

A Joint Health & Wellbeing Strategy for North Lincs

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Ruth Twiggins FFPH, Consultant in Public Health, North Lincs Council

The story so far...

- We have built a **strong foundation** for a new Strategy
- Much to celebrate in North Lincs HWB
- HWB already agreed **ambitions, themes and principles**
- Then...Covid...
- Recent work to **collate ideas and current thinking**
- **Proposal here** for content and next steps
- **Asking for Board support** for officers to continue the work.

Our Ambition

- As a HWB, our collective ambition is for North Lincolnshire to be **the best place to live, work, visit and invest** and for people to be **safe, well, prosperous and connected**.
- We want **health & wellbeing to improve further** for local people, with **better healthy life expectancy and decreases in the disparities in health between communities**.
- We know that people are more likely to be healthy, when they have access to good homes, a strong education, good work and have strong social networks. **An enabling place with opportunities to thrive, helps us live healthy lives, preventing ill health before it takes hold**.
- We all need specialist health and care services at times in our lives, some of us more than others. **Suitable and equitable access to good quality services is vital to keep us well** and care for us when we need it.
- **HWB members and partners have a unique opportunity to create the culture and conditions for health and wellbeing to flourish**. North Lincolnshire HWB wants to make the most of this opportunity making improved health and wellbeing a reality for our community.

Working Strategic Aim for Joint Health & Wellbeing Strategy

By working together, to improve health and wellbeing and decrease disparities in health.

Introduction

- The NL HWB is a partnership between key local bodies that impact the health and wellbeing of our community throughout their lives. Based on a set of underpinning principles, the HWB sets an overarching strategy for improving health and tackling health inequalities. Partners are required to have regard to the Strategy in their work within their organisation and collaboratively across the local system of public services.
- Alongside our genetics and the services available to us, the opportunities to be healthy are important for us to stay as well as we can well throughout our lives. These opportunities lie in the places and communities that we live, work and play in.
- Places that enable us all to live well as the default, flattening the differences in opportunities to be healthy that we see between communities, are the bedrock for improving our health and wellbeing. This means that the business of our Health & Wellbeing Board is not just around health and care services, but also around creating the right conditions for us to look after ourselves – from ensuring our children are ready to make the most of their schooling through to keeping us active in our retirement.
- The evidence is clear that when organisations and communities work together, services are stronger and results are better. *How* we work as a system is as important as *what* we do.

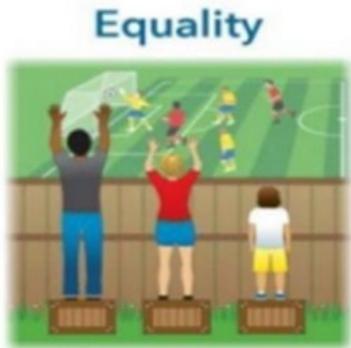
JHWS Themes

- HWB held a series of workshops to identify themes for this new strategy:
 - Keep North Lincolnshire **safe and well**.
 - Babies, infants and young people to have the **best start in life**.
 - People **live well** to enjoy healthy lives.
 - People experience **equity** of access to support their health and wellbeing.
 - **Communities are enabled** to be healthy and resilient.
 - To have the **best systems and enablers** to effect change .
- we have learned from the pandemic inequalities and preventable health issues have been thrown into sharp relief. And we have learned that given the right conditions, we can swiftly adapt our health behaviours, eg walking and cycling in lockdown. We have grown used to medical appointments online and meeting remotely, keeping services up and running.
- The NL HWB is in a unique position to apply learning and experience to further improve health locally. The right people are round the HWB table to make the changes needed. There is urgency in the work, we know that if we do not act now, the next generation will be less healthy, less able to participate in their communities and contribute to the local economy.

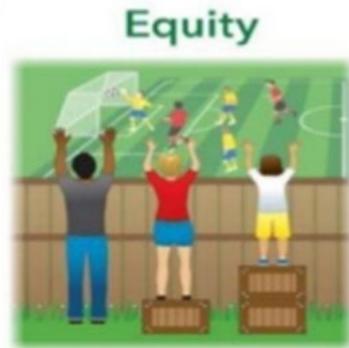
Underpinning principles

- **Principle 1: We will work from the evidence:** Alongside insight from local data we will learn from experience here and elsewhere. This will help us make fair and value for money decisions, prioritising investments where they are needed.
- **Principle 2: We will build on our Assets.** We will make the most of local talents, skills, people and places, testing and improving services and programmes with residents. This will help us enabling stronger strengthen communities and design better interventions and places.
- **Principle 3: We will work for all ages and all communities.** We will enable our communities across their lifetimes and tackle health inequalities. This will help us create the conditions for lifelong health and wellbeing and tackle the inequalities are bad for all of us.
- **Principle 4: We will act for now and the future:** We will support people to stay well now and for the years to come. This will help us take action to prevent ill health.
- **Principle 5: We will be fair.** We will challenge unjust differences in health and wellbeing . This will help us built equity in health opportunities and outcomes as well as protecting vulnerable people.

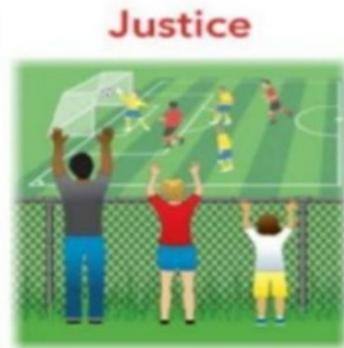
Key issues: Levelling up



The assumption is that everyone benefits from the same supports. This is equal treatment.



Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.



All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.

- One of the biggest challenges we face is to close the differences in health and wellbeing between communities. These unfair differences show up in many facets of health and wellbeing and are driven largely by differences in the opportunity to be healthy. Tackling inequalities effectively, requires bespoke approaches for different communities, to remove barriers to health and wellbeing.
- Multiple deprivation is strongly associated with poorer health and wellbeing and lower levels of opportunity to be healthy. At each level of increasing deprivation you see worsening rates of illness and health harms.

NHS Commitment to tackling impact of Covid on health inequalities

NHS commitment to 9 urgent actions:

- Protect the most vulnerable from COVID-19
- Restore NHS services inclusively
- Develop digitally enabled care pathways in ways which increase inclusion
- Accelerate preventative programmes which proactively engage those at risk of poor health outcomes
- Particularly support those who suffer mental ill-health
- Strengthen leadership and accountability
- Ensure datasets are complete and timely
- Collaborate locally in planning and delivering action

Key issue: Prevention

- The HWB recognises that on the whole people want to be well and want to look after themselves. As we age as a population and more treatments are available to us, we are using more and more public resources. Many of the illnesses we present with are preventable or possible to manage better. **We have an opportunity to shift our focus to prevent ill health and stay fit for longer.** The NHS Long Term Plan supports this approach.
- The **key causes of early death and disability** locally are Cancer, heart disease, stroke, mental ill health and Musculo-skeletal disease. **All these have risk factors that are preventable**, including smoking, excessive alcohol consumption, a sedentary lifestyle, a poor diet and excess weight. The effectiveness of treatment is also enhanced when these risks are managed. Living well and avoiding these risks is enhanced by the environment we live work and play in, so a key part of prevention is designing places where healthy living is the easy option.
- The organisations represented on the HWB are **key local employers** and **trusted voices**. Hospitals, schools and Councils are businesses that have survived generations and seen as **anchors in our community**. we have an opportunity to set an example in the way we conduct our business to support health and wellbeing, for example by encouraging active travel, a healthy food offer, minimising impact on air quality and supporting workforce health and wellbeing.

Themes and Actions

Options for HWB action

Theme 1: **Keep North Lincolnshire safe and well.**

- Deliver the Local Outbreak Management Plan
- Ensure inequalities/disparities are addressed in our response to direct and indirect harms from Covid
- Be prepared to identify and respond to new challenges from Covid as they arise

Options for HWB action

Theme 2: Babies, infants and young people to have the best start in life.

Embedding Health & wellbeing into the One Family Approach, including

- Healthy parenting, eg Smoke free homes; smoke free pregnancy, sensible drinking
- Improving healthy weight in children
- Enabling emotional health & wellbeing eg School Wellbeing work; mental health support teams; improving resilience and access to treatment
- Driving equity in maternal and child screening and immunisations
- Reducing Teen pregnancy

Options for HWB action

Theme 3: People live well to enjoy healthy lives

- Embed 5 ways to wellbeing throughout life
- Support smokers to manage their tobacco addiction
- Embed healthy living in workplaces
- Healthy hospitals programme

Options for HWB action

Theme 4: People experience equity of access to support their health and wellbeing

- Support population health management approaches to actively seek out inequalities in programme design and use, to aid improvement.
- Design bespoke interventions to level up opportunities for health & wellbeing
- Target groups at high risk of ill health in routine service delivery

Options for HWB action

Theme 5: Communities are enabled to be healthy and resilient.

- Use our green spaces, cultural and leisure opportunities to support active living and mental wellbeing
- Build health in all policies by designing health and wellbeing into local plans and processes, eg plans for housing, the built environment, the economy and the green futures strategy, planning and development processes
- Improve cycling infrastructure
- Eat well schemes
- Encourage 'good work' that supports health
- Tackle insecure employment
- Encourage uptake of apprenticeship and other career development opportunities

Options for HWB action

Theme 6: To have the best systems and enablers to effect change

- Strengthen processes for genuine coproduction and engagement with children and adults.
- Build on recent accelerated progress to further improve and embed as routine, data sharing and linkage across the system for children and adults.
- Build on integration of health and social care services around population needs.
- Commitment to full engagement in partnerships and collaboration work from all partners.

Next steps

- HWB support for strategic direction
- Task existing or new groups to lead on a theme on behalf of HWB eg Children's Trust, HPOM. Groups would select 1 or 2 areas for each theme where partnership action adds particular value to regular organisational business.
- Concurrently develop detailed action plans and metrics with public and stakeholder engagement, supported by JSNA.
- Any formal ratification of strategy by Council and NHS complete by end March 2022
- Adopt timetable for regular reporting and review by HWB
 - Quarterly progress report to Board
 - Forward plan HWB topic sessions on cross cutting themes, eg physical activity, tobacco control, obesity, inequalities
 - Annual review and revision