Southend-on-Sea
Health & Wellbeing Strategy
2015 - 2016 REFRESH Appendix v3
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1. Reviewing our progress 2013-15

It has been two years since the launch of Southend’s first Health and Wellbeing Strategy. Since then, the Health and Wellbeing Board has overseen key progress and initiatives which continue to strengthen joint working to deliver higher quality and more joined up care for the residents of Southend.

Partners continue to work closely together to effectively address ongoing challenges in the face of increasing financial pressures.

As well as organisational responsibility, it is clear that we each have personal responsibility for our own health and wellbeing, and this is reflected in the refreshed goals of the Health and Wellbeing Strategy for 2015-16.

Key achievements over the past two years have been;

- Southend selected as a national “Health and Social Care Integration Pioneer”, 1 of only 14 across the country appointed to develop stronger joint working for more effective care and better patient experience.
- Further development of the Single Point of Referral (SPOR) which is creating a smoother experience for patients and their families with health and care needs.
- £40m Big Lottery funding awarded to Southend to invest over the next 10 years in better outcomes for children in the early years of their life.
- Fully approved “Better Care Fund” (BCF) plan which strengthens joined up working between key health and care partners.

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<thead>
<tr>
<th>Southend HWB Timeline</th>
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<tr>
<td>Shadow HWB Board commences</td>
<td>Apr-12</td>
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<td>Nov-12 C2 Connecting Communities initiative - CCG bid successful</td>
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<td>HWB Board &amp; HWB Strategy 2013-15 goes live</td>
<td>Apr-13</td>
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<td>Southend Hospital and SEPT invited to become co-opted members of Southend HWB</td>
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<td>1st meeting of HWB Board since going live</td>
<td>Jun-13</td>
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<td>“Better Health, Better Life” - Joint public engagement event at Victoria shopping centre</td>
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<td>HWB Working groups established; Joint Executive Group (JEG) &amp; Communications and Engagement Working Group (CEWG)</td>
<td>Oct-13</td>
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<tr>
<td>Southend appointed as 1 of 14 National “Health and Social Care Integration Pioneers”</td>
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<td>Southend health and care system leaders’ &quot;Strategic Alliance&quot; formed</td>
<td>Jan-14</td>
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<td>LGA Peer Review, Headlines: Drive forward service integration, joint commissioning, take stock of primary care</td>
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<td>Change of Chair / Membership</td>
<td>Jun-14</td>
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<td>£40m Big Lottery funding awarded to Southend to invest in improved outcomes for young children across the Borough</td>
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<tr>
<td>Southend Association of Voluntary Services (SAVS) invited to become co-opted member of Southend HWB Board</td>
<td>Oct-14</td>
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<td>Southend Health System Strategic Plan 2014-19 led by Southend CCG is launched following development across the partnership</td>
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<tr>
<td>HWB Board strategic development session</td>
<td>Nov-14</td>
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<tr>
<td>Southend Better Care Fund (BCF) &quot;Approved with support&quot;</td>
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LGA Peer Review

In January 2014, Southend Health and Wellbeing Board voluntarily participated in a “Peer Review” with the Local Government Association (LGA).

Key feedback recommended driving forward more service integration and being clear about future arrangements for joint commissioning. Positive progress continues to be made in these areas, particularly through the focused Health and Social Care Integration Pioneer programme.

2. Our ongoing challenges

The Health and Wellbeing Board and associated sub groups have continued to examine ongoing challenges whilst reviewing progress of the Strategy and related work in order to identify a number of key priorities going forward;

- Financial pressures – ongoing strained health & care economy
- Whole system transformation - integration of services (ensuring sustainability and quality)
- Prevention (promoting healthy lifestyles)
- Quality of care and Personalisation (putting people first)
- Community & system capacity & resilience (a robust range of appropriate services)
- Personal and shared responsibility for health and wellbeing
- Effective implementation of the Care Act

Wider messages

Ongoing feedback from stakeholders and service users helps to inform what’s important to local people.

Recurring themes and messages have been;

- Shared responsibility for culture change;
  - Personal responsibility and accountability for our own health and to use services appropriately
  - Access to appropriate services - reducing reliance on A&E
  - Wider role of community - empowering, mobilising, connecting and resourcing our communities to help and support each other
• Prevention; stimulating healthier, more active lifestyles - reducing costly and preventable ill health
• Choice and control in care - being well informed to make good choices
• Joined up services that make patients’ journeys smoother
• Addressing poverty in view of its negative impact on health and wellbeing

**Data intelligence**

Consideration of current data intelligence, system wide strategic plans, ongoing system pressures and feedback from stakeholders and service users has identified that the nine ambitions and associated outcomes in the current strategy remain relevant for 2015-16.

The 2014 Health Profile for Southend shows that lifestyle behaviours such as smoking, physical inactivity, unhealthy diet and excess alcohol are key risk factors for the main causes of death. Additionally, smoking is a common factor for circulatory disease, respiratory disease and various cancers – particularly lung cancer.

A refreshed Joint Strategic Needs Assessment (JSNA) for Southend-on-Sea is currently in development and is expected to be completed by Spring 2015. This foundational tool will help to accurately inform longer term priorities from 2016.

**3. Our refreshed priorities 2015-16 and beyond**

It’s become clear that the focus of the Health and Wellbeing Board can be categorised on two strategic levels;

**Core business**: These are the outcomes that are being delivered through the nine ambitions of the current Health and Wellbeing Strategy.

**Added value**: This looks at the “above and beyond” and how the Health and Wellbeing Board can add further value to what’s already being delivered through the Strategy.

In line with ongoing challenges, data intelligence and wider feedback, Southend Health and Wellbeing Board will closely focus on achieving three new “broad impact” goals for 2015-2016. These will compliment the existing nine ambitions within the Health and Wellbeing Strategy which remain relevant (see Fig.1)

**Broad impact Goals for 2015-16;**
- a) Increased Physical Activity (prevention)
- b) Increased Aspiration and Opportunity (addressing inequality)
- c) Increased Personal Responsibility and Participation (sustainability)

**2016 and beyond**

The results of the pending Joint Strategic Needs Assessment (JSNA) and further engagement with stakeholders and service users will then inform longer term priorities beyond 2016.
**Southend HWB Strategy refresh 2015-16 on a page**

**Fig.1 v2 19-05-15**

### Broad Impact Goals – adding value

- **a)** Increased Physical Activity (prevention)
- **b)** Increased Aspiration and Opportunity (addressing inequality)
- **c)** Increased Personal Responsibility and Participation (sustainability)

### 1. A positive start in life
- Reduce need for children to be in care
- Narrow the education achievement gap
- Improve education provision for 16-19s
- Better support more young carers
- Promote children’s mental wellbeing
- Reduce under-18 conception rates
- Support families with significant social challenges

### 2. Promoting healthy lifestyles
- Reduce the use of tobacco
- Encourage use of green spaces and seafront
- Promote healthy weight
- Prevention and support for substance & alcohol misuse

### 3. Improving mental wellbeing
- A holistic approach to mental and physical wellbeing
- Provide the right support and care at an early stage
- Reduce stigma of mental illness
- Work to prevent suicide and self-harm
- Support parents postnatal

### 4. A safer population
- Safeguard children and vulnerable adults against neglect and abuse
- Support the Domestic Abuse Strategy Group in their work
- Work to prevent unintentional injuries among under 15s

### 5. Living independently
- Promote personalised budgets
- Enable supported community living
- People feel informed and empowered in their own care
- Reablement where possible
- People feel supported to live independently for longer

### 6. Active and healthy ageing
- Join up health & social care services
- Reduce isolation of older people
- Physical & mental wellbeing
- Support those with long term conditions
- Empower people to be more in control of their care

### 7. Protecting health
- Increase access to health screening
- Increase offer of immunisations
- Infection control to remain a priority for all care providers
- Severe weather plans in place
- Improve food hygiene in the Borough

### 8. Housing
- Work together to;
  - Tackle homelessness
  - Deliver health, care & housing in a more joined up way
- Adequate affordable housing
- Adequate specialist housing
- Understand condition and distribution of private sector housing stock, to better focus resources

### 9. Maximising opportunities
- Have a joined up view of Southend’s health and care needs
- Work together to commission services more effectively
- Tackle health inequality (including improved access to services)
- Promote opportunities to thrive; Education, Employment