

# Health and Wellbeing Strategy 2021-2024



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# Introduction

- The HWBS is a timely and important vehicle by which to deliver a targeted action plan to bring about beneficial impacts on health and inequalities
- The joint Health and Wellbeing Strategy for North Somerset 2021-24 will outline:
  - Shared ambitions for improving health and wellbeing and reducing health inequalities
  - Priority themes and health and wellbeing challenges that we will address to meet our ambitions
  - A focused action plan, demonstrating how we will meet those ambitions, who owns the action, targeted outcomes by which to measure success, and a timeline
  - Details of how we will work with residents, communities and organisations across North Somerset to achieve our goals

# Aims

- Addressing health inequalities will be a central ambition, with inequalities featuring as a helical theme through the strategy and action plan
- The Strategy will encompass and build on existing programmes and strategies within North Somerset Council and the wider system to ensure it is collaborative and avoids duplication e.g.:
  - Economic Plan
  - Corporate Plan
  - Healthier Together strategies and programmes
  - NHS Long Term Plan

# Structure & Development of Strategy

- The strategy will be informed by:
  - Quantitative data regarding health need: public health outcomes framework, granular local data
  - Evidence for effective interventions: rapid scoping and evidence review
  - System mapping: existing stakeholders, networks and programmes
  - Consultation with stakeholders, businesses and residents

Together these will enable development of themes to structure the strategy

- Within over-arching structure of best start in life (0-24); living and working well (25-64); ageing well (>65)
- Incorporating clear action plan with timelines and measurable outcomes

# Approach

Build on work completed regarding place-based approach to addressing health inequalities

- Priorities identified: mental health, physical activity, healthy places

Renewed analysis and consultation to take account of impacts of Covid-19

- Prevention and management of poor mental and emotional health and mental illness
- Risk factors for preventable and premature mortality (CVD, cancer, respiratory disease) and severe Covid-19 illness e.g. tobacco, physical activity, diet, alcohol use

Including consideration of wider determinants of health e.g. education, transport, housing, employment & skills

# Strategic Oversight



The HWB Strategy Steering Group (meeting every 4-5 weeks)

<b>Name</b>	<b>Role, Organisation</b>
Georgie MacArthur (Chair)	Consultant in Public Health, Corporate Services, North Somerset Council
Matt Lenny	Director of Public Health, Corporate Services, North Somerset Council
Charlotte Cadwallader	Specialty Registrar in Public Health, Corporate Services, North Somerset Council
Emma Diakou	Service Leader, Business Intelligence, North Somerset Council
Vanessa Andrews	Marketing and Communications Manager, North Somerset Council
Richard Blows	Transformation Programme Manager, North Somerset Council
Jane Harrison	Head of Economy, North Somerset Council
Kirstie Corns	North Somerset Area Lead, BNSSG CCG
Dr Kevin Haggerty	GP and Former Chair, One Weston Partnership
Dr Natasha Ward	GP, Woodspring Integrated Locality Group
Mark Graham	Wellbeing Collective Board

Additional practical support via University of Bristol placement and Biomedical Scientist volunteer

# Process and next steps

- Health and Wellbeing Board endorsed development of new HWBS September 2020
- Steering Group agree that collaborative approach is required to maximise likelihood of success
  - Focused around consultation and engagement
  - Enabling buy-in and ownership of linked action plan
  - Implements North Somerset's new way of working openly and collaboratively with the public and partners, building on momentum of collaboration from the community Covid-19 response

# Next steps and maximising impact

- This requires additional time, to enable:
  - In-depth engagement to understand a range of views and perspectives regarding challenges, priorities, community strengths and new opportunities.
  - Mapping of existing programmes to avoid duplication and identify gaps in delivery
  - Extensive consultation and engagement to ensure buy-in to the strategy and to enable partnership and shared ownership and oversight of the action plan
  - Accounting for time pressures of the Covid-19 response on those with whom we need to engage (community partners, clinical and health professionals etc)
  - Accounts for time diverted among public health team to Covid-19 response October-December 2020.



# Consultation and Engagement



- Consultation and engagement activities include:
  - E-consult survey for residents and stakeholders (open until 18 February)
  - Tailored survey for businesses (to be disseminated w/c 1 February)
  - Citizen's Panel
  - Online public and stakeholder workshops (n=4)
  - Press release, social media, E-life, the Knowledge, Town and Parish Digest, professional networks
  - Town and Parish Council meetings (n=3: north, south, central)
  - Consultation with VCSE Leaders Forum; Wellbeing Collective; North Somerset Together
  - Integrated locality groups (Weston and Worle; Woodspring)
  - North Somerset Council Executive, CLT, HOSP, officers
  - Regular update and consultation with Health and Wellbeing Board

# Updated timeline

Updated timeline suggested to enable meaningful collaboration and engagement



## For decision

- Proposed approach to developing and delivering the Health and Wellbeing Strategy and action plan
- Overarching narrative of the strategy
- Extension of timescales, which shifts the date of publication to July 2021

## For discussion

- Views regarding themes, priorities, interventions and services to be considered
- Support for engagement process and championing the strategy