

**HWB  
Strategy  
Refresh**

*Peer Challenge recommendations, Jan14/Jul 15...*

- Less is more: focus on a few key issues
- Address inequality
- Strengthen community engagement

**KEY MESSAGES TO INFORM OUR THINKING...**

*HWB strategic development session May16...*

- Focus on outcomes, vs services
- Be accessible - Use simpler language
- Use data intelligently across partnership
- Be open about what's possible
- Consistency of message across partnership
- How do we address workforce challenges?

*Public engagement event: 120+ people, May15...*

- View health holistically as physical and mental
- Importance of Good nutrition • Social connection
- Prevention & early intervention are valuable • Centralise services
- Empower people to make positive choices • Appropriate affordable housing
- Listen to and involve service users in decision making
- Be open and realistic about what is deliverable
- Recognise and support carers

*JSNA headlines...*

- CHALLENGES: Excess weight • Nutrition  
Smoking • Long-term conditions • Life expectancy  
Anxiety & depression • Dementia • Deprivation*

**HWB Strategy refresh**

*Key messages to inform our thinking...*