployment levels will return to 2019 levels.
2.3.X	The Kent Housing Group are in the process of identifying indicators related to housing, which may cover themes such as homelessness prevention, affordable housing, social housing quality, and private rental safety standards.
3.1.1, 3.1.2, 3.1.3	By 2026, the percentage of service users able to access a hospital, pharmacy, secondary school, by public transport or walking within 30 minutes will be similar to or better than the national average
3.2.1	By 2027, the concentration of fine particulate matter (air pollution) will be similar to or lower than the national average.
3.2.3	By 2026/27, the percentage of household waste sent for reuse, recycling, and composting will be similar to or better than the national average.

# Local Plan – JLHWS: 15 Indicators (slide B)

Identifier	Objectively Verifiable Indicator
3.2.4	By 2026, the percentage of adults walking for travel at least three days per week will be similar to or higher than the national average
3.2.5	By 2026, the percentage of adults cycling for travel at least three days per week will be similar to or higher than the national average.
3.3.1	By 2027, the proportion of postcodes within a five-minute walk (300m as the crow flies) of a park, public garden, or playing field will be similar to or better than the national average.
3.3.2	By 2027, the proportion of addresses with a private outdoor space or shared garden will be similar to or better than the national average.
4.1.4	By 2027/28, there will be 1,000 activities available to support people to improve their health and wellbeing through a social prescription.
4.3.2 & 4.3.3	By 2026/27, the proportion of people who use adult social care services and/or carers who report that they find it easy to find information about services will be statistically higher than the national average.

## 3.2.1 Air pollution: fine particulate matter

The latest value for Medway is not compared to England  
 2022 : 8.5 µg/m3 (Medway), 7.8 µg/m3 (England)



Annual concentration of fine particulate matter at an area level, adjusted to account for population exposure. Fine particulate matter is also known as PM2.5 and has a metric of micrograms per cubic metre (µg/m3).

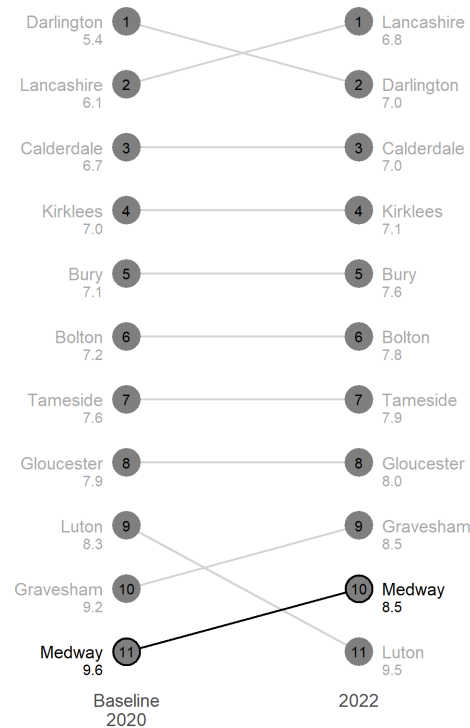
Confidence interval method: No confidence intervals available.

Benchmarking method: Not available.

Source: Fingertips.

Peer group: Experian Mosaic Group.

Medway compared to its peer group:  
 2 - year ranking trends



### Indicator wording:

By 2027, the concentration of fine particulate matter (air pollution) will be similar to or lower than the national average.

### Values:

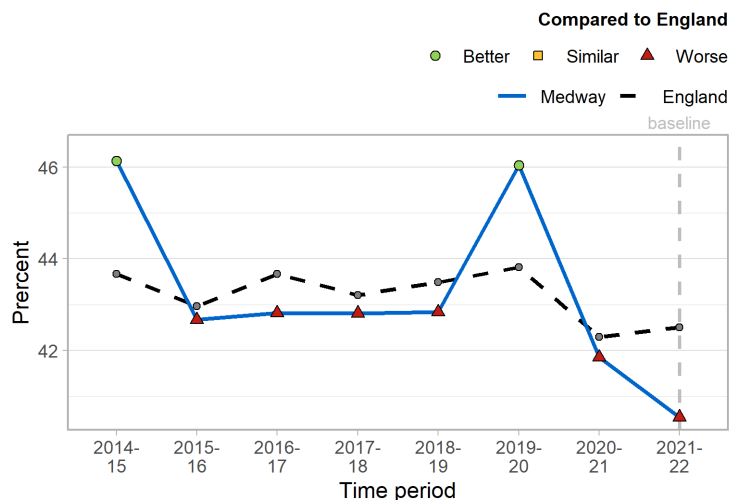
The baseline value for Medway was 9.6 µg/m3 in 2020 which is not compared to England.

The latest value for Medway was 8.5 µg/m3 in 2022 which is not compared to England.

The change is a decrease of 11.03 percent from the baseline.

## 3.2.3 Percentage of household waste sent for reuse, recycling, and composting

The latest value for Medway is worse compared to England  
2021-22 : 40.5 percent (Medway), 42.5 percent (England)



The percentage of the total household waste that is sent for reuse, recycling and composting.

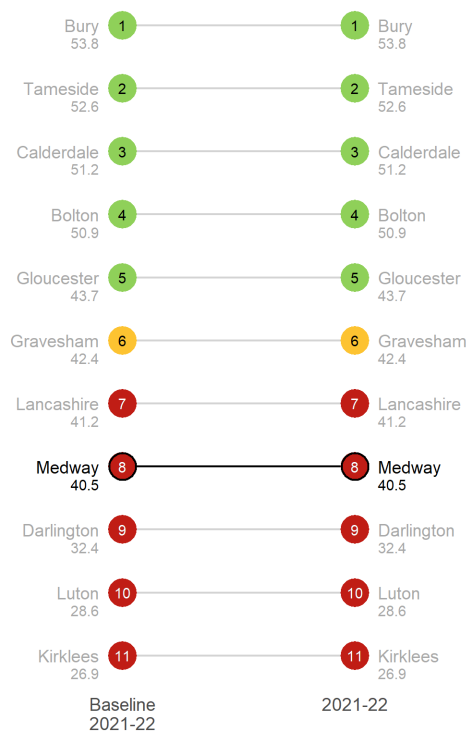
Confidence interval method: Wilson Score method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Department for Environment, Food & Rural Affairs.

Peer group: NHS England adult peer group.

Medway compared to its peer group:  
0 - year ranking trends



**Indicator wording:**

By 2026/27, the percentage of household waste sent for reuse, recycling, and composting will be similar to or better than the national average.

**Values:**

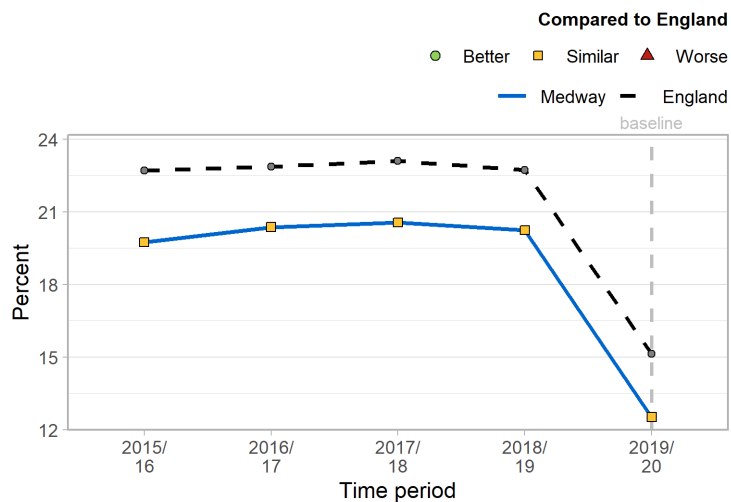
The baseline value for Medway was 40.5 percent in 2021-22 which is worse compared to England.

The latest value for Medway was 40.5 percent in 2021-22 which is worse compared to England.

There is no change from the baseline.

## 3.2.4 Percentage of adults walking for travel at least three days per week

The latest value for Medway is similar compared to England  
2019/20 : 12.5 percent (Medway), 15.1 percent (England)



The number of respondents aged 16 and over, with valid responses to questions on walking, walking for travel in bouts of 10 minutes or more on at least twelve days in the previous 28 days expressed as a percentage of the total number of respondents aged 16 and over.

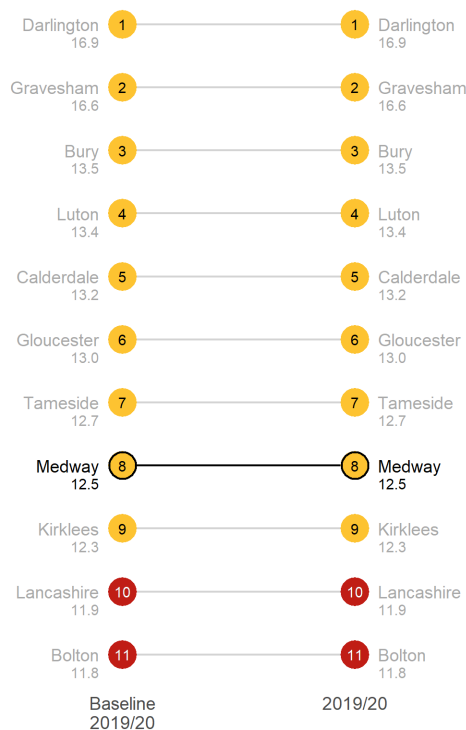
Confidence interval method: Other method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: Experian Mosaic Group.

Medway compared to its peer group:  
0 - year ranking trends



**Indicator wording:**

By 2026, the percentage of adults walking for travel at least three days per week will be similar to or higher than the national average.

**Values:**

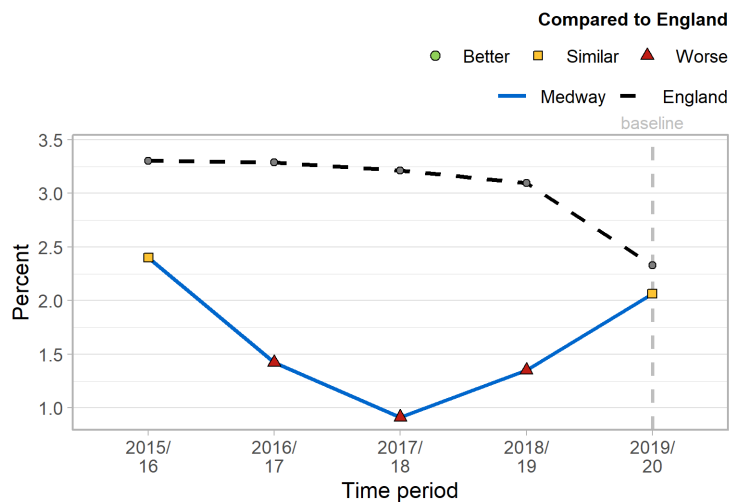
The baseline value for Medway was 12.5 percent in 2019/20 which is similar compared to England.

The latest value for Medway was 12.5 percent in 2019/20 which is similar compared to England.

There is no change from the baseline.

## 3.2.5 Percentage of adults cycling for travel at least three days per week

The latest value for Medway is similar compared to England  
2019/20 : 2.1 percent (Medway), 2.3 percent (England)



The number of respondents aged 16 and over, with valid responses to cycling questions, cycling for travel on at least twelve days in the previous 28 days expressed as a percentage of the total number of respondents aged 16 and over.

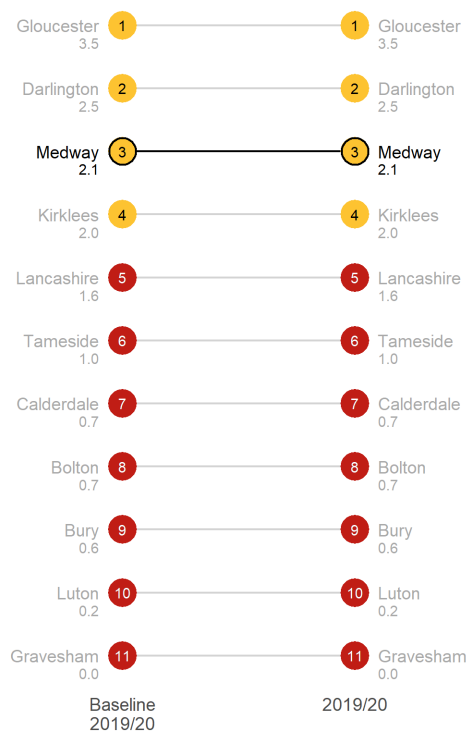
Confidence interval method: Other method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: Experian Mosaic Group.

Medway compared to its peer group:  
0 - year ranking trends



### Indicator wording:

By 2026, the percentage of adults cycling for travel at least three days per week will be similar to or higher than the national average.

### Values:

The baseline value for Medway was 2.1 percent in 2019/20 which is similar compared to England.

The latest value for Medway was 2.1 percent in 2019/20 which is similar compared to England.

There is no change from the baseline.

# Food Strategy – JLHWS

## MEDWAY'S JOINT LOCAL HEALTH AND WELLBEING STRATEGY 2024-2028

**GOAL:** Improve the physical and mental health and wellbeing of Medway residents and reduce inequalities.

**PURPOSE:** To ensure everyone in Medway lives a long, healthy, and happy life, with people valuing self-care and helping others. Opportunities are available to all throughout life to help people grow and create a brighter future. Medway is a place where help is easily available, places are connected, and when people move between services, their journey is seamless.

People are proud to live in Medway and feel part of their community.

### PRIORITY THEME 1



#### HEALTHIER & LONGER LIVES FOR EVERYONE

Babies and children are healthy, happy, and safe. They develop well and are ready to start school.

People in Medway are supported to live healthy, long and happy lives, and value self-care.

Vulnerable adults lead fulfilling lives in a caring environment that ensures their wellbeing and safety.

Older people live with dignity and stay independent for as long as possible.

Good mental health is enjoyed by everyone. People can cope with life's challenges, sleep well, have positive relationships, and experience a sense of purpose and fulfilment.

### PRIORITY THEME 2



#### REDUCE POVERTY AND INEQUALITY

All children achieve a good level of education leading to secure employment in adulthood.

Outcomes are improved for those in vulnerable and disadvantaged groups, such as children in care and care leavers.

People and families can access healthy food, have steady jobs, and live in affordable, good quality homes.

People in Medway are supported in managing the cost of living.

### PRIORITY THEME 3



#### SAFE, CONNECTED AND SUSTAINABLE PLACES

Services are close to where people live and accessible by active transport such as walking or cycling, or using public transport.

People and organisations work together to create a sustainable, clean and green environment.

Green spaces can be accessed and used by all.

People feel safe in their neighbourhood.

### PRIORITY THEME 4



#### CONNECTED COMMUNITIES AND COHESIVE SERVICES

People feel connected with their community, have a sense of belonging and strong support networks.

Everyone can find and access services and information easily, with support to ensure digital inclusion.

Organisations work together so when people move between services, their journey is seamless.

There is trust and respect between services, organisations and users, regardless of their differences; diversity is recognised and embraced.

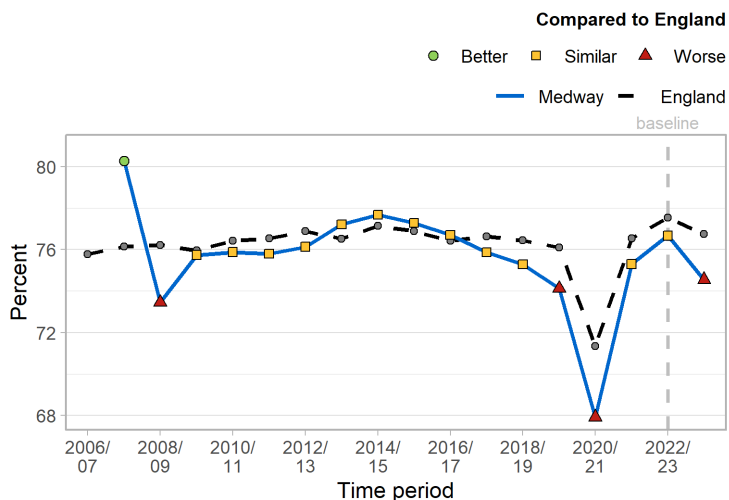


# Food Strategy – JLHWS: 4 Indicators

Identifier	Objectively Verifiable Indicator
1.1.10	By 2028, the proportion of children (< 18 years) seen by an NHS dentist in last 12 months will be similar to or higher than the national average.
1.1.11	By 2026/27, the proportion of children in Year R (age 4-5 years) that maintain a healthy weight will be the same or lower than the England average.
1.1.12	By 2026/27, the proportion of children in Year 6 (age 10-11 years) that maintain a healthy weight will be the same as or above 60%.
1.1.13	By 2026/27, the proportion of children in Year 6 (age 10-11 years) with severe obesity will have reduced from 6.1%.
1.2.5	By 2026/27 the proportion of adults aged 16 and over meeting the '5-a-day' fruit and vegetable consumption recommendations will be similar to or higher than the national average.
1.2.6	By 2028, the proportion of adults (18+ years) seen by an NHS dentist in last 24 months is similar to or higher than the England average.
3.2.3	By 2026/27, the percentage of household waste sent for reuse, recycling, and composting will be similar to or better than the national average.

# 1.1.11 Reception prevalence of healthy weight (4-5 yrs)

The latest value for Medway is worse compared to England  
 2023/24 : 74.6 percent (Medway), 76.8 percent (England)



Proportion of children aged 4 to 5 years classified as healthy weight. Children are classified as healthy weight if their body mass index (BMI) is between the 2nd and less than the 85th centile of the British 1990 growth reference (UK90) according to age and sex.

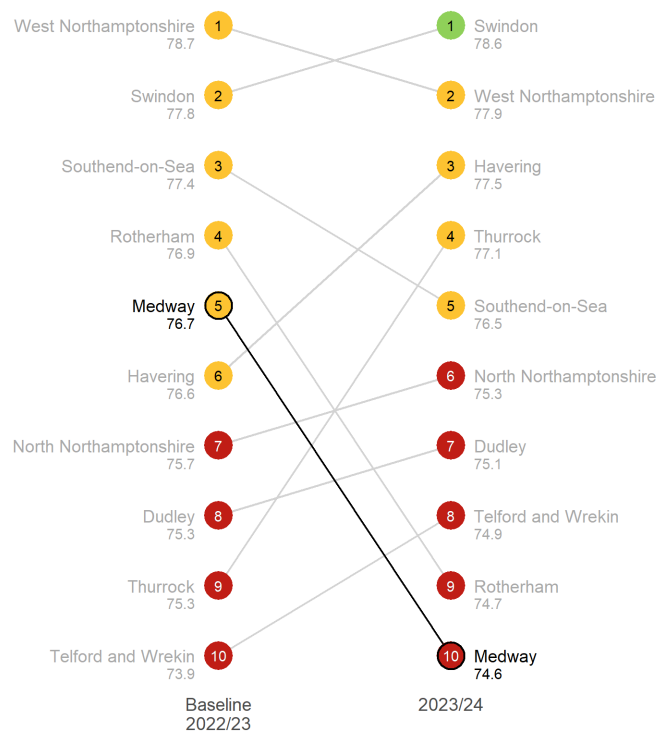
Confidence interval method: Wilson Score method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England for children's services.

Medway compared to its peer group:  
 1 - year ranking trends



### Indicator wording:

By 2026/27, the proportion of children in Year R (age 4-5 years) that maintain a healthy weight will be the same or lower than the England average.

### Values:

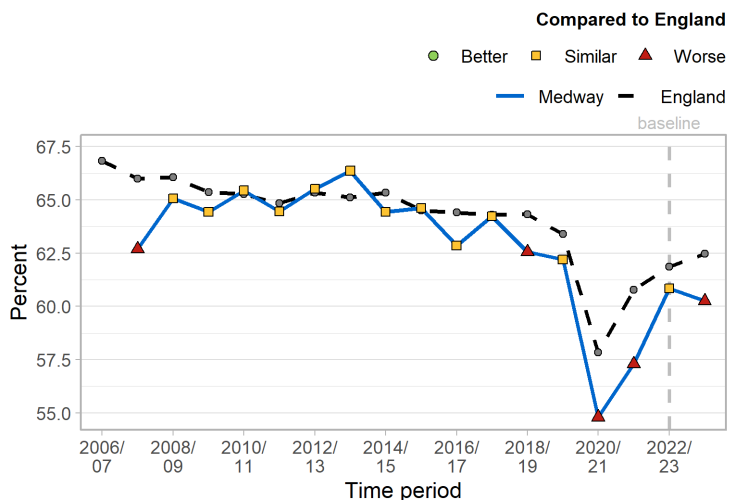
The baseline value for Medway was 76.7 percent in 2022/23 which is similar compared to England.

The latest value for Medway was 74.6 percent in 2023/24 which is worse compared to England.

The change is a decrease of 2.1 percentage points from the baseline.

# 1.1.12 Year 6 prevalence of healthy weight

The latest value for Medway is worse compared to England  
 2023/24 : 60.3 percent (Medway), 62.5 percent (England)



Proportion of children aged 10 to 11 years classified as healthy weight.

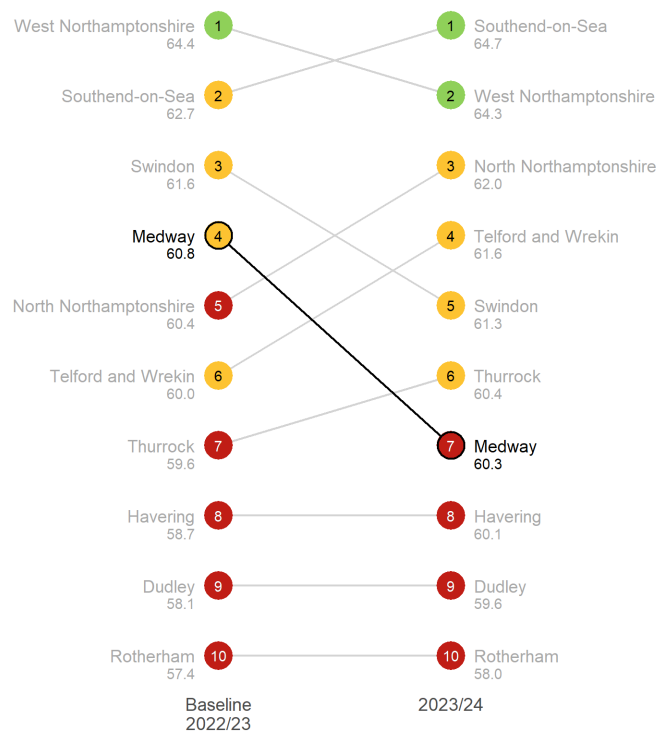
Confidence interval method: Wilson Score method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England for children's services.

Medway compared to its peer group:  
 1 - year ranking trends



**Indicator wording:**

By 2026/27, the proportion of children in Year 6 (age 10-11 years) that maintain a healthy weight will be the same as or above 60%.

**Values:**

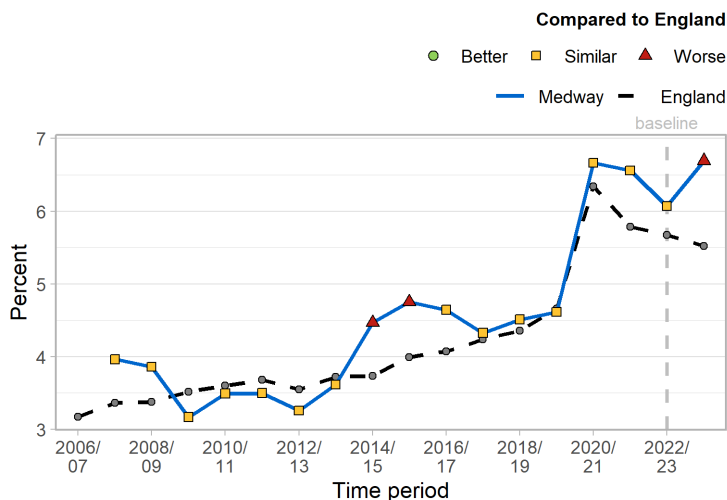
The baseline value for Medway was 60.8 percent in 2022/23 which is similar compared to England.

The latest value for Medway was 60.3 percent in 2023/24 which is worse compared to England.

The change is a decrease of 0.6 percentage points from the baseline.

# 1.1.13 Year 6 prevalence of severe obesity

The latest value for Medway is worse compared to England  
 2023/24 : 6.7 percent (Medway), 5.5 percent (England)



Proportion of children aged 10 to 11 years classified as living with severe obesity. Children are classified as living with severe obesity if their body mass index (BMI) is on or above the 99.6th centile of the British 1990 growth reference (UK90) according to age and sex.

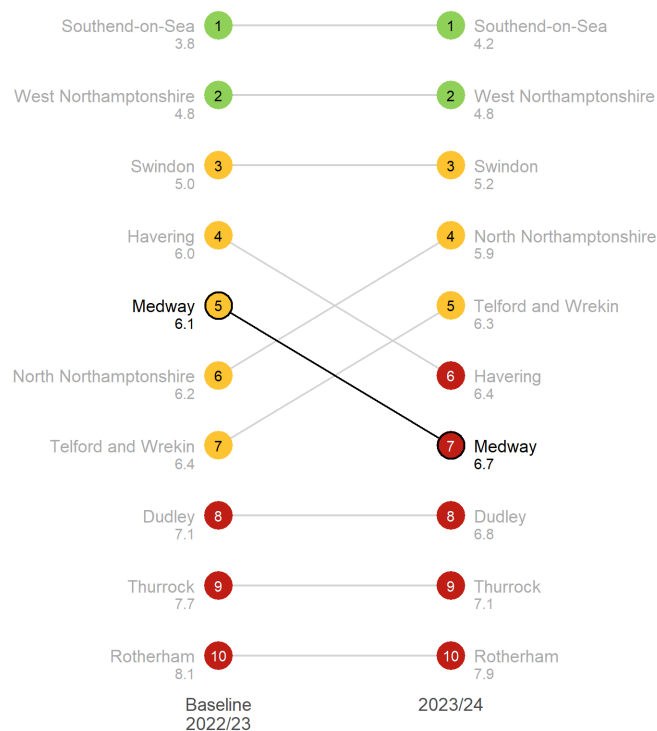
Confidence interval method: Wilson Score method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England for children's services.

Medway compared to its peer group:  
 1 - year ranking trends



**Indicator wording:**

By 2026/27, the proportion of children in Year 6 (age 10-11 years) with severe obesity will have reduced from 6.1%.

**Values:**

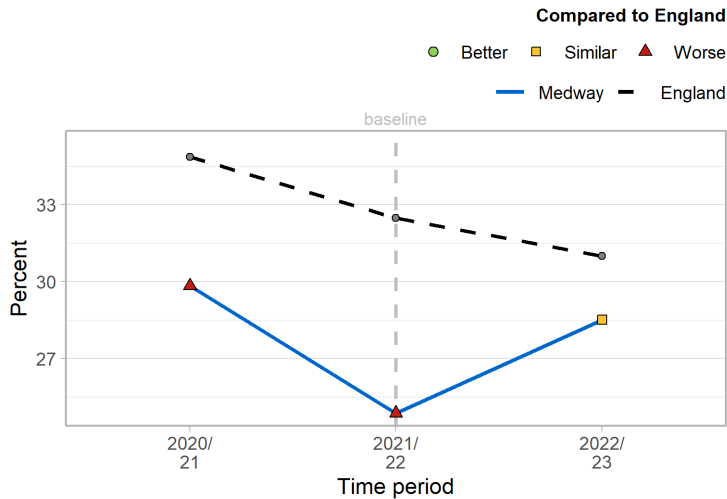
The baseline value for Medway was 6.1 percent in 2022/23 which is similar compared to England.

The latest value for Medway was 6.7 percent in 2023/24 which is worse compared to England.

The change is an increase of 0.6 percentage points from the baseline.

# 1.2.5 Percentage of adults aged 16 and over meeting the '5-a-day' fruit and vegetable consumption recommendations

The latest value for Medway is similar compared to England  
 2022/23 : 28.5 percent (Medway), 31.0 percent (England)



The percentage of respondents aged 16 and over who reported they had eaten 5 or more portions of fruit and vegetables on the previous day.

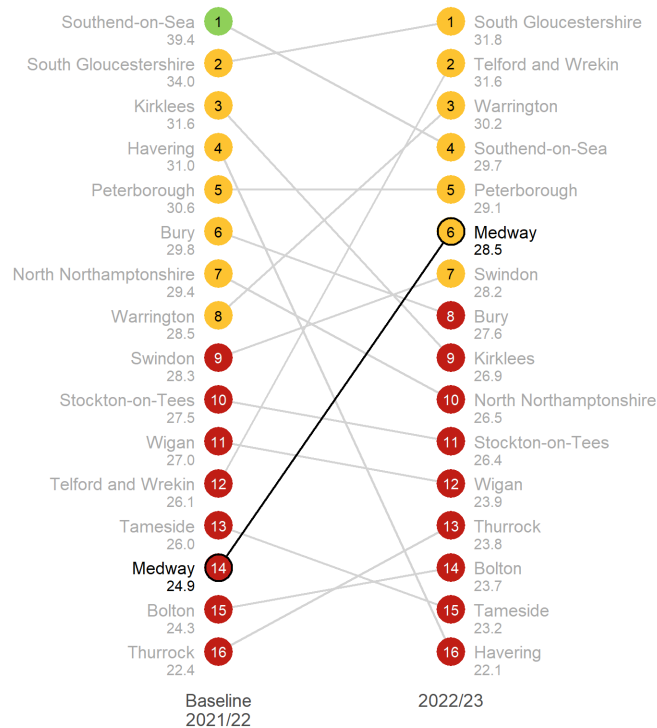
Confidence interval method: Other method.

Benchmarking method: Confidence intervals overlapping reference value (95.0).

Source: Fingertips.

Peer group: NHS England adult peer group.

Medway compared to its peer group:  
 1 - year ranking trends



**Indicator wording:**

By 2026/27 the proportion of adults aged 16 and over meeting the '5-a-day' fruit and vegetable consumption recommendations will be similar to or higher than the national average.

**Values:**

The baseline value for Medway was 24.9 percent in 2021/22 which is worse compared to England.

The latest value for Medway was 28.5 percent in 2022/23 which is similar compared to England.

The change is an increase of 3.6 percentage points from the baseline.

# Health and Wellbeing Board Plans for 2025

- Each meeting adopts a priority theme, with February focusing on Theme 1 – Healthier and Longer Lives for Everyone
- In advance of meeting, PH officers will prepare a report of performance against the relevant indicators for that theme, highlighting areas of progress and concern
- Agenda items for discussion will be based around areas for improvement and where the Board can have the greatest influence
- The fifth meeting of year will focus on agenda items that straddle all of the priority themes
- Are Board members happy with this approach?