

**Working together for a safe, healthy,
resilient and sustainable community on
the Isle of Wight**

**Health & Wellbeing Strategy for the Isle of Wight
2015-17**

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Forward

1 page about the HWB strategy from the chair of the HWB

DRAFT

The Island's Health and Wellbeing Board

The Island's Health and Wellbeing Board (HWB) brings together key partners with a common vision, working to promote health and wellbeing, build resilient communities and reduce inequalities to improve the quality of life on the Isle of Wight.

We have a strong track record of working in partnership and we will continue to build on this to deliver a unified way of working including joint commissioning, integrated provision of services and pooled budgets where appropriate.

Our vision is that

'we will work together to improve the quality of life for all our residents'.

The HWB will develop plans to improve key priorities for people, families and carers on the Island and will have oversight of the delivery plans of the HWB sub-boards. These are boards (consisting of representatives from a variety of organisations) that will focus on particular aspects of health and wellbeing on the Island. Appendix A (to be developed) shows the structure of the HWB and sub-boards.

What is a Health and Wellbeing Strategy?

The production of a Health and Wellbeing Strategy is a statutory duty of the HWB. This strategy sets out the key local priorities which will be to promote health and wellbeing and improve the lives of local residents. We will measure the impact across organisational boundaries to ensure that we are delivering support and services together when required and that people, families and carers are positively impacting on their own health and wellbeing at every opportunity.

All the organisations involved are facing unprecedented financial pressures and collectively we must make some difficult choices about how to allocate our greatly reduced resources. It is clear that we cannot continue to work in the same way. We need to work together and work differently as individuals and communities if we are to address these challenges and make progress in achieving our vision for the Island by making best use of all our limited resources.

My Life a Full Life, the Island's integrated health and social care programme, has been the catalyst for driving change across a diverse range of stakeholders, bringing key organisations together to focus on enabling people to live healthier and independently.

We also want to encourage and support individuals and communities to consider what they can do for themselves, what they will need support to achieve and the areas of health and wellbeing for which they will depend on experts and professionals.

In the following pages we set out the key priorities, based on information from the Joint Strategic Needs Assessment (JSNA) and consultation feedback that we will focus on over the next two years. These priorities reflect those that cut across all sectors (public, private and voluntary) and all communities on the Island based on local health and wellbeing need.

LOCAL CONTEXT

We all want to make sure that, as residents on the Isle of Wight, we are able to lead long, safe, happy, healthy and fulfilling lives both now and in the future.

The Island has a lot to offer with a mixed and varied landscape over 60% of which is designated an area of outstanding natural beauty. The Island boasts the best maintained public footpaths network in the UK, a rich heritage and some leading-edge industries. We have a vibrant voluntary sector and excellent community groups who help and support people. This gives us a strong sense of community and is a solid foundation on which to build.

There remain significant challenges to the future health and wellbeing of our Island population.

Those challenges include, amongst others:

- Lower numbers in the 0 to 14 age group (14.9%) than elsewhere in England (17.8%) and these are set to decline further.
- An economy based around a few industry sectors, a high reliance upon seasonal work, low productivity, low wages and low skills levels.

- 74,997 people living with one or more long term condition with a projected increase in the future causing increased pressures on the health and social care system.
- A rising population with growing numbers of older people. Our current population (ONS mid-2013 population estimates) is 138,393 and 25.5% are aged 65 years and over. This is forecast to rise to around 30.2% by 2025.
- A range of health inequalities across the Island with those in the more deprived areas (e.g. parts of Ryde, East Cowes, Shanklin, Sandown, Lake, Ventnor and Newport) facing a shorter life expectancy than those in other areas.

The data above is drawn from the Joint Strategic Needs Assessment (JSNA) a comprehensive picture of the needs of the Island community. More information can be found at;
http://www.iwight.com/council/facts_and_figures/jsna.asp

We intend to respond to these challenges and help improve the quality of life for our residents.

DEVELOPING THE STRATEGY

Our vision is

We will work together to improve the quality of life for all our residents.

We have identified four key themes underpinned by ten priorities for the Island. This is not an exhaustive list of everything we will do but are the main areas of focus for the next two years.

Our themes are;

1. Health inequalities are reducing so the gap in healthy life expectancy between the more wealthy and less well-off becomes smaller.
2. People feel supported to achieve their potential to live a full life regardless of age, disability or disease
3. Health and wellbeing are improving
4. Neighbourhoods are inclusive places where people are able to contribute to ensure they are healthy, safe, resilient and sustainable

Theme; Health Inequalities are reducing

Priority; Keeping children safe and improving educational standards

Why is this a priority?

Children's life chances are most heavily influenced by their development in the first five years of life. The things that matter most are: a healthy pregnancy, good parenting, as well as opportunities for a child's learning, language, social and emotional development.

Young people's mental health and wellbeing is also closely associated with their family environment, including economic circumstances, and this can set the patterns for their adult life.

We know that problems for children start early in their life and that a child's family plays a key role in their educational attainment.

On the Island less than half of mothers are still breastfeeding by 6-8 weeks and childhood immunisation rates are lower than rates recommended.

Education results are improving but remain lower than the national average with 44.65 achieving 5 or more GCSE (or equivalent) grade A* to C (including English & Maths) compared to 52.6% England average.

The number of young people in the population aged 18 to 24 claiming Job Seekers Allowance is significantly higher than both the regional and national rates.

Supply of specialist accommodation for young people with challenging behaviours is limited.

Evidence suggests that almost half the Island's young people do not have good emotional health due to low aspirations and self-esteem this will affect them as they become adults.

Where will the Health and Wellbeing Board add value?

We want to help children to reach their full potential and will continue to focus on these key areas of work;

- Early intervention – maternal health, antenatal education and preparation for parenthood, social and emotional development of children under the age of three.
- Strengthening families, giving them the support and encouragement that they need to help themselves and their families.
- Working with families to support healthy lifestyles and ensuring they have the ability to make healthy choices as well as ensuring education settings are able to promote good health and wellbeing.
- Children and young people are confident in themselves and their relationships with others by taking a no tolerance approach to bullying, supporting and educating children and young people to so that bullying is eradicated.
- Educating young people about the dangers of risk-taking behaviours to try to reduce these issues.
- Educating young people to delay parenthood to beyond teenage years.
- Supporting our schools to create the right environment in which young people's education can flourish (buildings, teaching and opportunities).
- Ensure a mix of academic and vocational study options are available; providing choice and recognising the needs of different students.
- Supporting our most vulnerable children (those who are in care or who have special educational needs or disabilities) to reach their full potential.
- Supporting businesses to create more job opportunities for young people by continuing to increase the number of pre-apprenticeships and apprenticeships for young people.
- Continuing to reduce the number of young people who are NEET (Not in Education, Employment or Training).

Theme; Health Inequalities are reducing

Priority; Improving mental wellbeing

Why is this a priority?

Mental health affects everyone. It is estimated that one in four of us will experience a mental health problem and this will impact on families, friends, schools, work and communities.

Often the problem will not require specialist health services but to recover, the individual will need the support, help and understanding of their family, colleagues and the many excellent support groups on the Island.

Locally, the number of patients registered on the Mental Health Register is significantly higher than the England average. The Island has a significantly higher than average rate of hospital admissions for Mental Health.

The Island is significantly worse for emergency hospital admissions for self-harm, with 310 admissions per 100,000 population per year however the percentage of adults with depression is significantly lower than the England average.

The mental illness prevalence on the Island has increased between 2006 to 2011 by 8%, which is a much slower growth than the national average of 11%.

On the Island 36% of those aged 65 and older are estimated to live alone and this is predicted to rise each year to 2020.

17.8% of those who completed the Adults Social Care survey said that they either didn't have enough social contact, or feel socially isolated (IWC 2012/13)

51.9% of those who completed the Carers Survey said that they either didn't have enough social contact or feel socially isolated. (IWC 2012/13)

Some groups of people are known to be at higher risk of developing mental health problems. On the Island, these groups have been identified as:

Looked after children
People with long term conditions
Older people
Unemployment
People known to the justice system
Military veterans

Where will the Health and Wellbeing Board add value?

The board acknowledges there are a number of excellent projects on the Island that are improving peoples mental health and well-being such as My Life A Full Life, Operation Serenity, Emergency 111 Hub and Mental Health First Aid.

The Isle of Wight Mental Health Strategy 2014 - 2019 provides a cohesive approach for all partners to work together to improve mental health and wellbeing on the Island as well as linking to the Isle of Wight Children and Young People's Plan 2014-2017 around the mental health of children and young people.

The board has approved and supports the three priority areas identified in the mental health strategy so that people on the Island can manage their own mental health and well-being but access treatment and help quickly and easily when they need it.

We want people to recover, with support if required, so they can become as independent as possible. We strongly endorse the mental health strategy's aim to ensure people live in families and communities without fear of stigma or discrimination.

The three priority areas for the mental health strategy are

1. Prevention and early intervention for mental health and well-being
2. Improved recovery and access to mental health support
3. Reducing stigma and discrimination through stronger communities

The board will monitor the progress of the implementation of the mental health strategy through six monthly reports.

Theme; People feel supported to achieve their potential to live a full life regardless of age, disability or disease

Priority; People are empowered to promote their own health and wellbeing and supported to prepare for old age

Why is this a priority?

We have a rising population of older people with growing numbers of frail and very elderly. Our current population (ONS mid-2013 population estimates) is 138,393 and 25.5% are aged 65 years and over. This is forecast to rise to around 30.2% by 2025.

Some people are looking for advice and support on how to remain independent in their own home and others would like a housing solution that meets their physical needs and a care and support systems that are responsive, flexible and affordable.

As this group comprise a significant proportion of our population we need to find ways of collectively supporting people to continue happy, healthy and fulfilling lives. At the same time, we need to ensure the demand on services is not unrealistic so that the limited resources available for public services can be spent wisely and to the benefit of all.

Where will the Health and Wellbeing Board add value?

The five-year Health and Social Care Vision aims to ensure the organisations work towards “better integration and coordination of care across all sectors of health and social care provision within statutory deadlines”. The vision intends to guide the key organisations forward, to ensure change takes place.

The HWB fully supports this vision by overseeing partnership working and providing scrutiny with regard to performance.

Through integrated and coordinated we will work to reduce health risks in older people. For example flu vaccination programmes, reducing risk factors for falls, promoting NHS disease screening and early diagnosis programmes and appropriate lifestyle advice.

Through partnership working we will continue to ensure people know where to access information and advice, can easily understand it and are able then to help themselves.

By giving people greater control of their own health and wellbeing we will encourage healthy behaviours that help prevent ill health in the long-term. This is also a more cost-effective use of our stretched resources allowing money to be spent where it's most needed and improve health outcomes.

We will promote the health and wellbeing of older people with access to range of information and advice support, healthy eating, weight management, alcohol.

We will continue to support people to access and have confidence in using a personal budget so they have direct control and choice over their care.

We will continue to work with families and carers to support their caring role.

We will continue the work across housing, health and social care to help keep older people out of hospital and able to live independently and safely in their own homes.

Theme; People feel supported to achieve their potential to live a full life regardless of Age, disability or disease

Priority; People are helped and supported to manage long-term physical and mental health conditions and disabilities.

Why is this a priority?

People of all ages experience long-term conditions but people are more likely to experience one or more long-term conditions as they grow older. The long term conditions we see on the Island include chronic obstructive pulmonary disease, diabetes, arthritis, heart disease and stroke. Many of these long-term conditions directly impact upon employment and poverty levels and are directly affected by lifestyle choices made at an earlier age. Factors such as smoking, alcohol consumption, diet and exercise are key factors in our health and impact greatly on the development of long term conditions especially as we get older.

The essence of this priority is to provide good quality care and support where and when it is needed. This means coordinating health, social care and housing services, combining or 'integrating' resources especially for the elderly, children or adults with long-term conditions, or with multiple needs.

The benefits of integrating care and support include; a less disjointed service for the person, targeting specific health inequalities better and working more efficiently with less resource.

Where will the Health and Wellbeing Board add value?

The support for older people and for those with long term conditions is a major focus for the Health and Wellbeing Board. The Island's five year Health and Social Care Vision is "Person centred, coordinated health and social care".

This will be achieved by delivering services in an integrated system so that social care, health care and voluntary sector work together placing the person and their carer and/or family at the centre of any care or support.

The vision for the My life A Full Life (MLAFL) integrated care programme on the Island is

“My health, support and care are directed by me, co-ordinated and works well together”.

The MLAFL programme aims to create the culture and conditions for people to promote their own health and wellbeing and to receive a good quality of care and support. The health and wellbeing board will support MLAFL to support everyone to have greater control of their health and wellbeing and ensure that resources are used effectively to get the best outcomes for people, community and society for now and for future generations.

Promote health and wellbeing through self-care and self-management

When people are in crisis respond quickly to enable people to be supported in their own homes

Deliver care and support closer to home in local communities working closely with GP's, private and voluntary sectors.

Again through MLAFL supporting people to manage their own health and wellbeing gives increased personal responsibility and helps improve and better manage long-term conditions when they do develop.

Due to the increasing numbers of people with dementia this will continue to be focus and we will support people with dementia, together with their carers and families, to enable them to live as independently as possible with their condition and support them to make appropriate plans for how they wish to live their life. The Island's Dementia Strategy and the MLAFL programme demonstrate how this work will be developed.

Work with the voluntary sector and communities has recently seen the launch of the Dementia Friendly Isle of Wight scheme with Ryde gaining exemplar recognition.

Theme; Health and wellbeing are improving

Priority; People make healthy choices for healthy lifestyles.

Why is this a priority?

Lifestyle behaviours including smoking, diet, physical activity, alcohol consumption, and risk factors such as high blood pressure and obesity, directly contribute to the major causes of ill health (both physical and mental), disability and death.

With public and voluntary sector organisations facing limited resources to spend on services to support the care and health of the community, it is important that individuals accept the responsibility they have to limit the risks of developing ill health both for themselves and their children.

At the same time, there needs to be more opportunities for people to be supported more actively to make better decisions about their own health and welfare. This includes how information is presented to people to ensure health issues are more readily understood.

Mental and physical health are closely intertwined; problems with one can worsen the other. Mental health reflects and affects the fulfilment and functioning of individuals, families and communities. There are also close links between mental health and economic wellbeing and therefore the promotion of good mental health is also particularly important at a time of economic recession.

Where will the Health and Wellbeing Board add value?

We will continue to ensure that there are many opportunities for people on the Island to adopt healthy lifestyle changes for example through programmes such as stop smoking, weight management and substance misuse services like Drug & Alcohol Action Team (DAAT) and Get Sorted.

We will ensure that we target services and support specifically for those groups who find it hardest to change by making access to services and help as easy as possible.

We will continue to encourage people to take responsibility for their own health by:

- Providing a wide range of services to support them.
- Supporting a wider range of settings (schools, employers and community venues) to promote good health and wellbeing.
- Developing opportunities for people to undertake volunteering around health and wellbeing e.g. health champions, reading group leaders, community library volunteers, programmes for those recovering from substance misuse.
- Promoting physical and mental health opportunities e.g. leisure, outdoor activities, exploring the Island's heritage and culture.

We want to ensure that 'every contact' with a professional promotes good health. We will do this by:

- Increasing the skills and knowledge of health and social care staff around health, wellbeing, behaviour change and mental health first aid.
- Embedding a culture in all organisations which promotes good health and wellbeing in their workforce.

Theme; Health and wellbeing are improving

Priority; People live in strong and inclusive communities.

Why is this a priority?

Strong communities are important for physical and mental health and wellbeing. The term 'social capital' is used to describe the links that bind and connect people within and between communities. This provides the resilience against poor health and is critical to physical and mental wellbeing.

Social networks and support have a substantial effect on lifestyle choices such as smoking, alcohol consumption and obesity and strong social capital can improve the chances of avoiding these lifestyle risks.

Lack of social networks and support and loneliness produces long-term damage to both mental and physical health due to raised stress hormones, poorer immune function and cardiovascular health.

Where will the Health and Wellbeing Board add value?

We will encourage and support communities to:

- have shared aspirations, values and experiences
- have a strong sense of mutual commitments and obligations, promoting personal and social responsibility
- respect and support everyone in the community

We believe that action to achieve inclusive communities is most effective when it is led by the people it most concerns. But in some cases local organisations can provide support for activities or demonstrate ways to promote community integration. These projects will be delivered in partnership by voluntary organisations, public organisations, businesses, and communities working together as appropriate.

We will support volunteering which is beneficial for health and wellbeing and can reduce social isolation, exclusion and loneliness.

We will work with communities to develop an asset based community development approach which involves mapping local community assets (including people's skills and talents, community groups, buildings, amenities and infrastructure). This will not only develop community

resilience but will inform and enrich the Joint Strategic Needs Assessment which underpins service provision and development.

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Theme; Neighbourhoods are inclusive places where people are able to contribute to ensure they are healthy, safe, resilient and sustainable

Priority; The Isle of Wight will continue to be a good place to live and visit

Why is this a priority?

We want to ensure the Island continues to be a good place to live by maintaining low levels of crime and supporting people to be and feel safe.

The physical environment is part of the wider determinants of health. These include social, economic and environmental conditions which influence our health and wellbeing. The environment includes access to green spaces, access to secure and appropriate housing and the built environment such as buildings and roads.

Secure and appropriate housing is also one of the most important factors determining quality of life and good health. Living in cold or damp homes can damage people's health and affect their quality of life. The elderly, children, and those with a disability or long-term illness are especially vulnerable. As economic pressures continue we need to carefully monitor the numbers of people who find themselves homeless or insecurely housed.

Where will the Health and Wellbeing Board add value?

We will continue through the community safety partnership to tackle crime; the causes of crime and to ensure people feel safe.

We will continue to focus attention on reducing domestic abuse, drug and alcohol misuse and reducing anti-social behaviour.

We are committed to maintaining and improving the Island environment.

We will ensure all criminals are dealt with effectively and that vulnerable victims are effectively supported.

We will continue to work to reduce the number of people killed or seriously injured on our roads.

We will continue to focus on maximising the supply of affordable housing and working with housing providers to meet the needs of those who are

unable to buy their own homes, for example through old age, disability or low income.

We will continue to identify those most vulnerable in our community who might be affected by the cold weather and ensure they can access the right grants to improve their homes.

DRAFT

Theme; Neighbourhoods are inclusive places where people are able to contribute to ensure they are healthy, safe, resilient and sustainable

Priority; Sustainable economic growth for the Island supports improved employment opportunities.

Why is this a priority?

Compared with the national and regional averages, the Island has a higher rate of unemployment (9.3% of economically active working age people are unemployed). The Island has a considerably higher rate of Job Seekers Allowance claimants per unfilled job vacancy (10.6 compared with 5.6 nationally). A significant amount of Island employment is seasonal and the Island has a comparatively higher percentage of part-time jobs.

Island incomes are lower and working age benefit claim rates are higher compared with the national and regional averages. 4,670 of our children live in poverty and there is significant economic deprivation dispersed across the Island.

We want to support existing business to grow and encourage new investment on the Island. We want to increase job opportunities, reduce reliance on seasonal work, develop skills and training, support career development and raise the aspirations of those of working age.

We want to protect and enhance our Island's natural beauty and ensure both residents and visitors can access and enjoy the environment. We want to harness our natural resources producing as much of our energy as possible from renewable sources. We want to further reduce waste and increase recycling wherever possible.

Where will the Health and Wellbeing Board add value?

We will tackle the barriers to people seeking work, support social enterprise and ensure there are strong links between new employment opportunities and disadvantaged areas.

We will develop the Island's workforce in each of the Island's key sectors to ensure that the skills of the workforce remain competitive by:

- Improving promotion and awareness of employment and training opportunities.
- Ensuring we have provision of higher level training in line with employer demand for higher skills levels.
- Integrating the Island's employment and skills support systems to improve recruitment, retention and career progression.

We will continue to support programmes that facilitate employment, including; pre-apprenticeship and apprenticeship schemes.

We will provide business support to help existing businesses fulfil their potential and build and support business to business networks on the Island to foster further growth in the economy.

We will encourage private sector business and enterprise to build their company on the Island by providing a climate for innovation and growth, so the wealth created on the Island can be reinvested back into our communities.

We will encourage new businesses and entrepreneurs in the high value sectors to invest in the Island and help create wealth.

We will continue to improve the standard of education and training on the Island so people are better able to secure work they find fulfilling.

ENGAGEMENT WITH OUR COMMUNITY

When we developed the first Health and Wellbeing Strategy we engaged with Island residents and listened to their views. There was general agreement with the vision and priorities; therefore we have built on these to develop this refreshed strategy.

The feedback from the consultation suggested there was insufficient focus on mental health. This area of work has been focused on in more depth through the Island's three specific strategies;

- Living well with Dementia on the Isle of Wight 2014-2019
- Isle of Wight Suicide Awareness and Prevention Strategy 2014-2019
- Isle of Wight Mental Health Strategy 2014-2019

The draft of this refreshed strategy will be published for a 30 day consultation to give Island residents and communities the opportunity to give their opinion of the strategy and offer suggestions of ways in which we can all work together to improve the quality of life for all our residents.

HOW WILL WE IMPLEMENT THE STRATEGY?

To address the priority areas we will work with existing strategies, plans and programmes.

This strategy will be used to inform commissioning plans across the whole of health and social care with a primary focus on integrating the delivery of services.

As members of the Health and Wellbeing Board we are responsible for a range of services that impact on the wide remit covered by the term health and wellbeing. This strategy, therefore, will influence a broad range of other strategies such as the Island Plan and the Transport Plan to ensure they contribute to the overall health of the Island.

We work across the boundaries of health and social care, a complex system of services which do not often respond quickly to the needs of the individual. To address this challenge we will act as collective rather than individual organisations. We will support and encourage staff of the

organisations as well as residents and communities to benefit health and wellbeing through innovative and system wide improvements.

As a board we will;

- Appreciate the different perspectives of partners and service users
- Develop new relationships in the wider system
- Create conditions to enable those who are part of the system, including residents, to change the system and the population's health behaviours at the earliest point.

The Health and Wellbeing Board itself will not develop a detailed action plan as the work will be carried out through partner and commissioning teams. However we will make sure the priorities are being delivered and progress is being made through regular reports and updates on work and commissioning plans.

HOW WILL WE KNOW WHEN WE ARE SUCCESSFUL?

There are three key national frameworks used to measure outcomes from the health and care system. These are;

The NHS Outcomes Framework
The Public Health Outcomes Framework
The Adult Social Care Outcomes Framework

We will measure improvements across the systems by annual assessment of progress against the above outcome measures.

We will review service provision by using research and evaluation methods ensuring we learn and improve as well as providing a sound evidence base on which to build and develop services.

Useful links

Isle of Wight Clinical Commissioning Group <http://www.isleofwightccg.nhs.uk/>

Isle of Wight Council <https://www.iwight.com/default.aspx>

Isle of Wight Economic Development Plan
<http://www.iwight.com/documentlibrary/view/economic-development-plan-2011-12-2013-14>

Isle of Wight Joint Strategic Needs Assessment
<https://www.iwight.com/council/OtherServices/Isle-of-Wight-Facts-and-Figures/Information-Factsheets-and-Figuresheets>

Isle of Wight Mental Health Strategy 2014–2019
<http://www.iow.nhs.uk/Downloads/Consultation%20Engagement/Mental%20Health%20Strategy%20for%20consultation.pdf>

Kings fund Strong communities, wellbeing and resilience
<http://www.kingsfund.org.uk/projects/improving-publics-health/strong-communities-wellbeing-and-resilience>

My Life a Full Life <http://www.mylifeafulllife.com/>

Glossary of terms

Health and wellbeing	“A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (defined by the World Health Organisation)
Health inequalities	The measurement of differences in life expectancy (and healthy life expectancy) outcomes between different sections of society. Typically it is the gap between the most affluent and the most disadvantaged parts of a local area. Inequalities can result from social inequality/injustice - an inequality of opportunity, choice and voice with consequences across the range of domains for which public sector services and policies are accountable (eg employment, education, housing, the environment).