

CHESHIRE EAST HEALTH AND WELLBEING BOARD
Reports Cover Sheet

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| Title of Report: | Cheshire East Wellbeing Network |
| Date of meeting: | 24 th July 2018 |
| Written by: | Bernadette Bailey (Transformation Programme Manager, NHS Eastern Cheshire Clinical Commissioning Group) |
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| Health & Wellbeing Board Lead: | Fiona Reynolds (Director of Public Health) |

Executive Summary

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| Is this report for: | Information <input checked="" type="checkbox"/> | Discussion <input type="checkbox"/> | Decision <input type="checkbox"/> |
| Why is the report being brought to the board? | To inform the Health and Wellbeing Board of the establishment of the Wellbeing Network, its work to date and plans for 2018/19 and ask the Board to advise on the joint wellbeing campaigns for 2019/20. | | |
| Please detail which, if any, of the Health & Wellbeing Strategy priorities this report relates to? | Starting and Developing Well <input type="checkbox"/> Living and Working Well <input type="checkbox"/> Ageing Well <input type="checkbox"/> All of the above <input checked="" type="checkbox"/> | | |
| Please detail which, if any, of the Health & Wellbeing Principles this report relates to? | Equality and Fairness <input type="checkbox"/> Accessibility <input type="checkbox"/> Integration <input type="checkbox"/> Quality <input type="checkbox"/> Sustainability <input type="checkbox"/> Safeguarding <input type="checkbox"/> All of the above <input type="checkbox"/> | | |
| Key Actions for the Health & Wellbeing Board to address. Please state recommendations for action. | The Health and Wellbeing Board is asked to: <ul style="list-style-type: none"> • note and acknowledge the value of the collaborative approach to wellbeing campaigns across Cheshire East • continue to support the future campaigns with resources including: staff; venues; communications; and materials where relevant, from partner organisations • advise on joint campaigns for 2019/20 | | |
| Has the report been considered at any other committee meeting of the Council/meeting of the CCG board/stakeholders? | This report has been prepared for the Health and Wellbeing Board and has not been considered by any other committees or boards at this stage. | | |

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| Has public, service user, patient feedback/consultation informed the recommendations of this report? | Not directly, however the comments of those involved in the refreshing of Joint Health and Wellbeing Strategy 2018 – 2021 have been considered. |
| If recommendations are adopted, how will residents benefit? Detail benefits and reasons why they will benefit. | The recommendations contribute to Outcome three: “Enable more people to Live well for Longer” of the Joint Health and Wellbeing Strategy 2018 – 2021. By delivering joint campaigns in 2018/19 that provide staff and residents with information to support them in making health life style choices that will improve their health and wellbeing in the areas of healthy blood pressure, staying well during winter and the responsible use of alcohol. |

1 Report Summary

- 1.1 The Cheshire East Wellbeing Network was established in November 2017 to bring together staff working on wellbeing within the main local partner organisations. The network operates on a Cheshire East footprint and has membership from NHS Eastern Cheshire Clinical Commissioning Group, NHS South Cheshire Clinical Commissioning Group, Cheshire East Council, East Cheshire NHS Trust, Cheshire and Wirral Partnership NHS Foundation Trust, Peaks and Plains Housing Trust, Plus Dane Housing Trust, Everybody Sport and Recreation, the Council for Voluntary Services and the Department of Work and Pensions. Representation from Mid Cheshire Hospitals Foundation Trust is currently being sought.
- 1.2 NHS Eastern Cheshire Clinical Commissioning Group initiated the setting up of the Wellbeing Network to assist with delivering one of its priorities in its 2017 – 2019 Plan - Implementing new approaches to improving wellbeing.
- 1.3 The purpose of the Wellbeing Network is to work collaboratively through connecting and sharing current initiatives and developing joint campaigns.
- 1.4 The Network reports to Fiona Reynolds, Director of Public Health, Cheshire East Council and Fleur Blakeman, NHS Eastern Cheshire Clinical Commissioning Group. The Wellbeing Network does not have any allocated budget and operates within the resources provided by each partner organisation.
- 1.5 The Wellbeing Network started by reviewing the national campaigns, each partner organisations priorities and campaigns and the Cheshire and Merseyside Health and Care Partnership prevention priorities. From this they identified four campaigns during 2018/19 to work together to deliver. The rationale for the joint approach was to increase the impact of campaigns by having a common approach with a consistent targeted message. It has also brought greater innovation and efficiency by using the skills and assets across the partnership members and organisations, doing things once and having common materials.
- 1.6 The campaigns selected for 2018/19 are:
 - Quarter 1 – April to June - Mental Health Awareness Week – 14th to 20th May
 - Quarter 2 – July to September “Know your Numbers” – 10th to 16th September
 - Quarter 3 – Stay Well This Winter
 - Quarter 4 – Dry January

The rationale for selecting each campaign is shown in Appendix 1. In addition campaigns were selected to provide different approaches, experiences and learning, e.g. different lengths for campaign from a week, a month and a season.

- 1.7 The first joint campaign – Mental Health Awareness Week was very successful with a wide range of activities and communications delivered by the Network partners. In total 482 people took away resources or advice from the stands, 294 people pledged actions to reduce their stress, 203 people attended mindfulness sessions and 80 people received health checks. The infographics in Appendix 2 summarises the headlines from the campaign.
- 1.8 In addition to the hard outcomes of the campaign, it is also important to report the significant level of interest, engagement, enthusiasm and commitment shown by the members of the Wellbeing Network. This high energy of members has spread/led to other organisations asking to join the Network, e.g. CVS and DWP. The soft transformational networking approach is encouraging whole-system thinking and helping to build and strengthen a culture of sharing and working in partnership. Those who attend the network are helping to create links between organisations which go beyond simply working on joint wellbeing campaigns.
- 1.9 The Mental Health Awareness Week was evaluated and a full report can be found in Appendix 3. The key recommendations from the evaluation for future campaigns are:
 - Identify a key lead person in each organisation
 - Establish a small working group as soon as possible
 - Agree the timeframe as soon as possible to allow staff resources and capacity to be allocated
 - Earlier engagement with communication leads would have assisted with joint communications
 - Allow more time for agreeing news articles /press releases to ensure signoff between all partners
 - The use of a partnership logo which all partners can use would avoid use of multiple logos and single organisation branding
- 1.10 Members of the Wellbeing Network were active participants in the workshops organised to inform the Joint Health and Wellbeing Strategy 2018 – 2021 and were pleased to see that the strategy included the deliverable of “Delivering four collaborative health and wellbeing campaigns across partners organisations per year” under Outcome three: Enable more people to Live Well for Longer.

2 Recommendations

The Health and Wellbeing Board is asked to:

- 2.1 Note and acknowledge the value of the collaborative approach to wellbeing campaigns across Cheshire East;
- 2.2 Continue to support the future campaigns with resources, including staff, venues, communications and materials where relevant, from partner organisations;
- 2.3 Advise on joint campaigns for 2019/20.

3 Reasons for Recommendations

- 3.1 These recommendations support the wellbeing of the residents of Cheshire East through collaborative partnership working on the delivery of joint campaigns. The collaboration increased the reach and impact of the quarterly campaigns and ensures that each partners organisational resources are used efficiently.

4 Impact on Health and Wellbeing Strategy Priorities

- 4.1 The recommendations contribute to Outcome three: “Enable more people to Live well for Longer” of the Joint Health and Wellbeing Strategy 2018 – 2021. By delivering joint campaigns in 2018/19 that provide staff and residents with information to support them in making health life style choices that will improve their health and wellbeing in the areas of healthy blood pressure, staying well during winter and the responsible use of alcohol.

5 Access to Information

- 5.1 The background papers relating to this report can be inspected by contacting the report writer:

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Appendices

1. Cheshire East Health and Wellbeing Joint Campaigns 2018/19
2. Mental Health Awareness Week 2018 Infographics
3. Evaluation of the Mental Health Awareness Week 2018 Campaign