

Dudley Health & Wellbeing Board

The first chapter

Annual Account 2013-2014



DUDLEY HEALTH AND WELLBEING BOARD

The First Chapter

Introduction

Our Health and Wellbeing Board brings together Dudley Council, Dudley Clinical Commissioning Group, West Midlands Police, Healthwatch Dudley, NHS England and partners from the voluntary and community sector to identify key priorities for **improving health and wellbeing** and **reducing health inequalities** in Dudley borough. We have undertaken an ambitious programme of activities to ensure an integrated approach in making progress towards meeting these priority objectives.

This report summarises some of our activities over the last year which reflect our intention to ensure people within the Dudley borough **will live longer, healthier, more fulfilling lives**.

Health and Wellbeing Boards are leaders for the health and care system with the role of overseeing production of the local Joint Strategic Needs Assessment and Joint Health and Wellbeing strategy. These activities have enabled us to establish five priority areas for action. Also through engagement with stakeholders and the public we have agreed commissioning plans with key partners to improve health and wellbeing outcomes as well as driving the reconfiguration and integration of health and social care provision locally.

Building the Foundations for Our Vision

Our Health and Wellbeing Board was established in shadow form on 9th February 2011, becoming a statutory board on 1st April 2013. Our first **Joint Health and Wellbeing Strategy ‘Wellbeing for Life’** was ratified on 21st January 2013 and

made steps to share the board's vision for health and wellbeing locally, including the identification of priority areas for action.

These priority areas were identified from the Joint Strategic Needs Assessment and the views of local people through a series of engagement and consultation activities involving key partner agencies.

Consultation activities included a feet on the street approach. We carried out surveys with local people across the borough to hear their ideas about what really matters in relation to their health and wellbeing. We were also able to engage with people through a variety of community health forums and focus groups to capture the views of children and young people, adult social care service users and carers, ensuring representation of the diverse communities existing here in Dudley.

The responses we received sent a clear message from local people for the need to empower them to have the capacity and capability to make healthy, informed decisions around their own wellbeing. They were also clear they wanted to be involved in the production of easily accessible, fit for purpose services ensuring they are able to feel good and function well from day to day.



The '**Wellbeing for Life**' strategy was officially launched at our inaugural health and wellbeing conference on 26th June 2013. As well as launching the strategy, the conference focused on giving an overview of the role of the Health and Wellbeing Board, the Joint Strategic Needs Assessment and providing an opportunity for attendees to meet board members and ask questions around their visions for the health and wellbeing of local residents.



'Meet the board' sessions enabled conference delegates to discover more about the board members aspirations and visions for the health of people locally



Conference delegates also had a key role to play in enabling the board to better understand the role they can play in making a real improvement in the priorities identified locally.

More than 150 people attended the conference including a range of stakeholders from healthcare providers, the council, colleges, statutory and voluntary organisations community groups and service users and carer's forums. Break-out sessions centred on the identified priority areas within the strategy. They gave stakeholders the opportunity to share their views on many of the key issues related to the priorities and shape the context of future spotlight events to address these. Overall the conference evaluated well playing a pivotal role in bringing people together to join in the conversation of how we make the Health and Wellbeing Board's strategy a reality.

Shining a spotlight on priority areas

We made further progress against the five priority areas through a series of spotlight events with key stakeholders. Each spotlight event focused on specific challenging issues identified from the Joint Strategic Needs Assessment associated with the priority area. They each followed a process of diagnosing the issue, providing information on the key challenges and then stimulating the generation of ideas and action planning across partners.

Our five priority areas:

- a. **Making our neighbourhoods healthy** – by planning sustainable, healthy and safe environments and supporting the development of health enhancing assets in local communities.

Spotlight Outcomes:

As a Board we need to guide service providers and commissioners to better understand the local population's skills, strengths and passions and enhance these health promoting factors. We need to invest in and develop the social networks through which information is shared between people, supporting resilience and enhancing the skills available within communities to shape the level and range of services accessible to them. This will be the key theme for our 2014 annual conference event.

- b. **Making our lifestyles healthy** – by supporting people to have healthy lifestyles and working on areas which influence health inequalities such as obesity, alcohol, smoking and the early detection of ill health

Spotlight Outcomes:

Areas of priority presented to us and key stakeholders addressed the need to achieve reductions in rates of Alcohol Misuse and Improvements in rates of Breast Feeding as determined by the Joint Strategic Needs Assessment.

Where Alcohol Misuse is concerned there should be a concentration on education from an early age, campaigns which bring about a cultural change to achieve responsible alcohol use, improved restrictions on availability, effective detoxification

treatments and support to ensure greater levels of resilience and coping skills within the population.

Breast feeding workshops helped to establish the role the Board can play by improving cultural acceptance of Breast Feeding amongst the general population and health professionals. This may be facilitated through developing local Breast Feeding campaigns, development of the volunteer buddy scheme, increased awareness in primary care and integration of support services following discharge.

- c. **Making our children healthy** – by supporting children and their families at all stages but especially the early years; keeping them safe from harm and neglect, supporting the development of effective parenting skills and educating young people to avoid taking risks that might affect their health in the future

Spotlight Outcomes:

The role of parents and extended families was formally recognised in improving wellbeing outcomes for young people. Targeted interventions such as parenting programmes and the role children's centres play is key, particularly where parents themselves are vulnerable. Early interventions should be in place to address identified needs across an integrated range of agencies for parents and children. As a Board we need to support initiatives to improve the resilience and coping skills of young people around the transition age and ensure that we are nurturing children through the early developmental years.

- d. **Making our minds healthy** – This spotlight is focused on the twin aims of promoting mental wellbeing and reducing rates of depression, as well as how to reduce risk factors for, effectively diagnose and support people to live well with Dementia.

Spotlight Outcomes:

Promoting mental wellbeing through an evidenced based series of actions (5 ways to wellbeing) across the whole population can enable people to function well and flourish. Good mental health is a key factor in making headway to reduce a range of health risk behaviours as well as reducing the risk of mental illness and supporting

people's journey to recovery. As a board we have a role to play in changing the local landscape so that the stigma associated with mental illness no longer deters people from seeking the help and support they need at an early stage and creating a mental health friendly borough.

A range of positive steps have been taken locally to reduce risk factors associated with Dementia and these need to continue to be developed through opportunistic and targeted brief interventions around healthy lifestyle programmes and health checks.

More work needs to be done to promote awareness of the Dementia Gateways and improve professional awareness of and sign posting to the range of dementia services available locally.

We must strive to develop Dementia friendly communities with opportunities to support people with Dementia, their family and carers in a way that enhances their strengths, skills, passions and recognises the valuable contribution people can make to shape the support available to them.

- e. **Making our services healthy** – by integrating health and care services to meet the changing Dudley borough demography, starting with urgent care

Spotlight Outcomes:

The urgent care system in Dudley needs to be simplified, easy to access and navigate and available 24hours a day, seven days a week. It should be patient centred, and linked into mental health and alcohol treatment services. As a board we need to develop and consult on a new urgent care model for the borough.

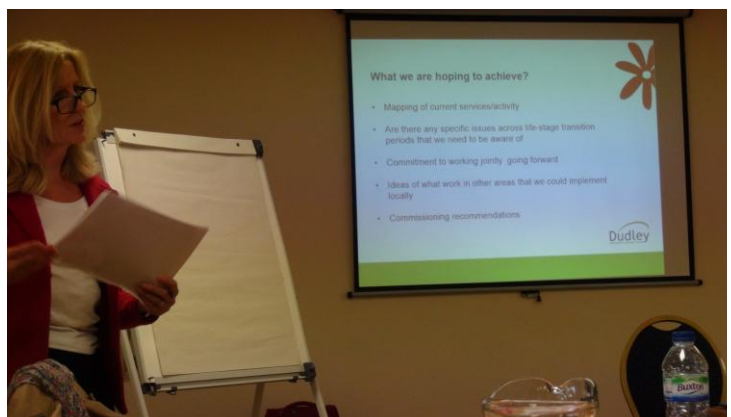
A key theme from all of the above events is the capacity, skills and knowledge individuals and communities have- their “assets”. Also how through strong inclusive networks levels of wellbeing for people across the borough can be enhanced.

Spotlight issues- A call for action

Through the spotlight events seven issues were identified for action to improve delivery and outcomes:

- Improve the effectiveness of urgent care services
- Increase breast feeding levels
- Reduce alcohol misuse
- Improve mental wellbeing, reduce rates of depression and support recovery
- Reduce risk factors for dementia
- Increase resilience of young people in the early and transition years (16-18)
- Develop empowered and self reliant communities

Outcomes and recommendations from the spotlight sessions are currently being presented to the appropriate lead commissioning group or board to agree key actions and performance indicators to take forward during 2014/15. As part of our wider engagement plan a series of interviews with board members have taken place to bring together perspectives in relation to engaging and involving individuals and communities to collaborate in shaping these actions. This activity has also contributed to the ongoing development of the boards communication and engagement strategy.



Workshops engaging young people on their views around risk taking behaviour

Next Steps

The actions described collectively within this report frame the implementation plan for the Health and Wellbeing Strategy for 2014-2015 and the board will have responsibility for reporting outcomes on progress to achieve these objectives through the Health and Wellbeing Priorities Outcomes Frameworks.

A series of public facing meetings in locations across the borough will enable members of the public to gain a greater understanding of the activities undertaken.

Making a difference

We have:

- **Shaped the Better-Care Fund plans for integrating health and social care for the frail and elderly**
- **Shaped the 'Urgent Care' delivery model for Dudley borough**
- **Challenged commissioners and providers to deliver on priority areas for health and wellbeing through the Joint Strategic Needs Assessment and Joint Health and Wellbeing Strategy.**
- **Championed seven issues with a call for action to the responsible partnership boards in Dudley borough**

During 2014/15 we will refresh the Joint Strategic Needs Assessment in line with local progress and engage further on any emerging issues from the assessment, ensuring these shape the health and wellbeing strategic priorities. We will oversee the implementation of the urgent care model and continue to drive improved quality and safety through integrated health and social care, as well as continuing to challenge commissioners and providers to deliver on priority areas for health and wellbeing.

In conclusion the Dudley Health and Wellbeing Board has made positive headway in its first chapter to develop strategies and action plans to contribute towards its twin aims of reducing health inequalities and improving the health and wellbeing of people locally.