

**11 March 2020**

**Joint Health and Wellbeing Strategy  
2020-25**



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**Report of Gordon Elliott, Head of Partnerships and Community Engagement, Durham County Council**

**Electoral division affected:**

Countywide

**Purpose of the Report**

- 1 The purpose of this report is to present the Joint Health and Wellbeing Strategy (JHWS) 2020-2025 for agreement. The strategy is attached as Appendix 2.

**Executive summary**

- 2 The JHWS is a legal requirement under the Health and Social Care Act 2012, to ensure health and social care agencies work together to agree services and initiatives which should be prioritised.
- 3 The Health and Wellbeing Board has the responsibility to deliver the JHWS, which is informed by the Joint Strategic Needs Assessment (JSNA), as part of Durham Insight, which is an assessment of the current and future health, wellbeing and social care needs of residents in County Durham.
- 4 The JHWS is aligned to the Director of Public Health Annual Report 2018, the County Durham Vision 2035, the Five-Year Health and Care System Plan and the North East and North Cumbria Integrated Care System Plan.
- 5 The current JHWS 2016-19 ran until the end of 2019, therefore the JHWS 2020-15 meets our duty under the Health and Social Care Act 2012.
- 6 The JHWS has been developed to provide a holding position for a year whilst further work is undertaken. The strategy will be reviewed in 2021 and further developed for 2021-25.

7 A range of consultation has been undertaken on the strategy, details of which are provided in this report. The consultation feedback has been used to inform the strategy which will be presented to the Board for agreement at the meeting on 11 March and will also be used to shape the refreshed strategy for 2021-25.

## **Recommendation**

8 Members of the Health and Wellbeing Board are recommended to:

(a) Agree the Joint Health and Wellbeing Strategy 2020-25.

## **Background**

- 9 At the Health and Wellbeing Board meeting in November 2019, the draft JHWS 2020-25 was presented for comment. Following discussion at the meeting, it was agreed that a strategy would be developed to provide a holding position for a year while a strategic governance review of partnerships was undertaken, linked to the new County Durham Vision 2035. The strategy will then be refreshed and further developed in 2021, following the outcome of the governance review.
- 10 The 2021 strategy refresh will also consider the Marmot 10-year review, which was recently published, to ensure there is alignment with these recommendations and the JHWS objectives.

## **JHWS Consultation**

- 11 Consultation took place between December 2019 and February 2020 on the JHWS, which included public consultation via the Durham County Council website, partner consultation including Public Health, Area Action Partnerships and Investing in Children. Children and Young People and Adults, Wellbeing and Health Overview and Scrutiny Committees were also offered an opportunity to comment on the JHWS.
- 12 The Children and Young People's Overview and Scrutiny Committee noted the content of the JHWS at their meeting in January 2020. The committee welcomed the strategy and were happy to hear of the close work with children and young people in developing the starting well priority. The committee agreed with the strategic priorities and objectives in the JHWS.
- 13 The Adults, Wellbeing and Health Overview and Scrutiny Committee noted the content of the JHWS at their meeting in January 2020 and support the life course approach. The committee agreed with the strategic priorities and objectives in the JHWS and noted the importance of including the social determinants of health in the strategy.
- 14 Adults, Wellbeing and Health Overview and Scrutiny Committee noted they would like to see the strategy to be more explicit in what is meant by active travel and how it can be delivered in a responsible and sustainable manner. This has been amended in the narrative of the JHWS. Members also commented on the level of development in early years.
- 15 There were 84 responses to the public consultation. All three of the strategic priorities had high levels of agreement with the strategic priorities:

- (a) 95% agreeing ‘starting well’
- (b) 96% agreeing ‘living well’
- (c) 97% agreeing ‘ageing well’

- 16 There was support for the wellbeing approach with members of the public keen to see partners working collaboratively and innovatively with local communities.
- 17 Young people aged between 5-21 provided feedback on the JHWS. Overall the young people agreed that the strategic priorities were correct as they covered the life course. Young people provided feedback on how they felt the strategic priorities and objectives could be achieved, including working with children, young people and families to better understand how to live well, mental health support, and intergenerational activities and support.
- 18 As a result of the consultation, details of the changes made to the JHWS are outlined below.
- 19 Feedback on the objective that '*no child will be born to a mother who smokes*' has suggested that this may be disparaging to this group of women. Feedback from another group has also noted that this is a good objective to have. To reflect comments, the wording has been amended to 'we will have a smoke free environment with over 95% of our residents not smoking and an **ambition** that pregnant women and mothers will not smoke'
- 20 Following feedback, the strategy has been strengthened to include reference to a 'Think Family' approach and the links between an improved environment and improved health and wellbeing are made clearer.

## **JHWS Vision and Strategic Priorities**

- 21 The vision for the JHWS is '***County Durham is a healthy place, where people live well for longer***'.
- 22 It was agreed at the Health and Wellbeing Board meeting in November 2018 that a life course approach would be used in the strategy, focusing on the following three priorities:
  - (a) Starting well
  - (b) Living well
  - (c) Ageing well

- 23 Mental health and wellbeing and the social determinants of health are cross cutting themes across all priorities and the work of the Health and Wellbeing Board.

## **Strategic Objectives**

- 24 The strategy is developed under the three strategic priorities outlined in paragraph 22 of the report, with six strategic objectives chosen across the three priorities, which are of importance given the impact they have on people's health and wellbeing. There was widespread agreement with the strategic objectives through the public consultation.
- 25 Following consultation feedback the strategic objective 'We will have a smoke free environment with over 95% of our residents not smoking and an ambition that no child will be born to a mother who smokes' was amended.
- 26 The six Strategic Objectives have been agreed as follows:
- (a) Improve healthy life expectancy and reduce the gap within County Durham and between County Durham and England
  - (b) We will have a smoke free environment with over 95% of our residents not smoking and an ambition that pregnant women and mothers will not smoke
  - (c) 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
  - (d) Over 90% of our children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight
  - (e) Improved self-reported wellbeing
  - (f) Increase the number of organisations involved in Better Health at Work Award

## **Core Deliverables**

- 27 The JHWS includes a number of core deliverables that identify the key areas of work which the Health and Wellbeing Board will focus on, linked to the priorities and objectives.
- 28 A number of actions have amended wording or are new following consultation. A full list of core deliverables is shown in Appendix 3.
- 29 An Equality Impact Assessment (EIA) is being undertaken alongside the development of the strategy which is attached at Appendix 4.

## **Conclusion**

- 30 The development of the JHWS has been led by the Health and Wellbeing Board, supported by a multi-agency working group. The strategy has been informed by updates on policy information, consultation and evidence from the JSNA. The JHWS is aligned to the Director of Public Health Annual Report 2018, the County Durham Place Based Commissioning and Delivery Plan 2020-2025 and the North East and North Cumbria Integrated Care System Plan.

## **Background papers**

- Draft JHWS 2020-25. Report to Health and Wellbeing Board, November 2019

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## **Appendix 1: Implications**

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### **Legal Implications**

The Health and Social Care Act 2012 places clear duties on local authorities and Clinical Commissioning Groups (CCGs) to prepare a JHWS.

### **Finance**

Ongoing pressure on the public services will challenge all agencies to consider how best to ensure effective services are delivered in the most efficient way.

The demographic profile of the County in terms of both an ageing and projected increase in population will present future budget pressures to the County Council and NHS partners for the commissioning of health and social care services.

### **Consultation**

Details of consultation are provided in the report.

### **Equality and Diversity / Public Sector Equality Duty**

An EIA is being undertaken alongside the development of the JHWS

### **Climate Change**

There are no climate change implications

### **Human Rights**

There are no adverse implications

### **Crime and Disorder**

The JHWS is aligned with and contributes to the current priorities within the Safe Durham Partnership Plan which focuses on crime and disorder.

### **Staffing**

There are no staffing implications.

### **Accommodation**

There are no accommodation implications

### **Risk**

There are no risk implications

## **Procurement**

The Health and Social Care Act 2012 outlines that commissioners should take regard of the JHWS when exercising their functions in relation to the commissioning of health and social care services.

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## **Appendix 2: Joint Health and Wellbeing Strategy 2020-2025**

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Attached as a separate document

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## **Appendix 3: Core Deliverables in the Joint Health and Wellbeing Strategy 2020-2025**

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### **STARTING WELL**

- 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 educational needs and disabilities, by considering their family and community
- Identify perinatal mental health issues during the antenatal period and embedded pathways for support into practice
- Develop the national trailblazer for mental health support teams in identified schools
- Work within Education, Children’s Services and universal health services to improve the workforce’s ability to understand mental health, and where appropriate undertake a brief intervention and signpost or refer accordingly.
- 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
- Support spatial policy and regeneration programmes which aim to improve health and reduce health inequalities
- Develop and implement the Health and Wellbeing Framework for education settings to improve the health of children
- Support women to initiate and continue breastfeeding their babies through the County Durham ‘Call to Action’ to change the culture of breastfeeding in our county, whilst promoting and maintaining UNICEF Gold Baby Friendly Accreditation within key services
- Develop a countywide offer around physical activity and good nutrition including addressing the issues of holiday activities specifically targeting vulnerable communities and health inequalities
- Reduce preventable unintentional injuries among children and young people and reduce inequalities, through the implementation of the County Durham Prevention of Unintentional Injuries Framework
- Consider a range of population approaches to improving children’s oral health across County Durham including community water fluoridation
- Increase the roll out in schools of ‘poverty proofing the school day’ which includes cutting the cost of the schools’ day
- Support the effective transition of identified vulnerable young people aged 14+ towards adulthood and their transition to adult services where required
- **NEW** Improve speech, language and communication outcomes for children across the County to support school readiness

## **LIVING WELL**

- Work with a range of partners to deliver Making Every Contact Count to enable every contact to be a health contact
- Ensure opportunities for service users and their carers to be involved in the development and co-production of services are maximised
- Implement the approach to wellbeing which builds on the positive work in communities and involves communities in decisions about services
- Develop our countywide approach to reducing stigma and discrimination across communities, workplaces and schools through working with the Time to Change hub
- 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
- Better identify the rate of self-harm and reduce the levels of suicide across County Durham
- 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
- Develop a Sexual Health Strategy for County Durham to ensure equitable access and a strategic focus on reducing sexually transmitted infections and good contraceptive health
- Support the drive for a minimum unit price for alcohol to create a County Durham that has reduced harm from alcohol
- Increase the use of active travel to encourage physical activity (including cycling and walking) to reduce traffic emissions related respiratory illness and carbon emissions
- Increase the uptake of national/local screening programmes and work to address inequalities in access and outcomes
- Help people to manage their own long-term conditions including diabetes and respiratory conditions through self-management programmes through a range of methods, including digitally, to access advice, self-help in minor illnesses and health promotion
- Attract more businesses and the voluntary and community sector to participate and achieve the Better Health at Work award including encouraging organisations to sign the Time to Change Employer pledge
- Increase the number of organisations using the volunteering kite mark, which is managed by Durham Community Action
- Implement strategies for vulnerable population groups, for example, those with learning disabilities and autism.
- Develop initiatives for community home treatment as an alternative to crisis services
- Ensure procurement processes encourage providers to have a focus on health within the workplace

- 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
- Contribute to the implementation of the Housing Strategy where this relates to housing and health include accommodation services for people with the most complex needs
- **NEW** Implement initiatives to support individuals to develop healthy eating habits and take part in physical activity
- **NEW** Raise awareness of benefits to health from the perspective of an appropriate work life balance, in helping manage stress and anxiety

## **AGEING WELL**

- Promote the uptake of the flu vaccinations including flu, pneumococcal and shingles through marketing campaigns and collaborative, place-based working across County Durham.
- 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 through age appropriate development in the built environment, training and digital technology
- Develop housing and care options specifically to meet the needs of the older and disabled people within our communities
- Increase the scale and integration of out of hospital services, based around communities and improve population health outcomes
- Ensure the frail elderly are able to live well at home for as long as possible and receive high quality, consistent levels of service
- Increase referrals and adaptations done by the warm and healthy homes programme
- Support carers in their caring role so they are able to maintain their own health and wellbeing
- Support community connectivity and the approach to wellbeing to help address social isolation and loneliness
- Implement the approach to wellbeing which builds on the positive work in communities and involves communities in decisions about services
- Work with Primary Care Networks to ensure social prescribing provides sufficient opportunities for people to access the help they need
- Improve the end of life pathway to ensure providers aspire to delivering support to people at the end of their life to deliver personal, bespoke care.

- **NEW** Identify opportunities for intergenerational experience, learning and skills sharing in communities
- **NEW** Undertake Health Equity Audit of Care Connect with a view to making the most of opportunities to promote health and wellbeing
- **NEW** Explore opportunities to promote Making Every Contact Count in domiciliary care
- **NEW** Ensure work on economic inclusion takes account of the greater proportion of older people in the population
- **NEW** Review and strengthen the County Durham Dementia Strategy, particularly in regard to prevention
- **NEW** Consider rural proofing for health in policy, planning and commissioning of services
- **NEW** Work with providers to increase the offer of fit for purpose sustainable housing stock to enable occupancy of residents into later years

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**Appendix 4: Joint Health and Wellbeing Strategy 2020-2025**  
**Equality Impact Assessment**

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Attached as a separate document