

a consultation on the Draft Cambridgeshire Health & Wellbeing Strategy 2012–17

Good health and wellbeing is fundamental to enable us to live an active and fulfilled life and play a role in our local communities. This diagram illustrates how lots of different aspects of our environment and community have a significant impact on our health and wellbeing and influence our behaviour. These include employment, education, housing, local community space or green areas, and transport, as well as the health and social care services which support us when we are ill. The health and behaviours of an individual are influenced more widely by the communities in which they live: their social networks, perception of safety and ability to contribute to the local neighbourhood. Our approach to health and wellbeing includes recognising that the best way to ensure participation, sustainability, and ownership of local initiatives is to work directly with local communities

to enable them to develop local services and activities that are important to them and their community. In Cambridgeshire, we are fortunate to live in a part of the country where the health of local people is generally better than the England average. Whilst this

is encouraging, it can mask some real challenges. We know that some local people experience significant disadvantage and inequalities in health, which is something we must improve. We also know that the population of older people is set to increase rapidly in the next decade, which will

lead to higher levels of need for some health and care services. This strategy aims to identify priorities which are shared across the county and across organisations, where working as a Health and Wellbeing Board and Network can add most value. The priorities will guide our actions and shape both clinical and non-clinical commissioning decisions. The shared priorities identified in this draft strategy will help us to go outside organisational boundaries and work in creative and innovative ways to improve outcomes.

- We have developed this draft strategy using:
- a) National and local evidence of health needs as measured, analysed and reported in the Cambridgeshire Joint Strategic Needs Assessment (<http://www.cambridgeshirejsna.org.uk/>)
 - b) Existing local strategies and plans (see Section 7)

- c) Stakeholder event to identify the current priorities of local partnerships and organisations.
- An important objective of the Health & Wellbeing Board is to communicate, listen and engage with the communities we serve. This consultation is being conducted to seek genuine, open feedback and views from across Cambridgeshire.
- The consultation will run from 18th June to 17th September. This gives you an opportunity to tell us what you think about whether we have identified the right priorities, how we should tackle these priorities and where we should focus our resources. You can do this through submitting a paper feedback form or submitting an online response, available at: <http://www.cambridgeshire.gov.uk/council/partnerships/Health%20and%20Wellbeing%20Board.htm>



Source: Modified from Dahlgren & Whitehead's rainbow of determinants of health (G Dahlgren and M Whitehead, Policies and strategies to promote social equity in health, Institute of Futures Studies, Stockholm, 1991) and the LGA circle of social determinants (Available at: http://www.local.gov.uk/web/guest/healthy-journal_content/56/10171/3511260/ARTICLE-TEMPLATE)

Cambridgeshire Health & Wellbeing Board and Network will focus on these priorities to improve the physical and mental health and wellbeing of Cambridgeshire residents. In particular, within each of these priorities, we will work to improve the health of the poorest fastest, through greater improvements in more disadvantaged communities and marginalised groups.

1. Ensure a positive start to life for children.

This includes a particular focus on:

- Supporting positive and resilient parenting, particularly for families in challenging situations, to develop emotional and social skills for children.
- Encouraging a multi-agency approach to identifying children in poverty, with complex needs or with parents who are experiencing physical or mental health problems and taking appropriate action to support families and children.
- Developing integrated services across education, health and social care which focus on the needs of the child in the community, as well as for growing numbers of children with the most complex needs.
- Creating positive opportunities for young people to contribute to the local economy and community and raise their self-esteem.

2. Support older people to be safe, independent and well.

This includes a particular focus on:

- Preventative interventions which reduce unnecessary hospital admissions for people with long term conditions and improve outcomes e.g. through falls prevention, stroke and cardiac rehabilitation.
- Integrating services for frail older people and ensuring that we have strong community health and care services tailored to the individual needs of older people, which minimise the need for long stays in hospitals, care homes or other institutional care.
- Timely diagnosis and inter-agency services for the care and support of older people with dementia and their carers.

3. Encourage healthy lifestyles and behaviours in all actions and activities.

This includes a particular focus on:

- Increasing the number of adults and children with a healthy weight, using a range of interventions to encourage healthy eating and physical activity.
- Reducing the numbers of people who smoke – by discouraging young people from starting and supporting existing smokers to quit.
- Promoting sexual health, reducing teenage pregnancy rates and improving outcomes for teenage parents and their children.
- Ensuring that people with long term conditions receive appropriate healthy lifestyle support services.
- Increasing the engagement of individuals and communities in taking responsibility for their health and wellbeing.

4. Create a safe environment and helping to build strong communities, wellbeing and mental health.

This includes a particular focus on:

- Implementing early interventions and accessible and appropriate services for mental health.
- Reducing homelessness and addressing the effect of changes in housing benefit on vulnerable groups.
- Minimising the negative impacts of alcohol, illegal drugs and associated anti-social behaviour, on health and wellbeing.
- Reducing abuse and neglect – particularly domestic abuse.

5. Create a sustainable environment in which communities can flourish.

This includes a particular focus on:

- Encouraging and informing consideration of health needs associated with housing when strategies and plans are being developed and refreshed.
- Encouraging the use of green, open spaces and of activities such as walking and cycling.
- Maintaining effective public transport and transport networks which ensure access to services and activities and reduce road traffic accidents.
- Building on the strengths of local communities, including the existing local voluntary sector, and promoting inclusion of marginalised groups and individuals.

Cross cutting principles: Equitable • Evidence-based • Cost-effective • Preventative • Empowering • Sustainable