

Health and Wellbeing Board

13 February 2025

Joint Local Health and Wellbeing Strategy Goal and Purpose: Strategic Indicators Update

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Summary

At the 21 November 2024 Health and Wellbeing Board, it was agreed to theme future board meetings in line with the strategic priorities set out in Medway's Joint Local Health and Wellbeing Strategy 2024-2028 (JLHWS).

Due to a number of important agenda items already agreed on the board's forward plan, the first themed meeting will be scheduled for 10 April 2025, covering strategic priority 1, "Healthier and Longer Lives for Everyone".

The logical framework approach was used to determine key strategic indicators to monitor the progress and success of the JLHWS and performance against these indicators have shaped the specific agenda items suggested for discussion in April. This report proposes the specific health and wellbeing topics to be discussed in line with theme 1.

The report also includes a summary of the latest data for the strategic indicators in the Goal and Purpose sections of the JLHWS, as detailed in Appendix 1. Over the coming year, and at the appropriate themed meeting, the indicators where further enquiry can support improvements will be discussed in detail by the board, with subject matter experts invited to prepare a report and attend the meeting to discuss the issue.

1. Recommendations

- 1.1. The Health and Wellbeing Board is asked to agree the proposed areas from Theme 1: 'Healthier and Longer Lives for Everyone' (see paragraph 5.2) that will be presented for discussion at its next meeting on 10 April 2025.
- 1.2. The Health and Wellbeing Board is asked to note the report providing the latest data for the strategic indicators in the Goal and Purpose sections of the JLHWS (see appendix 1).

2. Budget and policy framework

- 2.1. Section 116A of the Local Government and Public Involvement in Health Act 2007 legislates for local authorities in partnership with integrated care boards to prepare a Joint Local Health and Wellbeing Strategy setting out how the assessed needs of the local population are to be met through the exercise of its respective functions.

3. Background

- 3.1. The JLHWS 2024-2028 sets out the vision and priorities that will meet the health and wellbeing needs of Medway's population.
- 3.2. The priorities identified have been informed by evidence from the Medway Joint Strategic Needs Assessment (JSNA) and views of Medway residents, voluntary, community, faith and social enterprise (VCFSE) organisations and systems leaders.
- 3.3. The goal and purpose of the strategy are:
 - 3.3.1. **Goal:** Improve the physical and mental health and wellbeing of Medway residents and reduce inequalities.
 - 3.3.2. **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.
- 3.4. The Strategy sets out four priority themes and is supported by a logical framework matrix ('logframe') with strategic indicators linked to underlying areas of work:
 - Priority Theme 1 - Healthier and Longer Lives for Everyone
 - Priority Theme 2 – Reduce Poverty and Inequality
 - Priority Theme 3 – Safe, Connected, and Sustainable Places
 - Priority Theme 4 – Connected Communities, and Cohesive Services
- 3.5. The JLHWS complements the NHS Kent and Medway Integrated Care Strategy and informs the commissioning of health and care services. It has a strong emphasis on prevention and early intervention.
- 3.6. The logical framework approach was used to determine key strategic indicators to monitor the progress and success of the JLHWS. This current report provides the latest data for indicators in the Goal and Purpose section.

4. Goal and purpose indicators

- 4.1. The 'Goal' and 'Purpose' section of the JLHWS comprises 24 indicators, seven of which are red, indicating that Medway's latest value is worse compared to the England average. These indicators are linked to specific areas of work that are set out within each of the four priority themes of the strategy. Over the next four meetings, the board is invited to discuss indicators associated with areas of work where further inquiry can support improvements.
- 4.2. During the coming year, in line with the reporting schedule, the latest data will be added. Given the strategic nature of these indicators much of the data is only published and available yearly.
- 4.3. Appendix 1 reports the latest data for the 'Goal' and 'Purpose' indicators. Each slide contains information for one strategic indicator and is made up of several elements.
- 4.4. A trend plot is included on the left-hand side of the slide to illustrate the indicator's direction of travel. This plot features any available historical data for Medway and England. The baseline, depicted by a dashed grey line, represents the latest data available before the implementation of the JLHWS and serves as the comparison point.
- 4.5. Where possible, Medway values are RAG rated (red, amber, green) against England values. This rating system shows how well Medway is performing compared to the benchmark (England). The RAG rating is assigned by comparing Medway's value to a reference range created using confidence intervals (CIs). In each plot, green indicates a value better than England, red indicates a value worse than England, and amber indicates no difference. An indicator is shaded grey where a RAG rating could not be applied.
- 4.6. The ladder plot, displayed in the middle of the slide, compares and ranks Medway's baseline and latest values among its peer group. Peer groups consist of similar local authorities grouped together based on relevant criteria to facilitate comparisons. This plot is useful because it shows how Medway's rank has changed within its peer group, providing a clear visual representation of relative performance over time. Since this is the first year of the JLHWS, the time period for the latest available data for some might be the same as the baseline value time period, resulting in no observed change at this time.
- 4.7. The narrative is displayed on the right-hand side of the slide and includes the indicator wording. The indicators are SMART (specific, measurable, achievable, relevant and time-bound) and state the level of ambition we aim to achieve by the end of the life cycle of the strategy. The narrative also provides a description of the data for the baseline and latest years, highlighting any changes between these two time periods.
- 4.8. Metadata is provided at the bottom of the slide, offering further details about the data source and methodology used.

5. Theme 1 – Healthier and longer lives for everyone – performance indicators

5.1. There are 49 performance indicators that indicate progress against Theme 1. These have been reviewed with the following areas showing red performance. The indicators for these areas are proposed for more detailed enquiry at the Health and Wellbeing Board meeting in April 2025.

5.2. These themes are:

- Obesity
- Self Harm
- Smoking during pregnancy
- Immunisations and vaccinations
- Cancer screening

6. Consultation

6.1. There was extensive consultation in the development of the Joint Local Health and Wellbeing Strategy, as described in previous reports to this Board.

7. Climate change implications

7.1. There are no climate change implications from this report.

8. Financial implications

8.1. There are no direct financial implications arising from the recommendations in this report.

9. Legal implications

9.1. There are no legal implications from this report.

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Appendices

Appendix 1 Joint Health and Wellbeing Strategy Goal and Purpose Performance Indicators

Background papers

[Joint Local Health and Wellbeing Strategy](#)