



**DRAFT**

**Joint Health and  
Wellbeing Strategy**

**2020 – 2025**

**(a review will take place in 2021)**



## Foreword

Welcome to the County Durham Health and Wellbeing Board's fifth Joint Health and Wellbeing Strategy.

The Health and Social Care Act 2012 required all upper tier local authorities to establish Health and Wellbeing Boards. The County Durham Health and Wellbeing Board was formally established as a committee of Durham County Council in April 2013.

As Chair and Vice Chair we are pleased to say that the Board have had a successful year, having worked to improve people's health and reduce health inequalities across the county. We have delivered on the six priorities in the JHWS 2016-19, and achievements aligned to these include:

- Businesses signing up to the county's Breastfeeding Friendly scheme
- Continuing downward trends in under 18 conceptions
- Introduction of the 'Active 30' programme in schools
- Delivery of the Youth Aware of Mental Health programme to secondary school pupils to help them cope with anxiety, depression and encourage them to make healthy lifestyle choices
- Delivering the Prevention at scale pilot, which focuses on mental health
- Significant reductions in smoking prevalence across the county
- Take up of screening for breast, cervical and bowel cancer
- Good performance in preventing delayed transfers of care from hospital
- Good proportion of people using social care saying that they have enough choice and control over the care and services they receive
- Further development of 'Dementia Friendly Communities'
- Development of the three-year Pharmaceutical Needs Assessment (PNA), which considers the health needs of the population and the provision of pharmaceutical services.

Moving forward, we continue to be supported by partners to deliver our vision to ensure County Durham is a healthy place, where people live well for longer.



**Councillor Lucy Hovvels MBE**  
Chair of the Health and Wellbeing Board  
Cabinet Portfolio Holder for Adult and  
Health Services



**Dr Stewart Findley**  
Vice Chair of the Health and Wellbeing Board  
Chief Officer, North Durham and Durham Dales,  
Easington & Sedgefield Clinical Commissioning  
Group

## What is the Health and Wellbeing Board?

Health and Wellbeing Boards were established under the Health and Social Care Act 2012. This legislation gives the County Durham Health and Wellbeing Board specific functions as follows:

- To develop a Joint Strategic Needs Assessment (JSNA), which provides an overview of the current and future health and wellbeing needs of the people of County Durham;
- To develop a Joint Health and Wellbeing Strategy (JHWS), which is based on evidence in the Joint Strategic Needs Assessment;
- A responsibility and duty to encourage integrated working between commissioners of health services, public health and social care services, for the purposes of advancing the health and wellbeing of the people in its area;
- Power to encourage those who provide services related to social determinants of health to work closely with the Health and Wellbeing Board;
- To produce a Pharmaceutical Needs Assessment which looks at the current provision of pharmacy services across County Durham, and whether there are any potential gaps to service delivery.

## County Durham Vision 2035

The County Durham Vision 2035 is a document developed with partners to provide a shared understanding of what everyone wants our county to look like in 15 years' time. It provides strategic direction and enables us to work more closely together, removing organisational boundaries and co-delivering services for the benefit of our residents.

The County Durham Vision 2035 contains three strategic ambitions to develop County Durham over the next 15 years:

- More and Better jobs
- People live long and independent lives
- Connected communities

The Joint Health and Wellbeing Strategy priorities were developed ahead of the County Durham Vision. The JHWS will have a rapid review after a year to ensure full alignment with the County Durham Vision implementation and the partnership review. This will ensure that the priorities set out in the Joint Health and Wellbeing Strategy are fully embedded with the refreshed partnerships and delivery plan of the vision.

The Health and Wellbeing Board's vision is underpinned by the JSNA and is:

**'County Durham is a healthy place, where  
people live well for longer'**

## Joint Strategic Needs Assessment

The Joint Strategic Needs Assessment (JSNA) helps to inform the planning and improvement of local services and guides us in making the best use of funding available. It builds a picture of current and future health and wellbeing needs of local people. This is used to shape joint commissioning priorities to improve health and wellbeing as well as reduce health inequalities in our communities. Over the last year our JSNA has been transformed to create a tool that is fit for the future and rooted in intelligence and wider evidence about what drives health and wellbeing across the county.

The development of assets within the JSNA is a key priority. By focussing only on the “needs” of local communities we do not acknowledge the importance of the assets or take account of the protective factors and strength within individuals and across communities. This should incorporate practical skills, capacity and knowledge of residents and the networks and connections in a community. In short it should cover:

- Where we live
- Our Services
- Our community

The JSNA is now part of Durham Insight which is a shared intelligence, research and knowledge base for County Durham, informing strategic planning across Durham County Council and its partners. This site includes in depth JSNA and Insight factsheets, health needs assessments, health equity audits and lots of topic-based intelligence including infographics, maps and story maps. New intelligence content is regularly added, and the site is continuously being developed and improved.  
[www.durhaminsight.info](http://www.durhaminsight.info)

During 2019 recent additions to Durham Insight include JSNA factsheets on Special Educational Needs and Disabilities (SEND), and Children Looked After (CLA) plus the development of a vulnerable children’s landing page and infographics to support our new Primary Care Networks (PCNs).

The JSNA, along with the use of evidence and local conversations, helps us to focus on the most important issues for our communities across County Durham.



## Building on our assets

County Durham has many assets that can support and protect health, some of these are set out below.



## Evidence for our strategic priorities

Data and intelligence had been coupled with the evidence base and knowledge of local circumstances to prioritise the key areas of focus in the strategy.

## Where are we in 2020?

The key health and factors which impact on health have been drawn out from the JSNA and utilised to inform the priorities for the Joint Health and Wellbeing Strategy.

This has been coupled with the major policy drivers for improving health and reducing health inequalities:

- Marmot Fair Society Healthy Lives
- NHS Long Term Plan
- Prevention Green Paper
- Future in Mind

Our strategy is focussed not only on extending the length of life but quality of life and reducing differences in health outcomes for our local residents.

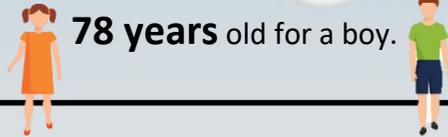
Across County Durham there are major differences in the health that people experience and there remains differences between the health of local people and those across England. The JHWS is seeking to work with people to change these outcomes. The solutions to these differences are not to be found within health and care services alone and many other factors have an influence on people's health and wellbeing. These include the environment in which people live, access to a good education, housing, the food people eat, money and resources, family, friends and communities and good work. These are often called the social determinants of health.

These differences are unjust and unfair, and the Health and Wellbeing Board is committed to making a difference. The Board recognises that many of the social determinants of health require close working with key partners across County Durham who have responsibility for housing, schools and of course with our local communities. Achieving our objectives will rely on close working with these partners over the length of this strategy and beyond and in support of the County Durham vision 2035.



# Health and wellbeing

Children born today in County Durham can expect to live until they are **81 years** old for a girl and



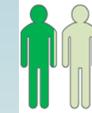
**78 years** old for a boy.

They can both expect to live life in good health until they are **59 years old**.



**1 in 4** adults experiences at least one diagnosable mental health problem in their lifetime...

... that's over **100,000 adults** in County Durham.



Nearly half of our population live in the **30% most deprived areas nationally**.

For children this rises to **54%**.

There are fewer people than ever **smoking**, but **obesity** rates continue to rise.

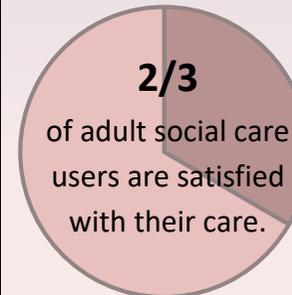
Smoking prevalence has reduced to **15%** in County Durham

**2 in 3** adults are overweight or obese.



**1 in 10** children are estimated to have a mental health condition.

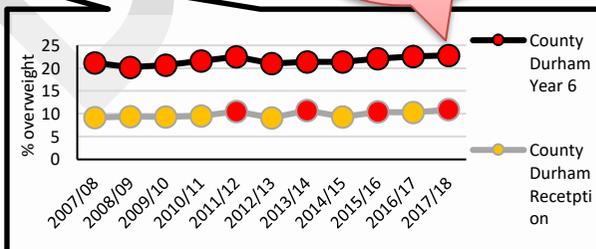
**1 in 20** people over the age of 65 are recorded as having dementia.



County Durham is ranked **4th best out of 151** local authorities for Delayed Transfers of Care rates per 100,00.

**18%** of mothers smoke while they are pregnant, that's nearly **900 babies** born to mothers who smoke a year.

Childhood obesity is increasing. **1 in 10** reception children ... and **1 in 5** Year 6 children are obese.



Over **17,000** people are supported by adult social care services provided by the Council.

The average age at which people are admitted to permanent residential care has increased by nearly 2 years over the last decade.



## Our Strategic Priorities

The Health and Wellbeing Board has five strategic priorities which set out what we will focus on to make County Durham a healthy place. These priorities are:

- Improved mental health and wellbeing for everyone
- Every child has the best start in life
- Living Well and Ageing Well
- Good jobs and places to live, learn and play
- Promoting a healthy workforce

### **Improved mental health and wellbeing for everyone**

Mental health is defined as a state of wellbeing in which every individual realises his or her full potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to contribute to his or her community.

In County Durham it is estimated that 1 in 10 (over 10,000) children have a mental health disorder and that a quarter of adults will experience at least one diagnosable mental health problem in their lifetime.

Mental health can have a major impact on the quality of life, ability to work and sickness levels at work. Poor mental health has a major effect on our economy. However good mental health can also be a protective factor for good health in general.

There also remains stigma attached to mental health and being able to talk more openly about mental health conditions or feelings in the same way as physical health can really support improved mental health.

The scale of the issue and its impact on individuals, communities, economy and services is why mental health is a priority for the Health and Wellbeing Board.

### **Every child has the best start in life**

The experiences that children have early in their life play a key part in their health as adults. While we have made progress in recent years in providing opportunities for our children including a good level of development for our children by the end of reception, reduction in teenage conceptions and levels of smoking our overall outcomes for children should and can be improved. This is even more so for children facing significant disadvantage or challenge.

The Health and Wellbeing Board will work closely with children and young people to achieve the best start in life and reduce health inequalities for children and their families.

## **Living Well and Ageing Well**

While the length of life of local people continues to increase the years that people can expect to live a high quality of life sees significant differences across County Durham. The gap between the most deprived and least deprived areas within County Durham is 8.1 years for men and 6.9 years for women. This coupled with an ageing population and people living with a range of health conditions can affect people's ability to work and contribute to their communities and has an impact on our health and care services.

While we will continue to strive to extend length of life and seek to prevent major conditions including cancer, heart disease and respiratory conditions we will increase our focus on those issues which affect the quality of people's lives, for example, mental health, pain, multiple health conditions such as chronic obstructive pulmonary disease (COPD), diabetes and dementia. All these issues are compounded for certain groups within County Durham including those with a disability.

In County Durham, we recognise that for many people not smoking, having a healthy weight, being physically active, drinking moderate levels of alcohol and having good and supportive relationships is not a choice but shaped by the environment in which they live. While we have made good in-roads to some of these behaviours, for example, smoking, we still have a long way to go.

## **Good jobs and places to live, learn and play**

People's health is closely connected to the ability to fulfil their potential and the opportunity of having a good job or a volunteering opportunity can significantly improve people's health.

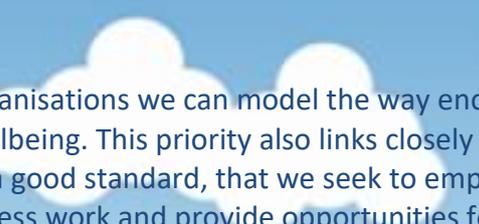
Local people who have significant health issues face barriers to work and the Health and Wellbeing Board will work through the Economic Partnership to seek to overcome these barriers. The gap in the employment rate between those with a long-term health condition and the overall employment rate is 19.5% which is significantly worse than England and increasing over time.

The place where people live work and play also has a huge impact on people's health and wellbeing and the Health and Wellbeing Board is committed to shaping a healthy place which is smoke free, supportive of a healthy weight and gives access to physical activity opportunities with good homes.

## **Promoting a healthy workforce**

Good work is vital for people's health and wellbeing, impacting both directly and indirectly on the individual, their families and communities. Healthier active and engaged employees are more productive and have lower levels of sickness absence and presenteeism. We know that almost 19% of sickness absence is due to mental health and over 15 million days are lost to depression every year nationally.

In County Durham, the key organisations which are part of the Health and Wellbeing Board employ a high number of people, many of whom live locally. Supporting people to stay well at work can impact on our local families and collectively the board are committed to having a healthy workforce which can also support the economy. As Health and Wellbeing Board



organisations we can model the way encouraging other workplaces to focus on health and wellbeing. This priority also links closely to good jobs, ensuring that the jobs we provide are of a good standard, that we seek to employ people who may otherwise not be able to access work and provide opportunities for volunteering and apprenticeships.

### **Alignment with other key strategic plans**

The County Durham Health and Wellbeing Board takes a 'whole-system' approach to the health and wellbeing of our communities which requires coordination and collaboration across a wide variety of sectors. It is important that our priorities align to other plans to ensure our actions are delivered to meet the need of our local communities. Partners working across County Durham have developed a five-year County Durham Health and Wellbeing System Plan which identifies key programmes of work over the next five years for health and social care services.

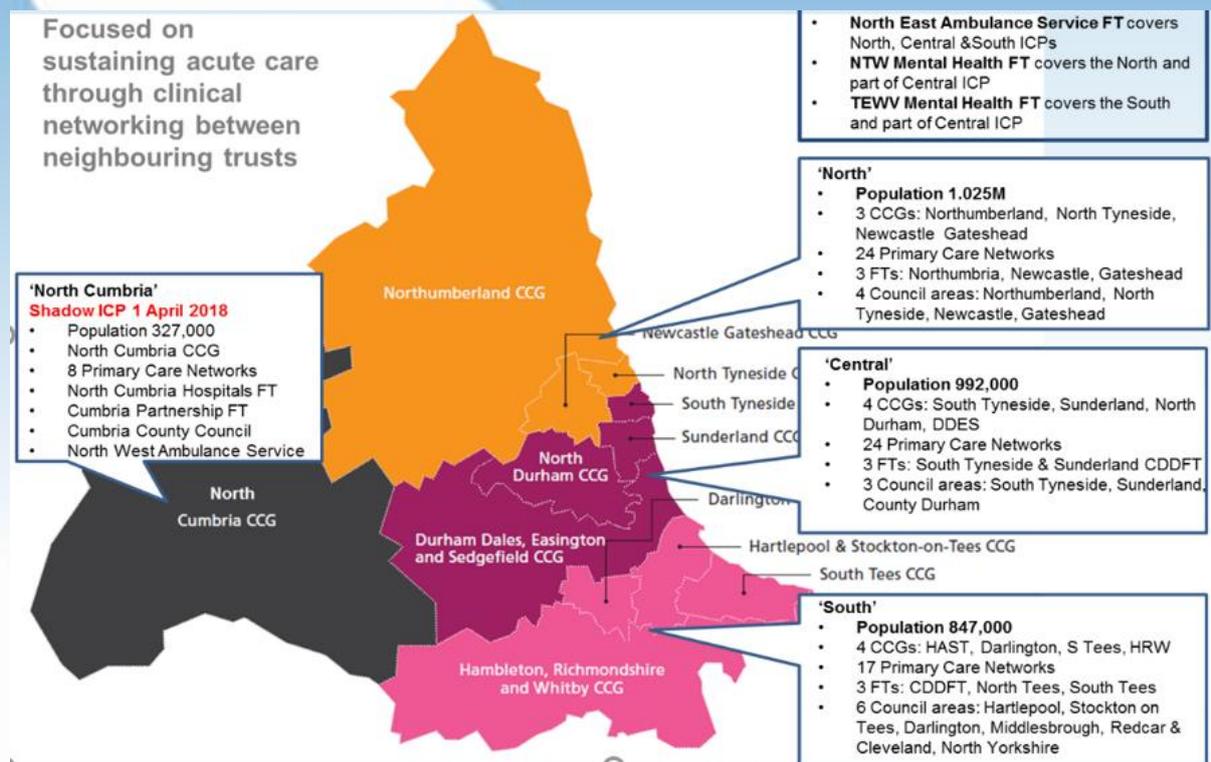
The County Durham 5-year Health and Wellbeing System plan is part of an Integrated Care Partnership which covers County Durham, Sunderland and South Tyneside which in turn is part of an Integrated Care System which covers the whole of the North East and Cumbria. This geography is shown at Figure 1.

An integrated health and social care system has an important role to play in terms of early intervention by preventing or reducing needs from deteriorating by providing the right care at the right time in the community and putting more people in control of their health; supporting the whole person – across mental and physical health – not just treating symptoms.

County Durham, our 'place' has primacy and will be where the majority of services will continue to be commissioned, planned and delivered, whilst also recognising that we will work together with our neighbours at scale where this genuinely adds value. The JHWS is about long-term health improvement and reducing health inequalities including the social determinants.

Please refer to Appendix 1 to see how the Joint Health and Wellbeing Strategy aligns to other plans.

Figure 1: Integrated Care System and Integrated Care Partnership geographies



## Our objectives

We have chosen six objectives across our strategic priorities, that are of importance given the impact they have on people's health and of where we want to be in 2025. We recognise these are challenging but by working together across our partnerships and local communities we can make a difference.

- Improved Self-reported wellbeing
- Over 90% of children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight
- Over 95% of pregnant women will not smoke at time of delivery
- We will have a smoke free environment with over 95% of our residents not smoking
- Close the gap in the employment rate between those living with a long-term health condition, learning disability, in contact with secondary mental health services and the overall employment rate
- Number of organisations involved in Better Health at Work Award

## Approach to Wellbeing

There are many definitions of wellbeing, but in short it can be described as *'how well we are doing'* or *'how satisfied we are with our lives'*. As well as health, measures of wellbeing include our relationships; our work and finances; our levels of participation in sport, culture and community events, where we live and how safe we feel; and the services we can access. Wellbeing is starting to be an equivalent measure to economic growth, ensuring that we consider these important factors in people's lives alongside factors influencing economic development.

Wider influences such as finances, home, education, and environment can all have an impact on the health of our communities. However, communities also possess a number of assets available to them that help maintain and build their resilience and which in turn can protect challenges to their health or wellbeing.

Initiatives intended to encourage inclusive growth and improvements in wellbeing are founded on the engagement of communities and the devolution of power. County Durham has been at the vanguard in developing such approaches, engaging communities and sharing decision making through Area Action Partnerships. These have been operating since 2009, originally designed to give people a voice in how local services are provided. We know that this can make a difference and can build on these to close the gap and not leave people behind.

We will deliver this strategy together with our communities. We will operate to the following principles of working in order to improve the wellbeing of our residents:

- Solutions will be designed and produced together with service users
- We will work with communities and support their development and empowerment
- We will acknowledge the differing needs of our communities whilst acknowledging and building on their potential strengths
- We will direct our activities where they can make the biggest difference to those who are most vulnerable and help to build resilience
- We will make person centred interventions available, ensuring that they are empowering and not stigmatising
- We will align our related strategies, policies and services to reduce duplication and ensure greater impact.

## **Strategic priority 1: Improved mental health and wellbeing for everyone**

### **Why is this important?**

Mental health and resilience is the foundation for wellbeing and the effective functioning of individuals and communities. Having optimum mental health and resilience is important to people's quality of life and the capacity to cope with life's ups and downs. Poor mental health and wellbeing contributes to poorer outcomes across the lifecourse and reinforces inequalities.

County Durham will be a county where mental health is seen as equal to physical health.

County Durham has been one of 14 places across England to be part of a national programme of work called Prevention at Scale. In County Durham we chose a focus on mental health, prevention of suicide and tackling stigma and discrimination. We will continue to implement this programme in County Durham called 'Mental Health at Scale'.

We worked with students (aged 14-16) and men (aged 40-49) to gather their opinions, perspectives and thoughts on mental health stigma. Interviews were also held with professionals working in this area, so that we could learn more about the challenges they face and the success that they experience in their work. This learning highlighted the stigma that exists and how we require collective efforts to promote and protect mental health, provide help and support for those who need it, and a concerted effort to actively challenge stigma itself, to begin to make a difference. This learning has been fed through key mental health groups to inform their current practice and plans.

County Durham was successful in becoming a funded Time to Change Hub, enabling us to make positive progress in tackling mental health stigma and discrimination. The hub is co-ordinated by 'Investing in Children'. Hub Champions have been visible at many events across the County and a County Durham Volunteer's celebration event to raise awareness of issues around mental health stigma and discrimination has taken place.

We will work to ensure our communities have optimum mental health and wellbeing, so they know where they can get support and non-stigmatising help when required to help them build their resilience for the future.

### **What is our objective?**

We will see improved self-reported wellbeing by 2025.

# Improving mental health and wellbeing for everyone



**1 in 4 adults** experiences at least one diagnosable mental health problem in any given year.



Mental health problems represent the largest single cause of disability in the UK year.



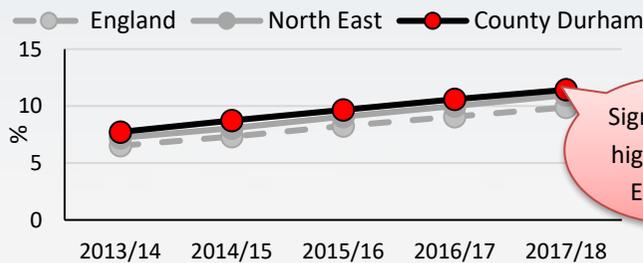
**1 in 10 children** have a mental health disorder.



Nearly **80,000 adults** have a common mental health disorder in County Durham, **12,500** of these are **over the age of 65**.

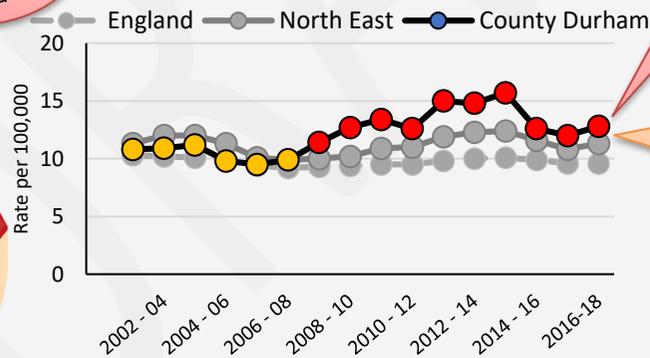
That's around **10,000 children** in County Durham.

Recorded prevalence of depression is increasing in over 18s:



Significantly higher than England

The suicide rate for County Durham is higher than England.

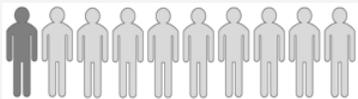


Significantly higher than England

Less than 60 deaths a year from suicide.

Referrals to adult mental health professional assessments increased **58%** between 2010/11 and 2018/19

Nearly **950** people required an emergency admission to hospital as a result of self-harm in 2017/18.



**1 in 10** 15-16 year olds are predicted to have self-harmed in their lifetime.

In 2017/18 **326** 10-24 year olds were admitted to hospital as a result of self-harm.



Male suicide rates in County Durham are *significantly higher* than England,

but for women the rate is *not significantly* different to England.



**1 in 5** people say they have high levels of anxiety...



... and **1 in 10** say they do not feel happy.

## What changes can you expect to see?

### By 2022:

- 10% reduction in suicides

### By 2023:

- Increase in patients seen with face to face second contact within 9 weeks of referral to CAMHS

### By 2024:

- Increase in the number of physical health checks for those people with a mental health condition or a learning disability

### By 2025:

- Improved Self-reported wellbeing

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## Improved mental health and wellbeing for everyone

### Objective: We will have improved Self-reported wellbeing by 2025

- **Best start in life: Children and young people's mental health and emotional wellbeing is maximised**
- **Resilient communities: Our mental health is valued equally with physical health and our communities are resilient**
- **Suicide prevention is targeted**

- Identify perinatal mental health issues during the antenatal period and embedded pathways for support into practice
- Implement the Children and Young People Mental Health Emotional Wellbeing and Resilience local transformation plan to improve the mental health and emotional resilience of children and young people
- Develop our countywide approach to reducing stigma and discrimination across communities, workplaces and schools though working with the Time to Change hub
- Implement the approach to wellbeing which builds on the positive work in communities and involves communities in decisions about services
- Encourage workplaces to sign the Time to Change Employer pledge
- Better identify the rate of self-harm in County Durham
- Reduce the levels of suicide across County Durham

#### Delivery Plan mechanisms:

1. **Mental Health Strategic Plan**
2. **Children and Young People Mental Health Emotional Wellbeing and Resilience local transformation plan**

## **Strategic priority 2: Every child has the best start in life**

### **Why is this important?**

The best start in life starts with a baby's mother being healthy before and during pregnancy. There is a lasting impact in future years from what happens in the early years of a child's life.

Childhood is the springboard to a successful adulthood. It is the foundation on which our lives are built. We will provide the best support to expectant mothers and mothers of new born babies and their children. For our more vulnerable children and families we will provide a more targeted offer of support and reduce inequalities in outcomes. Our children and young people with Special Educational Needs and Disabilities will achieve the best possible outcomes.

We will improve health and wellbeing outcomes for all children and young people and help children and their families achieve and maintain their optimum mental health, resilience and wellbeing.

In addition to the direct feedback on health issues from young people to the Health and Wellbeing Board, we will look to coproduce work with young people and their families, for example in relation to mental health services. The Health and Wellbeing Board will also receive regular in-depth updates on the Local Transformation Plan to provide challenge and scrutiny.

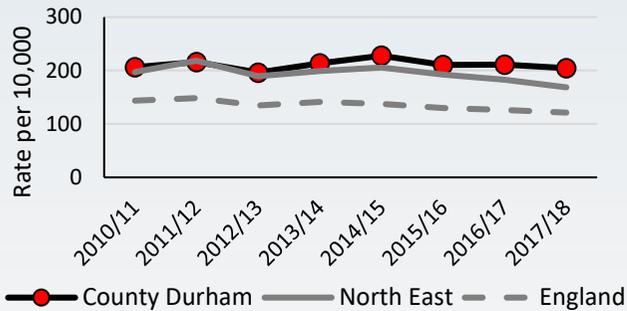
The Children and Young People's Strategy provides focus and clarity on the priorities for improving services and life opportunities for children and young people. The Health and Wellbeing Board will provide strategic oversight to ensure that improved health and wellbeing outcomes of our children is delivered within this strategy, including reducing unacceptable inequalities, which our more vulnerable children encounter like unintentional injuries in the home or being an unhealthy weight.

### **What is our objective?**

By 2025, over 95% of pregnant women will not smoke at time of delivery. We will also endeavour that over 90% of children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight.

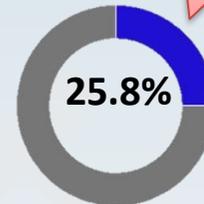
# Every child has the best start in life

The rate of hospital admissions caused by unintentional and deliberate injuries in children (0-4) locally is **204.5 per 10,000**. This is *significantly higher* than the North East and England.



**1 in 7**

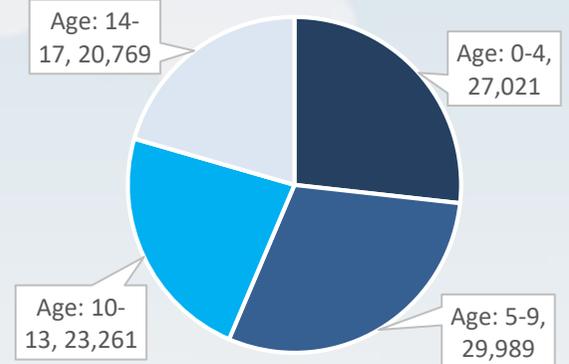
children and young people of school age in County Durham have special educational needs.



A **quarter** of 5-year olds have one or more missing, filled or decayed teeth.

Significantly higher than England

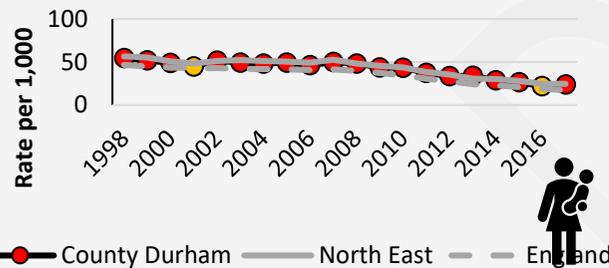
There are just over **100,000** children in County Durham.



**7 out of 10** children are achieving a good level of development at the end of reception.

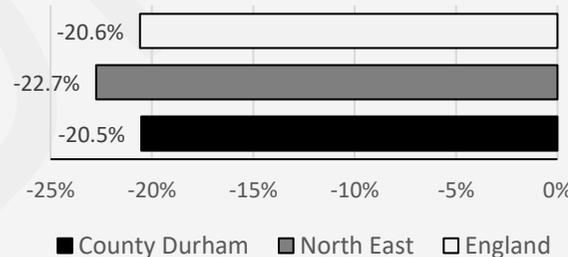
Significantly better than England

The rate of teenage conceptions has **decreased by 45%** since 2010.

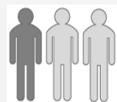
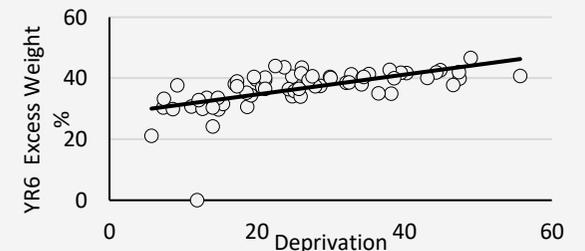


Significantly higher than England

Smoking at time of delivery has **decreased by 20%** since 2010/11, similar to England.



Childhood obesity is increasing, **one third of children** in year 6 are of excess weight... this is even higher in the more deprived areas of County Durham.



Nearly **1 in 3** mums are breastfeeding at 6-8 weeks after birth. This is significantly lower than England.

## What changes can you expect to see?

### By 2022:

- More breastfeeding friendly venues and organisational workplaces across County Durham that meet UNICEF Baby friendly Initiative Standards

### By 2023:

- A reduction/downward trend in hospital admissions of children under 2 years of age, due to unintentional injuries

### By 2024:

- Child development outcomes at age 2 to 2.5 years will be 90%

### By 2025:

- Over 95% of pregnant women will not smoke at the time of delivery
- Over 90% of children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight

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## Every child has the best start in life

### Objectives:

**By 2025 over 95% of pregnant women will not smoke at the time of delivery  
Over 90% of children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight**

- 1001 critical days – We will focus on the time from conception to when a child is two and a half years old
- Transition into adulthood

**Note: Children and Young People’s Mental Health is included in Strategic Objective 4**

- Support women to achieve a smoke free pregnancy through whole system change and tackling tobacco dependency in pregnancy as an addiction not a lifestyle choice
- Increase the percentage of women who initiate breastfeeding and continue at 6-8 weeks through the County Durham ‘Call to Action’ to change the culture of breastfeeding in our county, and our Growing Healthy Service maintaining UNICEF Gold Baby Friendly Accreditation
- Adopt a ‘think family’ approach to ensure the needs of a child are met by taking into account their family and community
- Reduce unintentional injuries in the 0-19 population, through the County Durham prevention of Unintentional Injuries Framework 0-19
- Consider a range of population approaches to improving children’s oral health across County Durham including community water fluoridation
- Promote the uptake of vaccinations through campaigns for children across County Durham, with more targeted work with our harder to reach children and young people, for example those who are educated at home.
- Improve the quality, responsiveness and equity of access to our services to meet the needs of all children and young people, including those who have special needs and disabilities
- Support the effective transition of identified vulnerable young people aged 14+ towards adulthood and their transition to adult services where required
- Improve the transition for children and young people from Child and Adolescent Mental Health Services (CAMHS) into appropriate adult services
- Ensure the voice of the child is reflected in our work at all levels
- Work with partners and communities to create environments/green space and settings where children and young people can access good nutrition and lead active lives
- Develop standards for physical literacy and school reading to improve the health of children
- Work with a range of partners to increase physical activity by promoting active 30 in schools and encouraging use of green space

<b>Delivery plan mechanisms:</b>	<ol style="list-style-type: none"> <li>1. Best Start in Life Steering Group action plan</li> <li>2. County Durham Tobacco dependency in Pregnancy steering group action plan</li> <li>3. Child and Family place-based community hub design group action plan</li> </ol>	<ol style="list-style-type: none"> <li>4. Special Educational Needs and Disabilities Strategic Partnership written statement of action</li> <li>5. Earned autonomy (Early help and Think Family) action plan</li> <li>6. Oral Health Framework</li> <li>7. Unintentional Injuries Framework</li> </ol>
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### **Strategic priority 3: Living Well and Ageing Well**

#### **Why is this important?**

There are a broad range of behaviours that influence individual health and wellbeing, and most often these behaviours are associated with family and community settings in which people live, work and socialise. We will adopt a 'settings' approach which creates an environment for healthy behaviours, including schools, workplaces, community centres and primary care so people can live and age well.

We will enable our local communities to increase people's skills, knowledge and confidence to look after their own health and wellbeing. We will encourage people to eat healthily by promoting the five a day message and increase their physical activity. We will address the equity in screening across our County and make it easier for people to look after their sexual health.

People living in deprived communities are disproportionately affected by one or more harmful behaviours and this is mirrored in the significantly higher rates of illness and premature death in these populations. The Health and Wellbeing Board will work with the Poverty Action Group and our communities to improve our health and wellbeing through tackling the root causes of ill health and unhealthy behaviours and provide a targeted approach to those that are most vulnerable.

Engagement across County Durham has been positive and the benefits of improved networking and collaboration around joint working are focussing work around the most vulnerable who are at risk of significant deterioration in their health and wellbeing, for example, the frail elderly and those people with learning disabilities and dementia.

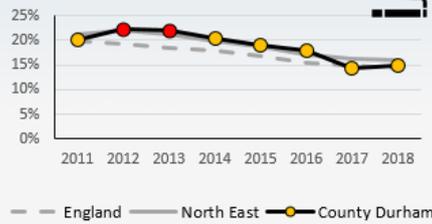
Early detection of long-term conditions will lead to better outcomes. To combat increasing chronic disease, we will need to shift towards preventative services and develop locally determined, community centred approaches which maximise community strength, build social capital and improve community wellbeing so people have the knowledge and skills to help them live healthier and happier lives.

#### **What is our objective?**

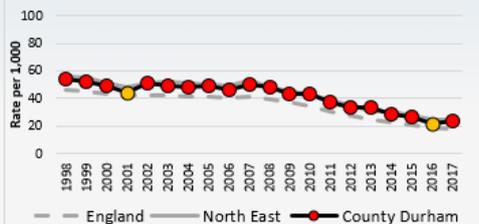
We have a regional ambition to reduce smoking prevalence to 5% by 2025 and we are committed to reaching this. We will have a smoke free environment with over 95% of our residents not smoking.

## Supporting Positive Behaviours

**15%** of adults are smokers. In 2018 there was an increase of 3,520 smokers in County Durham, whilst the region and England displayed decreases.



Teenage conceptions are *significantly worse* for County Durham **23.7** per 1,000 than England. There has been an increase of 8 conceptions over the last year.

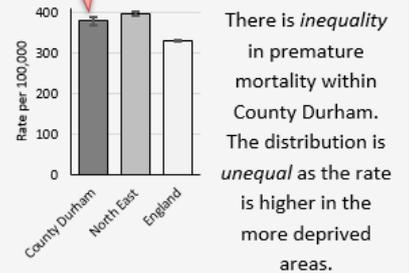


**2,954** people were diagnosed with a sexually transmitted infection in 2018. This is **564** per 100,000.

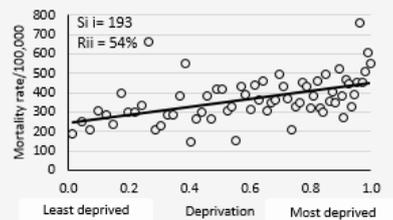
This is *significantly lower* than the North East and England averages.



Significantly worse than England



There is *inequality* in premature mortality within County Durham. The distribution is *unequal* as the rate is higher in the more deprived areas.



**2** out of **3** adults are classed as overweight or obese. This is *significantly worse* than England average.

Around **3** in **5** adults are physically active (61.9%). This is *significantly worse* than the England average of 66.3%.

**91.9** per 100,000 people

aged 15-24 years were admitted to hospital for substance misuse over the period 2015/16 – 2017/18.

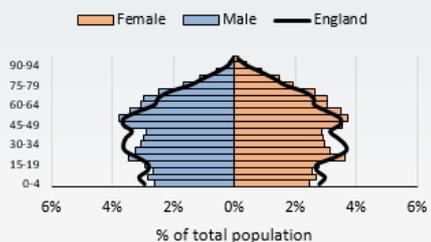
An average of **62** people a year in County Durham.

Hospital admissions for alcohol-related conditions are *significantly worse* than the England average. This is **2,349** per 100,000 people.

**12,500** people were admitted to hospital in 2017/18 for alcohol related conditions.

## Better quality of life

County Durham has an older population profile than the England average.



Life expectancy and healthy life expectancy is *significantly lower* for County Durham than England for both men and women.

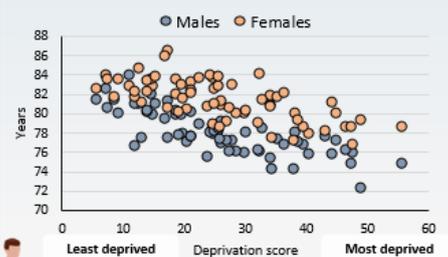
For women

Life expectancy is 81 years...  
... healthy life expectancy is 59 years...  
That's 22 years in poor health

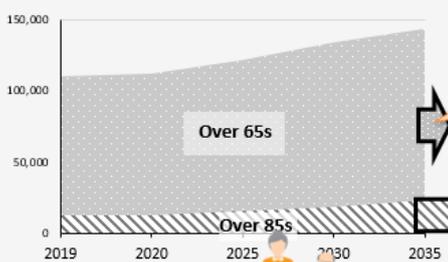
For men

Life expectancy is 78 years...  
... healthy life expectancy is 59 years...  
That's 19 years in poor health

A person born in the most deprived areas can expect to live between **7 and 8 years less** than one in the least deprived areas...



The proportion of older people in the population is expected to increase.



**1 in 20** people over the age of 65 are recorded as having dementia... that's nearly **5,000** people in County Durham.

This number is predicted to **double** over the next 15 years.

Permanent admission rates to residential and nursing care homes for over 65s are *significantly higher* for County Durham than England.

It is estimated that **2%** of the adult population has a learning disability... this is around **8,500** people in County Durham. However in 2017/18 there were only just over **3,500** people registered with their GP as having a learning disability. Potentially leaving **5,000** people undiagnosed.

In 2018/19, **94.6%** of the Durham residents reported that their care and support services helped them have a better quality of life... and **90.1%** reported that their care and support services helped them have control over daily life

## What changes can you expect to see?

### By 2022:

- Increasing the equity of cancer screening programmes

### By 2023:

- More adult carers having carers assessments

### By 2024:

- Reduce the under 75 mortality rate from preventable cancers and reduction in the size of the gap in preventable cancer mortality between County Durham and England

### By 2025:

- We will have a smoke free environment with over 95% of our residents not smoking

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### Objective: By 2025 we will have a smoke free environment with over 95% of our residents not smoking

- **Living well: Support services and healthy communities that enable people to participate, learn, connect, be active and be mindful**
- **Ageing well: Preventative services in the community**

- Work with a range of partners to deliver Making Every Contact Count to enable every contact to be a health contact
- Develop a Sexual Health strategy for County Durham to ensure equitable access and a strategic focus on STI reduction and good contraceptive health
- Reduce the prevalence of harm caused by smoking through tobacco control measures and redesigning the stop smoking service to improve the services to tackle tobacco-related ill health
- Increase the uptake of national/local screening programmes to reduce inequalities
- Help people to manage their own long-term conditions through self-management programmes through a range of methods, including digitally, to access advice, self-help in minor illnesses and health promotion
- Implement the Think Autism, “All Age” Strategy
- Increase the uptake of the flu vaccination especially in target groups by marketing campaigns
- Ensure dementia is identified and diagnosed at an early stage and families, carers and communities are helped to manage their condition
- Following the success of early adopters, increase the number of communities across the County who are empowered to become dementia friendly communities, with support from Dementia Action alliance, Alzheimer’s Society and AAP’s where engaged.
- Work with partners and providers to reduce the incidence of falls and fractures in older people by training and digital technology
- Work with Primary Care Networks to ensure social prescribing provides new opportunities for people to access the help they need
- Ensure that opportunities for service users and their carers to be involved in the development and co-production of services are maximised

#### Delivery plan mechanisms:

1. Tobacco Control Alliance Action Plan
2. Healthy Weight Alliance Action Plan
3. County Durham Health and Social Care 5-year plan
4. Health Protection and Assurance Action Plan
5. Resilient Communities Action Plan
6. MacMillan Joining the Dots programme

7. Active Durham Partnership Framework
8. Sexual Health Strategy (when completed)
9. Think Autism “All Age” Strategy
10. Diabetes Prevention Programme
11. Falls Prevention Strategy

## **Strategic Priority 4: Good jobs and places to live, learn and play**

### **Why is this important?**

We know that a good job, health promoting environment, quality housing and opportunities for active travel have a positive influence on health and wellbeing.

Good jobs are good for good health. Having a health condition can put a barrier in place to accessing to work. Volunteering has many different elements, both for the individual and for the recipient and can offer a wide range of benefits to both. Building the capacity, skills and a strong CV for someone wanting to build up experience to compete for work is invaluable and the work the voluntary sector does to support individuals is very important. Volunteering is also important for strengthening communities.

The ambition in the County Durham Vision is to enjoy a thriving economy with more and better jobs and we will ensure access to jobs for those furthest from the jobs market.

We will work with partners and communities to maximise the quality of our local environment and clean air with opportunities to be physically active and achieve a healthy weight. We will encourage transport choices that are the most sustainable by improving the attractiveness of these modes of transport including cycling and walking for everyday journeys. We will ensure that access to opportunities are fair. NHS organisations who are members of the Health and Wellbeing Board will take the opportunity to impact on climate change by reducing the number of journeys undertaken.

Housing conditions can influence our physical and mental health, for example, a warm and dry house can improve general health outcomes and specifically reduce respiratory conditions and good housing promotes positive mental health. Where we live can promote our health if it is affordable and provides a stable and secure base, a place where we feel safe and comfortable, able to provide for all the household's requirements, connected to community, work and services.

### **What is our objective?**

We will close the gap in employment rates between those living with a long-term health condition, learning disabilities or in contact with secondary mental health services and the overall employment rate<sup>1</sup>

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<sup>1</sup> Focusing on the employment gap for people with long-term conditions or in contact with secondary mental health services provides an opportunity to reflect on how well the health and social care system is working with local partners, including employers, to support employment.

# Good jobs and place to live, learn and play

County Durham covers an area of **862** square miles.

**One third** of this is accessible natural green space...  
... with 115 sites of special scientific interest.

There are **2,185 miles** of public rights of way...  
... and North Pennines Area of Outstanding Natural beauty cover **335 square miles**.

Gross Value Added represents the value of goods and services produced in an area, nearly **£8.8 billion**

per year for County Durham which is 17% of the total GVA for the whole of the North East



There were just over **1,500** homes built in the last year.

**1 in 3**

built last year were affordable homes



Around **197** people are killed or seriously injured on County Durham's roads every year.

This is not *significantly different* to the England average.

This has increased 7.5% since 2016



The employment rate is **74.2%**

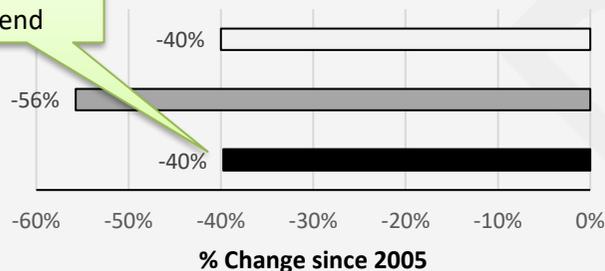
**1 in 4** children living in County Durham live in an income deprived household... that's over 20,000 children.

For England this figure is **1 in 5**.



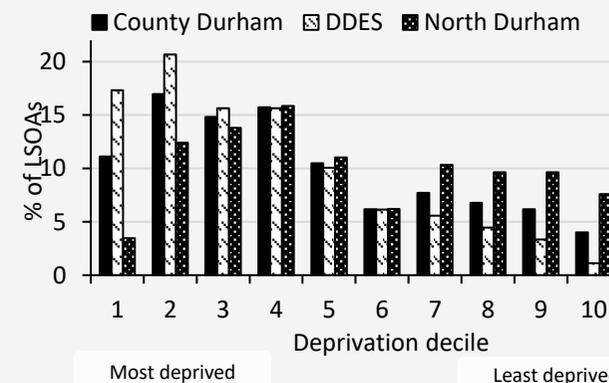
There has been a **40% decrease** in carbon dioxide emissions since 2005.

Decreasing trend



■ County Durham ■ North East □ England

Nearly 50% of our lower super output areas\* are in the top 30% most deprived areas nationally.



## What changes can you expect to see?

### By 2022:

- Increased referrals and adaptations done by the warm and healthy homes programme

### By 2023:

- Fewer applications for takeaways near schools

### By 2024:

- A 20% reduction in business miles from the NHS to reduce carbon emissions

### By 2025:

- Increase in young people taking up apprenticeships in County Durham
- Closing the gap in employment rates between those living with a long-term health condition, learning disabilities or in contact with secondary mental health services and the overall employment rate

## Good jobs and places to live, learn and play

**Objective: We will close the gap in employment rates between those living with a long-term health condition, learning disabilities or in contact with secondary mental health services and the overall employment rate**

- **Healthy place: Ensuring the built and natural environment and housing can encourage health and wellbeing**
- **Contribute to reducing poverty in families**

- Develop a countywide offer around physical activity and good nutrition to address the issues of holiday activities specifically targeting vulnerable communities and health inequalities
- Increase the roll out in schools of ‘poverty proofing the school day’ which includes cutting the cost of the schools’ day.
- Encourage organisations sign County Durham Poverty pledge
- Work with the Economic Partnership to maximise local opportunities for economic and job development, including apprenticeships, with a focus on closing the gap in employment opportunities for those with a long-term health condition or disability
  - Increase the number of people with learning disabilities in paid employment by the roll out a pilot with learning disability day services, which aims to support people from day services to employment/volunteering
- Encourage employers to actively recruit people from vulnerable groups
- Work with partners to create opportunities for people to have better jobs and a living wage
- Increase the number of organisations using the volunteering kite mark, which is managed by Durham Community Action
- Support spatial policy and regeneration programmes which aim to improve health and reduce health inequalities
- NHS organisations will reduce the number of journeys by 20% to positively impact on climate change
- Increase the use of active travel to encourage physical activity (including cycling and walking) to reduce traffic emissions related respiratory illness and carbon emissions
- Work with planning and licensing to reduce the impact of an obesogenic environment
- Establish new supported accommodation services for people with the most complex needs
- Engage with housing colleagues to implement key actions in the housing strategy to improve health
- Use the wellbeing principles to ensure our work with local communities is coproduced
- Support the drive for a minimum unit price for alcohol to create a County Durham that has reduced harm from alcohol
- Develop a healthy settings approach to support health improvement and reduced health inequalities across a range of settings, including early years schools, workplaces, pharmacies, leisure facilities and voluntary and community sector organisations

**Delivery plan mechanisms:**

1. **Housing Strategy**
2. **Active Durham Framework**

3. **Healthy Weight Framework**
4. **Alcohol and Drug Harm Reduction Plan**

## **Strategic priority 5: Promoting a healthy workforce**

### **Why is this important?**

Businesses drive our economy and are rightly focused on growth, productivity and delivering a return on their investments.

Businesses play a vital role in our local communities providing jobs, opportunities and contributing to their local areas. We will work with businesses to help create a healthy community by offering employment and creating healthy workplaces to help ensure they retain their staff, attract new talent and help to keep the communities they work within healthier.

We must also recognise that health and care organisations employ a huge number of people. We must do all we can to promote the health and wellbeing of the workforce as many are also residents of County Durham.

We will work with businesses to put in place effective universal workplace health promotion programmes that can not only improve mental and physical health outcomes but can also have productivity benefits to business.

The longer someone is out of work, the more likely it is to impact on their health. Helping people with health issues to obtain or retain work and be happy and productive within the workplace is a crucial part of the economic success and wellbeing of our communities.

We will support businesses to implement effective preventative strategies, not only to promote better mental health but also help avoid some of the immediate substantial costs of absenteeism and reduced productivity at work which are associated with poor mental health. Sickness absence due to depression and anxiety also increases both the risk of early retirement from the labour force and premature death, particularly in men.

### **What is our objective?**

We will increase the number of organisations involved in Better Health at Work Award.

# Healthy workforce

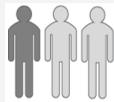
Across the UK over **15 million** days were lost in 2014 to stress, depression and anxiety...  
... **19%** of ill health across England is attributed to mental health.

Less than **1 in 40** employees had at least one day off in the previous week.



There are nearly **14,000 businesses** based in County Durham. This has increased nearly **20%** in the last 10 years.

There are over **18,000** jobs in the County.



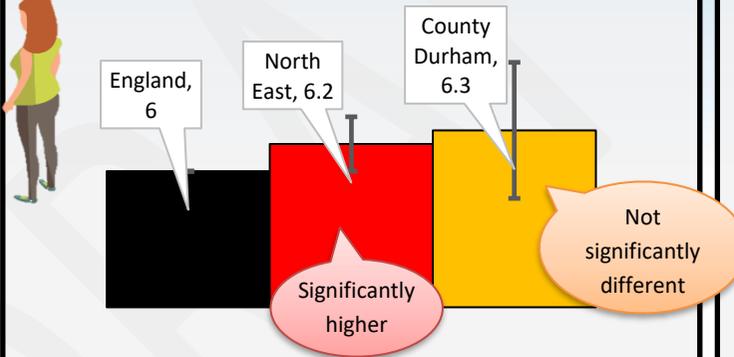
**1 in 3** people are employed in public administration, health and education.

**74%** of people of working age are in employment...

This is the **highest** it has been in over **15 years**.

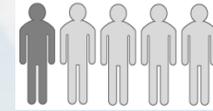
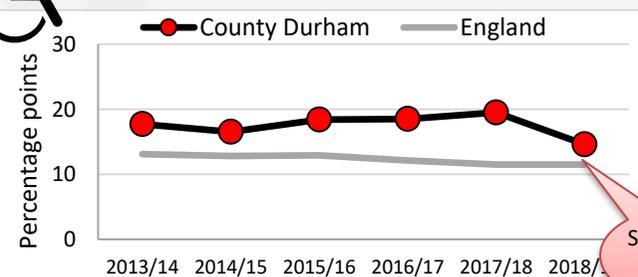


Just over **6%** of 16-17 year olds are not in education, employment or training.



The gap in the employment rate between people with a long-term condition and the overall employment rate is significantly higher than

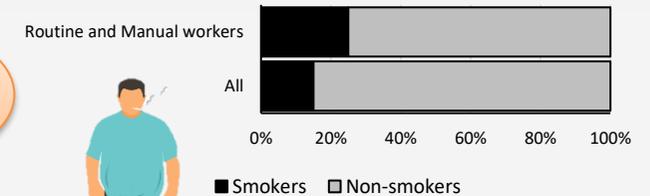
England at **15 percentage points**.



**1 in 5** adults walk for travel three days a week

There are fewer people than ever *smoking*, but *obesity* rates continue to rise.

**15%** of adults smoke. This figure increases to **25%** of those in routine and manual occupations.



**2 in 3** adults are overweight or obese, this is **significantly higher** than England.



**1 in 3** adults drink over 14 units of alcohol a week.



## What changes can you expect to see?

### By 2022:

- More businesses signing the Time to Change pledge to reduce mental health stigma and discrimination

### By 2023:

- More businesses signing up to the Better Health at Work Award to improve health interventions at work

### By 2024:

- More mental health champions across workplaces

### By 2025:

- Increase the number of organisations involved in Better Health at Work Award

## Promoting a healthy workforce

### Objective: We will increase the number of organisations involved in Better Health at Work Award

- Healthy workforce
- Healthy workplace

- Develop mental health awareness among employees
- Support a range of marketing campaigns to promote health and wellbeing
- Attract more businesses and the voluntary and community sector to participate and achieve the Better Health at Work award
- Encourage and support progress through Better Health at Work award levels
- Increase the number of mental health champions in the workplace to encourage open conversations about mental health and signpost to support available when employees are struggling
- Produce, implement and communicate a healthy business framework through Business Durham
- Write into every relevant contract that providers will commit to improving the health

#### Delivery Plan mechanisms:

1. County Durham Industrial Strategy
2. Resilient Communities Action Plan

**Enabling factors - There are a number of enabling factors that are relevant to all actions in this strategy to ensure that it is delivered.**

**Leadership and Advocacy**

- Make health and wellbeing everyone's business through cross-sector capacity building
- Promote key health messages through strategic influence, advocacy and PR

**Whole System Approach**

- Multiagency working across County Durham to achieve the best outcomes to address health and wellbeing needs in an efficient and sustainable way
- Commission and deliver high quality, safe and integrated health and wellbeing services
- Strong partnership governance arrangements
- Effective communications and information sharing across partners and communities

**Strategic focus on prevention and early help**

- Encourage a resource shift towards prevention and early intervention for people to remain as independent as possible making the best use of resources
- Adopt a whole family approach and recognising the roles played by carers and significant others

**Performance management and intelligence**

- Use Joint Strategic Needs Assessment and Durham Insight to support analytical view of priorities for health
- Use the best available evidence to address local needs including accessing data to identify areas where targeted intervention is required to inform commissioning decisions

**Targeted Approach**

- Appropriate, systematic, coordinated and targeted interventions to improve the health and wellbeing of the most and disadvantaged groups fastest

**Community Engagement**

- Meaningful engagement with local communities, patients, service users, carers and the public in commissioning and delivery of health and wellbeing services
- Empowering and enabling communities and individuals to take responsibility for their own health and wellbeing
- Utilise community assets

**Workforce**

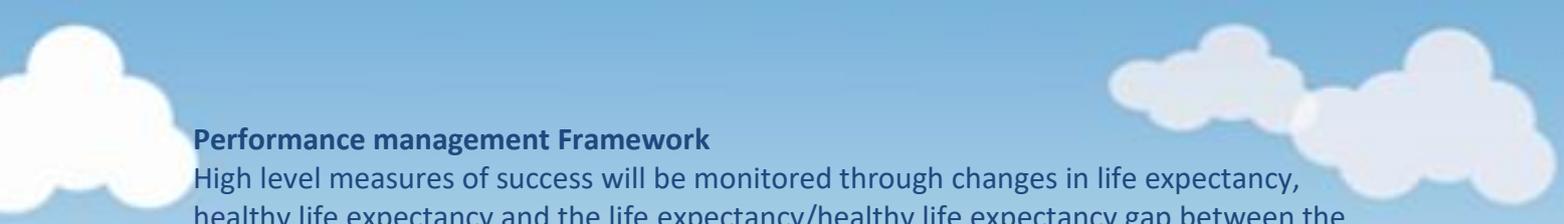
- Ensure staff have the right knowledge, skills and competencies

**Co-production**

- Services are co-designed and co-produced with the people who need them, as well as their carers

**Equitable access**

- Everyone has the same opportunities to access health and social care services



### **Performance management Framework**

High level measures of success will be monitored through changes in life expectancy, healthy life expectancy and the life expectancy/healthy life expectancy gap between the most and least deprived communities.

The Health and Wellbeing Board will develop a set of performance indicators to measure the success of achieving the objectives and priorities in this strategy. Delivery of the actions in this strategy is by the Health and Wellbeing Board working with other partnership and the Health and Wellbeing Board sub groups who are responsible and accountable for the actions within this strategy.

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## Appendix 1: Joint Health and Wellbeing Strategy priorities and links to other strategic partnership plans

Joint Health and Wellbeing Strategy priorities and alignment to other Strategic Partnership Plans			
Joint Health and Wellbeing Strategy 2020 - 2025	County Durham 5 Year System plan 2020 - 2025	Children and Young People's Strategy 2019 - 2022	Safe Durham Partnership Plan 2020 - 2025
<b>Good jobs and places to live, learn and play</b>	<p>Primary care</p> <p>Urgent care treatment centre review</p> <p>Development of place based 0-25 services</p>	<p>Young people gain the education, skills and experience to succeed in adulthood</p>	<p>Promote being safe and feeling safe in your community</p>
<b>Every child has the best start in life</b>	<p>Prevention</p> <p>Children and Young People's Strategy</p> <p>Children and Young People's mental health</p>	<p>All children and young people have a safe childhood</p> <p>Children and Young People enjoy the best start in life, good health and emotional wellbeing</p> <p>Children and young people with SEND achieve the best possible outcomes</p>	
<b>Support positive behaviours</b>	<p>Prevention</p>		<p>Reduction of alcohol and substance misuse</p>
<b>Improved mental health and wellbeing for everyone</b>	<p>Prevention</p> <p>Mental health</p> <p>Children and Young People's mental health</p>		
<b>Promoting a healthy workforce</b>	<p>Workforce</p>		
<b>Better quality of life</b>	<p>Prevention</p> <p>Learning disabilities</p> <p>Out of hospital care</p> <p>Urgent &amp; emergency care</p> <p>Planned care</p> <p>End of Life</p>		<p>Protect vulnerable people from harm</p>