

<b>Report to</b>	Cabinet	<b>Item</b>
	12 September 2018	
<b>Report of</b>	Strategy manager	<b>6</b>
<b>Subject</b>	Norfolk & Waveney Health and Wellbeing Strategy 2018-22	

### **Purpose**

To consider the Norfolk and Waveney joint health and wellbeing strategy 2018-22 in the context of the wider health and wellbeing landscape, and to consider the role of the council in supporting and formally signing up to the strategy.

### **Recommendation**

To endorse and support the Norfolk and Waveney joint health and wellbeing strategy 2018-22.

### **Corporate and service priorities**

The report helps to meet the corporate priority a healthy city with good housing.

### **Financial implications**

No additional budget impact.

**Ward/s:** All Wards

**Cabinet member:** Councillor Packer - Health and wellbeing

### **Contact officers**

Adam Clark , Strategy Manager

01603 212273

### **Background documents**

None

# Report

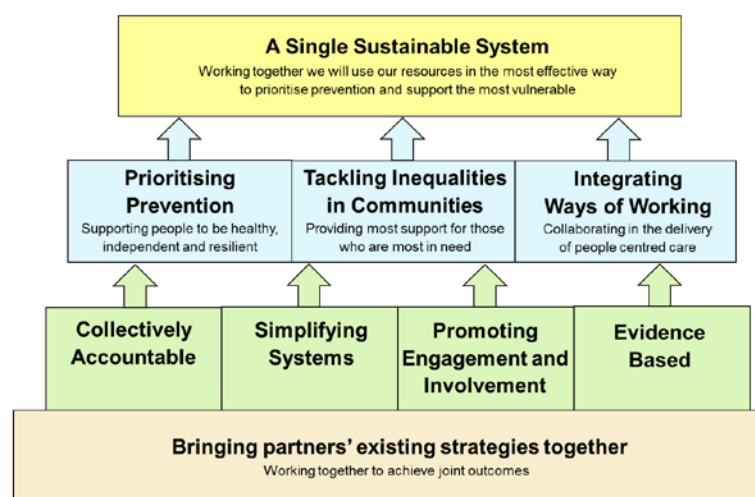
## Background

1. The Health and Wellbeing Board works to improve the health and wellbeing of people in Norfolk and Waveney. It is responsible for producing a set of priorities for health improvement (the Health and Wellbeing Strategy) based on the evidence of the assessment of needs (Joint Strategic Needs Assessment - JSNA).
2. The Health and Wellbeing Board brings together local organisations including councils, Clinical Commissioning Groups, Healthwatch Norfolk, the voluntary and community sector, Norfolk Constabulary and the Police and Crime Commissioner, as well as the Norfolk and Waveney Sustainability & Transformation Partnership and the key providers of health and care services across the Norfolk and Waveney area. The city council is represented by the cabinet member for Health & Wellbeing.
3. It has three main functions, namely to:
  - a) Assess the current and future health and wellbeing needs of our local population through the Joint Strategic Needs Assessment and the Pharmaceutical Needs Assessment (PNA)
  - b) Produce a local, joint Health and Wellbeing Strategy - the overarching framework within which commissioning plans are developed for health services, social care, public health, and other services which the board agrees are relevant
  - c) Drive greater integration and partnership – including joint commissioning, integrated provision, and pooled budgets where appropriate

## Joint Health & Wellbeing Strategy 2018-22

4. The Health and Wellbeing Board has been developing its Joint Health & Wellbeing Strategy 2018-22. On 17 July 2018, the Joint Health and Wellbeing Strategy 2018-22 was agreed by the Health and Wellbeing Board. All partners agreed to take the Strategy to each of the members' organisations' committees/ boards/ governing bodies for formal sign up (prior to 31 October 2018).
5. The framework of the new strategy is represented by this schematic:

Our Strategic Framework



6. A presentation that covers the detail of this is attached as appendix A.
7. The city council is also represented on a new Health and Wellbeing Board District Councils group, which provides a forum for districts to share approaches to address the wider determinants of health and wellbeing and identify opportunities for shared approaches.
8. The Health and Wellbeing Board receives regular updates on and provide scrutiny of the Norfolk & Waveney Sustainability and Transformation Partnership (STP). Much of the work within the STP contributes directly to Health and Wellbeing Board priorities, including prevention and the integration of health and social care. Updates on key workstreams can be found within the Health and Wellbeing Board papers on the county council website.
9. Given that the city council, along with other district councils, has a key role to play in supporting the health and wellbeing of residents, combined with the alignment of the Health and Wellbeing Board priorities with the council's own corporate priorities (particularly '*A fair city*' and '*A healthy city with good housing*'), it is recommended that the city council formally endorses the Joint Health and Wellbeing Strategy 2018-22.
10. The council should continue to engage with the Health and Wellbeing Board with a view to ensuring that the issues faced by Norwich residents are reflected in county-wide activity. These issues stem partly from the urban nature of the city, and the differing demographics compared with the wider county, with on-average a younger and more deprived population than many parts of Norfolk. Low incomes in particular are an issue, with around 20,000 households earning below £15,000 per year, resulting in 29% of children in Norwich living in income deprived households, as opposed to 15.9% across the county. With rough sleeping, insecure and low paid work and poor social mobility being prevalent in Norwich, our approach to health and wellbeing must reflect these local drivers, in order to address the 10 years difference in male life expectancy between most and least deprived wards in the city.

### **Wider Health and Wellbeing activity**

11. The council continues to work constructively with partners in a number of other ways around the health and wellbeing agenda. As the Kings Fund identify, one of the key contributions of district councils is through neighbourhood services, such as housing, which help to address socio-economic factors known as 'the wider determinants' of health and wellbeing. The council also has a series of statutory duties, such as food hygiene inspections, alcohol licensing, enforcing housing standards and preventing homelessness that mitigate risks to people's health.
12. As well as the core business of providing such preventative services, the council also provides more targeted activities that help to address specific health and wellbeing issues, including:
  - a) Preventing and promoting independence: a range of activities that focus on supporting people to live well, maintain independence and regain

independence after crises, including Better Care Fund activity, our handyperson scheme, home adaptations and hospital discharge grants.

- b) Healthy Norwich: our partnership with the Clinical Commissioning Group and Norfolk Public Health team as part of the UK Healthy Cities Network. This includes a range of projects, such as smoke-free play areas and sidelines, the Daily Mile and Sugarsmart campaigns, as well as funding a range of VCSE projects such as the 12<sup>th</sup> Man barbershop initiative which provides barbers with mental health training.
  - c) Emissions and air quality: ongoing work to decrease carbon emissions from council and contractor activity, ensuring that new and existing housing stock is as efficient as possible and decreasing air pollution through encouraging sustainable forms of transport and lower vehicle emissions.
  - d) Sport, leisure and physical activity: we use our own assets such as parks, open spaces and leisure centres, as well as commissioning leisure services and working in partnership, to ensure residents and visitors have access to a wide range sports, leisure and physical activities that support healthy lives across the city.
  - e) Advice and information: we both provide and commission advice and information services so that residents are able to manage money, access housing, maintain tenancies and save money on fuel bills. We are also actively involved in new 'social prescribing' partnerships that seek to provide pathways into wider social welfare and lifestyle support for individuals accessing health services.
  - f) In 1991 Norwich became one of the first 4 cities in the UK to implement a 20mph speed restriction. Since that time 20mph speed restrictions, in the form of both 20mph limits and 20mph zones have been introduced in many areas of the city. In 2012 Norwich City Council made it a corporate priority to advocate that 20mph restrictions should be introduced in all residential areas and in 2015 a target was introduced in the corporate plan to increase the number of households living in a street that was subject to a 20mph restriction. This approach produces a safer road environment, but also encourages residents to walk and cycle which in turn improves wellbeing and health.
13. Through these and other activities, the council continues to play its role in addressing the wider determinants of health and wellbeing and to act constructively and collaboratively with colleagues across the public sector. However, many of the key drivers of socio-economic conditions that affect the health and wellbeing of residents are national. For example it has been calculated that welfare reform, including Universal Credit, has resulted in a financial loss per working age adult in Norwich 2021 is £730 per year, making a total loss in Norwich of £68m per year.
14. Such stresses on household income, combined with low wages, precarious employment and cuts to key public services, mean that our efforts and those of health sector colleagues are unlikely to counter-balance the wider impact of austerity on residents' health and wellbeing. However, the council will continue

to play its role in mitigating this impact, but remains aware that this may be insufficient to address widening health inequalities in our city.

15. The city council also acknowledges the pressures on the health and social care system and that the STP is seeking to address these through improved integration and a move towards preventative services that reduce demand on primary and acute services. However, laudable as this ambition is, the council is also concerned that continuing budgetary pressures and the need to make savings across the public sector as a whole will hamper progress, and result in fewer and lower quality services for residents and contribute to the continuing issue of health inequality in the city. Without adequately funded, coherent public services that address these wider determinants of health, existing health inequalities in Norwich and Norfolk are likely to persist and widen.

## Integrated impact assessment



**NORWICH**  
City Council

The IIA should assess **the impact of the recommendation** being made by the report  
Detailed guidance to help with the completion of the assessment can be found [here](#). Delete this row after completion

### Report author to complete

<b>Committee:</b>	Cabinet
<b>Committee date:</b>	12 September 2018
<b>Director / Head of service</b>	Strategy Manager
<b>Report subject:</b>	Norfolk & Waveney Health and Wellbeing Strategy 2018-22
<b>Date assessed:</b>	31 August 2018

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other departments and services e.g. office facilities, customer contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The combined impact of the health and wellbeing board strategy is intended to reduce health inequalities in the city

	Impact			
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	One of the key priorities of the strategy is to reduce health inequalities
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Natural and built environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments



	Impact			
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment				
Positive				
The council should continue to ensure that health and wellbeing outcomes are incorporated in its corporate priorities, service plans and policies				
Negative				
Neutral				
Issues				

# Joint Health and Wellbeing Strategy 2018 - 22

Supporting Presentation  
for  
Health and Wellbeing Board Partners

# Our Strategy

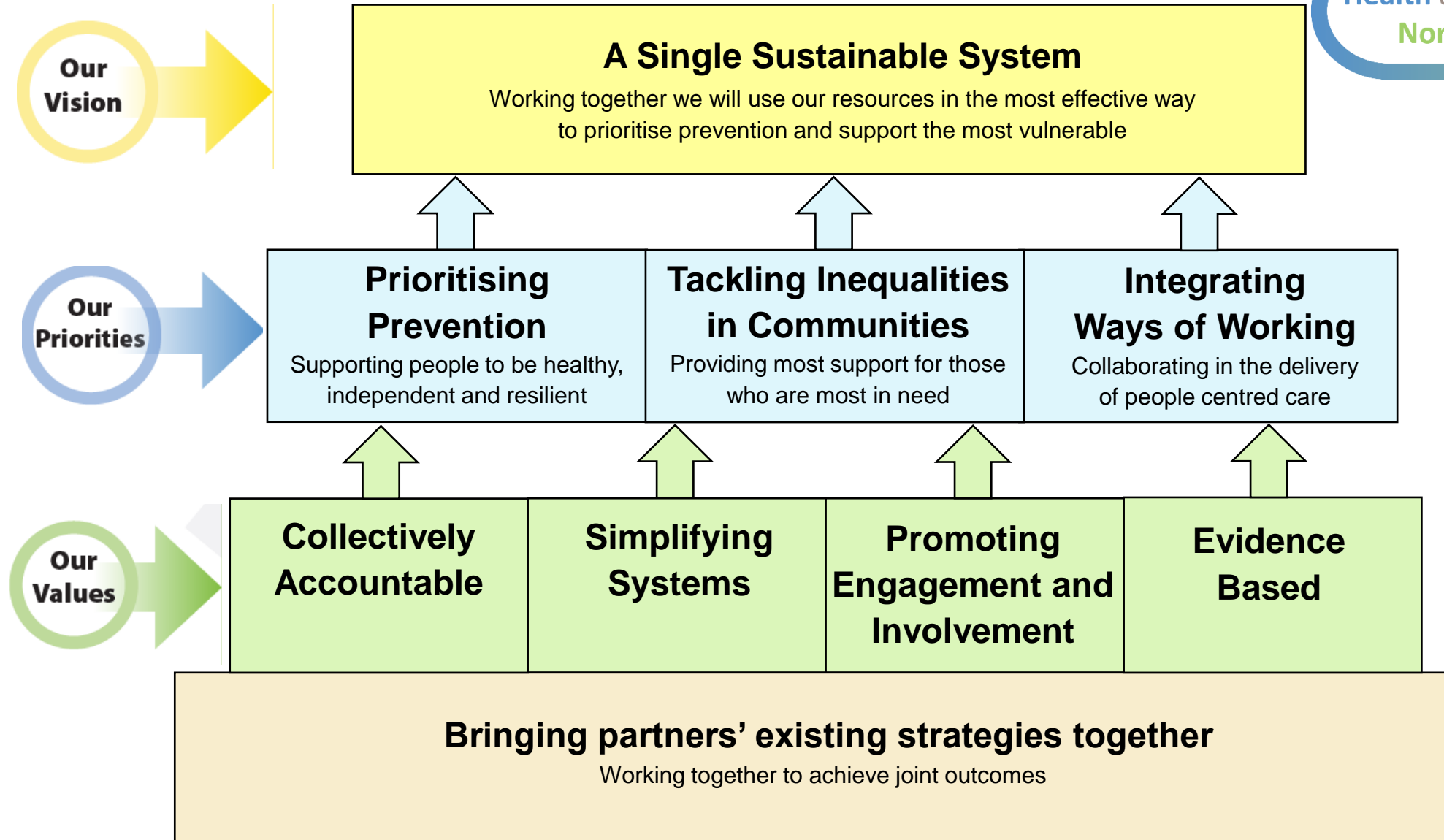
- We have been developing the next Joint Health and Wellbeing Strategy since last year
- On 17 July 2018, the Joint Health and Wellbeing Strategy 2018-22 was agreed by the Health and Wellbeing Board – Norfolk and Waveney
- All partners agreed to actively implement our Strategy
- All partners agreed to take our Strategy to each of our organisations' committees/ boards/ governing bodies for formal sign up (prior to 31 October 2018)

# Joint Health and Wellbeing Strategy 2018 – 2022

***“A single sustainable  
health & wellbeing system”***

# Our Strategic Framework

Health and Wellbeing Board  
Norfolk & Waveney



# Our Priorities

Our vision of a single sustainable system requires us to work together, implementing what the evidence is telling us about health and wellbeing in Norfolk and Waveney, on these key priorities:

Health and Wellbeing Board  
Norfolk & Waveney

Priorities	By this we mean
<b>1. A single sustainable system</b>	Health and Wellbeing Board partners taking joint strategic oversight of the health, wellbeing and care system - leading the change and creating the conditions for integration and a single sustainable system.
<b>2. Prioritising Prevention</b>	A shared commitment to supporting people to be healthy, independent and resilient throughout life. Offering our help early to prevent and reduce demand for specialist services.
<b>3. Tackling Inequalities in Communities</b>	Providing support for those who are most vulnerable in localities using resources and assets in localities to address wider factors that impact on health and wellbeing.
<b>4. Integrated ways of working</b>	Collaborating in the delivery of people centred care to make sure services are joined up, consistent and makes sense to those who use them.

# Our Values

Our values describe our shared commitment to working together to make improvements and address the challenges:

Values	By this we mean:
<b>Collectively Accountable</b>	As system leaders, taking collective responsibility for the whole system rather than as individual organisations.
<b>Simpler system</b>	Reducing duplication and inefficiency, with fewer organisations - a commitment to joint commissioning and simpler contracting and payment mechanisms.
<b>Engagement</b>	Listening to the public and being transparent about our strategies across all organisations.
<b>Based on evidence of needs</b>	Using data, including the Joint Strategic Needs Assessment (JSNA), to target our work where it can make the most difference - making evidence-based decisions to improve health and wellbeing outcomes.
<b>Bringing partners' existing strategies together</b>	Under the umbrella of the Health and Wellbeing Board for Norfolk and Waveney - identifying the added value that collaboration brings and working together to achieve joint outcomes.

# Our Strategy

- Key messages are outlined in the welcome from the Health and Wellbeing Board's Chairman and Chief Officer – Cllr Bill Borrett and Dr Louise Smith
- Acknowledges the context we are all working in
- Steers how we all work together as system leaders to drive forward transformation and improvement
- Emphasises the connection to the Norfolk and Waveney Sustainability & Transformation Partnership
- Brings partners' existing plans and strategies together



# Our Strategy: How the document works...

- Evidence of need and key statistics
- What's important strategically?
- Key Challenges
- Priority **Actions**
- Key **Measures**
- Case Studies to illustrate

# Our Strategy: What's next?

- The Joint Health and Wellbeing Strategy 2018-22 has been agreed by the Health and Wellbeing Board
- All partner organisations are currently signing up to the joint Strategy between now and the end of October 2018
- Now as we move into implementation - all partners have agreed to commit to take an active role

# Our Strategy: Towards implementation

## **This means we are going to:**

- Identify the actions that we will each take
- Develop an implementation plan
- Develop an outcomes framework
- Bring reports regularly to our HWB meetings
- Carry out in-depth reviews
- Hold ourselves to account
- Keep our Strategy active

# Our Strategy

- Discussion and decision
- Confirming our agreement