

**SUNDERLAND SHADOW
HEALTH AND WELLBEING BOARD**

31 July 2012

SUNDERLAND HEALTH & WELLBEING STRATEGY

**Report of the Executive Director of Health Housing and Adult Services &
Head of Strategy, Policy and Performance Management**

1. Purpose of Report

To update the Board on the process and timetable for the development of the Health and Wellbeing Strategy.

2. Background

The Health and Social Care Act gives the local authority the responsibility for five key areas of development –

- To establish a Health and Wellbeing Board
- To complete a Joint Strategic Needs Assessment
- To produce a Joint Health and Wellbeing Strategy
- To set up a local Health Watch
- To transition public health responsibilities.

The Health and Wellbeing Strategy is to be completed by October 2012 and must be a joint high-level strategy that spans the NHS, social care, public health and the wider health determinants of health such as housing and child and community poverty.

Similarly mandated by the Health and Social Care Act, as part of their authorisation process, the Clinical Commissioning Group have produced their Clear and Credible Plan and where appropriate the plans are aligned to ensure clarity of vision across the system, recognising that the two plans have distinct places in the picture.

Faced with reducing public resources and increasing demand and expectations many current delivery methods are recognised as no longer appropriate. The development of the Health and Wellbeing Strategy also comes in the context of large scale change to the way public services are being delivered and in an environment of reducing resources. Although a challenge, the changing environment also offers an opportunity to fundamentally review and improve the way agencies work with residents and communities in the future. At the same time, there is also growing recognition of existing but often untapped assets and potential within communities that can enhance and complement the public sector's offering.

Consideration will need to be given to our relationship with communities and how services can be delivered in the future to make best use of all resources in order to achieve better outcomes. Ultimately we want to enable and support

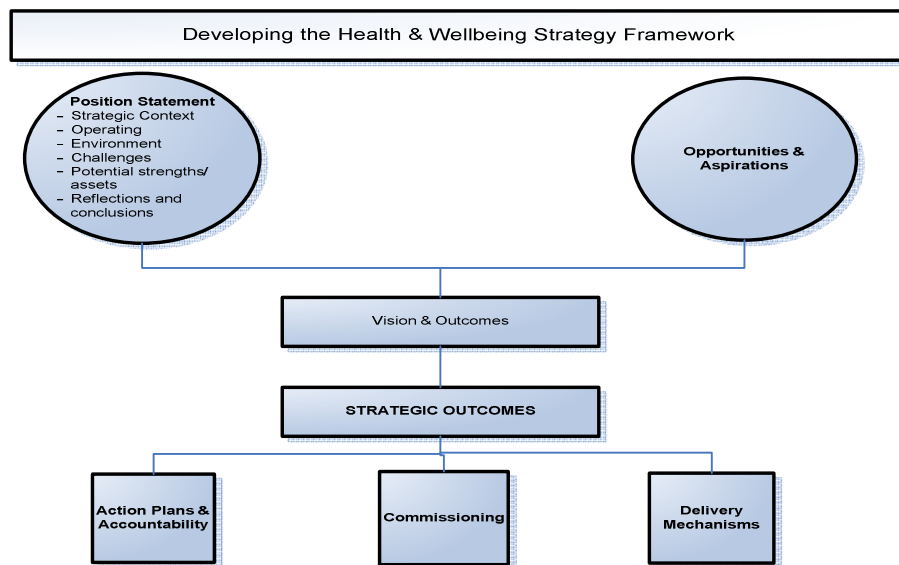
individuals, families and communities in Sunderland to make the transition to greater strength and independence, with less reliance on the public sector in the longer term. This involves being responsive not only to local needs but also to community strengths and exploring how these can be better harnessed to help address local needs. By building on and utilising the resources and energy of our communities, we can support people to take greater control of their lives and enable outcomes that matter to them, their families and communities.

The Health and Wellbeing Strategy, Community Resilience Plan and the Strengthening Families approach are together aiming to achieve the transition to a new way of working and at the same time achieve improved outcomes for the people of Sunderland.

3. Current Situation

The broad process for developing the Health and Wellbeing Strategy is highlighted in Figure 1 below.

Figure 1



Since the last Board update, two broad engagement sessions have taken place. Both the events were held at the Stadium of Light and in total over 70 attendees gave views on: the vision, aims and priorities and how to use assets to change service delivery and empower communities.

These views have been incorporated into the latest version of the outline strategy as detailed in Annex 1:

4. Recommendations

The Board is requested to:

- Note the Strategy development process and progress made
- Review the outline strategy as detailed.

Annex 1

Sunderland's Joint Health and Wellbeing Strategy

Vision

Better Health and Wellbeing for Sunderland

....by which we mean a City where everyone is as healthy as they can be, people live longer, enjoy a good standard of wellbeing and we see a reduction in health inequalities.

Design Principles

Proposed strategic principles that underpin the delivery of the Health and Wellbeing Strategy are:

- **Strengthening community assets – Empowering communities, increasing their capacity and involving them in co-producing services, thereby enabling them to build on their existing strengths and their potential to help people address their own, family and community's needs.**
- **Prevention – seeking to prevent people developing problems**
- **Early intervention – actively seeking to identify and tackle issues**
- **Equity – provide access to excellent services dependent on need and preferences, and that are based on evaluated models and quality standards**
- **Promoting independence and self care – enabling individuals to make effective choices for themselves and their families**
- **Joint Working – shaping and managing cost effective interventions through integrated services**
- **Address the factors that have a wider impact on health – education, housing, employment, environment, and address these proportionately across the social gradient**
- **Lifecourse – ensuring appropriate action throughout an individuals life with a focus on early years and families**

Assets

- **Strong and stable family and community relationships**
- **The coast and countryside and a passion for sport and activity**
- **Potential for large employers to offer swift access to a large proportion of the workforce and understanding of different communities**
- **A vast number of contacts with residents through daily provision of a wide range of services**
- **At the leading edge of putting new technology to work in the public interest**
- **A huge variety of local organisations and networks with a strong track record of effective delivery**

Strategic Objectives

Notes on strategic objectives:

- **The numbers are for ease of reference and not a priority**
- **Each strategic objective utilises one or more of the assets and applies the design principles.**

- 1. Mutual understanding between communities and organisations**
 - **Communities understanding what they can expect of service providers and what other organisations can offer**
 - **Making best use of local intelligence to identify emerging risks to health and wellbeing**
 - **Harnessing individuals, communities and service providers views to inform and challenge provision**
 - **Understanding the strengths and diversity in our communities and reflecting this in our commissioning**
- 2. Ensure that children and young people have the best start in life:**
 - **Encouraging parents and carers of children to access early years opportunities**
 - **Acknowledging the whole of a child's journey, including the transition into adulthood**
- 3. Supporting and motivating everyone to take responsibility for their health and that of others:**
 - **Encouraging people to take the first steps towards healthy lifestyles**
 - **Making healthy lifestyle choices easy**

- Promoting and sustaining interest in healthy lifestyle options
- Raising self-esteem, confidence and emotional health and wellbeing

4. Supporting everyone to contribute

- Work together to get people fit for work
- Understanding the health barriers to employment and training, and supporting people to overcome them
- Actively working with local businesses to ensure a healthy workforce
- Supporting those who don't work to contribute in other ways

5. Supporting people with long-term conditions and their carers:

- Supporting self-management of long-term conditions
- Providing excellent integrated services to support those with long-term conditions and their carers
- Support a good death for everyone

6. Supporting individuals and their families to recover from ill-health and crisis:

- Supporting individuals and families to have emotional resilience and control over their life
- Providing excellent integrated services to support people to recover from ill health and crisis
- Building trust and relationships with individuals and families who require support

