



Committee and Date  
Shadow Health & Wellbeing  
Board

11 April 2012

2.00 p.m.

Item

10a

Public

## JOINT HEALTH AND WELLBEING STRATEGY DEVELOPMENT

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### 1. Summary

This report sets out the purpose and vision for the Joint Health and Wellbeing Strategy and the process and timelines for its development.

### 2. Recommendations

- A. That the purpose, process and timescales for development of the Joint Health and Wellbeing Strategy be approved.

## REPORT

### 3. Risk Assessment and Opportunities Appraisal

The development of a Health and Wellbeing Strategy will inform the commissioning of services with the aim of reducing health inequalities and delivering better outcomes for people in Shropshire.

### 4. Financial Implications

The Joint Health and Wellbeing Strategy will support decision making for on-going and future financial investment in health, social care and preventative interventions and services.

### 5. Background

Developing a Joint Health and Wellbeing Strategy is a requirement of the Health and Social Care Bill and an important part of the process for the authorisation of the Shropshire County Clinical Commissioning Group. It also a real opportunity to focus activity on the areas where the Health and

Wellbeing Board can make most difference. In developing its strategy, the Health and Wellbeing Board will need to be guided by the Joint Strategic Needs Assessment.

A previous report to the Shadow Health and Wellbeing Board on 18<sup>th</sup> January established a set of principles and priorities that will shape the Health and Wellbeing Strategy and is proposed that these are further refined as –

- Tackling obesity in children and families
- Improve access to CAHMS services
- Dementia care
- Increase availability and usage of assistive technology and telecare
- Develop collaborative commissioning between the local authority and the CCG
- Develop one referral / access point.

## **6. Purpose of the Joint Health and Wellbeing Strategy**

The core purpose of the strategy will be to inform and influence the commissioning of services in order to improve the health and wellbeing of the local population and reduce health inequalities. However, in order to be effective, the strategy and the Health and Wellbeing Board, will need to focus its attention and energies to those areas where joint working can deliver the greatest benefits.

The Health and Wellbeing Strategy will recognise and link to other strategic plans such as the Community Strategy and Council Plan, and also delivery plans and programmes including the Alcohol Strategy and Urgent Care Strategy, but it will not duplicate these. Its focus will be on adding value to the existing activities.

A key element of the strategy will be to establish a new way of working and supporting real joint commissioning and integrated delivery. It also needs to recognise and promote the role of the citizen both in terms of individual responsibility for better health and collective responsibility in local communities for the more vulnerable.

## **7. Development Plan**

It is proposed that the JSNA Steering and Editorial Group act as the steering group for the development of the Health and Wellbeing Strategy, reporting to the Health and Wellbeing Executive.

Based on the JSNA, a discussion document will be produced and utilised to inform the debate between the Shadow Health and Wellbeing Board and stakeholders at a series of 'conversation' events during May. The purpose of these events will be to 'sense check' the emerging priorities with stakeholders and understand the current activity around the priorities and its effectiveness. It is proposed that events are held in Shrewsbury, Oswestry, Wem, Bridgnorth and Ludlow with a specific geographic focus on that part of the county in

respect of the priorities for action outlined above. Key information on the priority areas will be issued to stakeholders before the event together with an outline of current interventions. Questions to be addressed at events will be –

- What other activity is happening to address this priority?
- How well is the current action working?
- What needs to be sustained, improved, reduced, or stopped?
- What else could be done?
- How can we make the best use of assets in the community?
- How could activity to address the issue be delivered better together?

Stakeholders' views will also be sought through the Stakeholder Alliance social network, which is currently being tested before being launched, and through existing networks such as the VCSA and Patient participation Groups. This inclusive approach follows the recommendations from the LGID Peer Review of the Joint Strategic Needs Assessment.

The information gathered from these events, together with the JSNA information will be presented to the Shadow Health and Wellbeing Board as a working draft of the Health and Wellbeing Strategy at the meeting of the 1<sup>st</sup> June.

A final draft of the strategy will be available for the Clinical Commissioning Group authorisation process on 1<sup>st</sup> July and presented to the Shadow Health and Wellbeing Board on 6 July.

The strategy will be web based allowing it to be updated more readily, but also allowing videos to be inserted to showcase good practice and bring the strategy to life. Whilst the strategy will need to set out the long term vision for the health and wellbeing of Shropshire, the priorities for action will be reviewed annually as part of the commissioning cycle.

## **6. Conclusion**

The development of the Health and Wellbeing Strategy will be an iterative process based on the JSNA and focussing on the areas where the Health and Wellbeing Board can make the most difference. The process of developing the Strategy will be aligned to the development programme for the Health and Wellbeing Board.

**List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)**

Health and Wellbeing Priorities – Report to the Shadow Health and Wellbeing Board  
18.1.12

**Cabinet Member (Portfolio Holder)**

Councillor Ann Hartley

**Local Member**

All

**Appendices**

None