

The Joint Health and Wellbeing Strategy for the population of Cheshire East.

A Message from Councillor Janet Clowes, Chair of the Health and Wellbeing Board, Dr Paul Bowen, Chair and GP Lead of the NHS Eastern Cheshire Clinical Commissioning Group, Dr Andrew Wilson, Chair and GP Lead of the NHS South Cheshire Clinical Commissioning Group, Dr Heather Grimbaldeston, Director of Public Health.

We are delighted to present to the residents, patients and health and social organisations our first Health and Wellbeing strategy. This document represents a commitment by the NHS and the Local Authority to work in partnership to tackle some of the complex, difficult and inequitable health and wellbeing issues together.

The Government's Health and Social Care Act (2012) has set out the requirement for the establishment of Health and Wellbeing Boards and Joint Health and Wellbeing Strategies in each local authority area.

The Health and Wellbeing Strategy will provide an overarching framework that will influence the commissioning plans of the local NHS, the Council, and other organisations in Cheshire East. It will be a driver for change, focussing upon those key areas that will make a real impact upon improving the health and wellbeing of all our communities.

[signed + pictures]

Context

There are two newly formed Clinical Commissioning Groups in Cheshire East, the NHS Eastern Cheshire Clinical Commissioning Group and the NHS South Cheshire Clinical Commissioning Group (CCGs)). These CCGs will take over the control of the local NHS from the Primary Care Trust in April 2013. Representatives from these two organisations, together with Councillors, the Director of Public Health and senior managers from Cheshire East Council and a patient representative, form the core membership of the Health and Wellbeing Board.

In considering the strategic priorities for the area the Board has considered three key documents:

- **The NHS Eastern Cheshire Clinical Commissioning Group 2012-2013 Annual Plan**
http://www.ec3health.co.uk/uploaded_files/files/ECCCG_Annual_Plan_2012-13_-_Final_low_res.pdf
- **The NHS South Cheshire Clinical Commissioning Group Strategic Plan 2012-2015**
http://www.southcheshirehealth.org.uk/uploaded_files/files/consortia/SCH_Strategic_Plan_2012-15_V6_FINAL.pdf
- **'Ambition for All' Cheshire East's Sustainable Community Strategy**
http://www.cheshireeast.gov.uk/community_and_living/pace_-_strategic_partnerships/sustainable_community_strategy.aspx

These are all informed by and underpinned through the evidence of the Joint Strategic Needs Assessment and each have been consulted on in their own right.

Partnership working on health and wellbeing issues is not new in Cheshire East. However, through the new Health and Wellbeing Board, representatives from health, public health, the Council and Local Health Watch (representing Cheshire East residents), have committed, through this document and future Joint Health and Wellbeing Strategies to work more closely together, with a common focus of ensuring that services are jointly tailored to meet the needs of our residents. Meaningful engagement with our communities, patients and carers will inform all that we do and we will commission to improve health and health/social care for our local populations and to drive the integration agenda around the needs of individuals.

Our Population and Place

In general, all partners recognise that the health and wellbeing of the residents of Cheshire East is good. However there are still very significant challenges that need to be addressed. Amongst these are reducing the number of people leading unhealthy lifestyles; preparing for an increasingly ageing population (by 2029 the numbers of people aged 65 or over will increase by more than 50% to 108,000 and those aged 85 or over will more than double to 20,000); improving the mental health and emotional wellbeing of residents and addressing some stark differences across Cheshire East (for example a difference in life expectancy which at its worst sees a gap of 10.9 years for men and 16.8 years for women depending on which area you live in Cheshire East).

There is good practice to build upon to tackle these challenges with high quality general practice, effective NHS / local authority joint working and innovative Council led projects already in place. But we recognise that more needs to be done and the Board, through the Strategy will drive improvement in health and wellbeing.

The Joint Health and Wellbeing Strategy is an evolving document, responding to the changes that occur through these new ways of working and to new challenges that we may face in the future, the priorities will modify over time.

Our Principles

Equality and fairness – Provision of services should meet need, reduce health outcome variations, and be 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 – To jointly commission services that fit around the needs of residents and patients, encouraging providers to collaborate to create integrated services where appropriate. This will maximise the benefits of delivery through the Health and Wellbeing Board.

Quality – The strategy should be based on sound evidence and reasoning, and focus on quality, within our resources

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

Our Priorities

Strategic Priorities	Priorities for collective action
Outcome one - Starting and developing well...	

<p><i>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.</i></p>	<p>Increase the number of babies breastfed for six months</p> <p>Reduce the levels of alcohol use / misuse by Children and Young People</p>
<p>Outcome two - Working and living well... <i>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.</i></p>	<p>Reduce the incidence of alcohol related harm.</p> <p>Reduce the incidence of cancer.</p> <p>Reduce the incidence of cardiovascular disease.</p> <p>Ensure that the health and wellbeing of carers is supported.</p> <p>Support carers in their caring role.</p> <p>To better meet the needs of those with mental health issues.</p>
<p>Outcome three - Ageing well... <i>Enabling older people to live healthier and more active lives for longer:</i></p>	<p>Improve the co-ordination of care around older people, in particular those with dementia, and support independent living (including falls prevention).</p> <p>Provide good palliative care.</p> <p>Support an older population for rest of life / end of life planning.</p>

It must be emphasised that the constituent organisations of the Health and Wellbeing board will also be working themselves on other areas that they have identified as key to supporting improvements in health / health and social care.

What happens next?

Through engagement with stakeholders and the Public we would like to ask that you:

- Support this initial Joint Health and Wellbeing Strategy, which describes an immediate, joint and collaborative focus on those areas, identified by the NHS and Cheshire East Council, as important to improving health and health and social care;
- Provide your ideas on how best to tackle the priorities for collective action, and what you or your organisation can do to assist the Health and Wellbeing Board in its aspirations.
- A Delivery Plan will be produced after the engagement exercise closes, that will identify our actions for 2013 – 2014.
- The newly formed Local Healthwatch (representing patients) will be fully engaged in this process as the Strategy evolves.

Conclusion

The Health and Wellbeing Board is committed to ensuring that the NHS and Cheshire East Council (including Public Health) work together on areas of shared need, as expressed through future Cheshire East Health and Wellbeing Strategies.

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