

Gloucestershire Health and Wellbeing Board

Report Title	Joint Health and Wellbeing Strategy development update
Item for decision or information?	Decision and information
Sponsor	Sarah Scott, Director of Public Health
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Organisation	Gloucestershire County Council
Key Issues:	
<p>The report contains an update of progress on the Gloucestershire Joint Health and Wellbeing Strategy development. It presents a proposed vision for health and wellbeing, branding for the strategy, a definition of prevention and outlines next steps in the development process.</p>	
Recommendations to Board:	
<ol style="list-style-type: none"> 1. To note the progress made in the Joint Health and Wellbeing Strategy development 2. To agree the proposed vision (<u>paragraph 9</u>) 3. To agree the proposed branding logos (<u>figure 1</u>) 4. To agree the 'prevention' wording for the strategy and as a shared understand of what we mean by prevention (<u>paragraph 13</u>) 	
Financial/Resource Implications:	
<p>Resource implications for engagement and consultation requirements. These are being kept to a minimum and will be met from within the existing Public Health Grant Allocation.</p>	

The main body of the report starts here. Please use plain English with all acronyms explained and please number paragraphs.

Please use Arial font size 12.

Page numbers are not required.

Gloucestershire Joint Health and Wellbeing Strategy development – update report

Purpose

1. The purpose of this paper is to provide a timely update on the Joint Health and Wellbeing Strategy development. The paper also outlines and seeks the Health and Wellbeing Board's agreement on the following:
 - A proposed vision statement
 - Branding design / logo to be used in communications on the Joint Health and Wellbeing Strategy
 - A definition for prevention

Background

2. The Local Government Association Prevention System Peer Challenge in February 2018 made nine key recommendations. Alongside the need to refresh the Joint Health and Wellbeing Strategy with greater community input, the recommendations also included the need to set out a fuller vision for health and wellbeing, define 'prevention' clearly, include the wider determinants of health and make greater use of the voluntary and community sector to provide community insight.
3. In July 2018, the Health and Wellbeing Board agreed a plan for developing the Joint Health and Wellbeing Strategy through an approach aimed at strengthening local area working, community input and working with the voluntary and community sector. Additionally, there was agreement on the principles for ways of working as a Health and Wellbeing Board and a systems operating model to work towards.
4. A strategy development steering group has been established and the Prevention and Self Care Board has fulfilled a working group role for the development process. Links have been made through district councils and the District Council's Strategic Directors group has been established as a communication mechanism.
5. The Health and Wellbeing Board see that the forthcoming Joint Health and Wellbeing Strategy would be ideally positioned to act as a mechanism for delivering the Vision 2050 ambition of a 'healthy and happy' Gloucestershire.
6. Following agreement on the strategy development plan, the next stage has included setting a vision, designing the brand image for the strategy, mapping and understanding previous health and wellbeing community engagement findings and developing a stakeholder and community engagement plan.
7. A Health and Wellbeing Board development session was held in September 2018 and provided initial input into the vision statement and branding for the strategy. These elements have been further developed through the Prevention and Self Care Board.
8. The current stage of the strategy development includes conducting workshops with communities and wider stakeholders to understand what they view as the health and wellbeing priorities.

Proposed vision

9. It is proposed that the Joint Health and Wellbeing Strategy sets the following vision statement:

*'Gloucestershire is a place where everyone can live well,
be healthy and thrive'*

Proposed branding logo

10. Branding the Joint Health and Wellbeing Strategy will provide a clear identity and is an initial stage in part of a wider communications plan. It will help create cohesion across the strategy messages.
11. Gloucestershire County Council communications team developed a number of brand logos which were shared at the Health and Wellbeing Development session and later refined through the Prevention and Self Care Board (see figure 1). The Prevention and Self Care Board suggested that the wording was 'wellbeing and health' as oppose to 'health and wellbeing' to place a greater emphasis on the 'wellbeing' aspect.

Figure 1: Branding logo design



Clarify a definition of prevention

12. Prevention and encouraging people to be more proactive about their health and wellbeing is also central to the vision. The Local Government Association Peer Challenge recommended that a clear and consistent definition of 'prevention' should be developed, owned and used by all partners. It is proposed that the following paragraphs are used in the strategy:
13. Prevention means different things to different people. The framework of primary, secondary and tertiary prevention is useful for helping to define what we mean by prevention:
- Primary prevention includes health improvement and requires action on the determinants of health to prevent disease occurring. It has been described as refocusing upstream to stop people falling in to the waters of disease.
 - Secondary prevention is essentially the early detection of disease, followed by appropriate intervention, such as health improvement activity or treatment.

- Tertiary prevention aims to reduce the impact of the disease and promote quality of life through active rehabilitation.

14. At a population level health improvement opportunities look to prevent the need for treatment services are more cost effective than treating people.

Community and other stakeholder engagement activity

15. The Local Government Association Prevention System Peer Challenge recommended:

'greater community input to ensure that there is a clear focus on the population's health and wellbeing'

and to make 'greater use of

'the voluntary and community sector to provide community insight on needs and for local delivery of priorities and plans'

Previous consultation

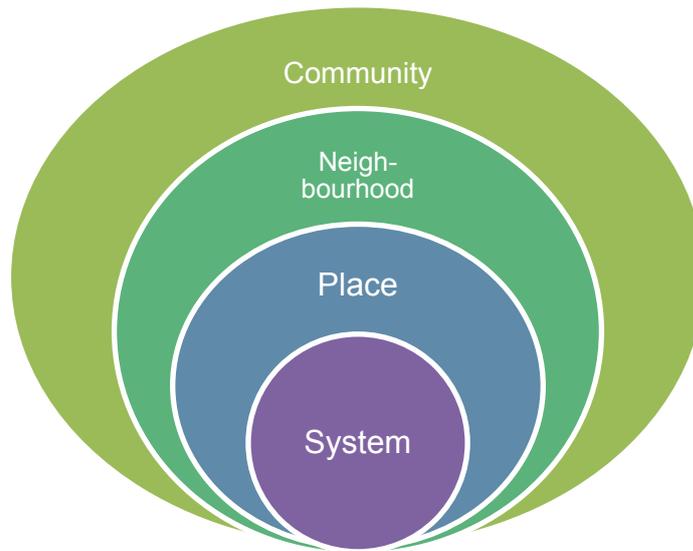
16. Acknowledging that there has been a wealth of previous engagement and consultation about health and wellbeing with various populations within Gloucestershire, there has been an attempt to gather these and summarise the findings. The scope of this included findings from the engagement events and consultations which occurred and were analysed between January 2017 and August 2018. The purpose was to assess which communities have already responded in relation to what is important to them for health and wellbeing and to identify any specific populations to target in the Joint Health and Wellbeing Strategy development.

17. In summary, most to the previous engagement and consultant activity assessed focused on service delivery and does not help to identify what the health and wellbeing priorities through the perspective of our communities. However, mental health, loneliness, social and community connections were key themes in many of the consultations reports. The summary report is in the process of being finalised.

Strategy development engagement activity

18. The engagement plan for developing the strategy focuses on using opportunities where groups are already meeting. Figure 2 shows the different types of groups we have mapped for engagement. At a place based level, strategic level district boards and the Integrated Locality Boards (ILBs) have been included. At a neighbourhood and community level, groups and forums have been identified through the district councils, the Prevention and Self Care Board and the Enabling Active Communities Board.

Figure 2: Various levels of stakeholder and community engagement



19. The protected characteristics identified in the Equality Act 2010 has been taken into consideration to ensure robust engagement and consultation.
20. Between October and December 2018, community and stakeholder engagement focuses on identifying what the high level priorities are for health and wellbeing. This is through workshops at the various identified forums and groups.
21. Newly formed data profile packs at a district level have been created to be used at the priority themed workshops. These include the wider determinants of health and wellbeing.

Next steps

22. Findings from the priority identifying workshop sessions will be themed and reported back to the Health and Wellbeing Board in January 2019.
23. A priority setting framework will be formed, of which community and wider stakeholder voice will form one of the criteria.
24. Between February and March 2019, the same identified forums and groups will be involved in developing a local understand of what the priorities mean to them and how these translate into local objectives.
25. The strategy will be drafted in spring 2019 and the same forums and groups will be presented with the draft strategy as part of the wider formal consultation.
26. The information gathered at a community and neighbourhood level, will help to inform the Joint Strategic Needs Assessment going forward. The refresh of this will start spring 2019.