

North Somerset Council

REPORT TO THE HEALTH AND WELLBEING BOARD

DATE OF MEETING: 14 February 2024

SUBJECT OF REPORT: Joint Health and Wellbeing Strategy

TOWN OR PARISH: All

OFFICER PRESENTING: Dr Georgie MacArthur, Consultant in Public Health

KEY DECISION: No

REASON: Paper for information and discussion.

RECOMMENDATIONS:

The Health and Wellbeing Board are invited to:

- Consider and endorse proposals for the overarching structure in development for the next Joint Local Health and Wellbeing Strategy 2024-2028.
- Consider and approve minor changes to delivery of actions in the current Joint Health and Wellbeing Strategy and a proposal for funding of additional capacity to support development of the next strategy.
- Note the progress report.

1. SUMMARY OF REPORT

This report aims to summarise status regarding development of the next Joint Local Health and Wellbeing Strategy 2024-2028 and to provide an opportunity for the Health and Wellbeing Board to input into, and shape, its development. The Health and Wellbeing Board are also invited to approve funding for additional capacity to support development of the next strategy.

2. DETAILS

2.1. Development of the next Joint Local Health and Wellbeing Strategy 2024-2028

As previously described, it is intended the structure of the next Health and Wellbeing Strategy be similar to that of the current version, but updated to ensure a strong focus on reducing health inequalities and addressing all determinants of health. The structure is outlined further below.

Proposed vision:

Working together to ensure equality of opportunity for everyone in North Somerset to start, grow up, live, work, age and die well and to enjoy good wellbeing and health.

Approaches:

- (i) **Prevention:** We will ensure children have the best start in life and focus on preventing health and wellbeing problems throughout the lifecourse.
- (ii) **Early intervention:** We will improve outcomes by intervening as early as possible to address any health and wellbeing-related needs experienced during people's lives.
- (iii) **Holistic action and support:** We will implement person-centred action on the social, economic and environmental determinants of health.
- (iv) **Healthy and caring communities:** We will empower people and communities to be connected, healthy and resilient through strengths-based approaches, engagement and involvement.
- (v) **Tackling inequalities:** We will prioritise action to ensure equality of opportunity in access to services, experience and outcomes to reduce inequalities between groups.

Priority topics will include, as previously:

- Mental health (including mental health and wellbeing, suicide prevention, self-harm, social isolation and loneliness, and trauma-informed practice)
- Food, nutrition and oral health (to address the spectrum of food and diet-related ill-health, including eating disorders)
- Tobacco dependence
- Drug and alcohol use
- Being active
- Healthy places and communities (wider determinants of health e.g. employment and skills, education, housing quality, climate change, discrimination, violence, community safety etc).

The guiding principles will be as previously, with one addition proposed, further to feedback obtained, around using trauma-informed and compassionate approaches to wellbeing and health.

1. Partnerships and collaboration
2. A focus on inequalities
3. Taking a place-based approach
4. Using data, intelligence and insight to drive decision-making
5. Taking action across the lifecourse
6. Empowering people and communities and building on local strengths
7. Using trauma-informed practice and compassionate approaches to improving wellbeing and health.

The action plan will be structured by priority topic, ensuring that actions address each of the five approaches. Where appropriate, actions will directly mirror those in the North Somerset Council Corporate Plan 2024-2028 (to be published later in 2024) to ensure synergy.

Priority topics are also consistent with commitments in the BNSSG Integrated Care System Strategy and actions will reflect system-wide workstreams e.g. regarding tobacco dependence and healthy weight. The latter, for instance, includes a more compassionate approach to considering health benefits from eating well and we aim to implement such an approach in North Somerset through the next strategy.

2.2. Consultation and Engagement

In agreement with the Health and Wellbeing Strategy Oversight Group, it is proposed that findings of recent consultation programmes should be used as much as possible, to avoid duplication with recent consultation and engagement. As such, recent contributions from members of the public and stakeholders have been collated and synthesised to identify key themes. In addition, a programme of consultation is being developed and implemented, which will include consultation with: North Somerset Council Members, Leadership Teams, and Officers; equalities groups, primary care practice groups, Locality Partnerships, Town and Parish Councils, and representatives of the VCFSE sector including the VANS Leaders Forum, Wellbeing Collective, and North Somerset Together. Consultation will take place between February and April. We will also seek public consultation on the draft strategy in the summer.

2.3. Monitoring, Evaluation and Reporting

Looking ahead, a slight alteration to the monitoring and reporting approach is proposed. First, the dashboard is being updated so that it is consistent with other North Somerset Council reporting dashboards. It will now feature outcome data and the RAG rating around progress, with commentaries being reviewed and synthesised internally for reporting to the Health and Wellbeing Board. It is also intended that reporting be fully outcome-focused based on data available via the Public Health Outcomes Framework, local surveys and/or reporting of data from service providers or project leads themselves. Reporting to the Board may therefore be quarterly, six-monthly or annual, depending on the measure and availability of data in question. The evaluation framework will be set during development of the strategy in 2024.

2.4. Support for strategy development

Since development of the strategy requires dedicated capacity, it is proposed that underspend in the Health and Wellbeing Strategy budget be used to fund a secondment (North Somerset Council, level 7) for 0.4WTE for 6 months at an indicative cost of £10K. The postholder would also support with organisation of a dedicated workshop to celebrate the achievements of the current Health and Wellbeing Strategy.

- The Health and Wellbeing Board are invited to state whether they approve of this proposal.

2.5. Delivery of the Joint Health and Wellbeing Strategy action plan.

The latest update of strategy implementation for 2023-24 Q2, is outlined below.

Table 1. Summary of progress in implementing Health and Wellbeing Strategy actions in 2023-24 Q1.

Status	Q1	
	Actions (n)	Actions (%)
Completed	5	7
In-Progress	24	33
In-progress	35	49
In-progress (but delayed) or Not Started	9	13
Total	73	100

A snapshot of feedback and impact-related data from selected projects is outlined in Appendix 1. Mitigation or changes in place regarding the minority of actions where challenges have been met are summarised in Appendix 2. For one action which is not able to progress ('We will reduce short term harms relating to alcohol misuse by working more effectively with licensed premises to reduce risk for: hospital admission, impact on young people and feeling of safety in the town centre'), it is proposed that £5K of the funding is repurposed and committed to the Knife Angel project, which aims to address knife crime and improve community safety; retaining a further £8K for alcohol-related work. Funding would contribute to supporting the overall project, which will include a range of projects and events, such as sessions with young people, first aid skills development, and medical training for night-time economy venues.

In relation to phase 2 workstreams:

(i) Mental health and wellbeing among children and young people

Off the Record have recruited a Wellbeing Practitioner to deliver the two groups: MindAid, which aims to tackle anxiety and low mood; and Shameless, which focuses on body image. Forty young people have engaged with these groups and half reported positive outcomes. Feedback obtained demonstrated '*my mood improved, I have some ideas how to feel better when I feel low*'.

Funding for the projects approved regarding mental health among adults will be mobilised during 2024.

(ii) Physical activity

The launch event for 'Get Active – a Physical Activity Strategy for North Somerset' was held on 29th January 2024. Further feedback on the action plan was gathered at the event and the first physical activity strategy steering group meeting will take place in early March 2024.

The steering group will have responsibility for delivery of the action plan and in April 2024, the group plans to submit proposals to the Health and Wellbeing Strategy Oversight Group highlighting planned use of the phase 2 funding of £80,000, to support delivery of key actions included within the action plan. Approval for projects from the Health and Wellbeing Board will be sought in the next meeting.

(iii) Children and young people and risk

As previously approved by the Health and Wellbeing Board, this work will focus on children and young people who are vulnerable to harm from outside of their home, such as exploitation and gangs, which will be led by the Multi-Agency Safeguarding Partnership sub-group. The aim of the work is to ensure all children and young people who are known to, or coming into contact with, multiple professionals get a consistent approach and that no information about their lives is overlooked. This will enable multi-agency planning to be co-ordinated to ensure the most appropriate support is offered. The Adolescent Safeguarding Framework is a holistic approach that ensures consistent pathways to assessment, support and safety for individual children as well as a clear multi-agency response to contexts of harm including their school, peers and their communities. This workstream will involve training to support practitioners with this new framework and approach, thus equipping them with knowledge, skills and confidence to offer high quality intervention. Details and costs are being finalised and the work will be taken forward through 2024.

1. FINANCIAL IMPLICATIONS

Funding of certain phase 2 workstreams has been delayed due to limited capacity, however, projects can continue through implementation of the next strategy. Any funding for implementing the next strategy, from underspends to date or any other sources, will be subject to a funding process to be implemented once the action plan has been developed. This will be presented to the Health and Wellbeing Board for approval.

The cost of a short-term post to support development of the Health and Wellbeing Strategy, proposed in this paper, is approximately £10K.

2. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The next joint local Health and Wellbeing Strategy will include actions regarding climate change. We will work with providers of services to ensure that impacts on the climate are considered and are limited as far as possible.

3. RISK MANAGEMENT

Delivery and implementation of the strategy and action plan is overseen by the Health and Wellbeing Board, and risks to delivery of this work will be identified to the Board for discussion and resolution.

4. EQUALITY IMPLICATIONS

All projects and proposed workstreams aim to tackle inequalities in health.

5. CORPORATE IMPLICATIONS

The next Health and Wellbeing Strategy will represent actions in the forthcoming Corporate Plan and the overarching vision of being Open, Fair and Green.

AUTHOR

Dr Georgie MacArthur, Consultant in Public Health

REFERENCES

N/A

APPENDICES

Appendix 1: Recent examples of reach, outcomes and/or feedback from ongoing Health and Wellbeing Strategy projects.

Theme	Organisation and project	Feedback
Food and nutrition	North Somerset Council, Weight Management Services	<p>Six 12-week groups have been delivered in local community venues – uptake has been very good and positive feedback received. 196 clients are currently engaged with the Healthy Lifestyles Advisors Service.</p> <p>The Lose Weight tier 1 and 2 information and offers of support have been promoted via betterhealthns.co.uk and the website had over 52,000 views in Jan to Dec 2023.</p>
Oral health	North Somerset Council, oral health promotion	<p>Toothbrush Pack distribution project – over 1,000 children have received packs and 150 reception children have received oral health education.</p> <p>The regional supervised toothbrushing scheme for early years settings has been mobilised and 41 settings have been identified as eligible.</p> <p>Eight training sessions have been delivered to 57 professionals, and approximately 130 professionals have been trained through organisation team meetings/training days.</p> <p>The team have spoken to over 2,000 children and approximately 100 parents/carers about oral health.</p>
Physical activity	North Somerset Council, Health Walks and Parkplay	<p>Parkplay, health walks and new programmes for people with long-term conditions are being delivered.</p> <p>A total of 2,028 individuals attended Health Walks in 2023/24 Q2 alone.</p> <p>For ParkPlay, in total, 537 individuals have registered with 92 attending at least one ParkPlay session.</p>
	Age UK, Physical activity classes for older adults.	<p>A total of 2,864 visits were recorded in Q2, with throughput in Q1&2 combined being 5,101. There are a total of 24 ageing well exercise classes available across North Somerset.</p> <p><i>“The lady who does it is very friendly and I leave the class feeling somewhat lighter.</i></p> <p><i>I am pleased i could do it at my age</i></p>

		<i>I think it is actually helping my knee, and my balance is getting better too”</i>									
Mental health	Training and community grants	162 people have received mental health training. 35 community grants were funded in 2023/24 (£88K of funding) and the evaluation reports an improvement in outcomes. In 23/24 Q2, 82 people engaged with these projects.									
	Holiday playschemes for children (aged up to 5 years) with additional needs	The Summer Play Scheme for young children with Special Educational Needs and/or Disabilities (SEND), led by Springboard Opportunity Group, was delivered successfully across Springboard bases for the first two weeks of the school summer holiday. Data collected and feedback from parents shows that parents’ anxieties about the long summer break were reduced as a result of their children having the opportunity to attend. Parents also reported that their happiness increased as a result of seeing their children thrive in Springboard's specialist SEND play scheme. From multiple case studies, parents generally feel their children have become more interactive with other children, and that their confidence and communication skills have increased.									
	Reclaim counselling	Reclaim offers free counselling and therapeutic support for people who have been affected by domestic abuse. Adults receive ten sessions, while children and young people receive 15 sessions. In the last quarter, 77 individuals were seen by the service. Over the year, 147 people have received and are currently receiving counselling. Feedback from one client highlighted that the impact was ‘ <i>extremely beneficial</i> ’.									
Drug and alcohol use		Focus on specific areas of activity to increase engagement and improve treatment and care, led by the North Somerset Drug and Alcohol Partnership, has improved outcomes, as outlined below. <table border="1"> <thead> <tr> <th>Outcome measure</th> <th>Year</th> <th>Trend</th> </tr> </thead> <tbody> <tr> <td>Percentage of people in treatment who complete successfully & do not have acute housing problems</td> <td>2022/23</td> <td>↓</td> </tr> <tr> <td>Continuity of care for prison leavers (percentage)</td> <td>2022/23</td> <td>↓</td> </tr> </tbody> </table>	Outcome measure	Year	Trend	Percentage of people in treatment who complete successfully & do not have acute housing problems	2022/23	↓	Continuity of care for prison leavers (percentage)	2022/23	↓
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		<p>Increased engagement of non-opiate prison leavers with identified treatment need (percentage) 2022/23 ↑</p> <p>Numbers in treatment (adults) 2022/23 ↑</p> <p>Numbers in treatment (YP) 2022/23 ↑</p> <p><i>"I'm able to have a relationship with family now."</i></p> <p><i>"[Treatment] changed my life."</i></p> <p><i>"it has built [my] confidence and self-esteem"</i></p>
Wider determinants of health	Workplace health	Eight workplaces are enrolled in the Healthy Workplaces scheme, meaning a reach of 10,360 employees. Two workplaces have reached the Bronze Award. The network is growing with 115 on mailing list and engaged with 98 different businesses.
	Warm homes (WHAM: warmer homes, advice and money)	<p>In total during 2022-23, 295 households were provided with in-depth advice with £155,192 household savings evident in the quarter and £526 average financial impact per household.</p> <p>Overall, 66% percent of clients were aged over 50 years old and 32% of clients were living with a physical disability; 10% reported a mental health condition. 34.5% of clients were in receipt of work-related or disability-related benefits.</p>

Table A1. Actions where progress has been delayed and next steps to progress implementation.

Action	Detail and mitigation
We will develop a food award programme for food businesses to improve the quality and sustainability of food offered to local residents.	<p>The capacity required for this action has not been available to date, as originally anticipated.</p> <p>However, an options appraisal is underway focused on where we can best invest capacity and resource to bring about the best outcomes for our population to enable a healthy diet. This options appraisal includes how we can work with partners across the ICS to enable healthy eating.</p>

<p>We will review all policies in light of health and wellbeing among partners of the Health and Wellbeing Board, sign up to the Local Authority Declaration on Healthy Weight, Sugar Smart and review advertising and planning policies.</p>	<p>There is now scope and capacity in the public health team for 2023-24 to consider opportunities to take this action forward working as a system. Progress is therefore anticipated in 2023-24 and 2024-25, for instance relating to the Declaration on Healthy Weight.</p>
<p>We will undertake a review of 'Health in All Policies' across Health and Wellbeing Board partners.</p>	<p>Capacity has not been available to deliver this action. The action is likely to be included in the next strategy.</p>
<p>We will refresh our tobacco control plan.</p>	<p>The tobacco control plan will be refreshed following partnership working with BNSSG ICS to ensure it fits with system priorities and action.</p>
<p>We will reduce short term harms relating to alcohol misuse by working more effectively with licensed premises to reduce risk for: hospital admission, impact on young people and feeling of safety in the town centre. (Phase 1)</p>	<p>Service pressures have meant that the project has not commenced. It is proposed that part of the funding be re-purposed to support the Knife Angel project, which would support related community safety outcomes.</p>
<p>We will improve understanding of the health and wellbeing of taxi drivers to identify interventions needed to help promote and improve their health and wellbeing. (Phase 1)</p>	<p>Training for taxi drivers has been implemented. Staff changes meant that leadership for this project is not available. As such funding has been returned for re-purposing in the next strategy.</p>
<p>We will evaluate the impact of inclusion of social value-related health and wellbeing measures in new contracts.</p>	<p>Staff changes mean that this full evaluation has not been completed. However, social value health and wellbeing measures are included as standard.</p>