





# Welcome

We all want to live healthily and to be independent, to have our needs met and to be safe. We believe these are positive, healthy aims and that public services in Wiltshire should support the delivery of these aims.

Wiltshire is already doing well – people here are living longer than ever before, but that brings with it new challenges such as a rise in the number of dementia sufferers. Tackling unhealthy lifestyles, helping those at risk from ill health and dealing with the increase in illnesses from living longer is something public services and other agencies need to do together.

This strategy, the first published by the Health and Wellbeing Board, is not about taking action on everything at once. It sets out the main areas where working together will be vital for making a real difference to people's lives – such as making sure the right help is available on leaving hospital and offering support to enable them to live in their own homes for longer.



## Our aims for Wiltshire:

- Living longer
- Living healthily for longer and enjoying a good quality of life
- Living independently for longer
- Living fairly – reducing the higher levels of ill health faced by some less well-off communities

There are four key themes –

**Prevention**  
**Independence**  
**Engagement**  
**Safeguarding**



For each theme there is a set of ambitions. Joint actions will ensure that we deliver these.

## What is the Health and Wellbeing Board?

The board is a partnership group that brings together Wiltshire Council and the newly established Wiltshire Clinical Commissioning Group (CCG) which replaces the former Primary Care Trust (PCT). The CCG is GP led and responsible for buying health services for the community.

## What is the strategy?

The Health and Wellbeing Strategy is the plan which sets out the priorities and actions that will be taken to improve the health and wellbeing of Wiltshire's local communities and ensures everyone, of all ages, has equal access to medical services and facilities.

## Why do we need a strategy?

Wiltshire's Health and Wellbeing Board is required by the Government and law to produce one.

## How long will the strategy last?

It is important the plan does not become out of date or fail to keep up with changing situations so this strategy will be reviewed in 12 months' time.

## Who has had a say on the strategy?

The first draft strategy went out for consultation for four months between November 2012 and February 2013. A wide range of organisations and the public were invited to comment and their suggestions and opinions have helped create this strategy. These included GPs, hospitals, housing services, carers, religious organisations, arts groups, the emergency services, the NHS, Age UK, children and young people's groups, British Red Cross, walking groups, transport organisations, town councils and Wiltshire residents.

## Who will deliver the strategy?

Working together Maggie Rae, Carolyn Godfrey, Corporate Directors, Wiltshire Council and Deborah Fielding, Chief Accountable Officer, CCG will ensure that the actions and outcomes set out in the strategy are delivered.



*Jane Scott*  
**Jane Scott OBE,**  
 Chair, Health and Wellbeing Board

*Dr Steve Rowlands*  
**Dr Steve Rowlands,**  
 Vice-chair, Health and Wellbeing Board



Maggie Rae,  
 Corporate Director,  
 Wiltshire Council



Carolyn Godfrey,  
 Corporate Director,  
 Wiltshire Council



Deborah Fielding,  
 Chief Accountable  
 Officer, CCG





## Providing the best start in life:

- More integrated working between children's centres, health visitors and midwives to support mother and child
- Reducing the number of babies and young children exposed to smoking.

## Reducing the number of babies and young children exposed to smoking

### Eating well and exercising more:

- Promoting and encouraging healthy eating for children
- Free swimming sessions for under 16s in school holidays
- Promoting leisure facilities and services
- Promoting walking and cycling
- Providing open green spaces close to homes
- Providing active health programmes
- Promoting the Green Gym scheme
- Supporting conservation volunteering
- Supporting communities to develop their own health lifestyle initiatives.

### Helping people make informed decisions about alcohol, drugs and cigarettes:

- Offering training to prevent risk
- Working with schools to stop pupils smoking
- Providing essential information to raise awareness
- Providing help and advice to stop smoking
- A dedicated stop smoking service for those with long term conditions or awaiting surgery.

### Helping people make informed decisions in relationships:

- Offering training to prevent risk
- Providing multi-agency drop in centres
- Sexual health clinics
- Provision of screening programmes
- Providing advice and help through the Healthy Schools programme.

### Enabling people to access emotional support:

- Anti-bullying and counselling services
- Peer mentoring groups
- Sharing information on case referrals
- Specialised and targeted suicide and self harm prevention plans
- Promoting positive mental health
- Debt and financial advice
- Having a system for sharing vital information with other bodies such as the police
- Putting people in touch with 'wellbeing' projects aimed at improving how people feel about themselves such as Wiltshire Wildlife Trust or the Local Nature Partnership.



## Keep people warm and well in their homes

### Enabling current and former armed forces personnel and their families to access support:

- Helping serving and ex-military personnel and their families integrate into their local community
- Enable access to the services and facilities they need
- Providing services and opportunities through the Military Civilian Integration Partnership and the Wiltshire Veterans' Action Plan.

### Ensuring people live in safe and warm homes:

- Promoting the initiative to keep people warm and well in their homes
- Working to ensure people can afford their fuel bills
- Adapting to climate change
- Working to reduce falls and increase healthy bones and reduce osteoporosis
- Integrate the community equipment service.

### Ensuring serious illness is diagnosed early and people are supported to live a long, healthy life:

- Increase early diagnosis
- Increase the number of health checks
- Improve cancer screening coverage
- Improve access to chemotherapy treatment in the community
- Improve quality of life for cancer survivors
- Improve early and timely diagnosis of dementia
- Improve support after dementia is diagnosed
- Improve early and timely diagnosis of high impact diseases including diabetes and renal conditions
- Ensure short term support where need through step up beds
- Ensure community based transport is available
- Develop seamless health and social care services
- Ensure those with long term conditions have a care co-ordination plan.







Ensure those caring for others have a good quality of life:

- Continually develop and extend an active support network for carers, including young carers
- Identify, develop and promote employment, volunteering and training opportunities for carers
- Promote the GPs' Investors in Carers scheme
- Provide information and guidance for carers in a single handbook
- Good availability and easy access to financial and benefits advice for carers
- Provide personalised breaks and respite for carers
- Provide advocacy for carers
- Emergency and crisis support for carers through the Emergency Card service.

Ensure those who use care services have a good quality of life:

- Ensure safeguarding policies and procedures are of the highest quality
- Support good neighbour schemes
- Support social networks and facilities such as the Bridging the Gap initiative and multi sensory arts projects.

## Personalised breaks and respite for carers

Make help available so people can live at home rather than in a care home:

- Mental health awareness training for housing professionals to help the early identification of people with mental health issues at risk of losing their tenancy
- Help communities become more dementia aware and dementia friendly
- Promote the Moving Out initiative
- Access to financial advice and support
- Dedicated 'help to live at home' ongoing support and active ageing support
- Integrated community equipment service, including home adaptations. Providing care and help by telephone – telecare and telehealth
- Access to extra care in the home rather than being moved into a care home through the Help to Live at Home service.

## Dedicated 'help to live at home' ongoing support and active ageing support



Access to urgent support at times of crisis such as when leaving hospital:

- Seamless working between NHS, social care and mental health services to reduce delayed transfers from hospital to home or care homes
- Develop help to live at home initial support plans for people
- Access to Starr beds to enable people to remain at home – develop a system of 'step up, step down' care which increases or is reduced depending on the individual's need
- Promote and implement the Health Gain agreement.







## Help people commission care and support services for working age adults:

- Involve people in services through working with user led organisations such as strategic action groups or tenants' groups
- Work with Wiltshire Voices, advocacy and user networks, support community led activities such as stroke clubs.

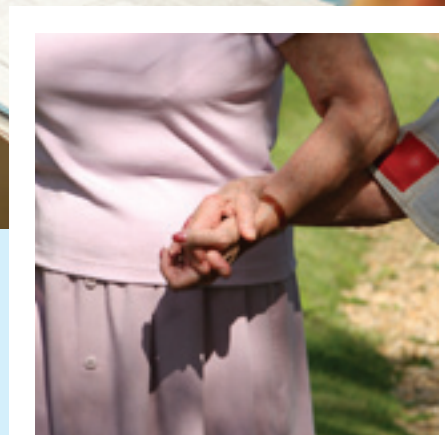
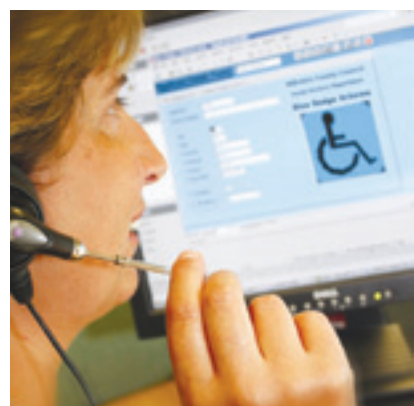
## Enabling children to help develop services:

- Offer opportunities for children, with their parents and carers, to be involved in developing services through dedicated programmes and initiatives
- Ensure findings are shared with other agencies and bodies and consultation is co-ordinated.

## Make it easy for people to find out what help is available:

- Ensure information is clearly available, easily accessible and easy to understand
- Improve information about how people can look after themselves.

Improve information and advice about how people can look after themselves



## Enable people to make the important decisions about their care and support:

- Ensure assessments, support plans and reviews are focused on the individual
- Ensure there is timely future planning for people with dementia.

## Ensure carers are involved in care decisions for the person they look after:

- Provide support, access and information for carers through specialist organisations such as Carers Voice, Wiltshire Carers Action Group, carer involvement networks and other groups.

## Ensure people know how much the council will pay towards their care:

- Personal budgets for people and direct payments.

## Enable people at the end of their lives to decide where they want to die:

- End of life planning and co-ordination
- Ensure appropriate support to care homes so they can improve end of life care.

Ensure findings are shared with other agencies and bodies and consultation is co-ordinated

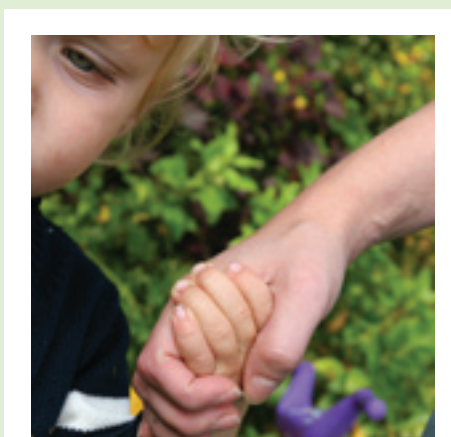






Providing support for parents and carers to enable them to look after their children or those in their care:

- Provide support services for carers, parents and families
- Be part of the 'team around the child' initiative that brings together all relevant services and professionals in one team focused on the child
- Use the child assessment framework and the 'lead professional role' so families, parents and carers have one point of contact/person rather than a large number to deal with or contact.



Ensuring children can live, study and play in safe environments:

- Reducing and avoiding injuries to children through prevention initiatives
- Reducing child deaths and injuries on our roads through road danger reduction initiatives such as the Safe Drive Stay Alive campaign.

## Provide support services for carers, parents and families

Minimising the impact on children and their families at times of crisis such as domestic violence, mental health issues or substance abuse:

- Ensure we work together as a range of services including children and adult services – the 'think family' approach
- Early intervention to deal with issues as quickly and efficiently as possible to minimise the impact on children and their families
- Promote and raise awareness of the Hidden Harm initiative.

Enabling children to remain with their family when they are safe from abuse and exploitation:

- Using dedicated guidance for such instances including working with the Wiltshire Safeguarding Board and relevant safeguarding meetings.

Ensuring the needs of domestic abuse victims are understood and they are offered the right support:

- Ensure staff are properly and fully trained and appropriate domestic abuse policies are in place for all agencies.

People with alcohol and/or drug problems are supported into treatment and helped to a sustained recovery:

- Early intervention as soon as problems are identified
- Support for vital services such as housing, training and employment.



Investigations into attacks and attempted attacks are carried out sensitively and quickly:

- Safeguarding policies, procedures and training in place to ensure effective response and actions
- Ensure investigations into abuse allegations are proportionate.

People feel safe:

- Providing victim support and other emotional wellbeing support that is available when people need it.

## Reducing and avoiding injuries to children through prevention initiatives





## Delivering success, what will this look like?

We believe success will be making a real difference to people's lives. Success will mean different things to different people. We believe through working together we can achieve our aims to ensure people in Wiltshire live long, healthy and happy lives. That will be success.

## Prevention Delivering success

- Fewer people dying from preventable conditions
- Reduction in number of pregnant women and young parents smoking
- Fewer low birth weight babies
- Reduction in number of people being admitted to hospital due to smoking or drinking
- Fewer teenage pregnancies
- Improved cancer diagnosis
- Better quality of life for cancer survivors
- Fewer suicides and fewer people admitted to hospital after self harming
- Fewer deaths in winter
- Reduction in number of smokers
- Reduction in number of children smoking
- Healthier children and adults through increased exercise and better diets
- Fewer children suffering bullying
- Fewer elderly people suffering falls and a reduction in osteoporosis
- People being able to afford to live in warm, safe homes.

## Independence Delivering success

- More people having a choice in where they die and how they are supported at the end of their life
- Reduction in falls and injuries for our over 65s
- People getting back on their feet faster after falls
- People being able to live at home for longer and be supported to do so
- Faster discharge from hospital to home or a care home
- Number of people with mental health issues living independently
- Increase in the number of people with learning difficulties in paid work
- People with long term conditions spending less time in hospital
- Well established Good Neighbour schemes
- Safeguarding policies and procedures of the highest quality
- A network of support and opportunities for carers of all ages
- Communities that understand dementia issues and support dementia sufferers.







- More physically active children and adults
- Increase in the number of people successfully completing drug treatment
- Fewer lonely and isolated people
- Increase in the number of people using services who say they feel safe and secure
- Good availability of information for people on all aspects of looking after themselves

- Co-ordinated and seamless working between all agencies and bodies
- People fully involved with decision making
- Services developed with input from children
- Strong involvement of relevant groups and organisations
- People making the right decisions for them
- Carers fully involved in decision making and care

- People aware of how much financial support they will have for their care
- Individuals deciding where they want to die.

**Co-ordinated  
and seamless  
working  
between all  
agencies and  
bodies**

- Our children feel safe
- Fewer children living in poverty
- Less bullying, less truancy
- Reduction in number of 16 to 18 year olds not in education, employment or training
- Reduction in number of domestic violence incidents involving children and young people
- The right support for adult victims of domestic violence
- More adults with alcohol and/or drug problems sustaining recovery through early support and treatment
- Fewer attacks and attempted attacks.





# Living healthily for longer and enjoying a good quality of life in Wiltshire

ENABLE PEOPLE TO LOOK AFTER THEMSELVES  
ENSURE CHILDREN CAN LIVE, STUDY AND PLAY SAFELY  
LIVING LONGER  
GOOD NEIGHBOUR SCHEMES  
LIVING HEALTHILY  
PEOPLE FEEL SAFE  
LESS TIME IN HOSPITAL  
CUTTING WINTER DEATHS  
ACTIVE ADULTS AND CHILDREN  
KEEP PEOPLE WARM AND WELL IN THEIR HOMES  
BEING SAFE FROM AVOIDABLE HARM  
STOPPING SMOKING  
LIVING FAIRLY  
HEALTHY EATING  
LIVING INDEPENDENTLY  
REDUCE FALLS AND INJURIES FOR OVER 65s



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## Wiltshire Health and Wellbeing Board Strategy 2014 – 2015