Wiltshire Health and Wellbeing Strategy

2019-2022

Informed by the Joint Strategic Needs Assessment

Wiltshire Council
Where everybody matters

The health and wellbeing of the people of Wiltshire is the highest priority for the Wiltshire Health and Wellbeing Board. We are determined to achieve the best outcomes for our population through good quality housing, education, employment and safe communities. Our ambition is to enable and support everyone to flourish and live well.

This strategy marks a chapter in the continuous development for our Health and Wellbeing board. It has been developed based upon the evidence of need and has enabled the board to focus on four thematic areas where it can have its most impact ensuring everyone has access to the opportunities and services that we would expect for our own friends and families.

Working together to deliver high quality and affordable services is essential. But we cannot do this alone.

Where someone is born and raised in Wiltshire can also have a significant influence on how healthy they are and how long they will live. We want to ensure everyone can thrive in Wiltshire. This will mean a clear focus on tackling inequalities but also on tailoring the delivery of our services to reflect the needs of local areas.

As organisations responsible for designing, commissioning and delivering a huge range of health and social care services for Wiltshire residents, we are keen to make services the best they can be and excellent value.

Integrated working is essential and will help us to shift the focus from acute to primary and community care and, in turn, to preventative activity and population health. This will allow the risks and rewards of investment in services to be shared locally and the potential to try new approaches such as clustering more care services around GPs or commissioning on the basis of whole population health outcomes rather than systems which reward increased contact.

This Joint Health and Wellbeing Strategy for Wiltshire is an important continuation which sets out our shared ambitions. Our strategy acknowledges that we must target resources where the evidence tells us action will make the greatest improvements to people's health and wellbeing.

We have therefore agreed four areas for this strategy:

1. **Prevention**

2. **Tackling Inequalities**

3. **Localisation**

4. **Integration**

As a board we will continue to work closely together to deliver the vision of this strategy so that our ambition is realised.

Leader, Wiltshire Council (co-chair, Wiltshire Health and Wellbeing Board)

Chair, Wiltshire CCG (co-chair, Wiltshire Health and Wellbeing Board)

Wiltshire's Health and Wellbeing Board (HWB) was introduced by the Health and Social Care Act 2012 which required that top tier authorities established a board by 2013. It is a partnership that brings together the leaders of the health and social care system. The board is required by legislation to deliver specific responsibilities:

- Produce a Joint Strategic Needs Assessment (JSNA)
- Develop a Health and Wellbeing Strategy
- Encourage and enable integrated working between health and social care

The JSNA uses current data and evidence about health and wellbeing in Wiltshire, to highlight the health needs of the whole community. It demonstrates how needs may vary for different age groups, as well as identifies health differences for disadvantaged or vulnerable groups. The JSNA looks at a wide range of factors that help shape and influence the health and wellbeing of individuals, families and local communities such as education, employment, housing, transport and the environment.

www.wiltshireintelligence.org.uk

What is a health and wellbeing strategy?

The Health and Wellbeing Strategy is a shared strategy, which aims to improve the health and wellbeing of the local population, reduce inequalities and promote the integration of services. It uses the analysis and data from the JSNA, to help identify and agree the key ambitions for our population which as a Health and Wellbeing Board we will work together to deliver.

It does not list everything that all organisations will be doing to improve health and wellbeing. Instead it focuses on where the Health and Wellbeing Board can add value and sets out our vision for integrated working for the future.

Purpose of the strategy

The purpose of the strategy is to enable:

- All health and wellbeing partners to be clear about our agreed priorities for the next four years
- All members of the HWB to embed the priorities within their own organisations and ensure they are reflected in their commissioning and delivery plans
- A joined-up approach towards commissioning to deliver against these priorities
- The HWB to hold organisations to account for their actions towards achieving the objectives and priorities in the strategy

Development of the strategy

The role of Wiltshire's Health and Wellbeing Board is to lead on work to improve the health and happiness of Wiltshire, specifically focusing on reducing health inequalities. It also considers the impact of health on the wider local authority and partnership agendas including housing, education, employment, crime, vulnerability and safeguarding.

This strategy has been developed based upon the evidence of need identified within the Health and Wellbeing JSNA. Areas for strategic change and development to meet the current and future needs of the population were identified through a number of workshops run for all Health and Wellbeing Board partners.

Membership of the Health and Wellbeing Board

Under the Health and Social Care Act 2012, all areas in England must have a Health and Wellbeing Board.

The board representation in Wiltshire includes:

NHS Wiltshire Clinical Commissioning Group

Wiltshire Council — Where everybody matters

NHS England

healthwatch Wiltshire

pcc — Police & Crime Commissioner for Wiltshire and Swindon

WESSEX Local Medical Committees Incorporating Wessex LEaD

South Western Ambulance Service NHS — NHS Foundation Trust

Dorset & Wiltshire Fire and Rescue

Avon and Wiltshire NHS — Mental Health Partnership NHS Trust

Great Western Hospitals NHS — NHS Foundation Trust

Royal United Hospitals Bath NHS — NHS Foundation Trust

Salisbury NHS — NHS Foundation Trust

Summary of Wiltshire population at a glance

Population

Wiltshire has an estimated population of 488,400 persons

0-19 Yrs — 23% of people are aged 19 or below

65+ Yrs — 21% of people are aged over 65 years

20-64 Yrs — 56% of people are between 20-64 years

7% increase in population from 2016 to 2030

Life Expectancy & Healthy Life Expectancy

Life expectancy 80.8 Yrs

Healthy life expectancy 64.8 Yrs

Life expectancy 84.0 Yrs

Healthy life expectancy 66.8 Yrs

Office of National Statistics, 2013-2015

Causes of death

28% of people died from cancer

25% of people died from cardiovascular disease
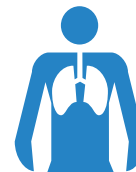
12% of people died from respiratory disease

Primary Care Mortality Database 2016

Deprivation

20,800 people (4%) in Wiltshire live in the nationally most deprived quintile of areas

145,600 people (30%) in Wiltshire live in the nationally least deprived quintile of areas

Indices of Deprivation, 2015

Informed by the JSNA

Excess weight

It is estimated that 260,000 (65.8%) adults in Wiltshire are carrying excess weight. This is similar to England (64.8%)

33.7% of year 6 children from the most deprived areas in Wiltshire are overweight or obese compared to 24.8% in the least deprived areas.

Physical activity

60% of adults in Wiltshire compared to 57% of adults in England manage the recommended amount of physical activity

A high proportion of males undertake the recommended levels of physical activity than females.

Active People Survey, 2015

Tobacco

Around 53,000 (13.9%) of adults in Wiltshire smoke tobacco. Nationally 15.5% of adults smoke tobacco.
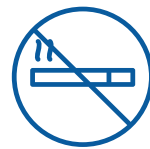
1.8% of smokers in Wiltshire successfully quit smoking in 2016/17. Nationally, 2.3% of smokers quit successfully.

27.4% of adults in routine and manual occupations smoke tobacco in Wiltshire, compared with 9% of adults in managerial and professional occupations.

Annual Population Survey, 2016

Alcohol & Drug use

28.7% of adults in Wiltshire drink more than the maximum recommended amount of alcohol per week (14 units). The national figure is 25.7%.

An estimated 1,485 people in Wiltshire use opiates or crack cocaine

Social Care

2,692 people in Wiltshire receive support to live in the community

This represents 7 per 1000 adults aged 18+ in Wiltshire, compared to 10.5 in England

NHS, 2014/15

Carers

12,107 carers are known to Carer Support Wiltshire, of whom 35.1% are known to be aged 65+

Care Quality Commission data, 2017

"People in Wiltshire live in thriving communities that empower and enable them to live longer, fulfilling healthier lives."

The vision for Wiltshire has been co-created with our residents and is the underlying platform for us to support all people and communities to start well, live well and age well in Wiltshire. Achieving our ambition for the people of Wiltshire is essential to improve health outcomes for all whilst securing a sustainable, people-centred, health and care system for the future. We will work with our colleagues and partners to improve and protect health and wellbeing in Wiltshire.

Key themes of the Health and Wellbeing Strategy:

Prevention – Improving health and wellbeing by encouraging and supporting people to take responsibility to improving and maintaining their own health.

Localisation – Enabling communities to be stronger and more resilient and recognising that across Wiltshire different approaches will be required to deliver the best outcomes for all of our population.

Tackling Inequalities – addressing the wider determinants of health, the conditions in which people are born, grow, live, work and age, to improve health outcomes.

Integration – ensuring health and social care is personalised, joined up and delivered at the right time and place.

The health of those in Wiltshire is generally very good compared to the national average. On the whole people in Wiltshire have a higher life expectancy and healthy life expectancy than the England average. Fewer people are living in areas of deprivation, smaller proportions are living unhealthy lifestyles, more people have been vaccinated and crime and unemployment rates are very low.

BUT, evidence from the Wiltshire Health and Wellbeing Joint Strategic Needs Assessment has highlighted that the most deprived 20% of areas within Wiltshire have repeatedly poorer outcomes than the least deprived 20%.

Our communities living in those least deprived areas of the county, will enjoy a greater array of life chances and more opportunities to lead a flourishing life. They also have better health. The two are linked: the more favoured people are, socially and economically, the better their health. Inequalities within Wiltshire, and the need to maintain focus on major health issues, for example reducing premature mortality and deaths from cancer and cardiovascular disease, mean that local services should always be accessible to all.

Inequalities do exist in Wiltshire and, with an ageing population structure: health needs are subject to change over future years. Therefore, we must narrow the gap in health and wellbeing outcomes. Not only between Wiltshire and the rest of England, but within our own community areas. We have to make sure everyone in Wiltshire has the opportunity to have an excellent education, to learn skills and get a good job, to live in a nice environment and live healthier lifestyles into old age.

Fewer people are living in areas of deprivation, smaller proportions are living unhealthy lifestyles, more people have been vaccinated and crime and unemployment rates are very low
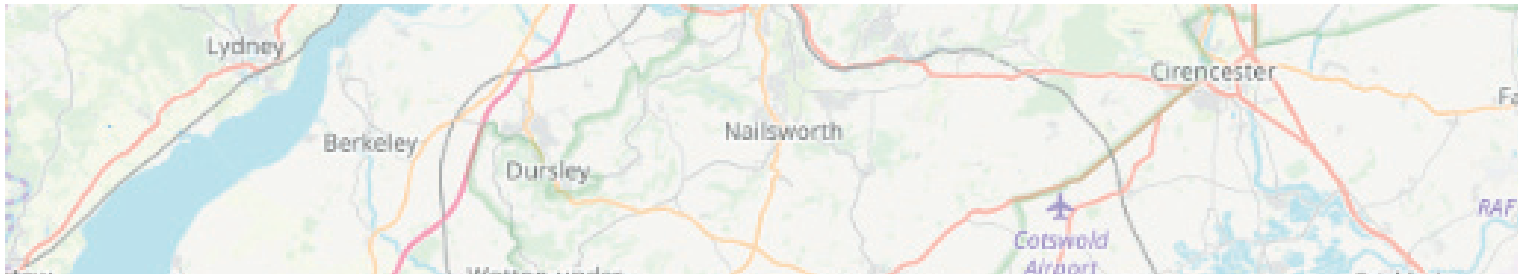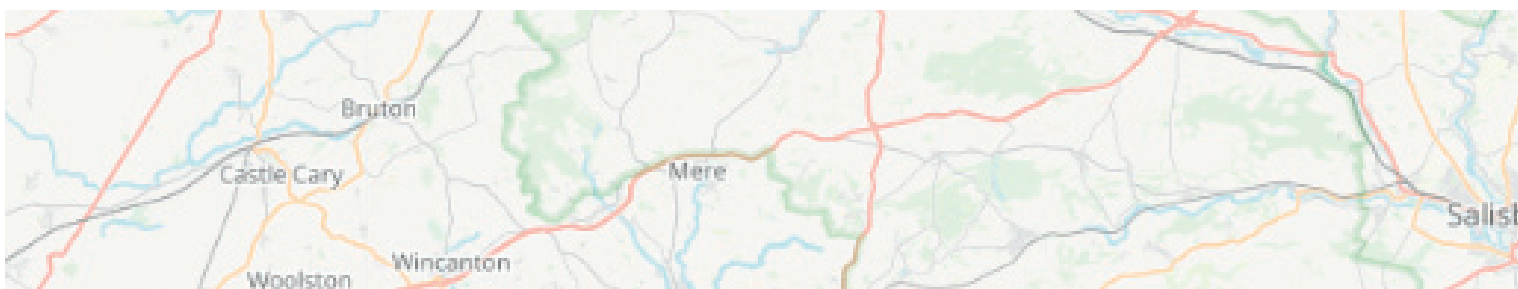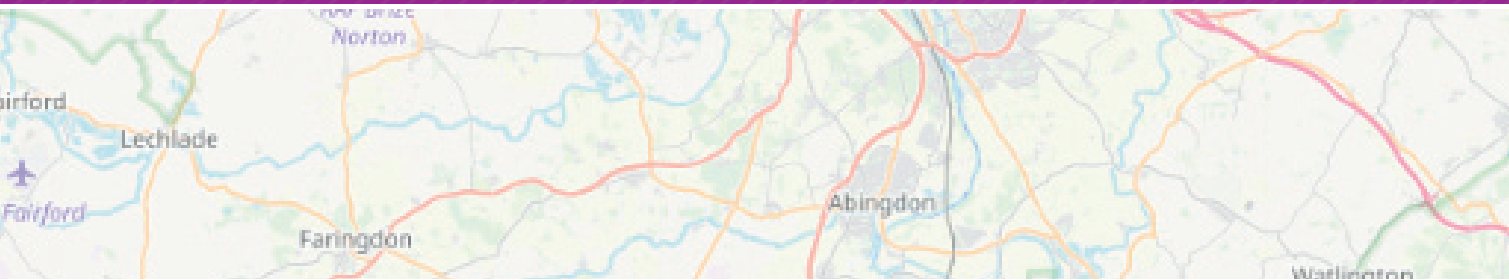
Prevention

Improving health and wellbeing by supporting people to take responsibility to improving and maintaining their own health
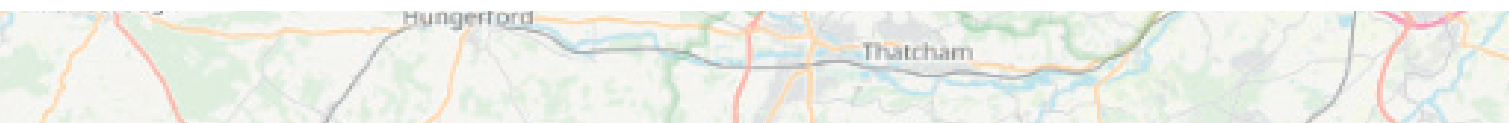
Tackling Inequalities

Addressing the wider determinants of health, to improve health outcomes
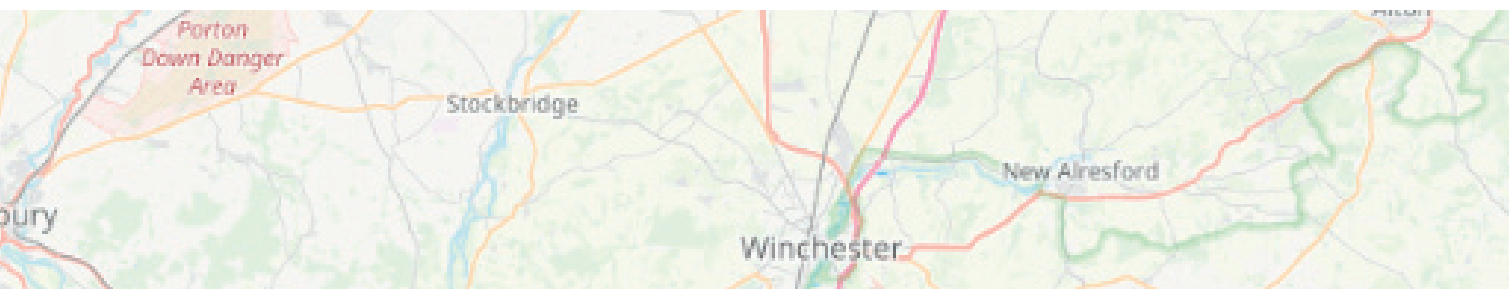
Informed by the JSNA

Localisation

Enabling communities to be stronger and more resilient, recognising across Wiltshire different approaches will be required to achieve the best health outcomes

Integration

Ensuring health and social care is personalised, joined up and delivered at right time and place

Improving health and wellbeing by encouraging and supporting people to take responsibility to improving and maintaining their own health.

Case for change

Evidence suggests 60% of what we do to prevent poor health and improve wellbeing relates to social determinants of health i.e. the conditions in which people are born, grown, live, work and age. Unhealthy behaviours for example smoking, alcohol misuse, poor diet and lack of physical activity, are significant contributors to a large proportion of ill health and long-term health conditions such as cancers, cardiovascular disease, diabetes and dementia.

We need a system that is fit for purpose, can manage the challenges of increasing demand, focuses on prevention, supports those with long-term conditions and helps our populations to improve their health outcomes.

Achieving change

To ensure prevention of ill-health is effective across the whole population with a clear focus on high risk groups, we will commit as a Health and Wellbeing Board to mainstream prevention into everything that we do.

We will:

- Introduce measures to prevent ill health across the life-course, including working to increase uptake in immunisations, as well as working with partners in housing, employment and planning to promote health and wellbeing.

- Adopt a systems approach to prevention at a place, community and an individual level.

- Work together to ensure interventions are accessible to all populations, with a focus on smoking cessation and substance misuse.

- Prioritise the reduction of alcohol related harm across the county for all age groups.

> **...we will commit as a Health and Wellbeing Board to mainstream prevention into everything that we do**

Measuring change

Measuring the impact of prevention activities is challenging, how can you count something that hasn't happened? As a Health and Wellbeing Board we will use our population data to monitor the impact of our efforts through reduction in premature mortality by helping people lead healthier lives to:

- Empower all people to start well, live well, stay well and age well.
- Support communities to be more active, eat well and achieve a healthy weight.
- Decrease the inequalities in premature mortality.
- Continue to reduce smoking prevalence and substance misuse.

As a Health and Wellbeing Board we will use our population data to monitor the impact of our efforts through reduction in premature mortality by helping people lead healthier lives

Tackling inequalities

Addressing the wider determinants of health such as housing, unemployment, homelessness, education, social isolation, transport and community safety. Ensuring those who have the most need in our communities are as healthy as everyone else.

Case for change

Whilst a significant proportion of our population are healthy; good health isn't just about the treatment of illness. It is the food we eat, the relationships we maintain, the environments in which we live and work and the opportunities we have to thrive. Supporting people to remain healthy, independent and well is a crucial feature of this strategy.

To make the biggest changes in people's health and wellbeing, we need to focus on the social and environmental factors impacting on people's lives:

Housing

Accessibility to good, stable accommodation, underpin good physical and mental health

Finance

Income and employment play a central role in our own personal resilience

Environment

The environment can be pivotal to people's health and wellbeing including litter, air quality, parks and open spaces

Crime and fear of crime

Feeling safe and secure in your local area has a significant impact on people's health and wellbeing

Education

Early development of physical and emotional health and cognitive, linguistic and social skills gives every child the best start in life

Communities, families and relationships

Stable, committed relationships provide the basis for sound attachment, influencing children's life chances

Worklessness

Increasing the quality and quantity of work has been shown to help reduce health inequalities

Achieving change

We know the wider determinants of health i.e. employment, education, housing, environment and transport all have a significant impact on health and wellbeing and that as a multi-agency Health and Wellbeing Board we have a real opportunity to impact positively across all of these wider determinants.

We will commit to a strategic focus on health inequalities, embedding practical actions across all agencies which include elements of community capacity and collaborative approaches.

We will:

- Create an environment where our communities feel happy and supported and have access to opportunities that can help to improve their lives.

- Work with partners to improve the quality and supply of homes to help prevent homelessness.

- Continue our work with school, early years settings and other educational establishments to give children, young people and families the best start to their educational lives.

- Adopt a systems approach to worklessness, into supporting people into accessing good quality employment.

- Through our commitment to achieve a carbon neutral county, we will work together to improve air quality.

Measuring change

As a Health and Wellbeing Board we will monitor data relating to the wider determinants of health, which can have significant impacts on health inequalities. Change will be measured against the implementation of this strategy, including:

- Improvements in the security of tenure/ home ownership

- Increased countryside access that enables all our communities to participate

- Increased support into good employment for as many people as possible

- Increased community resilience, through reducing vulnerability and exploitation.

- Reduction in the educational attainment gap, so that all children achieve their potential.

We will commit to a strategic focus on health inequalities, embedding practical actions across all agencies which include elements of community capacity and collaborative approaches

Enabling communities to be stronger and more resilient, solving problems for themselves, working together with partner agencies and the voluntary sector to meet their health and wellbeing needs.

Wiltshire's Health and Wellbeing Board is committed to ensuring everyone feels able to participate and engage with their communities, creating a health promoting environment

Case for change

Population growth, breakthrough in treatment and management of conditions mean our health and care system is under increasing pressure. When a person has the skills, knowledge and confidence to manage their own health and care, not only do they achieve better health outcomes, there is also the benefit of reduced healthcare costs and increased satisfaction with services. However, when individuals in a community feel isolated, this impacts their ability to remain resilient, which is a strong predictor for poor outcomes.

Achieving change

Wiltshire's Health and Wellbeing Board is committed to ensuring everyone feels able to participate and engage with their communities, creating a health promoting environment.

We will:

- Make sure the right services, facilities and support are provided to help people help themselves and connect them with the local community.

- Pursue opportunities to enable our populations to manage their health in the way that best suits them.

- Encourage and help our people to make healthier choices by working in partnerships with local organisations to support health improvement through the contacts that they have with individuals.

- Work together to develop systems to enable people to take more responsibility for their own health and care through technology and digital systems.

Measuring change

The Health and Wellbeing Board will measure change on localisation against the implementation of this strategy, including:

- Reduced numbers of people experiencing loneliness and social isolation
- Improved service user views on community inclusivity
- Improved satisfaction for staff and patients on provision of local services

Ensuring health and social care is personalised, joined up and delivered in the right place, at the right time and as close to home where possible.

Integration and joining up of services has been and continues to be a key priority

Case for change

Our current health and care system is under pressure and can be confusing for patients, families and carers.

As our populations get older and more people develop long-term health conditions, our system is becoming less able to cope with the changing needs and expectations of the people it serves. This is leading to higher demand for social care, carers and community health services and these pressures will continue to increase.

The way we pay for health and care services can encourage high end care in expensive settings, often reinforcing isolated working practices. We currently spend too much on services responding at the point of crisis and not enough on early intervention and preventative support that aims to keep people well for longer.

Achieving change

Integration and joining up of services has been and continues to be a key priority of the Health and Wellbeing Board. It remains a feature of how the HWB, local authority and Wiltshire CCG conduct their business. This strategy continues to prioritise integration and aims to widen its reach by highlighting ways in which joint working can be further strengthen.

Wiltshire's framework for a new integrated health and social care model, illustrates how partners will work together to achieve this change.

Shift to prevention and proactive care

9 Support, control and choice at the End of Life

1 Start well, live well, stay well and age well

8 Person-centred, dignified long-term care

2 Live well with 1 or more long term conditions

7 Effective rehabilitation and reablement

3 Support for complex co-morbidities /frailty

6 Good handover & discharge Planning and post support

4 Accessible effective support In crisis

5 High quality person-centred specialist and acute care

10 Integrated Services to provide person-centred care

Measuring change

Change on integration will primarily be measured through the work of the Wiltshire Integration Board. This will be progressed in conjunction with the Health and Wellbeing Boards collaborative approach to integration. Working with individuals, communities and services, the Health Wellbeing Board will seek to:

- Empower all people to start well, live well, stay well and age well
- Reduce the gap between Healthy Life Expectancy and Life Expectancy
- Maximise independence for older people and for those with long-term conditions
- Ensure good end of life care is available

At times, we all need support. We will protect the vulnerable by intervening early, and working with partners and local communities to ensure everyone gets the right support and care at the right time.

Case for change

In recent decades, pressures on families have increased, particularly for those on lower level incomes. This can impact on health and wellbeing across the whole life course affecting a range of outcomes, such as a health, education, housing and employment, resulting in reduced health and wellbeing and greater demand on services.

Underlying principle for the Health and Wellbeing Board to address vulnerability

Wiltshire's framework for working together with partners to address vulnerability is illustrated below. This will be embedded across all four themes of the Health and Wellbeing Startegy, to ensure best outcomes are achieved for our entire population.

1. The Home Setting

The 'home' plays a key role in enabling people to achieve good health and wellbeing.
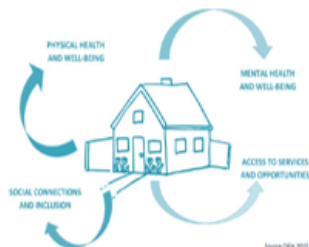
- Improved physical health, as well as better mental health and well being
- Better social interactions and inclusions
- Better access to services and opportunities

2. Early Identification and Prevention

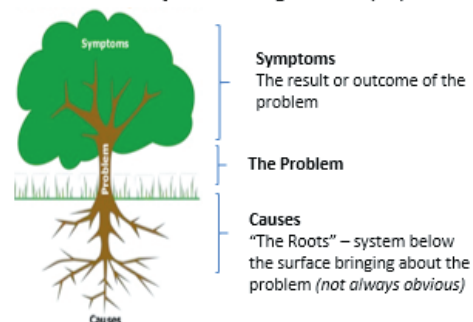Focus on children, working across 'whole' family interventions

Lifecourse
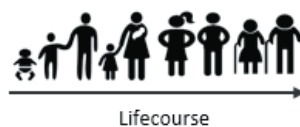
Diverting people from statutory or formal services through local, flexible, community solutions

- Reducing long-term health effects from exposures of direct/in-direct harms on young people
- Increasing resilience of our whole population
- Reducing social isolation and loneliness
- Improved health and wellbeing

3. Tackling Root Causes

Tackling root-causes and addressing causal factors; not just focusing on the symptoms

Symptoms
The result or outcome of the problem

The Problem

Causes
"The Roots" – system below the surface bringing about the problem (not always obvious)

- Reduce risk of frequent and multiple contacts to services/agencies
- Reduced victimisation
- Improved health and wellbeing realised earlier

Our vision	People in Wiltshire live in thriving communities that empower and enable them to live longer, fulfilling healthier lives			
Our Themes	**Prevention**	**Reducing Inequalities**	**Localisation**	**Integration**
Actions to achieve Change	Introduce measures to prevent ill health across the life-course. Adopt a systems approach to prevention. Work together to ensure interventions are accessible to all populations. Prioritise the reduction of alcohol related harm.	Create an environment where our communities have access to opportunities that can help to improve their lives. Work with partners to improve the quality and supply of homes. Continue our work with schools, early years settings and other educational establishments. Adopt a systems approach to worklessness. We will work together to improve air quality.	Make sure the right services, facilities and support are provided. Pursue opportunities to enable our populations to manage their health in the way that best suits them. Encourage and help our people to make healthier choices. Enable people to take more responsibility for their own health and care through technology and digital systems.	Shift the focus to prevention and proactive care at every opportunity. Work together to enable all to start well, live well, stay well and age well. Ensure that care is high quality and person-centred at every stage of their clinical journey.
Measuring Change	Empower all people to start well, live well, stay well and age well. Support communities to be more active, eat well and achieve a healthy weight. Decrease the inequalities in premature mortality. Continue to reduce smoking prevalence and substance misuse.	Improvements in the security of tenure/home ownership. Increased countryside access. Increased support into good employment. Increased community resilience. Reduction in the educational attainment gap.	Reduced numbers of people experiencing loneliness and social isolation. Improved service user views on community inclusivity. Improved satisfaction for staff and patients on provision of local services.	Empower all people to start well, live well, stay well and age well. Reduce the gap between Healthy Life Expectancy and Life Expectancy Maximise independence for older people and for those with long-term conditions Ensure good end of life care is available
Underlying Principle	We will protect the vulnerable by intervening early, and working with partners and local communities to ensure everyone gets the right support and care at the right time.			

Health and wellbeing: strategic links

Youth Justice Plan

FACT Partnership Strategy

Looked After Children Strategy

SEN Support Strategy

Transitions Plan

Transformation Plan for CH&YP

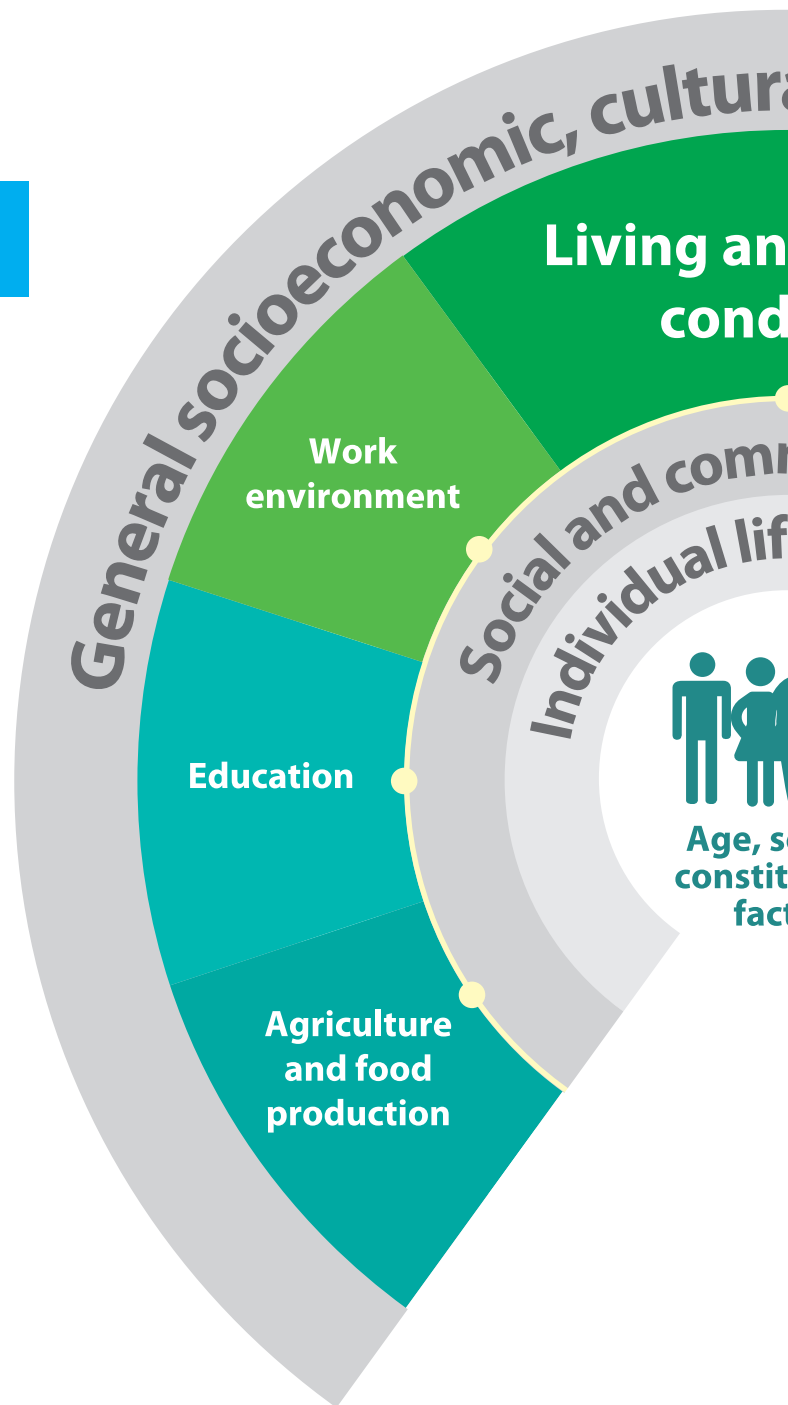Mental Health and Wellbeing

Children's Young People's Plan

Children's services

Voluntary and Community Sector Strategy

Voluntary and community sector

Core Strategy

Park and Open Spaces

Local Development Framework

Local Transport Plan (LPT);
Cycling Strategy; Smarter Choices Strategy;
Walking Strategy; Public Transport Strategy;
Accessibility Strategy

Air Quality Strategy

Licensing Policy

Environment

General socioeconomic, cultura

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Social and comm

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Work
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Education

Agriculture
and food
production

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Wider determinants of

Informed by the JSNA

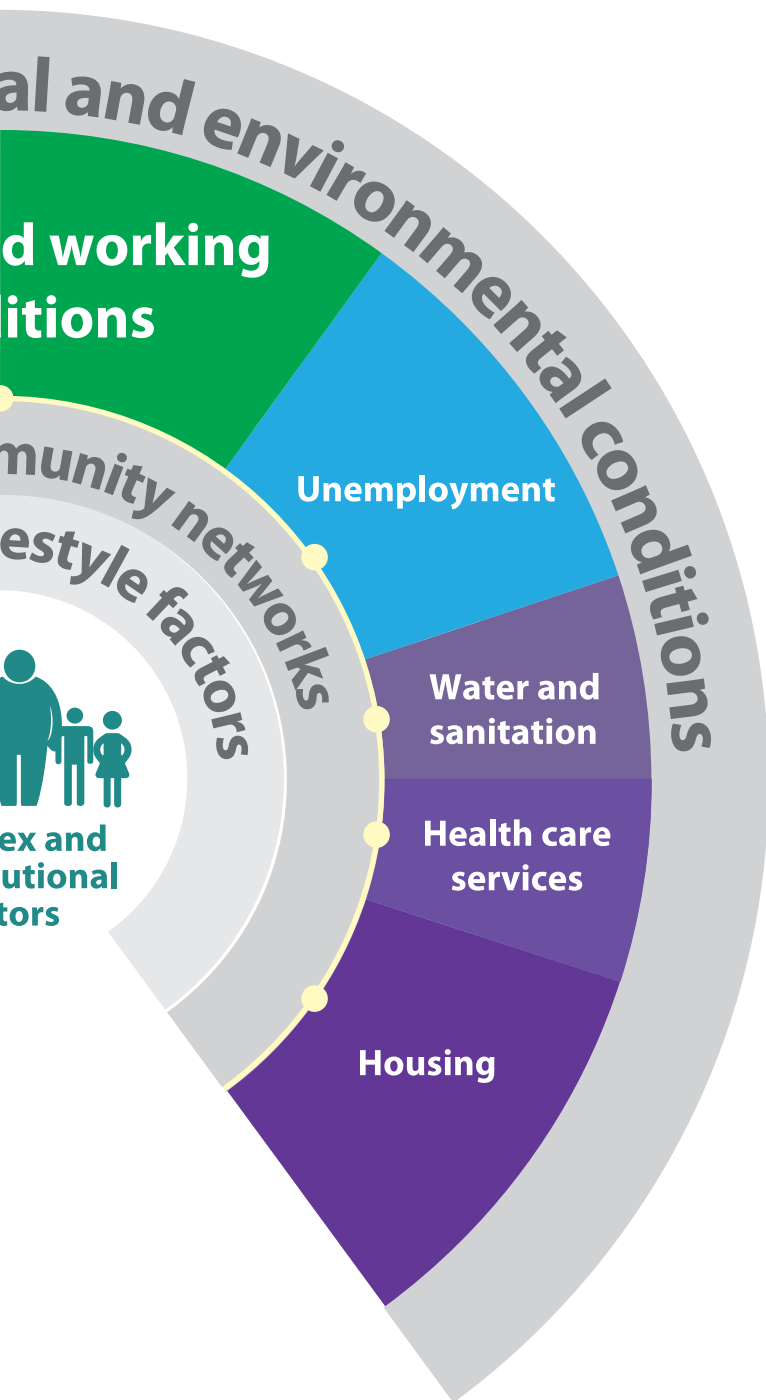Procurement Strategy

Digital Strategy

Finance and corporate services

Joint CCG and Council:

Better Care Fund Plan

Outcome Based Commissioning

Careers in Wiltshire Joint Strategy

Clinical commissioning group

Annual Public Health Report

Wiltshire Community Safety Partnership Strategy

Domestic Abuse and Sexual Violence Strategy

Housing Strategy

Homelessness Strategy

Sexual Health and Blood Borne Viruses Strategy

Old People's Strategy

Obesity Strategy

Swindon and Wiltshire Transforming Care

Partnership Model

Dementia Strategy

Careers Strategy

Adult and community services

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Unemployment

...munity networks

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Water and sanitation

Health care services

Housing

health and wellbeing

Wiltshire Health and Wellbeing Strategy

2019-2022

ENABLE PEOPLE TO LOOK AFTER THEMSELVES

ENSURE CHILDREN CAN LIVE, STUDY AND PLAY SAFELY

LIVING LONGER

GOOD NEIGHBOUR SCHEMES

LIVING HEALTHILY

PEOPLE FEEL SAFE

ACTIVE ADULTS AND CHILDREN

KEEP PEOPLE WARM AND WELL IN THEIR HOMES

STOPPING SMOKING

REDUCE FALLS AND INJURIES FOR OVER 65s

LESS TIME IN HOSPITAL

BEING SAFE FROM AVOIDABLE HARM

CUTTING WINTER DEATHS

LIVING FAIRLY

HEALTHY EATING

LIVING INDEPENDENTLY

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Informed by the Joint Strategic Needs Assessment