

North Somerset Council

Report to the Health Overview and Scrutiny Panel

Date of Meeting: 19th July 2021

Subject of Report: Health and Wellbeing Strategy

Town or Parish: All

Officer/Member Presenting: Dr Georgie MacArthur

Key Decision: No

Reason:

For review and comment

Recommendations

Members of the Health Overview and Scrutiny Panel are asked to review the draft Health and Wellbeing Strategy and Action Plan, for which a final version is due to be published towards the end of July 2021. Members of the Panel are asked to review the vision, principles, approach, and priority themes and to contribute views and suggestions to inform update and finalisation of the document.

1. Summary of Report

The Health and Wellbeing Strategy (HWBS) 2021-2024 for North Somerset aims to provide a unified vision for health and wellbeing, an overview of shared strategic priorities and principles for improving health and wellbeing and reducing inequalities, and a targeted action plan outlining the range of actions to be taken to achieve objectives. The strategy has been informed by analysis of health needs and consultation and engagement, and aims to be succinct, accessible and focused around the actions to be taken to address health and wellbeing priorities. The action plan included in the strategy will be supported by an outcomes framework to enable ongoing monitoring and evaluation of outcomes and an annual refresh of the action plan to review impact and identify any areas for improvement.

The Health Overview and Scrutiny Panel are asked to review and provide comments relating to:

1. The vision for the strategy.
2. The principles underpinning the strategy.
3. The approach and priority themes.
4. The action plan.

Between July and September 2021, a working group will refine and agree a framework for the action plan, outlining resource commitments, targets and modes of delivery, which will be submitted to the Health and Wellbeing Board for approval in Autumn 2021.

2. Policy

Guidance states that Health and Wellbeing Boards must develop a joint Health and Wellbeing Strategy (HWBS) (*Health and Social Care Act 2012, s193*) and that these HWBS should meet the needs of the local population and must be taken into account by local authorities, CCGs and NHS England when preparing or revising commissioning plans.

3. Details

3.1. Data and themes

Development of the Health and Wellbeing Strategy (HWBS) has been informed by review of quantitative data and evidence regarding leading causes of mortality, premature mortality, ill-health and health inequalities in North Somerset. Extensive engagement and consultation has also been undertaken with residents and a range of stakeholders and forums across North Somerset to support development of the HWBS (see section 3.2 below).

Data demonstrates that leading causes of health inequality and premature mortality in North Somerset include cardiovascular disease, cancer and respiratory disease, while evidence indicates that around two in five cases of cancer could be prevented, and six risk factors (including tobacco use, physical inactivity, harmful alcohol use, poor diet, high cholesterol levels and high blood pressure) are estimated to cause 50-80% of cardiovascular disease. Tobacco use remains a leading contributor to premature mortality and health inequalities, and mental and behavioural disorders are also a key contributor to the health burden and inequalities, often interacting with other determinants of health. Many of these risks, behaviours and determinants also have their roots in childhood and young adulthood, offering opportunities for prevention of later ill-health.

In addition, a range of social, economic and environmental factors, or wider determinants of health, shape the conditions in which people live and thus impact on people's physical and mental health. Systematic variation in such factors can drive health inequality with many health conditions having their roots in the inter-relationships between such determinants of health.

3.2. Consultation and Engagement

Alongside analysis of health need, consultation and engagement was conducted to ensure that the strategy reflected the values, beliefs and priorities of people in North Somerset. Approximately 250 individuals contributed to the consultation, via surveys, workshops and fora, including members of the public and representatives of health and wellbeing networks and forums, statutory, charitable and service provider organisations, small and medium sized enterprises, the voluntary, charitable, faith and social enterprise (VCFSE) sector and Town and Parish Councils. Priority topics that emerged included: mental health and wellbeing; physical activity; diet and healthy food; food poverty; social isolation and loneliness; addressing climate change and health; and addressing the impacts of Covid-19. Among wider determinants of health, priorities included transport, housing, and financial stability and employment. Feedback highlighted that approaches to tackle these issues should include: a focus on prevention and early intervention, working with communities using strengths-based approaches, and providing accessible services and activities.

The priority topics, approaches and ideas mapped closely to priorities and approaches identified via analysis of health data and have contributed to development and shaping of the strategy. It is noteworthy that while consultation and engagement was conducted during a period including a national lockdown and high rates of Covid-19, the key themes identified

are consistent with those identified through other consultations completed over recent years in North Somerset, and nationally.¹

3.3. Approach, principles and framework for action

Taken together, the Health and Wellbeing Strategy Steering Group developed a framework for action, which brings together data about health need and findings from our consultation and engagement, with a focus on addressing risk factors for leading causes of ill-health and inequality alongside the wider determinants of health.

The framework for the strategy focuses around three key themes of (i) prevention of ill-health; (ii) early intervention to reduce the burden to health and impact of existing health problems; (iii) thriving communities to support strategic plans to address wider determinants of health and to ensure a focus on supporting places, settings and communities to develop, own and implement sustainable solutions to local health needs. This is reflected in the vision for the strategy:

The Health and Wellbeing Board's vision is for people to be enabled to optimise their health and wellbeing and to lead long, happy and productive lives in thriving communities, building on their strengths in a way that reduces inequalities in health. Our vision will be achieved by:

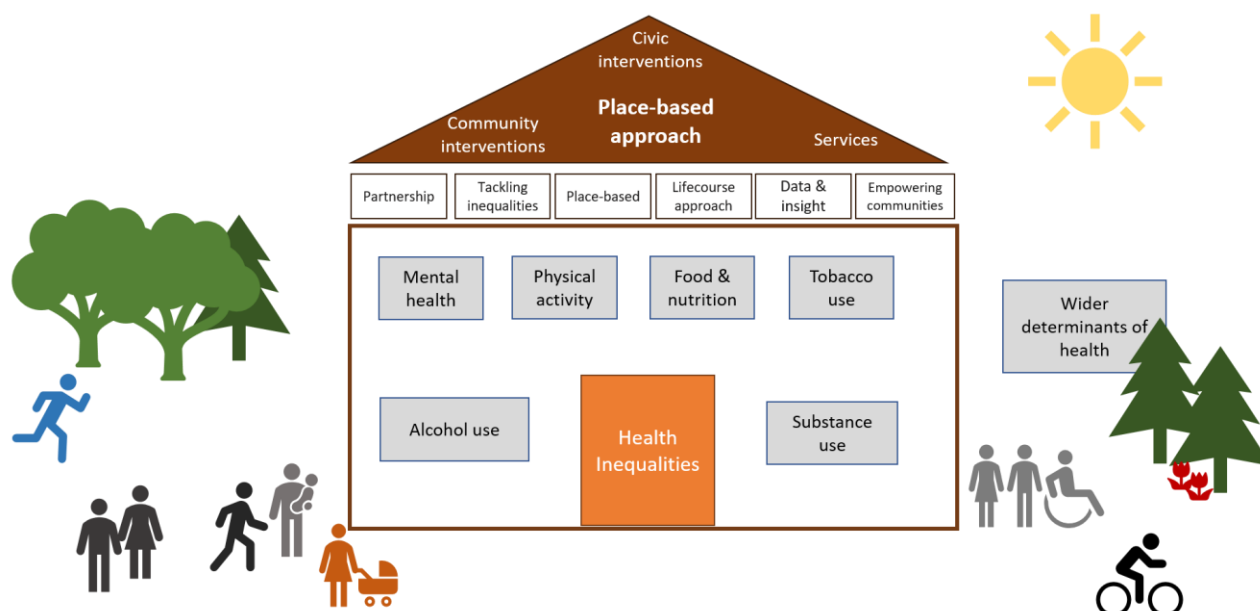
- Preventing health problems before they arise
- Intervening early in relation to existing health problems
- Supporting communities to be connected, healthy and resilient

Priority areas to be addressed across these themes include mental health and wellbeing; physical activity; food, diet and nutrition; tobacco use; alcohol use; drug use; and wider determinants of health such as housing, transport and green infrastructure.

The strategy commits to action to address these priority areas across the lifecourse, reflecting recognition of the need to address risks to health that may arise at critical periods of life (such as the early years) and/or throughout life thus aiming to support the best start in life, living well, and ageing well. This framework for action is outlined in Figure 1 below (to be refined prior to publication by the design team).

¹ Royal College of Paediatrics and Child Health. State of Child Health 2020: England.

Figure 1. Our approach and priority areas to be addressed in the Health and Wellbeing Strategy and action plan



Place-based approach to reducing health inequalities incorporates the population intervention triangle, incorporating civic-level interventions; community interventions and service-based interventions. White squares reflect our principles; grey squares reflect our priority health and wellbeing themes to be addressed in the strategy.

The framework is underpinned by a set of guiding principles, including:

1. Strong and effective partnerships
2. Tackling health inequalities and using a proportionate universalism approach
3. A place-based approach to inequalities
4. A life-course approach
5. Building on the Covid-19 response and recovery plan
6. Enabling and empowering communities

Each of these principles is outlined in greater detail in the draft HWBS attached. It is made clear that the strategy in no way seeks to replicate or replace the extensive work already in place to address the challenges outlined above, using similar principles and approaches. All of that work will continue. However, the HWBS seeks to highlight where new, focused action, and partnership, will make a difference in improving health and wellbeing.

Overall, the principles and approach taken aim to align with the North Somerset Council Corporate Plan, NHS Long Term Plan, Healthier Together strategies and programmes and Integrated Locality Partnership-driven programmes, while drawing on frameworks and reports such as the Health in All Policies approach, The Marmot Review 10 Years On, and the place based approach to reducing inequalities.

4. Consultation

A summary of the consultation and engagement completed to inform development of the HWBS is provided in section 3.2 above.

5. Financial Implications

Implementation of the HWBS action plan will require additional resources, to be committed from the Public Health and Regulatory Services budget and from other partners. A Working Group will be convened to review the action plan, targets, resources required, mode of delivery and ownership of actions. The initial focus will be on actions to be implemented in year 1, followed by those planned for years 2 and 3. The resulting resourcing and reporting framework will be submitted to the Health and Wellbeing Board for approval in the autumn of 2021.

Costs

As noted above, a working group will review and agree detail regarding costs and resources associated with delivery of the action plan.

6. Legal Powers and Implications

Local authorities and clinical commissioning groups (CCGs) have equal and joint duties to prepare a Health and Wellbeing Strategy, through the Health and Wellbeing Board. Full details of the national guidance (2013) can be found [here](#).

7. Climate Change and Environmental Implications

The HWBS incorporates plans to support action to address climate change via support for the North Somerset Green Infrastructure Strategy and Active Travel Strategy. The action plan also includes plans to pilot a programme to enhanced active travel for journeys to school, use communications and marketing to disseminate messages around climate change and health, and to promote consideration of climate change through commissioning of services and as part of a review of 'Health in all Policies' across health and wellbeing partners.

8. Risk Management

Delivery and implementation of the HWBS and action plan will be overseen by the Health and Wellbeing Board and any risks to delivery of this work will be identified to the Board for discussion and resolution. Implementation of the action plan and monitoring and evaluation of outcomes will be monitored by a project management group on a regular basis.

9. Equality Implications

The HWBS highlights how actions will be implemented using a proportionate universalism approach, such that health problems will be tackled in a way that improves the health and wellbeing of everyone, but with a proportionately greater focus where changes are most needed, so that the health of people experiencing the worst health outcomes can increase faster, thus helping to reduce the inequality gap. Such action may reflect differences in health outcomes between geographical areas and/or between population groups, for instance, according to protected characteristics. Implementation of the action plan will be guided by data in this regard, and monitoring and evaluation of the impact of actions on health inequalities.

10. Corporate Implications

The HWBS reflects North Somerset Council's vision of being open, fair and green via the focus on consultation, engagement, community-focused action, and ongoing review of impact; a central aim of reducing inequalities; and our support for action to address climate

change. The strategy also aims to support a range of strategies and programmes already in place, such as the Economic Plan, Green Infrastructure Strategy, Active Travel Strategy, Volunteering Strategy, Carers Strategy, and Libraries Strategy among others. The HWBS also acknowledges the importance of collaboration and partnership with Healthier Together and a range of partners as we move towards an integrated care system and co-ordinated models of care and support at locality level.

11. Options Considered

The option being presented is review and endorsement of the vision, approach, principles and themes outlined in the draft Health and Wellbeing Strategy. The draft strategy and action plan will be updated and optimised following the meeting of the Health Overview and Scrutiny Panel, with publication in late July 2021.

Author:

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Appendices:

Appendix 1: Draft Health and Wellbeing Strategy and Action Plan
Appendix 2: Summary powerpoint presentation

Background Papers:

None