Cheshire East's DRAFT Interim Health and Wellbeing Strategy

The Health and Wellbeing Strategy identifies the priority areas for collective action by key commissioners, to make a real impact upon improving the health and wellbeing of the community.

For the purpose of this Strategy 'wellbeing' is understood to be 'a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity. It requires that basic needs are met, that individuals have a sense of purpose and that they feel able to achieve important personal goals and participate in society. It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment.'
(Defra (2007) A common understanding of wellbeing for policy makers Defra http://www.defra.gov.uk*)*

The Vision:
The Government's 'Public Health Outcomes Framework' vision is:

'To improve and protect the Nations health and wellbeing and improve the health of the poorest fastest'.

Our Vision for Cheshire East
Through the development of the Sustainable Community Strategy we agreed this vision for how we want Cheshire East to be in 2025:

Cheshire East is a prosperous place where all people can achieve their potential regardless of where they live. We have beautiful productive countryside, unique towns with individual character and a wealth of history and culture. The people of Cheshire East live active and healthy lives, and get involved in making their communities safe and sustainable places to live.

To help move towards achieving this vision the shadow Health and Wellbeing Board has agreed its vision as being…

In addition the vision for Public Health in Cheshire East is…

"to work with others to achieve sustainable improvements in the health and wellbeing of the population and to reduce variations in health."

Context
The Health and Wellbeing Board and Health and Wellbeing Strategy do not sit in isolation. Active partnerships are already working on priority areas that touch upon health and wellbeing both across Cheshire and Warrington, for example the Local Enterprise Partnership and Health and Wellbeing

Commission and within Cheshire East , for example PACE (Partnerships for Action in Cheshire East), the Children's Trust and the Community Safety Partnership. More locally communities are engaged through the Local Area Partnerships.

Do we need national and local policy context – background to the Strategy etc?

Do we need facts about local demographics etc?

Our suggested priorities for action are based on the evidence from the Joint Strategic Needs Assessment, existing key strategy documents that have been developed through partnerships and consultation and the emerging priorities of our two Clinical Commissioning Groups.

A number of cross-cutting principles are proposed to ensure the most effective and efficient use of resources. These are:

Equity – Provision of services should be proportional to need to avoid increasing health variations, and targeted to areas which need them the most.

Accessibility – services should be accessible to all, with factors including geography, opening hours and access for disabled people and other vulnerable groups considered.

Integration – Service provision and care pathways should be integrated, with all relevant providers working together. This will maximise the benefits of delivery through the Health and Wellbeing board.

Effectiveness – Services should be evidence based and provide value for money.

Sustainability – Services should be developed and delivered considering environmental sustainability.

Similarly the **Safeguarding** of our population will be a central theme that will underpin the priorities within the Strategy.

Outcome 1 –
Starting and developing well…

Children and young people have the best start in life; they and their families or carers[?] are supported to feel healthy and safe, reach their full potential and are able to feel part of where they live and involved in the services they receive.

Challenges –
- Reducing the levels of obesity, smoking, and the misuse of alcohol and drugs (CT & SCS)

- Promoting and encouraging greater uptake of breastfeeding and childhood immunisations; (SCS)
- Reaching and supporting families early enough to prevent health issues escalating (CT & SCS)
- The need to target services on young people and areas where there are the highest levels of risk taking behaviour leading to significant levels of teenage pregnancy and sexually transmitted diseases; (CT & SCS)
- Available provision and accessibility of services to address the emotional health and well being issues for our children and young people (CT)
- Reducing the use of temporary accommodation for families to ensure our children have settled accommodation in which to grow and develop; (SCS)
- Reducing the number of child casualties in road traffic accidents; (SCS)
- Increasing health professionals knowledge, awareness and promotion of issues linked to ensuring children and young people are protected and safe (CT)
- Ensuring our vulnerable children and young people receive relevant health care and assessment which meets their needs. [Vulnerable children would include those living in poverty, those receiving free school meals, those who have offended, those who have a disability, those who are cared for by the local authority etc.](CT)
- Need to increase levels of breastfeeding?
- School Nursing? Community Health Visitors?
- Autistic Spectrum Disorders

Outcome 2 - Working and living well…
Driving out the causes of poor health and wellbeing ensuring that all have the same opportunities to work and live well and reducing the gap in life expectancy that exists between different parts of the Borough.
Challenges –
- Reducing the levels of cancer and cardiovascular diseases particularly through more active lifestyles, stopping smoking and healthy eating; (SCS) Add Health Screening/Health Checks take up?
- Tackling the impact and cost of alcohol misuse on individuals and society; (SCS)
- Improving people's mental health and wellbeing;
- Focussing local actions on the wider determinants of health including:
  - reducing social exclusion for some of our most vulnerable residents
  - improving energy efficiency to reduce fuel poverty and tackle housing conditions that exacerbate respiratory and other chronic illnesses
  - improving access to the workplace and reduce long term unemployment (SCS)
- Delivering market and affordable housing; (CEC Housing Strategy)
- Reducing incidents of anti social behaviour; (Safer Cheshire East Partnership and SCS)
- Reducing incidents of domestic abuse ; (Safer Cheshire East Partnership)

- Supporting communities to support themselves; (Safer Cheshire East Partnership)
- Ensuring communities feel safe; (Safer Cheshire East Partnership and SCS)
- Minority communities?
- Carers?
- Learning Disabilities?
- Mental health?

Outcome 3 - Ageing well…
Enabling older people to live healthier and more active lives for longer:
Challenges –
- Helping people to stay fit and active for longer; (SCS)
- Improving care and support for those who need it, maximising people's opportunity to live independent lives; (SCS)
- Ensuring the safeguarding of vulnerable older people; (Safer Cheshire East Partnership)
- Meeting the housing needs of the ageing population; (Housing Strategy)
- Dementia?
- End of life care? 'Living Well, Dying well' (St Luke's Hospice/EC Hospice)

The Shadow Board recognises that collaborative working with a wide range of partner organisations is required to deliver on our priorities.

To deliver these priorities we will work with partners to:
- Develop sustainable community based services that address health variations and improve the physical and mental well being of people.
- Support their efforts to improve the long-term health of our communities.
- Help and encourage vulnerable people to lead independent lives and enjoy continued social contact.
- Support people to adopt healthy behaviours enabling them to be healthy and stay well.
- Identify and tackle the social, environmental and economic factors that can affect the health and well being of individuals.
- Empower residents to take responsibility for improving their own health and wellbeing.