

<b>Staffordshire Health and Wellbeing Board</b>	
Title	Health and Wellbeing Board Strategy
Date	7 <sup>th</sup> June 2018
Board Sponsor	Richard Harling
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Report type	For Decision

### **Recommendations to the Board**

1. The Board is recommended to:
  - a) Approve the Strategy
  - b) Note the findings of the consultation
  - c) Note that the direction of travel, around alignment with STP and a stronger strategic and leadership role with regard to prevention, are in line with this strategy (see separate paper)
  - d) Note that we have already started to think about delivery (see Matrix paper on agenda)

### **Background**

2. This Health and Well-being Strategy articulates a focus on keeping people healthier for longer
3. The strategy has a focus on extending healthy life years and has four key areas of activity articulated as:
  - Healthy Environments
  - Supportive Communities
  - Voice / Conversations
  - Data & Digital

Note also that:

  - There is also a Physical Activity Working group
  - The Family Strategic Partnership Board also reports into the Board

### **Consultation**

4. There is broad support for the approach although responses have been minimal from partners
5. The comments received include:
  - a. Involvement of leisure providers, especially now that many of these services are being outsourced
  - b. Comments from small organisations e.g. Tamworth Stroke Association and Borderland Voices (arts for Health) pointing out the work that they already do and how it links in
  - c. The strategy should recognise the work and plans already in place through the Families Strategic Partnership Board
6. We have also undertaken a wider public consultation and whilst this is ongoing we know the following:

- a. Initial sample base 215
- b. There are high levels of support for the 4 areas we have chosen to focus on
  - i. Use data to better target people at risk of ill health with the information and advice they need, e.g. by targeting smokers or inactive people – 87% support
  - ii. Create a more healthy environment for people to make it easier to make healthy choices everyday; e.g. more healthy food options, walking, etc. – 96% support
  - iii. Have a conversation with the public about how they can make healthy lifestyle choices and about the pressure that our public services are under – 89% support
  - iv. Value Communities and help people to know what is available locally to help them stay healthy – 96%
- c. The responses suggest that people think there are a number of areas where people can take more responsibility, they include; diet, activity, socialising, alcohol, smoking and mindfulness
- d. The responses also suggest that people want the following support

Information, advice, guidance
Education
Affordability (of options, services, support, etc.)
Accessibility (of options, services, support, etc.)
Better management/co-ordination of services
Incentives
Prescribe healthy options not medication
Clear, simple messaging and promotion
Portion sizes
Check ups
Measurable personal accountability
More consistent advertising

## Summary

- 7. The public consultation is still ongoing and final results will be collated in early June
- 8. The results are very encouraging and confirm that our strategy and operational framework align with public perception. On the basis of this we can expect the local community likely to be receptive to the work we are doing and will do
- 9. People want to be involved in their own health management
- 10. The consultation offers us some initial pointers for key areas of action, which are; giving people access to their wellbeing information; clear and consistent messaging; better coordination of services; improved information and advice; recognise the barriers to change
- 11. It is proposed that the Strategy is adopted and we use the consultation to inform delivery moving forward.