

Shropshire HWBB Strategy Executive Summary



Our Aim:

To improve the population's health and wellbeing; to reduce health inequalities that can cause unfair and avoidable differences in people's health; to help as many people as possible live long, happy and productive lives by promoting health and wellbeing at all stages of life.

Our Vision:

For Shropshire people to be the healthiest and most fulfilled in England

The Health & Social Care Act 2012 requires every Council area to have a Health & Wellbeing Board (HWBB). This Board brings together key leaders from local health and care organisations to work together to improve health and wellbeing and reduce health inequalities.

The HWBB believes we need a new approach to health and care that nurtures wellness and encourages positive health behaviour at all stages of people's lives, across all communities and across all the places and organisations in which we work and live. We need to:

Start Well – parents will make good choices for their bumps and babes; early years and schools support good mental and physical health and wellbeing; services are available when and if they are needed;

Live Well – we make good choices for ourselves as we become adults to keep well and healthy,

both physically and mentally; accessing support from services when and if they are needed;

Age Well – making good choices as an adult means that as Shropshire people age they are as fit and well as they can be; people continuing to make good lifestyle choices throughout their lives can prevent many long term conditions such as dementia and heart disease.

Our Priorities:

PREVENTION

A. Health promotion and resilience

Health promotion and resilience are about encouraging people to make good choices at every stage of life. Prevention is also about making sure that the right support is available when it is needed and that services are there not only to help us to feel better, but to help stop illness or physical difficulty from happening again.

SUSTAINABILITY

B. Promoting independence at home

Promoting independence at home will involve planning support so that people are able to stay in a place that is familiar to them as well as having the assistance of their community in keeping well and living their daily life.

C. Promoting easy to access and joined up care

The HWBB commits to developing better joined up services and better access to services and information through integration. Promoting easy to access and joined up care means that people experience care that best meets their individual needs. Care will not feel disjointed and people will have the right information about where to go and what to expect. People will also receive the right information to help them make informed choices.



System leadership and taking a whole system approach to our strategy delivery:

System leadership involves decision making that empowers individuals, empowers communities, and leads and influences services & policy

In realising this strategy the HWBB will put Shropshire people at the heart of decision making. On behalf of Shropshire people the Board will make decisions and influence decisions across the whole system, not just care and wellbeing, but other services and decision making that have an impact on all factors of our wellbeing, including economy and jobs, education, housing and the environment. The Board will use evidence that is gathered through data and through talking to Shropshire people and it will develop a common purpose and agreed outcomes for people and with people. Through this, the Board will enable social change that improves the health and wellbeing of local people and reduces inequalities.

Improving the health and wellbeing of our population is therefore the responsibility of our Board and its members, as well as every person and organisation in Shropshire.

Developing Actions: Exemplars

To embed this new approach within the mind-set and at the core of the planning of all our partners and Shropshire people, the Board intends to establish exemplar/ development projects in three key areas. Through these, we will focus on reworking the whole system along the principles and objectives set out in this strategy. These projects will form the HWBB Action Plan and are:

- **Healthy weight and diabetes prevention**
- **Carers**
- **Mental health**

To deliver these actions and make a real difference to these areas, we need to make sure that everyone plays a part in working together to improve health and wellbeing. This means making sure that this thinking and action is embedded in existing health and social care work including programmes such as the Better Care Fund, Future Fit & Community Fit and work through the Children's Trust and implementation of the Care Act (see page 13 of the full strategy for more information on these programmes).

We need everyone to understand that they have an important role in making a difference to Shropshire's health and wellbeing and that we must work together in order to achieve the best results.

If you wish to be involved in working with the HWBB and/ or our partner programmes, please contact Shropshire Together at shropshiretogether@shropshire.gov.uk.