

TELFORD AND WREKIN HEALTH AND WELLBEING STRATEGY 2016-2019

Introduction

We recognise that health and wellbeing is crucial because it allows people to maximise their potential and enjoy a fulfilling life. A positive sense of wellbeing is vital for a prosperous and flourishing Telford and Wrekin.

This Strategy sets out our vision and approach to make this a reality for all.

Our case for change: why we need to do things differently

Everyone in the borough has a right to good health. There have been some improvements in the health and wellbeing of people in Telford and Wrekin in recent years. Early death rates from heart disease and stroke in particular have fallen.

This improvement has however not been seen in all groups and not impacted on the gap in life expectancy within the borough. Just over half of early deaths are preventable.

We must “step-up” to ensure that future generations are living healthier lives for longer.

Our population is forecast to grow from around 170,000 to 198,000 by 2031. As it grows, it will age and become more diverse. The percentage of people who are aged over 85 is set to increase by 130%. An ageing population means that there will be more people living with multiple long-term conditions.

We recognise that the way we are delivering treatment and care services can create new demand and dependency because we are not always improving outcomes that matter most to people. This needs to change and our approach needs to be more holistic, thinking about people’s physical, mental and social needs in the round.

The financial climate in which the Board functions continues to be difficult, with very real challenges and pressures which will impact on the health and care services which are delivered to our communities. In a situation where there is no new money and a need to make significant savings, we must continue to find ways to achieve better outcomes at less cost through the integration of services, particularly for those with complex needs.

The Board recognises that when people are connected and contributing to their communities, both communities and individuals are stronger and more resilient which leads to better outcomes. Better outcomes mean that public money goes further. We need to find ways to nurture the current strengths and capacity within our communities to improve their own and each others wellbeing whilst protecting the most vulnerable members of our community who are unable to protect themselves from harm and abuse.

Our vision

The Health & Wellbeing Board believes that we all want to enjoy happy and healthy lives, not just longer lives, regardless of whom we are or where we live. The vision for the Board is:

“Together we will work to enable people in Telford and Wrekin to enjoy healthier, happier and longer lives”

Our approach

The Health and Wellbeing Board brings together decision makers and commissioners to develop a shared approach to improving and promoting the health and wellbeing of the residents of Telford and Wrekin. The board provides a unique opportunity to collectively make the best use of resources to address these challenges.

Our approach is to focus on supporting and developing community assets and strengths (rather than deficits or needs). Harnessing the skills of local residents, the power of local organisations and groups is a means of turning a vicious cycle into a virtuous cycle and building resilience in individuals and communities. Core to this will be promoting the five ways to wellbeing: Connect, Be Active, Take Notice, Keep Learning and Give.

As a Board we have said that together we will:

- empower people to take control of their own health
- support communities to grow, so that they can support people better
- create a place that enables people to make healthier choices
- adopt the principle that home is normal
- promote wellbeing and independence across all communities whatever their level of need or dependency
- work in a systemic way to manage demand away from high cost health and social care, promoting independence
- make good use of resources across the whole system
- use outcome based commissioning

Understanding what local people think

The Council has undertaken a public consultation asking “are you healthy, safe and independent?” Just short of 1,000 people responded.

- 74% of respondents say they feel “healthy and good” or “very healthy and good”.
- Of those, 74% of respondents have stated regular exercise and sport and a healthy diet help them to be “healthy”.
- A significant amount of people explained how walking, including walking the dog, was what they did the most of to stay healthy.

- “Volunteering” and “helping others” also featured in what helps people to be “healthy” and “feel good”.
- Thinking about the things that would help people to be healthy and feel good, social support ideas featured strongly including “befriending” and tackling “loneliness and isolation”
- Other respondents, however, didn’t think others could help or they had no suggestions on how to stay healthy, safe and independent.

Our priorities

As a Board we have selected three cross-cutting priorities where we want to make the fastest progress:

- **Encourage healthier lifestyles**
- **Improve mental wellbeing and mental health**
- **Strengthen our communities and community based support**

These cover key wellbeing issues affecting our local communities, where our outcomes are poor, the costs to the health and social care system are significant and a wide range of partners need to work together to deliver actions **with** communities to make a real difference.

Priority 1: Encourage healthier lifestyles

Why?

Leading healthier lifestyles has many benefits, such as helping to reduce the risk of preventable diseases and the impact of disabilities, as well as improving people’s quality of life and their mental wellbeing.

While levels of smoking still continue to fall, the numbers of adults and children who are overweight or obese are increasing and the majority of us do not take enough exercise. The levels of people who drink too much alcohol is also of concern.

A combination of unhealthy lifestyle choices has an even bigger effect. Middle aged people who smoke, drink too much, eat a poor diet and take too little exercise are four times more likely to die in their next decade compared to people leading healthier lifestyles.

What’s the local picture?

- The rate of smoking in the borough is falling. There are around 9,000 fewer adult smokers compared to 12 years ago and the rate of 11-15 year olds who smoke has fallen below 4%. However, 2 in 10 adults (around 27,000 people) in Telford and Wrekin still smoke and our rates of hospital admissions and early deaths under 75 years remain worse than average.

- The majority of adults, about 7 in 10 (around 94,000 people), are overweight or obese, with almost a third, 32% estimated to be obese (circa 42,000 people). Worryingly, the level of children aged 10-11 years who have an unhealthy weight has been steadily increasing and was 37% in 2013/14.
- Over a quarter, 26.2%, of people in the borough are 'higher or increasing risk' drinkers (around 34,000 people). Alcohol-related death rates and hospital admissions in men are worse than the national average.
- Whilst levels of physical activity are showing signs of improving, in 2014, 28.1% of the population aged 16 and over were classified as "inactive". Although this was comparable to the England average (27.7%), this still meant that around 38,000 adults in the borough were undertaking fewer than 30 minutes of moderate intensity physical activity per week.

What we will deliver

- Fewer people who smoke and drink too much
- More people having a healthy diet and taking enough exercise
- Halt the increase in overweight and obesity in children
- Reduce the number of people who die from preventable diseases and improve life expectancy, across the borough and closing the gap with national rates

Priority 2: Improve mental wellbeing and mental health

Why?

Good mental health is key to our physical health, relationships, how well we do at school and work. It is core to us all realising our potential.

Poor mental health though is all too common, affecting all age groups. In people aged 15-44 year olds mental health issues are the most common type of health problems and a leading cause of long term absence from work. It is estimated that 1 in 10 teenagers aged 15-16 years old experience mental health issues. People with serious mental illness have much poorer life expectancies, on average 15 years shorter than those without. Unhealthy lifestyles are strongly connected too, with higher levels of drinking and smoking amongst people with poor mental health.

What's the local picture?

- In the borough, common mental health disorders are higher than the national rate but rates for severe disorders are lower.

- Around 12.4% of adults in Telford and Wrekin have anxiety and depression (around 17,000 adults) similar to the national rate of 12.0%.
- Adults are more likely to report long-term mental health problems than the England average (5.7% against 4.5%)
- It is estimated that around 2,400 5-16 year olds (around 9.8%) have a mental health disorder in Telford and Wrekin.
- Child admission rates for mental health are similar to England levels, however admissions for young people for self-harm are higher than the England average.

What we will deliver

- More emotionally resilient children and young people
- Early identification of people at risk of poor mental health to ensure they have access to appropriate services and support
- Improve the Health related Quality of Life for people with a mental health condition
- Improvement in the physical health of those with mental illness
- Increase the feeling of wellbeing across the borough

Priority 3: Strengthen our communities and community based support

Why?

The number of people with long term conditions is increasing. This is in part due to our ageing population but unhealthy lifestyles also play their role. People living in deprived communities tend to suffer long term conditions earlier in life than those people from more affluent communities. 15 of our neighbourhoods are in the 10% most deprived in England and 23.9% of children live in poverty. The risk of suffering from a combination of mental health and physical conditions is also greater in our poorer communities. People with multiple long term conditions make a significant impact on the demand for health and social care.

Everyday, across all our communities, people support and care for their neighbours, friends and family members where they have health and care needs. This often makes a significant, positive impact on people's health and wellbeing, including supporting them to retain their independence and reducing loneliness too.

We need to nurture and support carers in their caring role as well as helping them to fulfil their potential once their caring role ends.

To support this and improve outcomes, treatment and care should be more community based and focusing on a person's individual needs and supporting carers. This will help strengthen our communities and so make best use of public money by reducing demand on high cost emergency or residential and nursing care.

What's the local picture?

- The “Be Healthy, Safe and Independent Survey” found that “being involved” was important to people having positive lives including volunteering in groups such as church, charities and community projects.
- Around 31,000 people in Telford and Wrekin (18.6%) report that they suffer from a long term health problem or disability, rising to 86% of people aged over 85.
- 5.1% of children aged 24 and under have a long term health problem or disability
- Around 175 people aged over 65 were permanently admitted to residential or nursing care in a year, a rate of 701.3 per 100,000 population which is slightly higher than the national rate of 668.8.
- Emergency hospital admissions for all conditions in the borough is 9,925 per 100,000 population, which is significantly worse than the England rate of 8,993. The number of actual admissions is 16,032.
- We have a higher proportion of our population providing unpaid care with 2.8% of our under 24 population and 20.1% of our over 65 population providing unpaid care.

What this will deliver

- Enable individuals to live more independently for longer with support from their own community and networks
- Support more individuals to feel less isolated
- Better and more positive outcomes for individuals
- Reduction in the number of people accessing acute hospital and being admitted to residential care homes
- Reduction in public sector future care costs, as communities become better placed to support themselves

How we will deliver our priorities

There is already much work in place to deliver these priorities, the Board will focus on ensuring that this work is **driven, joined-up**, and **effective** across the local health and social care economy. It is the role of the Board to **enable, influence** and to **engage** to drive these priorities.

To achieve this join-up, for each priority, a high-level work programme will be established or identified (where already in existence) to ensure clear deliverables and outcomes for every year of the strategy. Central to the delivery of this are the Commissioning & Transformation Partnerships (see diagram below) which will own key aspects of this work and report to the Board on progress.

Underpinning this will be cross-cutting programmes that will under-pin them. These include:

- **Communication** – to deliver the change in outcome for each priority communication and awareness raising with communities is core, including reinforcing messages about

healthy, positive lifestyles and letting people know what support is available in their own communities.

- **Business intelligence** – continuing to develop an understanding of demand on services and how effectively it is being met. Understanding this is critical as community based provision increases.
- **Making Every Contact Count** – developing our workforce to breakdown professional silo working within and across organisations.

Annual Board development sessions will provide an opportunity to review current priorities as well as flexibility to explore any new emerging priorities during the lifetime of this strategy.

Partnership Landscape

