

COUNTY DURHAM HEALTH AND WELLBEING BOARD

JOINT LOCAL HEALTH AND WELLBEING STRATEGY 2023-28

ADULTS, WELLBEING AND HEALTH,
OVERVIEW AND SCRUTINY COMMITTEE

14 JULY 2023



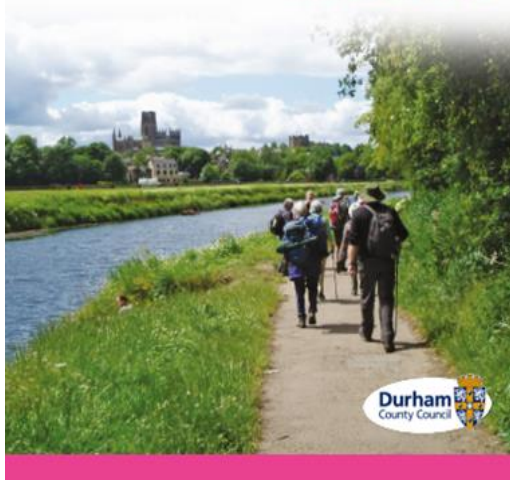
Better for everyone

Joint Local Health and Wellbeing Strategy (JLHWS)

2023-28



Vision: County Durham is a healthy place, where people live well for longer



Joint Strategic Needs & Assets Assessment

- Rooted in intelligence and wider evidence about what drives health and wellbeing across the county

Vision for Joint Local Health and Wellbeing Strategy

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

What difference we can expect to see

- Reduction in the percentage of people who smoke to 5% by 2030
- Increase the proportion of children who are a healthy weight
- Improvement in mental health measures
- Increase the number of people in treatment for drink dependency

Approach to Wellbeing

- Using the Approach to Wellbeing focusing on how we work with communities



Better for everyone

County Durham Wellbeing Principles

The County Durham Approach to Wellbeing uses seven principles to help us focus on the key role that people, families and communities play in supporting health and wellbeing.

People and Places

Empowering communities

working with communities to support their development and empowerment

Being asset focused

acknowledging the different needs of communities and the potential of their assets

Building resilience

helping the most disadvantaged and vulnerable and building up their future resilience



Supporting Systems

Working better together

working together across sectors to reduce duplication and ensure greater impact

Sharing decision making

designing and developing services and initiatives with the people who need them

Doing with, not to

making our interventions empowering and centred around you as an individual

Using what works

everything we do is supported by evidence informed by local conversations



Better for everyone

15%

Health and social care

Services which prevent and treat illness and maintain health and wellbeing. This includes services which support with day-to-day life for people who live with illness and disability and as people age, if needed.

40%

Healthy behaviours

What we eat and drink
Our use of tobacco, alcohol and drugs
Whether we are physically active
Our sexual behaviour
Our attitudes towards health and wellbeing

45%

The wider determinants of health

How much money we have
The quality of the house we live in
Being safe and secure
The natural environment surrounding us
Our access to transport, education and work
These are the 'building blocks of good health' which impact on our chances of living a long and healthy life



Inequalities and Wider Determinants of Health

Our health and the health of our population is dependent on a complex relationship between our genes, the broader factors of health care, our behaviours and the wider determinants of health.

McGinnis, J.M., Williams-Russo, P. and Knickman, J.R. (2002) cited in The King's Fund (n.d.). Time to Think Differently. Broader determinants of health: future trends. Available at:

<https://www.kingsfund.org.uk/projects/time-think-differently/trends-broader-determinants-health> (Accessed: 9 March 2023).



Developing our Priorities

- Based on evidence from the JSNAA
- Have the biggest impact on local outcomes and health inequalities
- Fewer priority areas which are easily understandable to the HWB, partners and communities
- Follow a lifecourse approach
- Wider determinant underpinning each priority

Ultimately the JLHWS should focus on the areas that prevent it from achieving its vision that ***'County Durham is a healthy place where people live well for longer'***.





Making smoking history

- All partners using an evidence-based approach to reducing smoking prevalence in County Durham
- Motivating and supporting smokers to stop and stay stopped including the use of vapes as a swap to stop approach
- Reducing the demand and supply of illegal tobacco products, increasing price and addressing the supply of tobacco to children



Enabling healthy weight for all

- Improve the local food environment so that our residents are able to make more healthy choices
- Empower our residents to be more active in their daily lives by shifting the culture towards moving more, and making this an easy option
- Taking action to improve support and information so that residents are better informed and equipped to make healthier food choices





Improving mental health, resilience and wellbeing

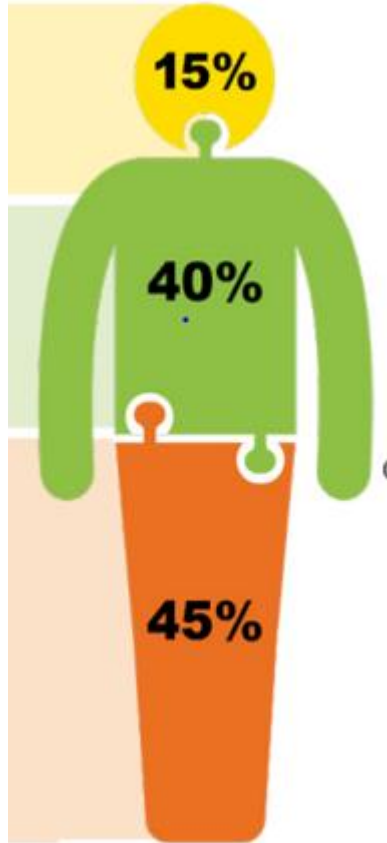
- Improving the mental health of children and young people
- Suicide prevention
- Developing robust system responses for urgent and emergency mental health care
- Develop and implement a consistent dementia strategy
- Resilient communities
- Deliver and embed new transformed models of care for adults with serious mental health issues

Reducing alcohol harms

- Use of an integrated evidence-based strategic approach to reducing alcohol harms in County Durham
- Motivating and supporting people to reduce alcohol intake and encourage those who are drink dependent to access support
- Promote an alcohol-free childhood for all children and young people
- Support minimum unit pricing and lobby for policy change



Role of the Health and Wellbeing Board



- Work with County Durham Care Partnership Executive on Health and social care - 15%
- Focus across the lifecourse in our four priority areas: Making smoking history, Enabling healthy weight for all, improving mental health, resilience and wellbeing, reducing alcohol harms – 40%
- Supporting partners to focus on the wider determinants of health (for example, poverty, economic, housing, good education, community safety, environment) – 45%
- Influencing resource allocation and system planning
- Statutory governance including:
 - Health Protection Assurance,
 - Better Care Fund,
 - Special Educational Needs and Disabilities,
 - Pharmaceutical Needs Assessment

