

# Health and Wellbeing Board

18 March 2021

**Joint Health and Wellbeing Strategy  
2021-2025**



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

### **Electoral divisions affected:**

Countywide

### **Purpose of the Report**

- 1 The purpose of this report is to present the Joint Health and Wellbeing Strategy (JHWS) 2021-2025 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 Health and Wellbeing Board agreed the JHWS 2020-25 in March 2020, to provide a holding position for a year whilst further work was undertaken to ensure the Strategy takes account of the County Durham Vision 2035.
- 5 Covid-19 has had a huge impact on how Durham County Council and its partners deliver services, especially health and social care services to ensure those who need to access vital services still receive them, whilst also supporting providers who run essential services. Many of the actions in the current strategy have supported our approach in these unprecedented times.

- 6 Utilising the approach to wellbeing, we have worked with communities and the voluntary and community sector to support residents who have shielded, are self-isolating or have no other support networks.
- 7 This JHWS 2021-25 also considers the impact Covid-19 has on our partners, communities and services and any Covid-19 related actions are included.
- 8 The JHWS takes account of any governance changes, for example, the inclusion of the Physical Activity Strategy Committee as a sub-group of the Health and Wellbeing Board, ensuring there is greater alignment with physical and mental wellbeing and physical activity and healthy weight.
- 9 The JHWS 2021-25 has been aligned to the Director of Public Health Annual Report 2020, the Marmot 10 Year Review and the County Durham Place Based Commissioning and Delivery Plan 2020-25. It also recognises proposals in the Department of Health and Social Care's 'Integration and Innovation: Working together to improve health and social care for all' white paper, which sets out the Government's legislative proposals for a Health and Care Bill.

## **Recommendation**

- 10 Members of the Health and Wellbeing Board are recommended to:
  - (a) Agree the Joint Health and Wellbeing Strategy 2021-25.

## Background

- 11 The Health and Wellbeing Board agreed the JHWS 2020-25 in March 2020, to provide a holding position for a year whilst further work was undertaken to ensure the Strategy takes account of the County Durham Vision 2035, the Marmot 10-year review and Covid-19.
- 12 The JHWS 2021-25 has been further aligned to the County Durham Vision 2035, which was developed together with partner organisations and the public and sets out what we would want the county to look like in 15 years' time. This vision is structured around three ambitions which are:
  - a) More and better jobs
  - b) People live long and independent lives
  - c) Connected communities
- 13 The JHWS 2021-25 will take forward objectives of the vision that are focussed on the health and wellbeing of residents of County Durham, mainly under the "People live long and independent lives" ambition and will contribute to other areas, working in partnership with other strategic partnership boards, for example:
  - a) We will promote positive behaviours
  - b) We will tackle the stigma and discrimination of poor mental health and building resilient communities
  - c) Better integration of health and social care services
- 14 Actions to deliver these vision objectives are incorporated into the action plans within the JHWS.
- 15 The 'Integration and Innovation: Working together to improve health and social care for all' white paper underlines the importance of 'place' as where joining up of care and support is most effective. In most cases this will be the defined by the local authority area.
- 16 Health and Wellbeing Boards will continue to have a place level leadership role in driving partnerships and producing Joint Strategic Needs Assessments and a Joint Health and Wellbeing Strategy. This Joint Health and Wellbeing strategy will be the place-based plan for County Durham. Integrated Care Systems will be required to have regard to this plan.

- 17 Work has taken place on the JHWS 2021-25 through a strategy development group (comprising representatives from Durham County Council (Partnerships, Children and Young People's Services, Adult, and Health Services, Performance and Strategy, and Public Health), Physical Activity Strategy Committee, Harrogate and District NHS Foundation Trust, Tees, Esk and Wear Valleys NHS Foundation Trust, County Durham Clinical Commissioning Group, County Durham and Darlington Fire and Rescue Service and Area Action Partnerships to ensure that the JHWS is fit for purpose and reflects the work being undertaken in partnership by organisations across the county.
- 18 In response to the coronavirus pandemic, a County Durham Covid-19 Health Impact Assessment was undertaken which took account of the impact of the first lockdown, which was supported by detailed forecasting and modelling work. This has given a helpful, system-wide picture of the potential impact of the pandemic on County Durham residents over the next four years and has been considered in the development of the JHWS 2021-25.
- 19 Although recovery will take years, our partners will continue to work together to prevent health and wellbeing inequalities widening even further, and the actions in the JHWS 2020-25 have supported our approach in how we deliver health and social care services in these unprecedented times.

## **JHWS consultation**

- 20 Consultation took place between 22 January 2021 and 21 February 2021 on the JHWS, which included public consultation via the Durham County Council website.
- 21 Partners were invited to take part in the consultation, including Health and Wellbeing Board Partners, Area Action Partnerships, Town and Parish Councils, Durham Community Action, Better Together Forum, VCS organisations, Armed Forces & Veterans Forum, Age UK, Young and Adult Carers, Patient Reference Groups, Poverty Action Steering Group, The People's Parliament, Disability Partnership, and County Durham Youth Council.
- 22 Children and Young People and Adults, Wellbeing and Health Overview and Scrutiny Committees also received a copy of the draft Strategy for comment. Both committees accept and agree the JHWS, and key priorities set out therein.
- 23 Investing in Children hosted two Agenda Days with a range of young people to gather their views. Nine young people aged between 16–21

provided feedback on the JHWS. The young people agreed that the strategic priorities were correct as they covered the life course, and they provided the following feedback:

- Young people agree that Mental Health should be a priority, especially given the impact of the pandemic as it has been difficult throughout the pandemic for young people to maintain routines and enjoy aspects of normal life. The restrictions have made accessing help and support more problematic and have made young people feel isolated from friends and family, whether this is physical isolation or due to restricted access to technology. Young people feel that Mental Health services should be more accessible and should be in an open and comfortable environment.

Mental Health is identified in the JHWS as a priority across all age groups, and the Children and Young People's Mental Health, Emotional Wellbeing and Resilience Local Transformation Plan (LTP) is one of the delivery plan mechanisms in the JHWS. The LTP contains detailed actions for children and young people to support their emotional wellbeing and resilience.

- Concerns about unemployment were raised, and the young people felt there should be support for them to get an apprenticeship or a job. One of the core deliverables in the JHWS is to work with the Economic Partnership to maximise local opportunities for economic and job development, including apprenticeships. An Economic Strategy is also in development which will incorporate this.
- Access to sexual health services, information about the LGBT+ community, and education were all flagged as separate concerns as young people are not able to access the help and support in these areas as freely as they would pre-pandemic.

One of the core deliverables in the JHWS is to 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.

Durham County Council have a contract with Humankind who provide friendly and practical support for young people who identify as LGBT+. They offer lots of connectivity online due to the pandemic, and moving forward, blended services (a combination of online and face to face services) will continue to provide support as lockdown restrictions are eased.

Schools across the County have provided remote learning for the majority of students, whilst schools have remained open for vulnerable young people who need to attend. To ensure learning could continue, laptops were provided to young people who did not have access to digital devices.

- The young people agreed that physical health has been impacted as people across all age groups have become less physically active and suggested that more opportunities for exercise which is fun and appealing are created.

Lots of work has taken place to encourage physical activity to continue, and examples of the projects funded through the Tackling Inequalities Fund, and through Area Action Partnerships are included in JHWS.

The Active Partnership School Games is an online resource, which is a way for children to get physically active and engage in new activities and support the values of the school games programme. The resource is being distributed by County Durham Sport via social media.

Mobile physical activity sessions funded through the Tackling Inequalities Fund (TIF) have provided families on GRT sites with access to robust physical activities which get people of all ages back to being active.

- The young people acknowledged that obesity in children is in the strategy and suggested that children who are underweight should also be a concern, especially given the number of families who are living in poverty.

It is acknowledged that obesity is referenced in the strategy, however this is in relation to a specific performance measure. The objectives in the JHWS refer to children and young people being a 'healthy weight', which addresses overweight and underweight.

The HENRY (Health, Exercise and Nutrition for the Really Young) approach will also be rolled out across County Durham over the next few years by the 0-25 Family Health Service. This approach works in partnership with families to make and sustain positive lifestyle changes, including diet, routines and physical activity, which impact through childhood to adulthood, supporting healthy weight.

- Young people suggested that the promotion of foodbanks and requests for help/donations for the food banks should be promoted.

Poverty, including food poverty is included in JHWS and the work of the County Durham Community Hub supports this. Durham County Council also regularly ask staff to contribute to local food banks throughout the year as well as more timely specialist requests, for example at Easter and Christmas

The Area Action Partnerships have funded a community kitchen, and projects such as the REfUSE 'pay as you feel' Café are in operation across the County, where the ultimate aim is to minimise food waste and abolish food poverty.

24 A range of comments were also provided as a result of the consultation, details of the changes made to the JHWS in response to these are outlined below.

- We were asked 'what does increase the number of organisations involved in Better Health at Work Award mean' and have expanded the term in the JHWS to make this clearer.
- We were asked 'what is meant by physical literacy', so the terminology in the JHWS has been expanded to explain this.
- We were asked 'what does cutting the cost of the school day mean' and have included examples of this in the JHWS.

25 Through the consultation, the following were raised as gaps in the JHWS:

- Alcohol and Drugs, Anti-Social Behaviour and Domestic Violence were highlighted as gaps. These issues are specifically addressed within the Safe Durham Partnership Plan. Alcohol, substance misuse and domestic violence are referenced in the JHWS due to the impact they have on people's health, including their mental health, but it is to note that these are addressed elsewhere.
- Reference to the 'Leisure Transformation Consultation and Strategy' was mentioned, however this strategy will help achieve the actions within the JHWS around physical activity, the outside environment and healthy weight.

- A number of responses highlighted that affordability around transport and access to leisure facilities was an issue. This will be addressed through the Physical Activity Framework currently in development and also through the Poverty Action Steering Group.
- Black and Minority Ethnic communities was highlighted as a gap, however the JHWS clearly identifies that the ongoing pandemic has impacted disproportionately on our BAME community, and lockdown has had a higher impact on BAME communities. The JHWS states that we will work with communities to develop targeted strategies to provide better support for vulnerable population groups, which includes BAME communities.

The GRT community is County Durham's biggest ethnic minority group. There is a GRT Executive Group and an affiliated action plan for GRT communities on our permanent sites and temporary stop overs sites. A contract is also in place for GRT communities regarding access to services, however the JHWS acknowledges that in County Durham, the impact of Covid on Gypsy, Roma Travellers communities requires further investigation.

There is focus on ensuring equity in the uptake of Covid 19 vaccinations, with a regional group focused on this. It is also a key area of action for the local Immunisations Board.

A core deliverable has been included in the JHWS stating that we will consider Census 2021 data to identify BAME communities and the support needed. Although work will take place to address these issues it will take time to get a better understanding of need.

- Feedback indicated that LGBT+ was missing, and that people were not able to access the help and support from LGBT+ services as freely as they would pre pandemic.

As previously noted, we have a contract with Humankind to provide support, which has continued throughout the pandemic and will continue as a blended approach as lockdown restrictions ease. Young people from an LGBT+ group were included in the IIC Agenda Days.

- Parenting / teenage pregnancy is highlighted as a gap. This is included in the JHWS but has not been identified as a priority area as we have made progress in recent years in

reducing teenage conceptions, and a range of work continues to support this, as outlined below:

The One Point Service in collaboration with key partners such as Durham Works deliver a Young Parents programme, funded by Public Health, on an annual basis to a target number of 70 young parents.

Harrogate and District NHS Foundation Trust 0-25 service have delivered the Vulnerable Parent Pathway, which is being updated and renamed as Enhanced Parenting Support Pathway and will include additional support to a young unsupported parent. The One Point Service co deliver this programme providing additional help and support at key points.

The One Point Service delivers a range of evidence based parenting programmes such as Triple P, Strengthening Families and Incredible Years and also works with a range of partners including the Youth Justice Service, and Child and Adolescent Mental Health Services (CAMHS) to provide parenting support.

- Consultation feedback recognises a gap for older people who have retired and mentions a gap around participation in groups within their communities. This is recognised throughout the JHWS through our Approach to Wellbeing and the work with VCS organisations around empowering communities.

An Ageing Well Strategy is also in development, which will encompass this and will look at expanding integration, the approach to active ageing and how older people can continue to make positive contributions to society, which has already begun to be evidenced through the Covid Pandemic response within communities. The Ageing Well strategy will have a positive impact on older people across the board.

County Durham Sport is part of 'Live Longer Better', a national network of Sport England Active Partnerships, working together to prevent and mitigate isolation, increase physical and mental activity to increase resilience, promote knowledge and understanding about living longer better among older people and the wider population to counteract the detrimental effects of ageism, and reduce the risk of and delay or prevent dementia. The network hosts regular events, to hear from a range of voices and to discuss relevant issues.

The project will prompt a conversation on changing the culture around ageing in the region, moving away from a system where ageing is seen as a problem to one where ageing is understood as a normal set of biological processes that can be positively influenced by physical activity.

- Levels of exercise amongst children, young people and young adults, as well as access to free healthy lifestyle choices and activities was identified as a gap, however the JHWS prioritises the importance of exercise throughout the life course. The JHWS also identifies that we will work with partners to put support in place to encourage sustainable 'active travel'.
- It is noted in the feedback that there is a gap in communication with communities, however this is addressed as part of the Approach to Wellbeing, especially around the Community Champions programme and the evolving County Durham Together work. Mutual Aid groups have already been established in communities to provide support in response to the pandemic, which has increased resilience and self-reliance and the work of the County Durham Together Community Hub will continue to build on this moving forward.
- Addressing inequalities in County Durham was highlighted as a gap, yet this is picked up throughout the JHWS.
- The consultation feedback suggests that we are missing how the school curriculum can support the health and wellbeing agenda, however the JHWS clearly references how we will work with schools around the following:
  - Child poverty / cutting the cost of the school day/ holiday activities with food
  - Improved speech, language and communication needs to support school readiness
  - Active 30 programme for physical activity in schools
  - Identified mental health leads in schools / national trailblazer for mental health support teams in identified schools
  - Fewer applications for take-aways near schools

Sport England is also investing £10.1m of government money to help more schools open their facilities to the public once the coronavirus pandemic is over, and County Durham will receive £138,000 to be managed by the Active Partnership, County Durham Sport.

- Feedback also indicates that we need to include how we will embed climate change impacts in the JHWS and how the Climate Emergency Response Plan outcomes will be built into the JHWS outcomes. The JHWS has been updated to include climate change and the benefits to health and wellbeing and how the Health and Wellbeing Board will work with the Environment and Climate Change Partnership to realise these benefits.
- Reference to Place Based approaches was made in the consultation. This approach is used across County Durham in a variety of different arenas, for example through Children and Young People Early Help Services and through community safety activities.

26 General feedback from the consultation included the following:

- The JHWS demonstrates good partnership working.
- Performance measures are not included in the JHWS.
  - There are six high level objectives on which the strategy will be measured. In addition, the JHWS states that a performance management framework will be developed and used to measure success of the JHWS as we move forward.
  - It is anticipated that the Health and Wellbeing Board will receive an annual update on the six objectives in the JHWS (based on a set of KPIs). In addition, thematic updates coming to the HWB will include relevant performance data.
- Concerns are shared around the support that will be needed post Covid and how communities can achieve this
  - This is a priority in the strategy and is referenced throughout.
- Feedback asks how we are ensuring we do not work in silos
  - The JHWS Strategy Development Group who have overseen the development of the strategy is a multi-agency group, and the Strategic Planning Group is sighted on the JHWS to ensure alignment to other relevant plans and strategies. All partners on the Health and Wellbeing Board are asked to sign up to the JHWS as the strategic, multi-agency, place based document.

## Joint Health and Wellbeing Strategy vision and strategic priorities

- 27 The vision for the Health and Wellbeing Board is agreed as '**County Durham is a healthy place, where people live well for longer**'.
- 28 The Health and Wellbeing Board adopts a life course approach to its priorities, recognising the importance of mental health and wellbeing, physical activity and the social determinants of health cutting across all our priorities. The strategic priorities are as follows:
- a) Starting Well
  - b) Living Well
  - c) Ageing Well

## Strategic Objectives

- 29 The strategy is developed under the three strategic priorities outlined above, with six strategic objectives chosen across the three priorities, which are of importance given the impact they have on people's health and wellbeing and of where we want to be in 2025.
- **Improve healthy life expectancy and reduce the gap within County Durham and between County Durham and England** 98% of people who took part in the public consultation strongly agreed / agreed that this should be a priority.
  - **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** 91% of people who took part in the public consultation strongly agreed / agreed that this should be a priority
  - **Decrease overall levels of unemployment and specifically close the employment gap between the general population and those living with a long term physical or mental health condition, or with a learning disability** 95% of people who took part in the public consultation strongly agreed / agreed that this should be a priority
  - **Over 90% of our children aged 4-5 years, and 79% of children aged 10-11 years are of a healthy weight** 89% of people who took part in the public consultation strongly agreed / agreed that this should be a priority
  - **Improved mental health and wellbeing evidenced by increased self-reported wellbeing scores and reduced suicide rates** 95% of people who took part in the public consultation strongly agreed / agreed that this should be a priority
  - **Increase the number of organisations involved in Better Health at Work Award** 75% of people who took part in the public consultation strongly agreed / agreed that this should be a priority

- 30 In addition, a number of milestones are included in the JHWS for each strategic priority to identify the changes we expect to see each year in a number of performance areas.

### **Core deliverables**

- 31 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, objectives and milestones.
- 32 Work is taking place with relevant performance leads to ensure that key performance indicators are identified to ensure realistic, but challenging measures are in place. These will be aligned to the County Durham Vision 2035 performance framework where relevant. The aim is to streamline the previous arrangements so there is focus for the Board on those performance issues that are the hardest to address. Regular updates will be provided to the Health and Wellbeing Board as part of its work programme.
- 33 An Equality Impact Assessment (EIA) has been undertaken alongside the development of the JHWS (Appendix 3).

### **Accessibility**

- 34 New legislation dictates how we can present information, to ensure it is accessible to all. This has presented some issues in how we display information in the JHWS, as previously we have used infographics, tables and diagrams to convey key messages.

### **Conclusion**

- 35 The development of the JHWS has been led by a partnership group, and has been informed by the Joint Strategic Needs Assessment as part of [Durham Insight](#) which provides the evidence base on which the priorities have been developed.
- 36 The JHWS is aligned to the Director of Public Health Annual Report 2020, the Marmot 10 Year Review and the County Durham Place Based Commissioning and Delivery Plan 2020-25.
- 37 The JHWS is also aligned to the County Durham Vision 2035 and will be the delivery mechanism for some of the objectives which support the overall ambitions.

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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 Equality Impact Assessment has been undertaken alongside 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: Draft Joint Health and Wellbeing Strategy 2021-2025**

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Attached as a separate document

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## **Appendix 3: Equality Impact Assessment**

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Attached as a separate document