

Staffordshire Health and Wellbeing Board	
Title	Health & Wellbeing Board Strategy and Governance
Date	09/02/2018
Board Sponsor	Richard Harling
Author	Jon Topham
Report type	For Debate

Summary

Recommendations to the Board

That the Board

- 1) Consider and debate this Report and its implications
- 2) Support the recommendations for further work to develop the concept further prior to a broader report at the June HWBB

Background / Introduction

The Staffordshire HWBB facilitated a Development Session on 8 February. Senior representation from across the Health and Care spectrum included Fire Service, Voluntary sector, District Councils, SSoT STP, Public Health and Staffordshire County Council. The most significant gap in representation was from CCGs.

The purpose of the session was to:

- Reflect with Members on the current scope of draft HWBB Strategy 2018-2023 and highlight areas for further development.
- Provide an overview of the new Matrix approach by Public Health as the delivery vehicle for the Strategy.
- Consider the STP context and its alignment with HWBB.
- Discuss future governance to optimise impact of health and wellbeing efforts across the health and care economy.

The discussion was wide ranging, but a number of themes came through:

1. The HWBB Strategy and STP plans are complementary, and further work is now required to ensure a greater understanding of the work of the STP and a tighter fit between both.
2. There was a clear consensus that we need to develop a single, system-wide message that was clear, simple and understandable. It was felt that the HWBB focus on increasing healthy life expectancy is a good starting point, but some refinement to better articulate the objectives and system-wide focus on wellness was needed.
3. It was noted that the HWBB Strategy and STP also need to place much greater recognition on the wider determinants of good health. Improvements in education, skills, housing, environment, income and community cohesion are critical to people's ability to take control of their wellbeing and look after themselves.

4. It was agreed that a focus on increasing healthy life expectancy will delay or avoid the need to seek health and care support. A greater system-wide emphasis on improving lifestyles choices and changing cultural behaviours will be important to reduce poor health. Programmes such as the National Diabetes Prevention Programme, Healthy Communities and use of digitally enabled programmes will be important in achieving this.
5. It was also acknowledged that behavioural change will only be possible through co-production with people and communities. We need to understand what “good health” looks like, consider both person and professional perspectives, and change the language away from a blame culture to one that is enabling. The “this girl can” campaign was cited as an effective model
6. The group acknowledged that while the HWBB has now incorporated the work of the Families Strategic Partnership within the HWBB, further work was needed to better articulate this as well as ensure the STP is extended to incorporate Children and Young People services.
7. There was a strong aspiration to align, or bring together, the two Staffordshire Health and Wellbeing Boards and the STP
8. Any alignment of the STP and HWBBs needs to ensure that HWBB priority focus on prevention is not lost. The representation and contribution from non-clinical partners (e.g. Fire and Rescue, Districts Councils) was crucial to ensuring a strong preventative focus.

Recommendations

Message: That the Board supports work to align the HWB strategy and STP with a clear message and statement on purpose, focus and prevention. A more developed strategy to be brought back to the June Board. **Action by Karen & Jon**

Governance:

- That the Board support the aspiration to bring together STP, Stoke HWBB and Staffordshire HWBB.
- That discussion is initiated with Stoke HWBB and progress reported back at the June Board. **Action:** Chairs of the HWBB and STP

A proposed model brought to the June Board as part of the revised HWBB Strategy **Action: Karen & Jon**