

Health and Wellbeing Strategy

April 2013 – April 2016

NHS
Oldham



Oldham
Partnership

Introduction

This first Health and Wellbeing Strategy for Oldham aims to drive the improvement of health and wellbeing in Oldham by fundamentally transforming the social, economic, and physical environment into one that positively supports people to achieve the best possible level of health and general wellbeing across all of Oldham's communities.



The environment in this sense includes all those things that impact on people's health and wellbeing. The physical environment matters in terms of access to open space, air quality, the quality of the built environment, and others. The social environment matters as people need to engage with each other and with developments that will affect them, and communities will have to be resilient in the face of challenging circumstances. The economic environment can provide opportunities for people to develop and achieve, and being in work can be a vital factor in wellbeing. Conversely, losing work, or being in work that is not rewarding, can have a negative impact on both individuals and communities. More broadly, communities which experience wide inequalities in income and wealth also exhibit more ill health and place greater levels of demand on public services.

The factors that determine the best health outcome for a population have been ranked as:

- **Social and economic** – education, employment and violent crime
- **Health behaviours** – alcohol, tobacco and sexual behaviour
- **Clinical** – quality, and access to healthcare
- **Environmental** – air and water quality and building design
- **Genetic inheritance**

This understanding of what matters in improving the health of the whole of Oldham is reflected in the focus of this health and wellbeing strategy.

The joint investment agreement, signed by partners and supported by the Board, designed to lift over 1,000 households out of fuel poverty is a clear example of key agencies collaborating to make a difference to people's lives.

This strategy is the means through which Oldham's Health and Wellbeing Board establishes its ambition to radically transform health and wellbeing in Oldham and dramatically reduce the health inequalities in our borough. As a board, we intend to pose a robust challenge to our partners to deliver better outcomes for our residents, and to be accountable not just for the commissioning and provision of high quality and efficient services, important as that is, but also for the delivery of significant and lasting improvements to health, wellbeing and equity in Oldham.

Although more people in Oldham are living longer than ever before, it is also the case that more people are living with conditions that mean they need care for longer. Also, not everyone in all parts of Oldham gets to enjoy the benefit of living to a healthy old age. It is for the Health and Wellbeing Board to take on the challenge of shaping Oldham to have the best services to help people when they need care and, more importantly, to shape Oldham so that more people are engaged and active in their communities and fewer people need support from health and social care services in the first place. Only by making this shift, together with our partners, will we be able to radically improve the health and wellbeing of people in our borough in the long-term.

This strategy sets out the broad themes in the approach the Health and Wellbeing Board is taking to improving both health and health and social care services in Oldham. The themes are focused on how we will work together to do things in a radically different way in order to improve individuals' and communities' health and wellbeing throughout the stages of life.

Part of the Bigger Picture

The draft strategy is one of a suite of documents which describe the ambitions agenda to transform the social, economic and physical environment of the borough.

The Health and Wellbeing strategy is part of the Oldham Plan and the key driver for the 5th priority of the plan is to have an empowered, healthy and confident population. This strategy will prioritise the vitality of the work force in Oldham through one of its main themes.

The Health and Wellbeing Strategy will bring a focus on actions to improve health through a neighbourhood focused approach that will take account of local variation in need and opportunity and maximise the potential for people to lead change in their areas. This work will be taken forward through District Partnerships and it is essential strong links are made between them and the Health and Wellbeing Board. This will be a step change in the approach to health and wellbeing and will mean developing new

relationships with partner organisations. The values and approach of the Cooperative Oldham Strategy will be integral to the work with partners which will include the drive for corporate social responsibility in ways that will improve health and wellbeing so that “everyone does their bit and everyone benefits”.

Every effort will be made to create social value through the commissioning of services for health and wellbeing. This will mean achieving social, economic and environmental outcomes from contracts in the knowledge that such outcomes will also have a positive effect on health and wellbeing in Oldham.

Our Ambition

Oldham is committed to creating the conditions for residents to take greater control over their own lives and enjoy the freedoms that lead to healthy and independent lives.

We will work with communities to identify the assets for health improvement and support them to build on them to achieve improvements in health and wellbeing. We will work with communities to challenge the pressures on individuals and communities to adopt risky health behaviour and will provide the environment in which communities are able to gain greater control over their lives at work and at home.

We will ensure that developments in provision for children in early years and complex families, quality housing and education, fair and good employment and safer and greener communities will support the delivery of positive health outcomes.

It is our aim to achieve:

- A reduction in the gap between the life expectancy in the best and worst parts of Oldham and between Oldham and the country
- A reduction in the prevalence of smoking in Oldham and in the level of alcohol consumption
- More people more active more often
- More people eating fruit and vegetables
- Better and more efficient health and social care services
- Earlier detection of and treatment of chronic conditions such as cancers, dementia, heart disease and stroke and respiratory illness

Our Themes and Priorities

Giving every child the best start in life recognises that children who are healthy from the outset and ready for school by five years of age are more likely to achieve their full potential throughout their school education and lead healthier lives in the long-term.

Living, Learning and Working Well recognises the positive impact that being in work can have on individuals' health and wellbeing and focuses on ensuring that people in Oldham are supported to be healthy enough to be in work and stay in work and that communities are resilient to challenges.

Ageing Well and Later Life is about ensuring that appropriate information, services and support are available to keep older people healthy, active and engaged in the life of their communities.



The Role of the Health and Wellbeing Board

The Health and Wellbeing Board will:

- Champion constructive challenge, positive support, and a climate of transformation and improvement to influence commissioners and providers of services as well as the development of policies that impact on health and wellbeing. It is widely recognised and accepted by the Board that the services and policies that have an impact on health and wellbeing go far beyond those specifically relevant to health and social care provision. Housing, transport, and education, for example, can have a significant impact on the health and wellbeing of individuals and communities, and the Health and Wellbeing Board will seek to exercise its influence across these social determinants in order to transform the health and wellbeing of people in our borough.
- Engage closely with the public in Oldham to lead and to champion health and wellbeing. The Board will act on behalf of the public to hold commissioners and providers of services to account for the delivery of better health outcomes and, in particular, for reducing the unacceptable inequalities in health that Oldham experiences.
- Work to integrate health and social care services across public, private and voluntary sector providers to produce a better quality of service for people in Oldham and to make more effective use of resources. Also to support the role of primary health care services including community pharmacies, dentists and other practitioners in working with communities to improve health and wellbeing.
- Support the ambition to achieve a co-operative future for Oldham, where citizens, partners and staff work together to improve the borough. The Board recognises that active, engaged residents are likely to experience better health, be in a better position to adopt positive health behaviour and challenge the pressures to adopt unhealthy behaviour.
- Encourage innovation as an essential tool to transform service provision and develop a positive relationship with individuals that support them to manage their own health. This innovation will be driven by business intelligence, the use of evidence from research and by promoting access across Oldham to the best thinking on how to achieve health and wellbeing.
- Aim for universally accessible services but with variation in the quantity and type of service provision to reflect greater or lesser need or in differences in the type of services needed. This approach will address health inequalities, which is a significant issue in Oldham.

This strategy will cover the first three years of the life of the Health and Wellbeing Board in Oldham from April 2013 to April 2016. The impact of the strategy will be reviewed annually and, if needed, will be refreshed annually to ensure it remains relevant, up-to-date, and able to drive the significant and sustainable improvements in health and wellbeing that we need to see in Oldham.



Giving Every Child the Best Start in Life

Who does this affect and what it means

Giving children and young people the best possible start in life is a key aspiration for Oldham. This theme covers the period from before birth to the end of the secondary school phase (0 – 16 years), and recognises that achieving positive health and wellbeing at a very early age supports children to achieve their full potential throughout their school education and into adult life, including a good level of health and wellbeing.

A major aspect of this theme is the fact that parental behaviours and choices have a significant impact on children's and young people's health and wellbeing, particularly at the younger age range, and that is why engagement with and support for parents will play a fundamental role in improving outcomes for this age group.

There can be additional challenges for some parents owing to the circumstances of their family and household, their own health needs, or the fact that a child may experience ill health or disability.

This theme is therefore about ensuring that services to support parents and children are developed and aligned with strategic objectives to improve health and wellbeing outcomes, focusing particularly on those areas of the borough where there is significant need.

Oldham Council and partners will prioritise working through a Complex Families approach that will give particular consideration at activities to prevent the onset of problems for families as well as what can be done better with families to deliver better outcomes.

To achieve our goal of giving children and young people a positive and healthy start in life, this theme will encompass issues including maternal health, smoking in pregnancy, readiness for school, teenage pregnancy, infant mortality, positive parenting and raising aspirations.



Giving Every Child the Best Start in Life

Our ambition is:

A reduction in the risk factors during pregnancy, infancy and children's early years. The Board also wants to see young people adopting healthy behaviour and – where a child or young person has complex health needs or disability – ensure the right level of support is readily available to the whole family.

To positively engage mothers-to-be in antenatal services, where we want to see an improvement in the take-up of antenatal care and earlier engagement with midwifery support. Maternal health is also an area where we need to see significant improvements, particularly in relation to obesity and smoking, as well as levels of initiation and sustainability of breastfeeding.

To support parents in their role to ensure the social, physical, intellectual and emotional development of their children, helping to achieve an improvement in the 'school readiness' of children across Oldham and, in turn, helping children to fulfil their potential throughout life.

Build on the aspirations that parents, children and young people already have and offer early intervention when additional support is required and continue to provide health information and education through school and community settings.

To begin to address the inequality in the achievement of positive outcomes for children in Oldham, particularly in early life, is a key element of this health and wellbeing strategy.

What will happen in Oldham and by when

The Health and Wellbeing Board will require commissioners to:

- Develop better integrated assessment and service provision across health, education and social care for children with complex needs and disabilities through the Special Educational Needs and Disabilities Pathfinder by April 2013
- Continually improve the accessibility of service provision including the continued development of neighbourhood delivery where appropriate in 2013
- Embed early intervention and prevention within assessment and delivery models based on a 'whole family' approach, with a priority focus on improvement in school readiness across Oldham and, in particular, in areas where current performance is relatively low by next April 2013
- Actively seek the voice of parents, children and young people in the development and delivery of strategies and services in 2014
- Deliver better outcomes for children and young people by ensuring alignment with key frameworks and supporting strategies, including the Early Years Public Health Framework by 2015



Living, Learning and Working Well

Who does this affect and what it means

This theme relates to the working age population in Oldham (that is everyone aged 16 – 65 years). This group is important for the economic development of the borough and for the current and future demand on health and social care services in Oldham.

Developing citizen participation and community engagement in this population will support efforts to reduce demand on public services. Improvements are needed in health behaviour that, if achieved, would have an impact on the health and productivity of the group itself as well as on the future elderly population and on the health of children and young people through establishing healthy behavioural norms.

This theme is about supporting people who are unemployed to get work, supporting employers to make work a positive factor in health, developing community networks and resilience and improving health behaviour in relation to physical activity, diet, alcohol and smoking.



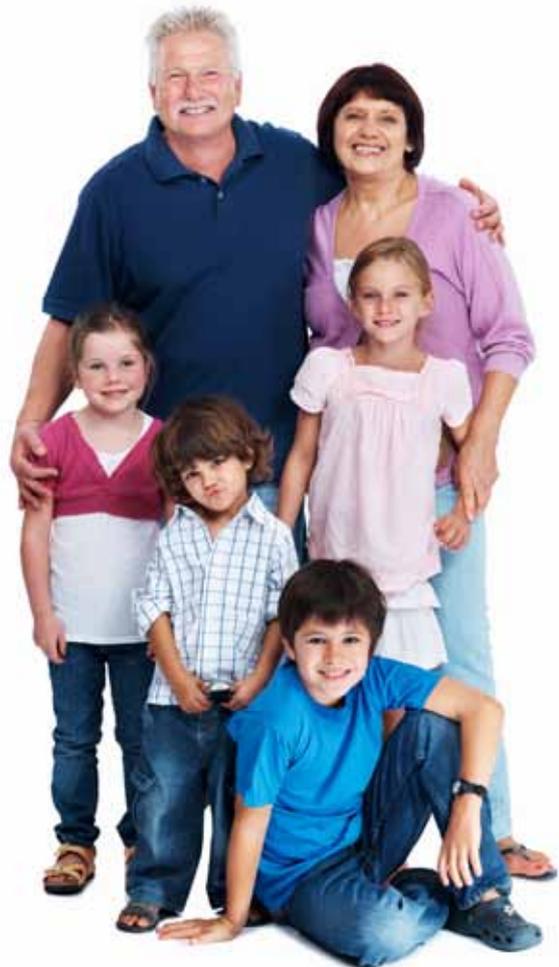
Living, Learning and Working Well

Our ambition is

A reduction in inequality in health outcomes. For example, the life expectancy rate (how long someone would live, on average, if born today) differs by 11.1 years for men and 10.3 years for women across different parts of our borough. As a Health and Wellbeing Board, we believe that this level of inequality is unacceptable, and we challenge our partners to make reducing this difference in life expectancy a foremost priority.

A reduction in the occurrence of health behaviours that have a negative impact on health, such as smoking and alcohol consumption, is in most cases worse in Oldham than the average for the northwest and for the country as a whole. We believe that this is detrimental to the image and potential of Oldham, and we challenge our partners to improve levels of physical activity and healthy eating and reduce levels of smoking and alcohol consumption across our borough.

To see employees supported to stay in work through early intervention for people certified as sick in order to help them return to work as soon as possible, and we also want to see employers sign-up to and implement a healthy workplace charter. We will support activity which delivers investment in Oldham and leads to employment and other positive opportunities for Oldham's residents.



What will happen in Oldham and by when

As a response to this challenge, the Health and Wellbeing Board wants commissioners and, where appropriate, providers of services, to:

- Achieve a shift in investment away from reactive activity responding to crisis and towards planned activity that supports the prevention of ill health and early detection and intervention in 2013–16
- Understand the ways in which commissioned or provided services are unequal, both in terms of how the public can access these services and in terms of the outcomes that these services achieve. Our aim is to demonstrate a reduction in such inequalities during 2014–15
- Expand efforts to engage individuals and communities across Oldham in civic life through innovative practices and wide reach across Oldham in 2013
- Engage with public and private-sector employers to champion and support the introduction of health at work practices and charters in 2103
- Ensure the availability of early intervention services for people at risk of losing employment through ill-health in 2014–15
- Understand the opportunities to add 'social value' outcomes to health and social care service provision, and make achievement of such outcomes a reality in 2015–16

Ageing Well and Later Life Care

Who does this affect and what it means

Oldham's older population continues to increase. By 2020 it is estimated that the number of people aged 65–84 will have risen by almost a quarter and the population of people aged 85 or over by more than a third.

In order to tackle ageing well at an early stage, this theme encompasses everyone in Oldham over the age of 50. In addition, many of those with long term conditions and those in need of social care services tend to be in the older age ranges, particularly those over 85 years.

This brings with it both challenges and opportunities. It poses challenges about how demand is managed through partnership working and how the needs of people who are living longer with long term conditions will be met. At the same time it provides opportunities for exploring how organisations can do things radically differently and how we can enable an ageing population to be more involved in helping themselves and their communities.

The theme of ageing well and later life care includes a wide spectrum of issues including early intervention and prevention, and ensuring people who require care services receive them in a way that is offered to them with dignity and respect. Vulnerable people will be supported to remain safe at home, with choice and control over services to meet their personal needs. This also includes sensitive and responsive support for people with dementia, informal carers and those at the end of their lives.

It is also about embracing and harnessing the valuable contribution that older people can make in their communities, as well as promoting a positive image of ageing.



Ageing Well and Later Life Care

Our ambition is:

A reduction in inequality in health outcomes in an ageing population by enabling people to access the right information, services and support to maintain healthy and active lifestyles for as long as possible.

To provide opportunities to take part in health and wellbeing initiatives in adulthood, as this enables people to continue to play an active role in the community as they grow older and reduces their reliance on services.

To balance care and support with an emphasis on self-help and preventative measures to help address social isolation and loneliness, encourage independence, and help manage the demands of an increasing older population in a context of reducing resources.

To reduce reliance on institutional care and intervening earlier to prevent more intensive (and costly) interventions as well as improving outcomes for residents. Our ability to reduce the pressure on public services will be heavily dependent on the overall success of an integrated strategy to prevent older people becoming dependant on services and enable them to regain and retain independence.

To focus on the impact of the increasing prevalence of dementia and what can be done to achieve better care and outcomes for people with dementia. Associated with this, but not restricted to dementia, will be a focus on supporting carers, both in providing care to others and in looking after their own health.

To reduce the numbers of people who require treatment and care as a result of falls is another area where we can make significant progress in Oldham.

Finally, addressing long term conditions such as heart conditions, stroke, diabetes, cancer and respiratory problems remains a priority for helping people to age well.

What will happen in Oldham and by when

As a response to this challenge, the Health and Wellbeing Board will require commissioners to work with providers and older people themselves to:

- Reduce reliance on institutional care through intervening and preventing more intensive (and costly) interventions throughout 2013–16
- Ensure the right balance of services across the whole spectrum of need to support people as they age – this will include developing excellence in care for people with dementia in 2013–15
- Promote the integration of services which is no longer just about joint working but is about radically changing the way services and agencies operate, including pooling budgets and sharing resources and skills in 2013
- Work together in a fundamentally different way to make the significant shift required to move the emphasis away from institutional and acute care and towards community- and home-based care, independent living, and recovery-focused services in 2013–14
- Challenge who is best placed to provide services, who pays for them and how throughout 2013–16
- Provide a range of innovative services and support for carers to enable them to continue caring for as long as they want to and are able to do so in 2013
- Understand inequality in access to and outcomes from service provision and plan to reduce such inequality in 2013–14
- Promote a positive image of ageing and the contribution that older people make in their communities

working for a co-operative borough



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