

HEALTH AND WELLBEING STRATEGY – ACTION PLANNING PROCESS

To: **Health and Wellbeing Support Group**

Date: **October 2012**

1. PURPOSE

- 1.1 The purpose of this report is to propose a process for developing an Action Plan for the [Cambridgeshire Health and Wellbeing Strategy 2012-17](#).

2. BACKGROUND

- 2.1 The Health and Wellbeing Strategy represents the first step in a bold vision for the Health and Wellbeing Board and Network to achieve change together. The next step is to develop a joint Action Plan for 2013-14 with commitment from partners to align commissioning across organisations and use resources differently to meet the priorities within the Strategy. The deadline for the first draft of the action plan to go to the shadow Health and Wellbeing Board is 20 December 2012.

3. PROPOSAL

Governance

- 3.1 It is proposed that the Health and Wellbeing Strategy Development Group be decommissioned and replaced by a Health and Wellbeing Strategy Action Planning Group (APG) on a task and finish basis.
- 3.2 It is proposed that 5 Members of the Health and Wellbeing Support Group or other appropriate officers each be requested to lead operationally on action planning for one of the first 5 priorities within the Strategy. For priority 6 “Work together effectively” each lead would be asked to demonstrate how the actions for their specific priority reflect the focus areas of priority 6. Health and Wellbeing Board members will be asked to champion and strategically lead on one priority.
- 3.3 Each lead officer/Board member would establish a Priority Working Group (PWG) to develop actions for their Priority area. This group would be made up of representatives from relevant partners (including the County and District Councils, NHS, CCG and voluntary sector). The PWG would nominate a member to attend the APG and provide updates on progress.
- 3.4 The PWG would be responsible for populating the action plan template (Appendix A) and would need to:
- Identify what actions were already underway in other partnerships or organisations that would contribute to achieving the priority.

- Identify 1 or 2 areas where the Health and Wellbeing Board could make a significant difference by working together effectively and doing things differently.
 - Provide regular updates on emerging actions or themes to the APG.
 - Finalise the draft action plan for their theme by 17 December 2012.
- 3.5 The APG would be responsible for coordinating the process as well as looking at the emerging actions across the 5 priorities to ensure there was no duplication and to identify any cross cutting themes.

Evidence Base

- 3.6 There is a range of evidence available to support the development of the Action Plan, alongside the Joint Strategic Needs Assessment and the Health and Wellbeing Strategy there are also a number of responses received to the strategy consultation which will be relevant to each priority and will help inform the action planning process, these responses will be provided to the PWG lead officers.
- 3.7 It is also crucial that the views of Local Health Partnerships feed into the action planning process, therefore the pro forma at Appendix B will be circulated to the Local Health Partnerships for completion. Responses from Local Health Partnerships will help ensure local issues and actions make up part of the evidence base considered by the PWGs.

Principles

- 3.8 In developing the Health and Wellbeing Strategy stakeholders agreed a number of cross cutting principles which inform how partners will work together and should be applied to the action planning process. The 'What could we do better together' column within the Action Plan template (Appendix A) is designed to facilitate this. As a reminder, these principles are:
- Reducing inequalities by improving the health of the worst off fastest.
 - Focusing on prevention.
 - Using evidence-based practice and responding to local information.
 - Developing cost effective solutions and improving efficiency.
 - Emphasising local action and responsibility.
 - Sustainability.
- 3.9 Also, as mentioned previously, the action plan should reflect the areas of focus under priority 6, namely:
- Commit to partnership working, joint commissioning and combining resources in new ways to maximise cost effectiveness.
 - Identify sustainable, long term solutions to manage increased demand.
 - Encourage increased partnership working with research organisations to better inform the evidence base.
 - Encourage increased involvement of service user representatives and local groups in planning services and policies.
 - Recognise the importance of the voluntary sector and their valuable contribution to implementing the strategy.

Monitoring

- 3.10 It should be remembered that the Health and Wellbeing Strategy is a five year document and therefore the Action Plan will need to be updated regularly and should be seen as a “living” document. While only a small number of actions will be defined initially, which are unlikely to cover all the areas of focus, the number of actions will be increased as the Strategy progresses.
- 3.11 Proposals for monitoring the progress and performance of the Action Plan will be developed by the APG and presented to the Health and Wellbeing Board along with the Action Plan at the 16 January 2013 meeting. Regular updates will be provided to the Health and Wellbeing Support Group between now and January.

4. RECOMMENDATIONS

- 4.1 The Health and Wellbeing Support Group is asked to endorse the proposed process for developing an Action Plan for the Health and Wellbeing Strategy.

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
1. Ensure a positive start to life for children, young people and their families (94% support)						
1.1 Strengthen our multi-agency approach to identifying children who are in poverty, who have physical or learning disabilities or mental health needs, or whose parents are experiencing physical or mental health problems.	Child Poverty Strategy action plan	County / Children's Partnership				Reduced child poverty
	Huntingdonshire H&Wb Group Action Plan: 1.2.1 Support and provide a range of accessible opportunities to increase participation in sport and physical activity by targeted groups (particularly Children and Young People and those with disabilities) including vulnerable and disadvantaged young people.	Jo Peadon; HDC; SALT				To maximise the total throughput of HDC's SALT activity programme to more than 33,500.
1.2 Develop integrated services across education, health, social care and the voluntary sector which focus on the needs of the child in the community, including the growing numbers of children with the most complex needs, and where appropriate ensure an effective transition to adult services.						Better integrated services for children; better transition to adult services

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
1.3 Support positive and resilient parenting, particularly for families in challenging situations, to develop emotional and social skills for children.						Improved parenting skills
1.4 Create and strengthen positive opportunities for young people to contribute to the community and raise their self esteem, and enable them to shape the programmes and services with which they engage.						Empowered and confident young people; improved services
1.5 Recognise the impact of education on health and wellbeing and work to narrow local gaps in educational attainment.						Reduced "gap" in educational attainment
2. Support older people to be independent, safe and well (94% support)						
2.1 Promote preventative interventions which reduce unnecessary hospital admissions for people with long	Older peoples strategy					
	Extra care strategy					

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
<p>term conditions, enable them to live independently at home or in a community setting where appropriate and improve their health and wellbeing outcomes e.g. through falls prevention, stroke and cardiac rehabilitation, supporting voluntary organisations and informal carers.</p>	<p>Huntingdonshire H&Wb Group Action Plan:</p> <p>4.1 Promote the independence of older people</p>					
	<p>4.1.1 Seek to prevent falls by providing the Right Start programme to help vulnerable and disadvantaged people to live independently by reducing the risk of disabling injury by keeping older people active and reducing the risk of falls</p> <p>4.1.2 Seek to prevent falls by working with the re-ablement service (of CCC Social Care) to facilitate appropriate referrals</p> <p>4.1.4 Work in partnership with housing/health/social care partners to enable new extra care schemes. Bidding for capital/revenue funding where appropriate.</p> <p>4.1.7 Work with Care Network's 'Community Navigator' co-ordinator to integrate the project into existing service provision in Huntingdonshire.</p>	<p>Jo Peadon, SALT (HDC) HH&Wb Action Plan</p> <p>Sandie Smith, CCC Social Care HH&Wb Action Plan</p> <p>Care Network's Coordinator</p>				<p>Reduced number of falls in Hunts.</p> <p>To ensure the Community Navigator project in Hunts enhances/supplements existing services and adds value.</p>

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
2.2 Integrate services for frail older people and ensure that we have strong community health, housing, voluntary support and social care services tailored to the individual needs of older people, which enable them to improve their quality of life and minimise the need for long stays in hospitals, care homes or other institutional care.	Disabled Facilities Home Improvement Agencies Handy person schemes Affordable warmth					
	Huntingdonshire H&Wb Group Action Plan: 4.1.5 Work in partnership with Age UK to provide a Handyman Scheme for Older people in Huntingdonshire	Trish Reed (HDC, Planning and Housing Strategy)				Making the homes of elderly vulnerable people in Huntingdonshire safer and contributing to falls prevention
	Huntingdonshire H&Wb Group Action Plan: 2.1.1 Occupational Therapy Working Group to maintain the length of waiting times for assessment in Huntingdonshire to achieve equity with other districts within the county.	Trish Reed (HDC, Planning and Housing Strategy)				That residents of Huntingdonshire in need of OT assessment are not disadvantaged
2.3 Enhance services for the early prevention, intervention and treatment of mental health problems in older people, including timely diagnosis and joined up services for the care and support of older people with dementia and their carers.						

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
2.4 Ensure appropriate and person-centred end of life care for residents and their families and informal carers.						
3. Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices (92% support)						
3.1 Encourage individuals and communities to get involved and take more responsibility for their health and wellbeing.	Huntingdonshire H&Wb Group Action Plan: 1.1.1 Contribute to an increase in physical activity in Huntingdonshire - All leisure centres to host, assist and promote local clubs that participate on their site (including Day Rehabilitation in Ramsey).	Simon Bell, HDC, One Leisure Jeremy Wallman, HuntsHealth Partnership				To increase active participation of sport/activity in Huntingdonshire & increasing overall participation rates at HDC Leisure Centres to 1.7m pa. Establish baseline for Day Rehabilitation in Ramsey
	Huntingdonshire H&Wb Group Action Plan: 3.2.1 Deliver the Community Health Improvement Programme offering intensive support to enable adults who are overweight and obese to improve levels of healthy eating and physical activity	Mary-Clare Smiley , NHS Cams				Tackle obesity – by improving nutrition and physical exercise for adults

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
	Huntingdonshire H&Wb Group Action Plan: 3.2.2. Deliver the child weight management programme ENERGIZE to children who are overweight and obese – and to their families	Faye Bentley, NHS Cambs				Tackle obesity – by improving nutrition and physical exercise for children & adults
3.2 Increase participation in sport and physical activity, and encourage a healthy diet, to reduce the rate of development of long-term conditions, increase the proportion of older people who are active and retain their independence, and increase the proportion of adults and children with a healthy weight.	HDC: Huntingdonshire Exercise Referral- c300 new referrals pa. (44% clients with disability; 60% >50 yrs old). RightStart 123 classes Huntingdonshire Health Walks Cardiac Rehabilitation Phase IV classes Outdoor Exercise Equipment Adult Sports Tasters One Leisure: Leisure centres	Jo Peadon (HDC, SALT)				Sustained increase in participation rates by Huntingdonshire Residents

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
3.3 Reduce the numbers of people who smoke.	Huntingdonshire H&Wb Group Action Plan: 3.1.1 Continue to increase the numbers of adults in Hunts who quit smoking at 4 weeks, focussing specifically on those living in areas of deprivation where % of people smoking are higher 2011-12 target: 1032 smokers quit at 4 weeks (2010/11 target was 917)					Reduce the number of adults who continue to smoke
3.4 Promote individual and community mental health and wellbeing, prevent mental illness and reduce stigma and discrimination against those with mental health problems.						
3.5 Work with local partners to prevent hazardous and harmful alcohol consumption and drug misuse.						
3.6 Promote sexual health, reduce teenage pregnancy rates and improve outcomes for teenage parents and their children.						
4. Create a safe environment and help to build strong communities, wellbeing and mental health (92% support)						

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
4.1 Implement early interventions and accessible, appropriate services to support mental health, particularly for people in deprived areas and in vulnerable or marginalized groups. Linked to 3.4						
4.2 Work with partners to prevent domestic violence, raise public awareness especially amongst vulnerable groups, and provide appropriate support and services for victims of domestic abuse.	Action plan to be developed, building on plan put before Oct HWB	CDRP? Existing DV group?	Share the action plan, clearly identify resources and outputs for partners	New DV steering group?		
4.3 Minimise the negative impacts of alcohol and illegal drugs and associated antisocial behaviour on individual and community health and wellbeing. Linked to 3.5						

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
4.4 Work with local partners to prevent and tackle homelessness and address the effects of changes in housing and welfare benefits on vulnerable groups.	Support implementation of homelessness action plan for Cambridgeshire	CRHB	Collate data on impact of welfare reforms on vulnerable groups.	Housing and health (new group)	March 2014	Prevent homelessness wherever possible. Highlight impact of reforms to govt (?)
5. Create a sustainable environment in which communities can flourish (94% support)						
5.1 Develop and maintain effective, accessible and affordable transport links and networks, within and between communities, which ensure access to services and amenities and reduce road traffic accidents.						

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
5.2 Ensure that housing, land use planning and development strategies for new and existing communities consider the health and wellbeing impacts for residents in the short and long term.	Partners have initiated shared thinking on specialist and supported housing on growth sites.	Joint strategic housing group				
5.3 Encourage the use of green, open spaces including public rights of way, and activities such as walking and cycling.	Local Plans support provision of green space in new communities, under Quality Charter for Cambridgeshire	New Communities / Quality Charter, Cambs CC?				
5.4 Seek the views of local people and build on the strengths of local communities, including the local voluntary sector, to enhance social cohesion, and promote social inclusion of marginalised groups and individuals.						
6. Work together effectively						

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
6.1 Commit to partnership working, joint commissioning and combining resources in new ways to maximise cost-effectiveness and health and wellbeing benefits for individuals and communities.						
6.2 Identify sustainable, long-term solutions to manage the increased demand on health and social care services.	Huntingdonshire H&Wb Group Action Plan: 4.1.3 Seek to improve falls prevention services/pathways by identifying gaps in referral pathways/services and referring them to commissioners	Jo Peadon, HDC SALT				Improved commissioning parameters and integrated care pathways that improve primary and secondary falls-prevention activities in Huntingdonshire. (Note: Huntingdonshire specific as it is a district hospital/ primary care/support services integration issue)
	Huntingdonshire H&Wb Group Action Plan: 4.1.6 Start a task and finish group to report to the Cambs Health & Well-being Board about funding identified and commissioning models appropriate to sustain a Safer Home Scheme beyond 31-3-2012.	Trish Reed (HDC, Planning and Housing Strategy)				
6.3 Encourage increased partnership working with research organisations to better inform the evidence base supporting the development and evaluation of future services.	Programme of JSNAs	CCRG? DPH?				

Appendix A

Priority and suggested areas	Current actions (& source)	Lead (for current actions)	What could we do better together?	Lead (for new actions)	Target date (for new actions)	Desired outcome(s)
6.4 Encourage increased involvement of service user representatives and local groups in planning services and policies.	Involvement of LINK and Healthwatch from April 2013	LINK Healthwatch				
6.5 Recognise the importance of the voluntary and community sector and their valuable contribution to implementing the strategy.						

Health and Wellbeing Strategy 2012-17

Action Planning

Each Local Health Partnership has a crucial role to play in achieving the priorities set out in the [Cambridgeshire Health and Wellbeing Strategy 2012-17](#).

The Health and Wellbeing Board is now developing the action plan to support the delivery of the Strategy and is seeking input from the Local Health Partnerships.

Priority Working Groups (PWGs) are being established to lead on action planning for each of the first five priorities within the Health and Wellbeing Strategy. For priority 6, “Working together effectively”, each PWG will be expected to demonstrate how the principles of priority 6 have been met in developing their actions.

For PWGs to be successful it is important that they have input from each locality, therefore each LHP is asked to nominate an LHP representative to contribute to the PWG by completing the table below.

Priority	PWG Lead Officer	Local Health Partnership Rep
1. Ensure a positive start to life for children, young people and their families.	TBC	<i>Please add the name and contact details of your Local Health Partnership rep.</i>
2. Support older people to be independent, safe and well.	CCG (TBC)	
3. Encourage healthy lifestyles and behaviours in all actions and activities whilst respecting people’s personal choices.	TBC	
4. Create a safe environment and help to build strong communities, wellbeing and mental health.	TBC	
5. Create a sustainable environment in which communities can flourish.	TBC	

Local Health Partnerships are also asked to consider the following questions. Responses from the Local Health Partnerships will form part of an evidence base that will inform the work of the PWGs as they develop actions.

Appendix B

1. Please suggest 1 or 2 actions you feel the Health and Wellbeing Board could take which would help meet the priorities and would mean working together innovatively in partnership?

2. What key learning could you share with the PWGs when developing actions for the delivery of the Strategy?

3. What priorities has your Local Health Partnership identified and how could the Health and Wellbeing Board help you achieve them?