



Staffordshire
**Joint Health and
Wellbeing Strategy**
2022-2027

'Health as everyone's business'

Staffordshire Joint Health and Wellbeing Strategy 2022-2027

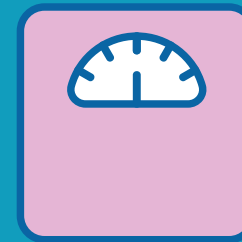


Priorities



Health in early life

Improving health in pregnancy and infancy with a priority focus on reducing infant mortality.



Healthy aging

Promoting well-being and enabling independence for older people.

Good mental health

Building strong and resilient communities and individuals who are in control of their own mental wellbeing.



Healthy weight

Creating the conditions to help people to make healthy choices that will help adults and children reach a healthy weight.



Introduction

Staffordshire is a varied county, with urban centres next to green, rural landscapes. There are many local assets and a strong community spirit. Staffordshire is generally quite a healthy place to live, but this does hide pockets of very poor health.

This document outlines our key priorities and actions we can take to improve health and wellbeing in Staffordshire. It is based on data we have gathered on local issues, health need, and feedback from local people.

We recognise the importance of personal choice, helping people to achieve their goals. This strategy is about promoting a system-wide ambition to improve health and wellbeing outcomes for local people.

This will complement the approach of different organisations in Staffordshire. It will also form a key part of the wider vision for the Integrated Care System, which has a duty to work closely with health and wellbeing boards and the joint health and wellbeing board strategy.¹

This strategy remains a live document and may be refreshed following developments in need, legislation or local and national policy. It builds on the successes of the incredible teamwork realised across the county during the Covid19 pandemic, providing a foundation for further collaboration and productivity.

1. The health and social care White Paper explained | The King's Fund ([kingsfund.org.uk](https://www.kingsfund.org.uk))



Health and wellbeing in Staffordshire

While Staffordshire is a relatively healthy place to live, there are challenges. We need to improve healthy life expectancy, reduce health inequalities, and reduce activity in hospital services. Rates of infant deaths are high, and many children are overweight or obese. Reports of poor mental health, loneliness, and isolation are increasing. About two thirds of adults are overweight or obese and alcohol consumption is on the rise. The demand for adult social care has increased and long term illness and disability affects a large proportion of the population.

Increases in life expectancy have slowed, and the number of years people spend living with illness is increasing. This is largely due to the growing number of people with long term conditions, which leads to reduced independence and greater reliance on health and care services.

These issues are not evenly distributed across the county but are more concentrated among certain groups in society. There is a strong association with income, although some conditions, such as diabetes, are often linked

to ethnicity and other minority groups. This inequality is increasing and has been further highlighted during the Covid19 pandemic.

A thorough needs assessment has highlighted the main health and wellbeing challenges across Staffordshire as follows:

- An ageing and growing population
- Challenges at the start of children's lives and as they grow and develop
- Inequalities in health outcomes and access to health and care services
- Pockets of fuel poverty (not being able to afford to heat your home)
- Poor mental health and wellbeing, social isolation, and loneliness
- Poor health outcomes linked to lifestyles and behaviours
- Pressure on services caused by increasing long-term conditions and frailty.

A full overview of health and wellbeing needs can be found [here](#).



The Covid19 pandemic remains an ongoing threat. Many of the above issues have been worsened, and inequalities further exposed. Tackling these challenges and supporting Staffordshire's recovery must be a key health priority in the coming years.

However, it is also important to recognise that Staffordshire has many assets which can be used to improve health and independence. There is a well-resourced and tailored digital offer. Good information, advice and guidance is available, as well as an assistive technology tool, benefits calculator, and a comprehensive online directory of support via Staffordshire Connects. The Supportive Communities programme is developing a network of community help points and community champions. Staffordshire has adopted innovative approaches such as Hungry Little Minds and Family Hubs, and is pioneering the use of technology to promote greater independence for people living with dementia living in care homes. An overview of some of the key assets can be found [here](#).

It is well known that a wide range of factors (such as education, employment, and housing) drive good health, and the events of recent months have shown how everyone has a role to play in creating the conditions that enable people to be healthy. Therefore, one of the key objectives of this strategy is to consider health and wellbeing as 'everyone's business' and aim for its integration into all that we do.

The approach is also about strengths and assets (such as jobs, housing, and healthy lifestyles) which develop resilience to potential harms. This includes preventing illness, but also wider benefits, such as improved mental wellbeing, less reliance on specialist services, improved educational achievements, reduced isolation and loss of independence, safeguarding risks and crime.



Our Vision

Creating communities and environments that promote health and well-being and supporting people to remain independent for as long as possible.

Our Ambition

To reduce inequality and increase healthy life expectancy.

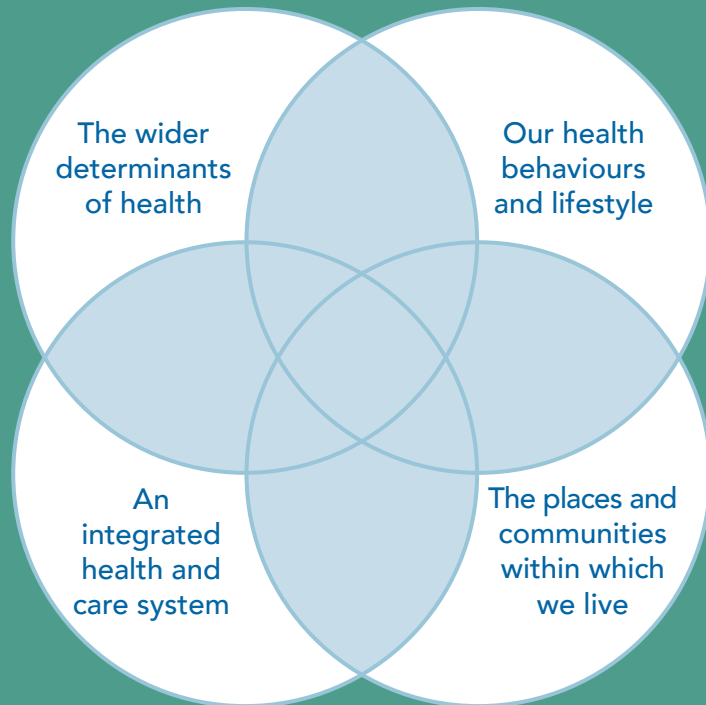
Our Principles

- We will think 'health and wellbeing' in all that we do.
- Prioritising prevention and early intervention.
- Engaging with communities to co-produce solutions.
- Recognising the importance of voluntary organisations in improving health and wellbeing.
- Recognising diversity and responding to inequalities and inequities.
- Delivery of high quality, efficient services for those who need them most, tailored to people's needs.
- Communicating clearly to make sure we are understood, and that information is accessible to everyone.
- Being strengths-based, making the most of existing community assets and insight.
- Having a good understanding of data, improving care coordination, and designing proactive models of care.
- Ensuring that local people have access to the information and support they need to remain independent and stay well.
- Developing the wider health and care workforce.
- Embracing digital solutions.
- We will focus on maximising quality of life (not only treating disease)



The Approach

This strategy is guided by the [King's Fund](#) four pillars for population health, which aim to improve physical and mental health outcomes, promote wellbeing, and reduce health inequalities across an entire population.



The King's Fund Four Pillars of Population Health

NHS, local government, and other organisations have a critical role, not just as providers of health and care services but as employers, a big part of the local economy and anchor institutions in their communities.

However, these challenges cannot be addressed by the health and care system alone; a much broader approach is required that pays more attention to the wider determinants of health and the role of people and communities.

We will strive to develop systems and services to ensure those people most in need of support receive it, and alternatives are available and accessible where appropriate.

We need approaches that can complement statutory services, including community-led initiatives, assistive technology and the information, advice and guidance designed to help people care for themselves.

Building system resilience also involves redesigning care pathways to shift emphasis toward prevention and divert people away from high-end services and building community capacity to enable people to retain independence and help themselves.



Our priorities

Staffordshire Health and Wellbeing Board has drawn on local insight, considered current health and wellbeing need and determined the following as priorities for focused attention and action. Under each priority area we identify the outcomes we want to achieve, the local community assets and partners we will work with.



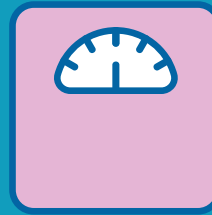
Health in early life



Healthy ageing



Good mental health



Healthy weight

The strategy has two overarching outcomes:

- To reduce infant mortality
- To increase healthy life expectancy





Health in early life

Improving health in pregnancy and infancy with a priority focus on reducing infant mortality (death).

We will do this by working with our partners to:

- develop a better understanding of the data and local intelligence
- improve local recording systems
- work in partnerships to improve outcomes
- reduce smoking in pregnancy and smoking in the home
- provide effective support during pregnancy and the baby's first weeks where and when it is needed
- ensure a strong focus on healthy infant feeding
- develop a whole systems approach to healthy weight in pregnancy.





Good mental health

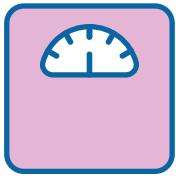
Building strong and resilient communities and individuals who are in control of their own mental wellbeing.

We want to encourage:

- more social interaction and more physical activity
- reduced unsafe social media use
- use of the Five Ways to Wellbeing² and other evidence-based approaches
- improved maternal and parental mental health
- the early identification of mental health issues in children and young people
- mental health and wellbeing support for children and young people
- a stronger focus on workplace mental wellbeing
- a system-wide approach to prevent and reduce suicide and self-harm
- more initiatives that tackle loneliness and social isolation
- public sector organisations as exemplars, creating employment, training, and volunteering opportunities for local people
- encourage and enable communities to support each other and themselves.

2. 5 ways to wellbeing (health-in-mind.org.uk)





Healthy weight

Creating the conditions to help people to make healthy choices that will help adults and children reach a healthy weight.

We want to achieve:

- Healthy places that promote physical activity and encourage active travel
- Healthy places that help people to access and choose healthier food options.
- An approach that recognises that people's needs are different at different stages of their lives (a life course approach)
- A system-wide commitment to the local initiative Better Health Staffordshire³, which will improve joined up working and collective action
- Local approaches that build on existing community strengths.

3. Implementing a Whole System Approach to Obesity (staffordshire.gov.uk)





Healthy ageing

Promoting well-being and enabling independence for older people.

We want to encourage:

- the promotion of healthy lifestyles that will reduce and delay the onset of ill health and frailty
- approaches that recognise the strengths and skills of older people
- strengths-based practice in health and care with older people
- warm, energy-efficient homes for everyone
- a strong focus on independence
- the prevention of falls amongst older people
- more people supported to plan and prepare for older age and death
- more choice at the end of people's lives, with a focus on supporting people to remain at home, and to die at home.

