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# Health and Wellbeing Strategy

Oldham Borough: 2022 – 2030

***draft for discussion***

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## Our vision

Edham residents are happier and healthier; they feel safe, supported and they thrive in their vibrant and diverse borough.

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## Our ambition

People lead longer, healthier, and happier lives, and the gap in health outcomes within different groups and communities in Oldham, and between Oldham and England is reduced. A demonstrable difference will be made to the average life expectancy and average healthy life expectancy of residents, and inequalities will be reduced.

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# Our principles

We are resident-focussed, this means we are:

Having a two-way conversation with residents about their health and wellbeing, making sure residents feel heard and that we respond to their needs in ways that can be understood by all

Building trust and strengthening relationships with residents through kindness and compassion

Engaging with communities to co-produce solutions and co-design services

Providing support and care which is as close to, and as connected with, home and community as possible

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# Our principles

We have a well-managed health and care system:

Which provides good quality, safe services, and we use resident feedback to continually improve

With services which are easy to access, and transition between different services is seamless; digital solutions are embraced where appropriate

Which uses data, intelligence, and insight to plan services and improve the coordination of care

Ensuring best value for the Oldham pound and maximising the wider social, economic, and environmental benefits of public spending

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# Our principles

We are champions of equality; we are:

Striving to reduce inequalities, offering more to those who face the greatest disadvantage or experience the worse outcomes

Recognising diversity and delivering culturally competent services

Developing a workforce which represents the community

Focussing equally on mental health and emotional wellbeing, and physical health

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# Our principles

## We prioritise prevention by:

Promoting wellbeing and prevention of ill-health for residents in all life-stages

Providing residents with easy access to the information and support that need to stay well, healthy and be independent

Taking a whole-system view for each of our residents, taking account of wider determinants and past experiences to provide the most appropriate and effective care

Recognising the importance of voluntary, community and faith organisations in improving health and wellbeing, and making the most of existing community assets and insight

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# Our priorities

giving children the best start in life

improving mental wellbeing and mental health

reducing smoking

increasing physical activity

improving health literacy

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