

Report to: Staffordshire Health & Wellbeing Board

To be held on: Date of Meeting

Report Title:	Health and Wellbeing Board strategy feedback – Summary of high level findings				
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Board Sponsor:	Richard Harling				
Report Type:	System Issues	<input type="checkbox"/>	Prevention	<input type="checkbox"/>	Statutory Duties <input checked="" type="checkbox"/>
Recommendations / action required:					
<ol style="list-style-type: none"> 1. That the report be considered by the Board 2. That the Board endorse the report for reference in the development of its strategy and delivery plan 3. That the report be used to inform future conversations with the public to promote the health and wellbeing agenda 					

Brief Report Summary

The attached report provides high level findings from public feedback regarding proposed priorities for inclusion in the HWBB strategy refresh in 2018, how people can take more personal responsibility for their health and wellbeing and the support they will need to do this

Main Body of the Report

Background/Introduction

1. The HWBB sought public feedback on proposed priorities for its strategy refresh, how people could help themselves to live well for longer and the support they would need to do this.
2. Feedback was obtained via a short questionnaire (5 questions) developed and distributed in collaboration with Healthwatch Staffordshire.
3. 1231 people from a broad geographical cross section of Staffordshire responded to the call for feedback during the period 16th April – 31st May 2018. While there was over representation from females and more senior age groups the findings still have value for development of the Board's strategy and supporting delivery plan.

Current Activity

4. The call for feedback has now closed. The following is a high level summary of findings from this initial conversation with the public about how we can deliver long term health and wellbeing for the people of Staffordshire

Priorities

5. There was majority support for all of the proposed HWBB strategy priorities. (Table 1):

Proposed priority	% Completely Agree	% Strongly Agree	% Agree	% Overall Agree
Create a more healthy environment for people to make it easier to make healthy choices every day, e.g. more healthy food options, walking, etc.	61.06%	21.29%	12.95%	95.30%
Value Communities and help people to know what is available locally to help them stay healthy	58.90%	19.58%	14.70%	93.18%
Have a conversation with the public about how they can make healthy lifestyle choices and about the pressure that our public services are under	45.90%	17.87%	21.04%	84.81%
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	44.19%	16.65%	22.99%	83.83%

6. **Respondents were asked “In what ways can people take more responsibility for their health and help themselves to stay well...for longer?”** (Note: Numbers in brackets from this point forward indicate how many times this theme was identified and coded for use in high level findings).

7. The most frequent suggestions were exercise and being active (1011) and eating healthily (792). Respondents also identified more responsible use of alcohol/drugs (297)/(35) and smoking (263).

8. A number of respondents directly endorsed the principle of personal responsibility for health (129) while others suggested what this might involve, for example regular health checks (110). The need for personal health and wellbeing options to be accessible and affordable and include relevant expertise where appropriate were highlighted as general themes throughout the feedback. Further suggestions included development of mindfulness (79), personal moderation (51), hobbies/activities (56) and developing and accessing community support (36).

9. **Having identified ways by which people could take more personal responsibility for their long term health, respondents were then asked “...what support do people need to do this?”**

10. The most frequent suggestions included the following:

- a. Education (249) and information, advice and guidance (IAG) (241), principally about how to eat healthily and access fitness and community activities
- b. Affordable (151) and accessible (94) options for health and fitness that are inclusive

and responsive to diverse needs and a suitable environment to support keeping fit and staying healthy (89)

- c. Encouragement to stay fit and healthy (190) including incentives and rewards, stronger and appropriate messaging and promotion, charges for misuse of health services and more engaging and enjoyable health and fitness options
- d. Access to community support groups (166) and support for volunteering (33)
- e. Improved health services (128) including funding, health checks, improved access to services, alternative prescriptions and expert, professional support where appropriate - for example to treat and support addiction and mental health
- f. Help and support that gives people time and opportunity to stay fit and healthy, including families with young children (55) and people at work (62)
- g. Engaging the commercial sector to support healthy eating and provision of affordable and accessible health and fitness options (113)

11. Respondents were asked, “Is there anything else you feel the HWBB should include in its list of priorities...?”

12. Here, respondents generally reiterated or expanded on themes identified in previous questions. Examples included education, more targeted IAG, accessibility and affordability of options and support, local activities, networks and support groups and use of local assets such as schools, incentives and rewards, preventative action, and lobbying central government for funding.

13. Finally, respondents were asked, “Is there anything else the HWBB should take into account in developing its strategy for health and wellbeing in Staffordshire?”

14. In addition to themes already identified respondents introduced suggestions as to how development and implementation of the strategy might be taken forward. These included making sure the strategy is:

- a. Simple, easy to understand, practical and implemented quickly
- b. Joined up and involves relevant partners, stakeholders **and the public**
- c. Led and managed by people who can genuinely deliver change
- d. Developed in a way that its effectiveness can be measured
- e. Given further value by making the Board and its work more well known

Options & Issues

15. Structured and systematic engagement with the public and stakeholders should be ongoing to ensure the strategy is continuously informed by current and representative opinion. This should be developed as part of a performance framework and help to evidence how far the Board is successful in achieving its priorities and helping to improve long term health and wellbeing in Staffordshire.

Appendices:

- Appendix A – Summary of findings
- Appendix B – Questionnaire