

8Southend Health & Wellbeing Board

Krishna Ramkhelawon, Director of Public Health,
Southend Borough Council;

to

Health & Wellbeing Board

on

8th September 2021

Report prepared by:

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Southend Borough Council

**Agenda
Item No.**

For discussion		For information only	Approval required	X
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Health and Wellbeing Strategy 2021-2024

1 Purpose of Report

The purpose of this report is as follows:

- 1.1 To provide the Board with the new Health and Wellbeing Strategy covering three years – 2021-24 and the high level Action Plan.
- 1.2 To gain approval from the Board, for the strategy to be put in place and commence.

2 Recommendations

- 2.1 The Health and Wellbeing Board is asked to review this new Strategy and Action Plan provided.
- 2.2 For the Board to endorse the Strategy to be fully initiated, which will be delivered through an annually updated Action Plan.

3 Background & Context

- 3.1 The Southend Physical Activity Strategy 2016 to 2021 recently ended. This strategy provided a framework and action plan to support the long term vision for Southend to be a healthier, more active borough.
- 3.2 In 2018, the previous Health and Wellbeing Strategy was extended to cover 2017-2021, with a view that this new refreshed Strategy will be initiated by April 2021. This was delayed due to the response to the pandemic.
- 3.3 The NHS commissioning and service delivery landscape has seen significant development over the past three years, leading to the creation of the Mid and South Essex STP and from April 2022, the new Integrated Care System will replace the CCGs with key prevention priorities around (1) reducing Smoking (2) minimising the misuse of Alcohol (3) tackling the challenge of Obesity (4) reducing poor Air Quality and (5) managing Antimicrobial resistance.
- 3.4 The new South East Essex Alliance, which covers the area of Southend-on-Sea, CastlePoint and Rochford will play a vital role in the local delivery of health and wellbeing and has been developing a new Place Plan.
- 3.5 There is growing recognition that health inequalities are widening, and now exacerbated due to the impact caused by covid.
- 3.6 A proportion (41,685) of the borough's population live in neighbourhoods which according to the Index of Multiple Deprivation (IMD) 2019 are ranked among the most deprived 20% in England.
- 3.7 One of the major health inequalities for Southend is the contrast in life expectancy, between those living in the most deprived wards and the more affluent wards. There is a ten year gap in life expectancy.
- 3.8 The other major health inequality for Southend is the contrast in healthy life expectancy, between those living in the most deprived wards and the more affluent wards. There is a sixteen year gap in healthy life expectancy.
- 3.9 Physical inactivity is the fourth largest cause of disease and disability and is directly responsible for 1 in 6 deaths in the UK. The latest data from Public Health England highlights that 27.6% of adults in Southend are inactive, undertaking less than 30 minutes of physical activity a week. This puts them at a greater risk of developing a number of conditions including heart disease, cancer, obesity, diabetes, depression and dementia.
- 3.10 Inequalities are widening in excess weight, obesity and severe obesity across all ages and genders. Action across the child life course is essential to impact childhood obesity and enable positive behaviour change around exercise and other aspects of health. Children living with obesity are more likely to be obese in adulthood and thus increase the risk of obesity for their own children later in life.
- 3.8 9.1% of children in reception year within the borough are obese or severely obese. 19.5% of children in year 6 within the borough are obese or severely obese.

- 3.9 18% of people within the borough have a limiting long-term illness in Southend-on-Sea.
- 3.10 The coordinated work of The Council links with strategic and operational need, along with Southend 2050, to address some of the consequential impact on the health and wellbeing of our residents and in aligning with the NHS long-term plan.

4 Health and Wellbeing Strategy Update

- 4.1 The draft Health and Wellbeing Strategy for Southend was publicised on the Your Say Southend portal between Tuesday 19 January and Tuesday 2 March 2021. The portal provided a short survey for people to complete. The survey focused on the suggested priorities and associated actions. A summary of the consultation results were presented at this Board in March 2021.
- 4.2 All feedback was reviewed. The strategy was updated accordingly, with further feedback received from partners by the end of July 2021.
- 4.3 Appendix 3 shows the high level Action Plan. This will ensure the impact is evaluated using both qualitative and quantitative data.
- 4.4 The Board will be provided with updates on the delivery and impact of the strategy twice a year.

5 Reasons for Recommendation

- 5.1 To help improve the health and wellbeing for people within the borough. A healthier population will reduce demands on services and provide a healthier workforce to contribute to the economic prosperity across Southend.
- 5.2 To try and reduce the health inequalities that exist within the borough working with neighbouring authorities.
- 5.3 Prioritisation of the Action Plan, to enable a focused use of resources to deliver the strategy.
- 5.4 To report on future work arising from the Action Plan, as well as successes, challenges and opportunities.

6 Financial / Resource Implications

- 6.1 It is anticipated that as much of the strategy and action plan as possible will be delivered within existing resources, and in collaboration with a range of partners.

7 Legal Implications

- 7.1 None at this stage.

8 Equality & Diversity

- 8.1 This strategy is population wide and aims to ensure that everyone, who lives, works, studies and travels within the borough, has the opportunity to experience a healthier Southend.