

How are other key issues being addressed? DRAFT v3 (in development)

Be active | Southend-on-Sea's Health and Wellbeing Strategy refresh 2017-2021

Key theme/issue	How is this being addressed? Including strategies & contributing programmes/activity/initiatives	Opportunities and actions
Ambitions from Southend's original HWB Strategy 2013-15		
<p>1. A positive start in life</p> <ul style="list-style-type: none"> a) Reduce need for children to be in care b) Narrow the education achievement gap c) Improve education provision for 16-19s d) Better support more young carers e) Promote children's mental wellbeing f) Reduce under-18 conception rates g) Support families with significant social challenges 	<p>Early Help Family Support</p> <p>A Better Start Southend</p> <p>Early Help Family Support A Better Start Southend</p>	
<p>2. Promoting healthy lifestyles</p> <ul style="list-style-type: none"> a) Reduce the use of tobacco b) Encourage use of green spaces and seafront c) Promote healthy weight d) Prevention and support for substance & alcohol misuse 	<p>Smoking cessation programme</p> <p>Physical Activity Strategy (PAS) / Ideas in motion</p>	
<p>3. Improving mental wellbeing</p> <ul style="list-style-type: none"> a) A holistic approach to mental and physical wellbeing b) Provide the right support and care at an early stage c) Reduce stigma of mental illness d) Work to prevent suicide and self-harm e) Support parents postnatal 	<p>Joint Mental Health Strategy (JMHS)</p> <p>Joint Mental Health Strategy (JMHS)</p> <p>A Better Start Southend</p>	
<p>4. A safer population</p> <ul style="list-style-type: none"> a) Safeguard children and vulnerable adults against neglect and abuse b) Support the Domestic Abuse Strategy Group in their work c) Work to prevent unintentional injuries among under 15s 	<p>Safeguarding Boards agenda</p> <p>Community Safety Partnership</p> <p>Domestic Abuse Strategy</p>	

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<p>5. Living independently</p> <ul style="list-style-type: none"> a) Promote personalised budgets b) Enable supported community living c) People feel informed and empowered in their own care d) Reablement where possible e) People feel supported to live independently for longer 	<p>Transformation programme</p>	
<p>6. Active and healthy ageing</p> <ul style="list-style-type: none"> a) Join up health & social care services b) Reduce isolation of older people c) Physical & mental wellbeing d) Support those with long term conditions e) Empower people to be more in control of their care 	<p>Joint commissioning programme Multi-Disciplinary Teams Transformation programme</p>	
<p>7. Protecting health</p> <ul style="list-style-type: none"> a) Increase access to health screening b) Increase offer of immunisations c) Infection control to remain a priority for all care providers d) Severe weather plans in place e) Improve food hygiene in the Borough 	<p>Health screening programme</p>	
<p>8. Housing</p> <ul style="list-style-type: none"> a) Work together to; <ul style="list-style-type: none"> o Tackle homelessness o Deliver health, care & housing in a more joined up way b) Adequate affordable housing c) Adequate specialist housing d) Understand condition and distribution of private sector housing stock, to better focus resources 	<p>Southend Homelessness Prevention Strategy 2014-2017 http://bit.ly/2wBh5YA</p> <p>Housing Strategy 2011-2021 http://bit.ly/2gHOQSy</p>	

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B8) Be open and realistic with people about what can be delivered		
B9) Centralise services: Promote easy/comprehensive access to information	The Localities care model includes Multi-Disciplinary Teams for a more holistic service	
B10) Recognise and support carers		
HWB strategy development session May 2016		
<u>C1. Outcomes</u> : Focus on outcomes rather than services	Refreshed HWB Strategy 2017-2021 focuses on increasing physical activity	
<u>C2. Language and branding</u> : think about our wording and make things more real for people i.e. 'be more active!' instead of 'increased physical activity'	We have simplified the focus and language of the refreshed Health and Wellbeing Strategy 2017-2021 with the aim of making it more accessible.	
<u>C3. Data & intelligence</u> : availability and accessibility of quality data across the system and using data intelligently to make a real difference i.e. deep dives/ analyses/ longitudinal studies.		
<u>C4. Be open</u> with people about what is possible		
<u>C5. Consistency of message across the partnership</u> : How does the HWB Strategy and vision influence the visions and plans of system partners?	The HWB Strategy refresh 2017-2021, which has been fully supported by the HWB Board, encourages partners to enable the HWB strategy's aims to influence their own strategic activity.	
<u>C6. Workforce challenges</u> – how do we address ongoing workforce needs?		
Joint Strategic Needs Assessment (JSNA) headlines Feb 2017		
<ul style="list-style-type: none"> <u>Lifestyle related health challenges</u>: excess weight; nutrition; smoking; long term conditions (LTCs) 	Be Active! – Southend's HWB Strategy refresh 2017-21 Southend's Physical Activity Strategy 2016-21 Smoking Cessation programme	
<ul style="list-style-type: none"> <u>Life expectancy</u> related to cancers, circulatory, respiratory and chronic diseases. 		
<ul style="list-style-type: none"> <u>Mental health</u>: anxiety & depression; dementia. 	Joint Mental Health Strategy	
<ul style="list-style-type: none"> <u>Deprivation</u>: comparatively higher levels of deprivation and child poverty; levels of employment and skills 		