



Joint Health and Wellbeing Strategy

Bath & North East Somerset - *The place to live, work and visit*



“ Foreword

Bath and North East Somerset can and should be a place where everyone is enabled to lead healthy and fulfilling lives. Achieving this is no easy task. Everything local public services do must aspire to the goal of improving the health and wellbeing of local people and communities.

I am fully committed to reducing health inequalities in Bath and North East Somerset and to ensuring that, through this Joint Health and Wellbeing Strategy, I put in place plans which improve the health of local people and communities.

I cannot deliver this alone and it will be essential to work in partnership with health, social care and broader ‘wellbeing’ services to improve the health and wellbeing of local people. Already, some organisations across Bath and North East Somerset have come together through the new Health and Wellbeing Board and are working together on this Joint Health and Wellbeing Strategy.

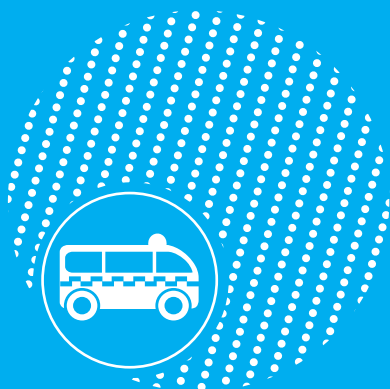
Through this strategy, the Health and Wellbeing Board will lead a joined up approach to local services that support and protect people’s health and wellbeing. Its focus is on encouraging people to stay healthy, improving the quality of people’s lives and on making sure that everyone has a fair chance of living well.

Over the past 2 years I have met many local people and organisations. I have listened to the views and experiences of local health and social care service users. This experience has helped me to understand what works well and areas that need to improve. Local knowledge forms a central part of this Joint Health and Wellbeing Strategy and in creating future plans for local health and wellbeing services.

No one should underestimate my determination to make a difference. This Joint Health and Wellbeing Strategy will not only help people who are unwell but will work to integrate local services from housing to parks and leisure; to prevent ill health and make sure that people live well.

Councillor Simon Allen

Chair, Bath and North East Somerset Health and Wellbeing Board



Who is responsible for health and wellbeing?

The Health and Wellbeing Board is the body responsible for improving the health and wellbeing of people in Bath and North East Somerset. It provides strong and shared leadership and is the principle point of integration between the newly reformed health system and social care.

The Council is required by Government to have a Health and Wellbeing Board. The Health and Wellbeing Board is made up of senior officers from the Council, local councillors, GPs from NHS Bath and North East Somerset Clinical Commissioning Group, the Director of Public Health, Bath, Gloucestershire, Swindon and Wiltshire Area Team and Healthwatch Bath and North East Somerset.

The Health and Wellbeing Board has assessed the health and wellbeing needs of people in Bath and North East Somerset (adults, young people and children) through the Joint Strategic Needs Assessment process. You can find out more about the Bath and North East Somerset Joint Strategic Needs Assessment at www.bathnes.gov.uk/jsna. This Joint Health and Wellbeing Strategy sets out the priorities for action based on the health and wellbeing needs identified in the Joint Strategic Needs Assessment.

A process of rigorous prioritisation was undertaken by the Health and Wellbeing Board to reach agreement on the priorities within this Joint Health and Wellbeing Strategy. The process was not easy and included a careful assessment of local health and social care need. As a result of this process, the Health and Wellbeing Board are confident that the priorities for action set out in this strategy are right for improving people's health and reducing health inequality in Bath and North East Somerset.

The priorities are not an exhaustive list of everything that the Council and NHS are doing to meet local health and wellbeing need; but rather a small set of priorities for the Health and Wellbeing Board to really focus on and make a difference.

The Health and Wellbeing Board faces the enormous challenge of responding to the priorities set out within this strategy at a time of financial austerity. This will require the Council and NHS to think differently about how the priorities are delivered and how care is commissioned locally. This includes a shift away from care in hospitals towards a more preventative approach that promotes self-care and is much more personalised and co-ordinated around the needs of the individual. The Health and Wellbeing Board will deliver this change through strong local leadership across the NHS, public health and social care and by jointly planning and delivering services.

The Health and Wellbeing Board sits within the Bath and North East Somerset local partnership framework and works alongside leaders from all of the local public sector agencies to ensure a joined-up approach to local service delivery.

There is a history of good working relationships between health and social care partners in Bath and North East Somerset which has led to more joined up services and improvements in care and support for local people.

This is the first Joint Health and Wellbeing Strategy for Bath and North East Somerset. It is a 5 year strategy that will be reviewed in 2015.



Why does Bath and North East Somerset need a joint health and wellbeing strategy?

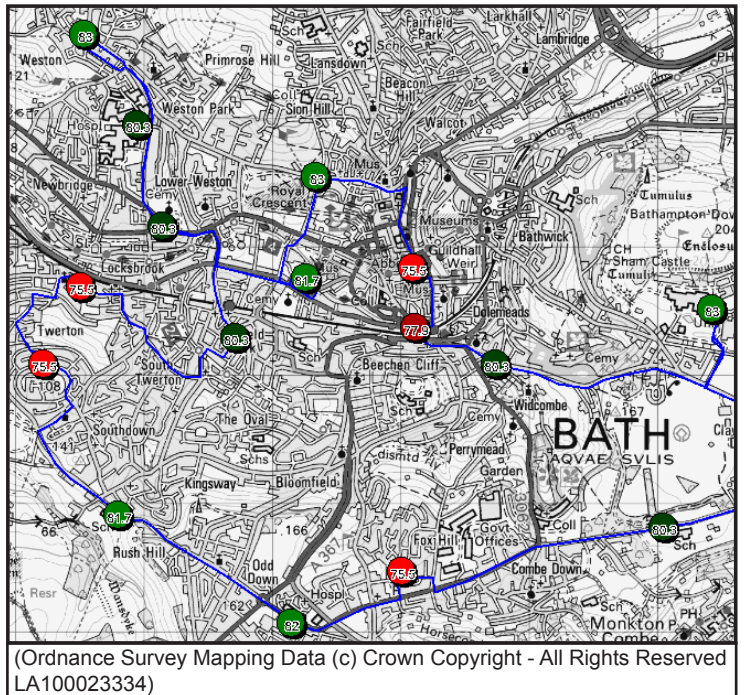
The World Health Organisation defines health as “a state of complete physical, mental and social wellbeing”. People with good health are able to have control of their lives, live life to the full and participate in their communities.

Unfortunately people and communities experience inequality in health. This can be due to differences in where they live, social group, gender and other biological factors. These differences have a huge impact, because they result in some people experiencing poorer health and shorter lives.

Health inequality exists in Bath and North East Somerset. The Joint Strategic Needs Assessment shows that good health is unequally shared and inequalities exist between different geographical areas, communities, social and economic groups in Bath and North East Somerset. For instance we know that, for men, life expectancy varies by up to 7 years along the stops of the number 20a/c bus route in Bath. People living in Twerton have a lower life expectancy than those who live just 5 bus stops away.



Life expectancy for men in small areas surrounding bus stops on the 20a/c route in Bath City



The Health and Wellbeing Board is committed, through this strategy, to tackling these health inequalities. This Joint Health and Wellbeing Strategy sets out a framework for partnership action against three themes:

Theme one:

Helping people to stay healthy

Theme two:

Improving the quality of people's lives

Theme three:

Creating fairer life chances

In 2010 Sir Michael Marmot published 'Fair Society Healthy Lives' and set out an evidence based approach to reducing health inequalities in England. This Joint Health and Wellbeing Strategy is guided by the principles set out within the Marmot report.



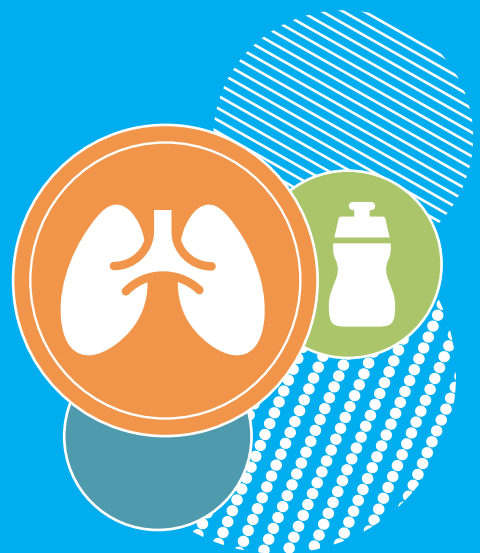
How will we deliver this strategy

Part two of this strategy sets out the priorities for action and describes the Health and Wellbeing Board's high level intentions for delivery.

Part three is appendix one and provides a summary of our first steps to delivery, and relevant national outcomes. It is not intended to be a static or full delivery plan but rather one that will be updated as the Health and Wellbeing Board develops and promotes the services and activities that can make a difference.

Over time more detailed delivery plans will be adopted, setting out action on specific priorities such as helping children to be a healthy weight or creating dementia friendly communities.

Our work locally, through this Health and Wellbeing Strategy, is set against a national performance programme. This includes national frameworks for action for adult social care, children's social care, public health, and the NHS. The delivery of these frameworks will continue to be extremely important. The relevant national outcomes for this strategy are set in Part three (appendix one).



About Bath and North East Somerset

In the Census there were

176,000

Residents in Bath and
North East Somerset

And

196,000

Patients registered with
Bath and North East
Somerset GPs

Approximately **20%** of
households could be
experiencing **fuel poverty**



Hospital admissions
for fractures appear
to **double** in
snowy weeks
compared with
other fair weather
week



1/3 Children



are an unhealthy weight
at year 6 (age 10/11)

An estimated

£16,000,000

is spent on our most
complex families every
year



7,021 adults

are dependent on alcohol

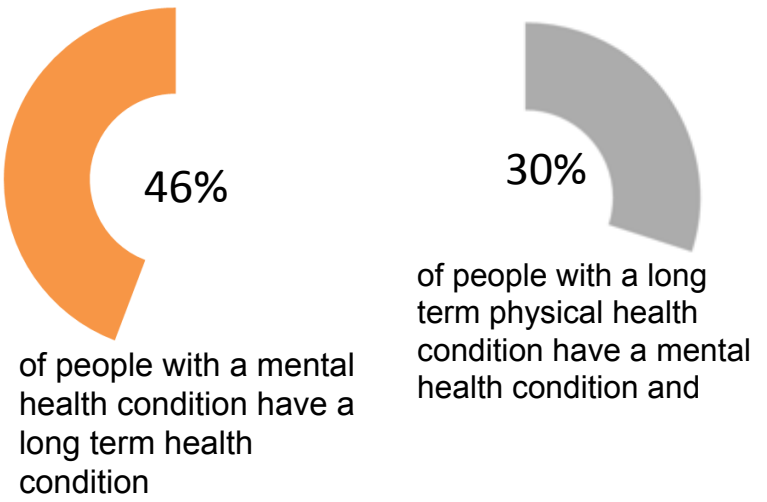
Find out more:

www.bathnes.gov.uk/jsna

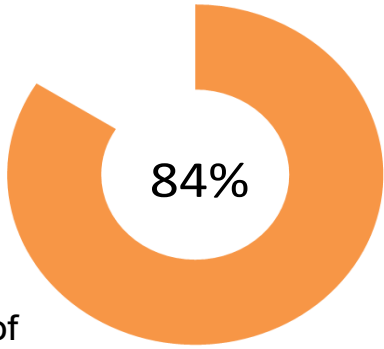
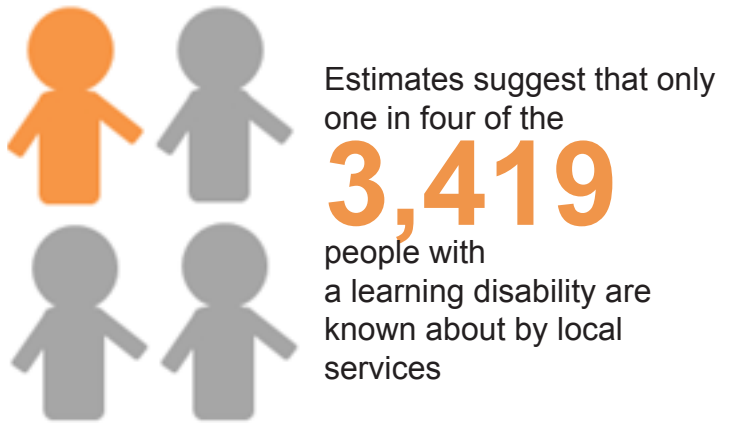
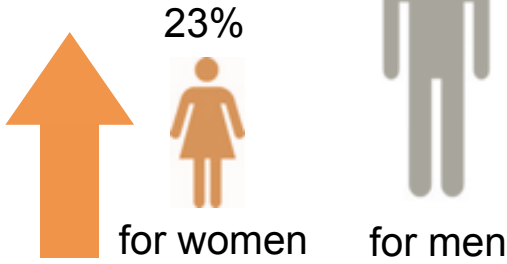
The population is aging, we think

there will be over **2.5x** as
many people aged 80+ by 2026
compared with 1981

73,000 people in the area have at least one long-term health condition



By 2025 we expect **dementia** to increase by:

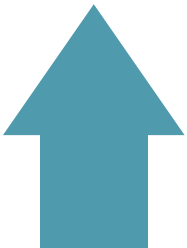


of residents are **satisfied** with the area as a place to live

We estimate only **20%**



1,289 people in 2030



The prevalence of Autistic Spectrum Disorders (ASD) in B&NES is estimated to rise

1,166 people in 2010

Hospital admissions for alcohol are **3x** higher for residents in our lowest income communities

Our vision for health and wellbeing

Our vision is to reduce health inequality and improve health and wellbeing in Bath and North East Somerset by:



Helping people to stay healthy



Improving the quality of people's lives



Creating fairer life chances

These 3 themes set our framework for action. Part two of this strategy describes some of the things we are doing to deliver these themes.

The Health and Wellbeing Board has also agreed a set of cross-cutting principles. These are:

- Strengthen the role and impact of ill-health prevention
- A commitment to public, patient and provider engagement
- A commitment to add value through strong local leadership and a 'whole system approach' to health and wellbeing through:
 - integrating the NHS, social care and public health systems
 - influencing planning, transport, housing, environment, economic development and community safety in order to address the wider determinants of health and wellbeing
 - High quality service delivery within the resources available including low cost and no cost options, and reducing waste through a whole system approach

Wellbeing refers to the wider social, physical, psychological, environmental and economic factors which affect our lives and our health. In order to improve the wellbeing of people in Bath and North East Somerset, the Health and Wellbeing Board is committed to working with non-traditional health and social care partners in areas such as economic development, sustainability, transport and housing.



Theme One

Helping people to stay healthy

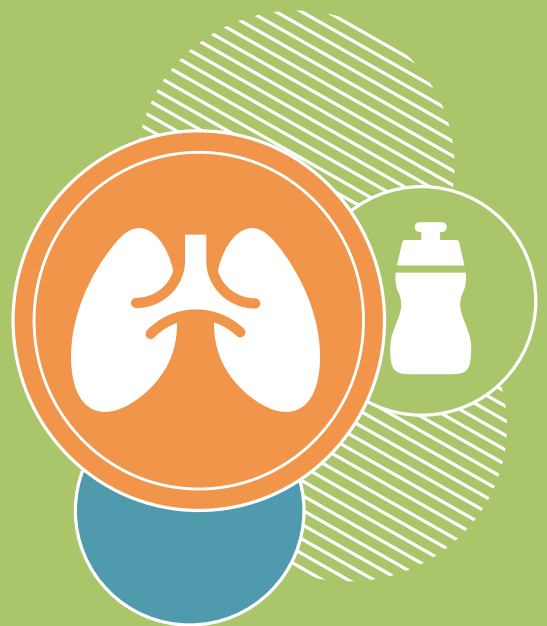
The priorities set out within this section aim to prevent ill health, reducing the need for more costly interventions later in life and to help people to live well.

Helping children to be a healthy weight

Over 26 per cent of Bath and North East Somerset's 11-12 year olds are of an unhealthy weight and 14 per cent are obese. Childhood obesity is associated with a range of health problems and it has been linked to low self-image, low-self-confidence and depression. Children who are obese are more likely to be obese as adults and this increases the risk of developing a range of chronic diseases such as heart disease and diabetes.

At its most simple, children become an unhealthy weight when the energy from the food and drink they eat is greater than the energy they burn off with day to day activity. A huge range of issues affect what we choose to eat and whether we keep active. For example, is it cheaper to buy foods high in fat and sugar? Or are there opportunities where we live for children and families to get outside and play?

So helping children to be a healthy weight means encouraging children and families to make healthy choices. It also means making changes to the local environment to make those choices easier. The Health and Wellbeing Board will work with partners, including the Children's Trust Board and Public Health, to develop action to help children to be a healthy weight. This will include a coordinated plan to address the many reasons why a child becomes overweight.



Improved support for families with complex needs

There are around 200 families with complex needs living in Bath and North East Somerset. These families can experience some of the following problems: unemployment, domestic abuse, children in care or on the edge of care, mental ill health, and substance misuse.

Families with complex needs place significant demands on the criminal justice, health, welfare, housing and social service systems. The Government estimates that each family costs an average of £75,000 each year. This is an annual total in Bath and North East Somerset of £16,000,000.

The Health and Wellbeing Board is taking steps through our Connecting Families programme to help these families enjoy the same life chances experienced by others. The Connecting Families programme will do this by addressing the causes of anti-social behaviour, supporting children back into education, supporting people back into work and encouraging families to take responsibility for their own lives.

Reduced rates of alcohol misuse

Since 2002, alcohol related hospital admissions in Bath and North East Somerset has risen by 12 per cent. Approximately 800 11-15 year olds are thought to be drinking to get drunk every week and over 29,000 people are considered 'risky' drinkers and are threatening their health because they are drinking too much.

Alcohol is one of the three biggest lifestyle factors for disease and death in the UK after smoking and obesity. It causes alcohol-related violent crime and its impacts on communities, children and young people are clear.

The Health and Wellbeing Board wants to tackle the problems caused by drinking irresponsibly, tackle the health consequences associated with excessive alcohol consumption, and encourage people to drink sensibly. The Health and Wellbeing Board will work in partnership with the Clinical Commissioning Group, the local Police and Crime Commissioner, Public Health, the Childrens Trust Board and our Universities to lead co-ordinated action to reduce the harms caused by alcohol misuse.

Case Study

Food for Life Partnership



Southdown Community Infants School – roast dinner day 2012.

Parents, members of the local community, school staff and pupils enjoy a locally sourced, seasonal and healthy roast dinner as part of Food For Life Partnership's Roast Dinner Day.



Create healthy and sustainable places

People's physical and mental health is affected by the quality of housing, access to green space, air quality and the environments in which they live.

The Health and Wellbeing Board will work in partnership with local organisations who lead on environmental sustainability to encourage people to eat more local food, increase access to the natural environment, encourage people to walk, cycle or use public transport rather than drive their cars and encourage people to insulate their homes and stay warm.

The Health and Wellbeing Board is committed to making sure that there are accessible homes for those who need them. For many people with learning difficulties, mental ill-health or physical needs this means enabling them to have greater choice and control over where they live, adapting existing provision and encouraging the development of suitable affordable housing options. The Health and Wellbeing Board will work in partnership with housing services and providers to support and encourage improvements to homes and neighbourhoods.

Regular physical activity, sport and exercise help people to stay healthy. It reduces the risk of developing heart disease, stroke, high blood pressure, and osteoporosis and helps to control weight. The Health and Wellbeing Board will work in partnership with sport and leisure commissioners and providers to make sure that leisure facilities are accessible and to encourage people to be active.





Improving the quality of people's lives



This theme aims to improve the quality of people's lives by supporting people who are unwell to look after themselves, and to help them and their carers to live as normal a life as possible.

Improved support for people with long term health conditions

There are over 73,000 people in Bath and North East Somerset with at least one long term health condition. Older people in particular often live with several long term health conditions at the same time.

A long term health condition is a condition that lasts a year or longer, impacts on a person's life, and may require ongoing care and support. The best way to support people with conditions like these is to help people to manage their conditions and live healthily, so that they stay well and are less reliant on medical interventions, including hospital stays.

The Health and Wellbeing Board will work in partnership with the Clinical Commissioning Group to deliver a coordinated response to long term health conditions that helps people to manage their conditions and stay well. This will be achieved through timely diagnosis and a package of support including helping people with long term health conditions to feel empowered and confident to self-manage their conditions, personalised care plans, by supporting carers and primary and community care. The use of new and developing technologies will also be explored which may support people to live more independently.



Reduced rates of mental ill-health

Within Bath and North East Somerset, approximately 18 per cent of our local population have experienced mental ill-health which includes depression and anxiety. A local health and social care voluntary group identified mental ill-health as the second largest health concern for local residents, after dementia.

Co-ordinated action to prevent suicide, repeat self-harm and support for people with mental ill-health will be developed by the Health and Wellbeing Board alongside partners including health services, social care, schools and communities. This includes services that support and build emotional wellbeing in children and young people.

Enhanced quality of life for people with dementia

There are 1022 people registered in Bath and North East Somerset who have dementia, and this number is expected to increase as our older population grows.

Dementia can have a big impact on a person's behaviour and their lives. It can make them feel anxious, lost, confused and frustrated. These behaviours can make it difficult for people with dementia to lead normal lives.

The Health and Wellbeing Board is committed to improving the care and experience of people with dementia and their carers through a package of support including better diagnosis, improving care in hospital, improving standards of care in homes and domiciliary care, better awareness and support in the community.

The Health and Wellbeing Board will work in partnership with health, social care, communities, business and other local services to champion 'dementia friendly communities' in Bath and North East Somerset. This initiative will focus on improving the experience of people with dementia in local communities by raising local understanding about dementia. This may be as simple as training local bank staff in how to better help people with dementia to access their bank accounts.

Improved services for older people which support and encourage independent living and dying well

Our population is changing as people are living for longer. Statistical projections suggest that by 2026 people aged over 75 will represent 11 per cent of the local population, compared with 9 per cent in 2011. This will increase the demand for services that help older people to stay healthy, active and independent for as long as possible. The Health and Wellbeing Board will lead coordinated action to ensure fair, good quality, accessible and integrated services for older people.

High quality person centred care for those people at the end of their lives is an important part of this priority. In partnership with hospitals, hospices, social care, carers, families and communities, the Health and Wellbeing Board will promote services that make sure people are supported and treated with dignity and respect at the end of their lives.

Case Study

Independent Living Service



The local Independent Living Service won the prestigious National Housing Federation Community Impact Award in 2012. For many, the service has been an alternative to residential care through simple adjustments that make life easier from home adaptations and shopping deliveries to money advice.



Creating fairer life chances



This theme aims to reduce health inequalities across Bath and North East Somerset by creating fairer life chances and making sure that everyone has the opportunity to live well.

The surroundings where we grow up and live, our social and economic group and our local community all have effects on our health and wellbeing. Social inequality has a significant relationship with a wide range of health and social care problems including reduced life expectancy and long term health conditions.

Improve skills, education and employment

Key to creating fairer life chances for all is ensuring that our local communities have access to good quality education and employment opportunities. Educational outcomes and employment status have a significant impact on physical and mental wellbeing.

To achieve fairer life chances, investment in early years is crucial. Working with our Children's Trust Board, we are committed to working with schools and colleges to maximise the choice and diversity of opportunities for young people, and to ensure that they are supported to succeed.

The Health and Wellbeing Board will work in partnership with the Bath and North East Somerset Economic Partnership, the Bath and North East Somerset Learning Partnership and the West of England Local Enterprise Partnership to build a strong economy supporting the skills development necessary to create more local job opportunities, promote job creation, ensure appropriate jobs are available, improve connections between employers and job seekers, and support the network of apprentices, interns, and undergraduate placement schemes.



Reduce the health and wellbeing consequences of domestic abuse

Domestic abuse represents a significant proportion of crime within Bath and North East Somerset. The health and wellbeing consequences of domestic abuse are wide-reaching and well acknowledged and include physical harm and disability, depression, low self-esteem, drug and alcohol abuse, child abuse, poverty, social exclusion and homelessness. It can have both immediate and long-term consequences for the victim, and can also have wider impacts on family, friends and the wider community.

Health services are often the first point of contact for people who have experienced domestic abuse. They can play an important role in preventing violence by intervening early, providing treatment and referring victims on to other services. The Health and Wellbeing Board will work with health, social care and police to promote early, swift and prompt intervention to make sure victims of domestic abuse get the care and support they deserve.

Increase the resilience of people and communities including action on loneliness

Our local surroundings and social environment play an important part in our health and wellbeing. There is a link between loneliness and isolation and a range of health and wellbeing issues such as high blood pressure, depression and heart disease, particularly amongst the aging population.

There are a number of groups which may be particularly vulnerable to social isolation and loneliness including young care-leavers, those with mental ill-health and the older population. The Health and Wellbeing Board is committed to working with partners to support services and activities which keep local people connected, such as community volunteering can help address issues of loneliness and isolation helping older people play a greater and more empowered role in community life.

Case Study

Village Agents - transforming services for older people in Chew Valley



Older people in the Chew Valley area at risk of social isolation meet with friends and local services as part of the Village Agents Scheme.



This document can be made available upon request in a range of languages, large print, Braille, on tape, electronic and accessible formats from Policy & Partnerships - Tel: 01225 477188 or email HWB@bathnes.gov.uk