

Appendix 2

Health and Wellbeing Strategy for Southend-on-Sea, 2021 to 2024

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1.0 Introduction

Through consultation with a wide range of partners and stakeholders, I am delighted to introduce the Health and Wellbeing Strategy for Southend. The definition of health incorporates the various components of a person's mental or physical condition. Wellbeing is defined as a state of being comfortable, healthy and happy. This strategy will consider how we can influence the wider determinants of health and wellbeing, which includes the social, economic and environmental conditions that influence the health of individuals and populations. The strategy will address some of these determinants over the next three years. In doing so, will outline our priorities, to protect people and help people to live longer in good health.

**Councillor Trevor Harp,
Chair of Southend Health and Wellbeing Board.**

The implementation of the recent Physical Activity Strategy for Southend 2016 to 2021, has achieved more in bringing partners together and in raising our approach to better support the local communities. However, it is clear that we have a lot more to do, which is why we need a broader focus through this new strategy. When we think about good health, it is easy to think about our NHS and the care we get through hospitals and general practitioners (GPs). The NHS itself cannot improve the health of the nation. Furthermore, the more complex health needs and increased demand is causing unsustainable pressures on the service and leaving the population without the right support to be more resilient. We need cross sector commitment, which supports residents to take responsibility for their health and wellbeing. We must also acknowledge the financial pressures we continue to face and the consequences of dealing with the coronavirus pandemic and life after. In addition, we need to continue providing targeted health and wellbeing themes, for those most in need. We have to change the culture, mobilise our collective leadership and work more effectively hand-in-hand with local communities, so better health outcomes are achieved for the people of Southend. We have already made great strides in our collaboration in managing the pandemic and in the development of a shared health and wellbeing digital information, advice and guidance platform – Livewell Southend. We are also working on developing the Community Panel which will ensure that we look at addressing how best to enable access to this information in a non-digital way.

We can only make further in-roads, through our joint approach and commitment. Whilst partnering is crucial in delivering our vision, we have a responsibility to collaborate in delivering the NHS long-term strategy and Southend 2050 outcomes, all informed by the Joint Strategic Needs Assessment (JSNA) and the Annual Public Health Report. To achieve the vision, our work will be delivered under 6 key priorities, as identified within this strategy. The alignment of organisational priorities and actions will serve to advance local service development and shared outcomes. We hope that this Health and Wellbeing Strategy will generate a genuine sense of ownership as part of our collaboration to achieve a healthier Southend.

**Krishna Ramkhelawon,
Director of Public Health for Southend.**

2.0 Components of health and wellbeing

Within the Public Health remit at The Council, this strategy will provide a framework to develop the components listed below. Please note, this is not a complete list.

Harm reduction from substance misuse and gambling

Sexual health

Physical activity

Early years

Health protection

Work and employment

Food environment

The ageing population

Community safety

Air quality

Mental health

Special educational needs and disabilities (SEND)

Education

3.0 Vision

To support and enable people and communities within the borough to make healthy lifestyle choices, to improve their quality of life.

4.0 Outcomes

Increased healthy life expectancy for all. People will live longer and those years will be lived in good health.

Reduce health inequalities and the gap in life expectancy, between the most and least deprived communities in the borough.

5.0 The Challenges

Addressing the health inequalities within our borough. Gender inequalities in healthy life expectancy persists with men falling behind. There is a large life expectancy gap of around 10 years across our borough.

Maintaining an effective and sustainable healthcare system. The way the services are delivered needs to be more person-centred, more integrated and more preventative.

Meeting the needs of an ageing and growing population. The borough's population in 2019 was around 183,000. This is projected to grow to 203,000, in the next 10 years, by 2031. This will place significant demand on services and infrastructure.

Digital inequalities that exist within the borough.

6.0 The Opportunities

Southend-on-Sea Borough Council being a unitary authority, which is able to provide greater innovation and strategic decisions, as only one authority is responsible.

The Southend 2050 programme, which looks to the long term, but also at action that is needed now and in the medium term.

Our local charities and community groups, along with the support they have through Southend Association of Voluntary Services (SAVS).

Use of the learning from the recent unsettled period caused by covid, to establish priorities and actions to aid our recovery and manage the new normal.

7.0 Introduction to our priorities

Through consultation with a wide range of stakeholders and through the evidence we already have, 6 priorities have been identified as part of this strategy. Within the priorities section below, there are a number of actions, to help us achieve our priorities. These priorities are needed to make a positive impact on peoples lives.

8.0 Priorities

Partnerships that work in a coordinated way to ensure system alignment, shared resources and focus on co-production to make Southend a healthier place.

Actions:

Continue to be part of the integrated care system, to work strategically with the primary care networks and other partners to ensure a whole system approach.

Support groups, with a Health in all Policies approach, including those that deliver health and wellbeing benefits, but are not recognised directly as a health and wellbeing service. This includes support with preventative work, but also, to support the demand from those with complex needs.

Coordinated use of community volunteers and ambassadors. Ensure opportunities for co-production is considered in all system and service designs.

Ensure system alignment and shared resources for targeted work, to address health inequalities.

Ensure equality through use of information and digital resources.

Work together as part of our learning and recovery from covid.

Ensure data evaluation, case studies and good practice are shared appropriately.

Accessible services that are as accessible and available as possible for users, and as part of this, any barriers are reduced or removed.

Actions:

Continue to raise the profile of health and wellbeing services.

Preventative work carried out in a strategic way, to help prevent disease or injury.

Reduce the impact of long-term health conditions through different health themes.

Work to the social prescribing strategy, so that residents are referred to the appropriate support in the community.

Understand the impact of covid-19 on people, communities and services, to enable the appropriate support. Establish priorities and actions to address the challenges of covid and to aid our recovery.

For those with a higher vulnerability towards covid, such as those with special educational needs and disabilities (SEND), to receive the appropriate level of care.

Weight management programmes appropriate for various age groups, with the emphasis on behavioural interventions for changes in diet and physical activity.

Continued focus on the Transformation Plan for the Emotional Wellbeing and Mental Health of Children and Young People in Southend.

Targeted delivery of health programmes, for those children that have partial or no access to mainstream education.

Supporting resilience across all age groups, so they are better equipped to deal with the varied and sometimes challenging situations in life. This includes both self-esteem and conflict management.

Improving community safety and building resilience, with a particular focus on the most vulnerable and people with impairments.

Support parents with useful resources, to help with the challenges of parenting, to enable better family outcomes.

Improved identification and management of the health priorities, according to the age range, to enable people to manage their own health, to assist their quality of life.

Understanding the needs of our ageing population, to support them to access opportunities to improve their health and wellbeing.

Identify and work with those that are socially isolated. This would be to increase their self-confidence where required, and to make them aware of services that are available to them.

Addressing the mental health needs of the population.

Information and digital resources so everyone can access clear and consistent information and digital services.

Actions:

Help people improve their digital skills and feel safe when using on line services.

Work to the digital strategy, to provide targeted work to address digital inequality, for those who have limited or no digital access and understanding.

Ensure information and digital resources are available in various formats to make services accessible to all.

Use of information to help make healthcare delivery more personal, convenient and secure.

Continue to provide suitable alternatives, for those that do not have access to digital services.

Work closely with Information Technology (IT) at The Council and the appropriate providers of IT, to help with the availability of digital devices and also with the connectivity.

Continued use of the Livewell Southend website, to maintain a digital list of health services, provisions and activities, so it is clear what is available across the borough.

Ensure the appropriate information is available in various formats, for those whose first language is not English.

Health campaigns to increase awareness of the health threats and encourage people to take action to support their health and wellbeing.

Actions:

To offer a range of both local and national campaigns, to cover the various aspects of health and the wider determinants of health.

Promote the importance of preventative health care and health behaviours.

Campaigns used to provide universal and targeted services, to address health inequalities.

Campaigns used to help our learning and recovery from covid.

To ensure all health campaigns relate to our objectives, with further support and services available for people to access.

Skilled workforce to support the borough's health and wellbeing needs.

Actions:

The workforce to utilise day to day interactions to support people make positive changes to their health outcomes, through Make Every Contact Count (MECC) training.

For support to be in place to recruit, train and retain both skilled and non-skilled staff, so they contribute to people's health and wellbeing.

To continue to engage with volunteers, to aid with the health and wellbeing needs.

For staff to support people with the learning and recovery from covid.

For staff to be used strategically, to address the health inequalities.

Active environments so that the places and spaces we live encourage activity in everyday life, so that making an active choice is as easy as possible.

Actions:

Through spatial planning, to enable healthy lifestyles within active environments.

To maintain and develop safe spaces for play, sport and social interaction, accessible for everyone to use.

Use of cultural spaces, for people to access the arts and heritage, as well as encouraging physical activity.

For the development of integrated active travel networks, such as footpaths and cycle ways.

Planning for extra care and other specialist housing needs for people at all stages of their lives.

Making better use of our existing natural and built environments, to encourage healthy lifestyles for all.

Continued avoidance or mitigation of air, noise, water, soil pollution and flood risk.

9.0 How we will know we have made a difference

Through the evaluation process, to assess the impact on people's lives.

Evidence a reduction in those who have problems with the management of their weight.

Improved digital engagement and experiences from service users.

How we cope and learn from the challenges of covid.

More resilient individuals and communities, measured by the different health themes and impact stories.

Working relationships across the sector(s) are improved through a collaborative approach, which includes co-production with residents, to address demands and interest.

By providing long term and targeted health themes, which address the inequality for healthy life expectancy and life expectancy.

Through increased usage of our existing natural environment and built facilities.

There is evidence to show the health and wellbeing benefits achieved through the planning of new development.

10.0 Southend 2050

Southend 2050 is the borough's vision for the place we want Southend to be in 2050. It was developed following consultation with those that live, work and study in Southend. Below are the associated themes and outcomes we want to achieve.

Pride and Joy: The variety and quality of our services instil pride and residents value the offer. With its range of infrastructure and opportunities, people are proud of where they live.

Safe and Well: To provide welcoming and trusted services, that contribute towards peoples safety and wellness. The provision of quality housing, improved air quality and the promotion of healthy food choices.

Active and Involved: Community cohesion is promoted through engagement with services. These services are seen as an integral part of the community and are co-designed by users.

Opportunity and Prosperity: People are supported to make best use of the wider health offer. The infrastructure is in place to support our workforce and the value of work and voluntary activity in maintaining and enhancing health and wellbeing is recognised.

Connected and Smart: We have a digital offer, which is fit for purpose and simple to use for staff and residents. Upskill residents on the digital offer, to provide an equitable service. Travel options are clean, green and efficient, to help people get around the borough easily.

