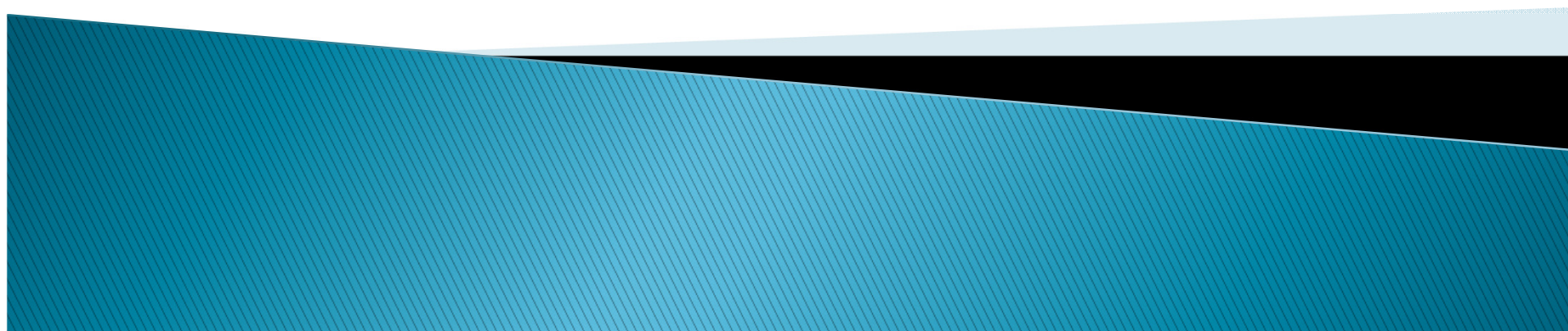


Health and Wellbeing Board Strategic Plan 2014–17

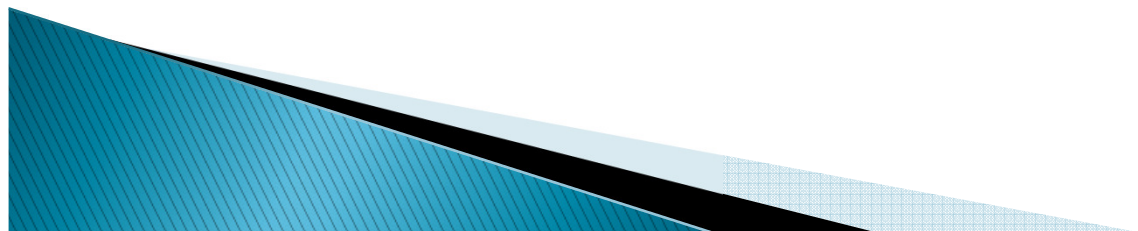
Daniel Roper – Chair



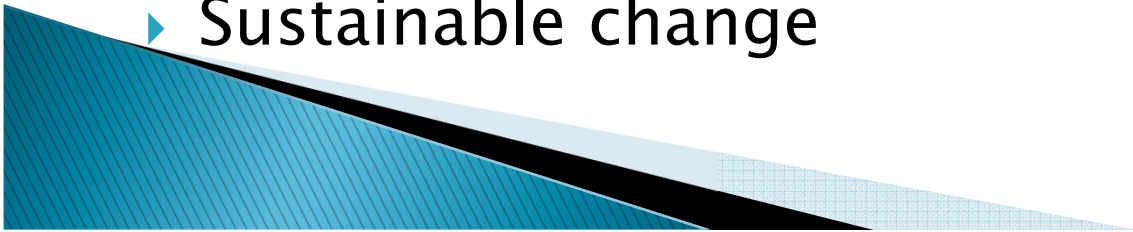


Update to HOSC

- ▶ Developing the Strategy – a reminder
- ▶ Strategy goals and priorities
- ▶ What we want to achieve
- ▶ Context
 - implementation
 - accountability
 - Health Needs Assessments
- ▶ Communications
 - branding
 - logos
 - further support to partners
- ▶ Developing the Actions
 - Healthy Child programme
 - Dementia
- ▶ Performance framework – early development
- ▶ Next steps and final messages



Developing the Strategy – a reminder

- ▶ Inclusive approach
 - ▶ Evidence Based– JSNA data, National Evidence
 - ▶ Acknowledging local work and local differences
 - ▶ A small number of themes
 - ▶ Communitywide priorities
 - ▶ Multi–agency relevance
 - ▶ Outcomes focus
 - ▶ Commitment from partners
 - ▶ Incorporation into individual partner plans
 - ▶ Sustainable change
- 

Strategy goals and priorities

▶ Three Goals

- Integration
- Prevention
- Reducing Inequalities

▶ Three Topics

- Social and emotional development of preschool children
- Reducing Obesity
- Making Norfolk a better place for people with dementia and their carers

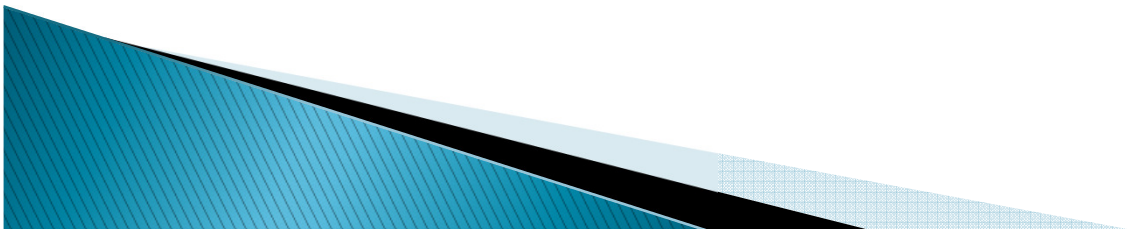
▶ ‘Golden Thread’

- Mental Health and Wellbeing



What we want to achieve

- ▶ SMART underlying action plans being developed with partners
- ▶ Activity to be underpinned with evidence of what works – whole basis of the strategy
- ▶ Added value – while understanding what is in place in order to identify gaps or ways to integrate



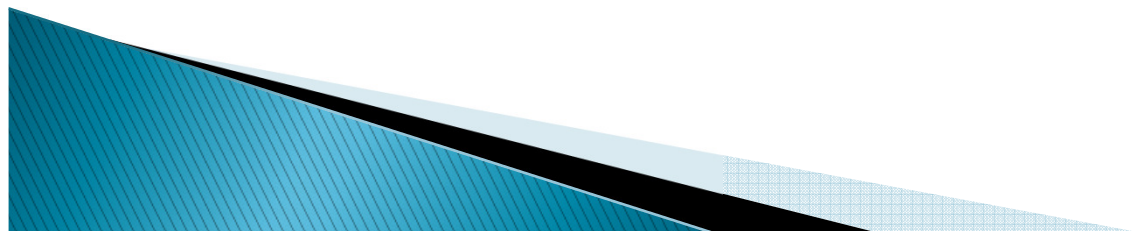
Context – implementation

- ▶ Health and Wellbeing Board has met 6 times
- ▶ Recent visit from Regional Director and Centre Director, Public Health England
- ▶ NHS Confederation acknowledgement of Norfolk strategy development
- ▶ Board Workshops
- ▶ Health & Wellbeing Strategy Implementation Group
- ▶ Public Health & District Council Group
- ▶ JSNA Information group



Context – accountability

- ▶ Dedicated Public Health support to co-ordinate and provide expertise
- ▶ Board champions for each strategic priority
 - ▶ Richard Draper, Chief Exec of Benjamin Foundation – Early years
 - ▶ Yvonne Bendell, Cllr South Norfolk Council, Public Health and Housing – Preventing obesity
 - ▶ Joyce Hopwood, Chair of Norfolk's Older people's Strategic Partnership – dementia
- ▶ Quarterly Review by Board
- ▶ Partners and Board held to account

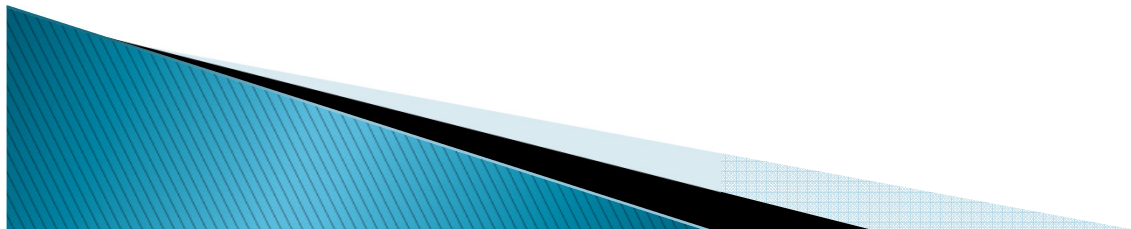




Context

Health Needs Assessments

- ▶ Lead by Public Health registrars
 - Dementia – published on JSNA
 - Children 0–19 – published on JSNA
 - Obesity – expected November 2014
 - Domestic Violence – expected December 2014



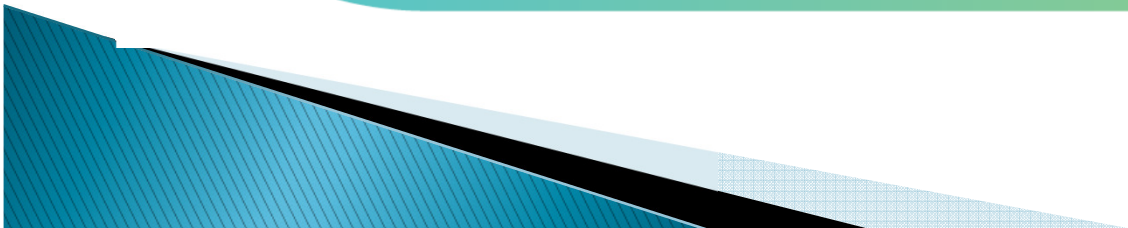


Norfolk County Council

Communications Strategy branding

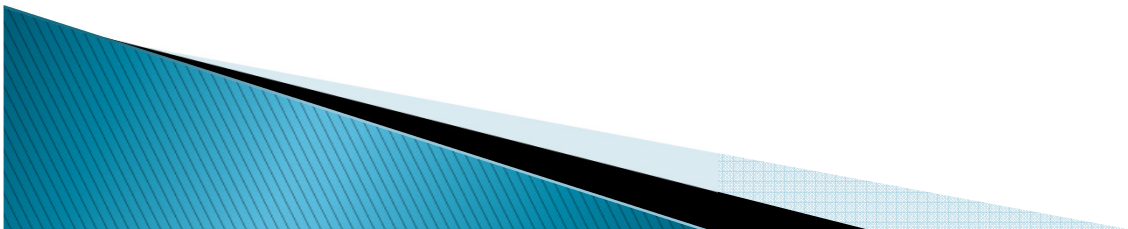
“Everyone in Norfolk living healthy, happier lives for longer”
strap line

Norfolk **Health** *and*
Wellbeing *Board*



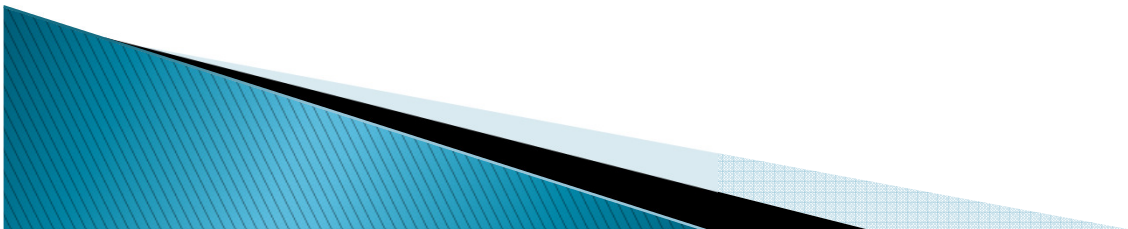
Communications – Sub branding

Starting well living well Ageing well



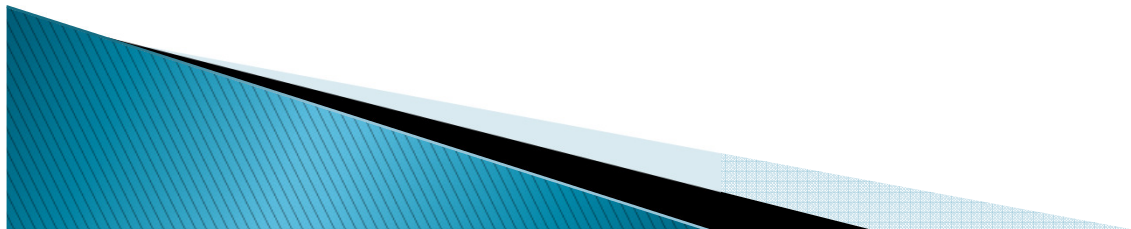
Communications – further support

- ▶ Versions – Full, 4 page, 2 page, public
- ▶ Toolkit for partners
- ▶ Engagement factsheets
- ▶ Short Animated Film
- ▶ Web pages to store and signpost partner contributions and action plans with performance and outcome data



Actions: Healthy Child Programme

- ▶ Local Authorities acquiring commissioning responsibility for 0–5 year old children from October 2015
- ▶ 0–19 Healthy Child programme – service tendering exercise underway
- ▶ Outcome Focussed service specifications
- ▶ Giving children the best start in life – inc. antenatal care, maternal mental health assessments, developmental checks, immunisations, universal health promotion



Actions: Dementia Strategy Implementation Board

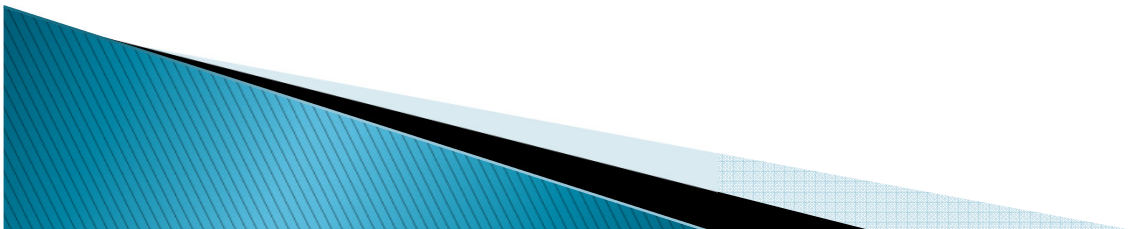
- ▶ First meeting 20th October
- ▶ Membership includes:
 - CCG/ CSU dementia leads
 - Hospital Consultant
 - Dementia Alliance
 - Norfolk and Suffolk Dementia Alliance
 - Norfolk Independent Care
 - NCC
 - Public Health Consultant
 - Director of Community services
 - Asst. Director Integrated Health & Social Care
- ▶ Task and Finish Groups planned



Performance Framework

Reviewing the Outcomes

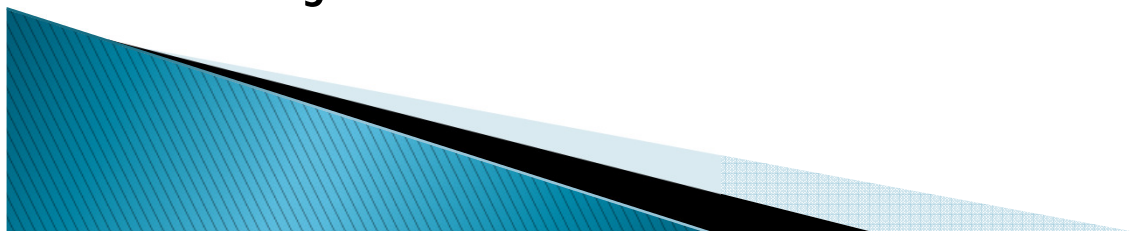
- ▶ Performance framework to be further developed – looking to find a range of indicators to show both immediate and longer term impacts
- ▶ Collection of softer information from service users, particularly around integration



Performance framework

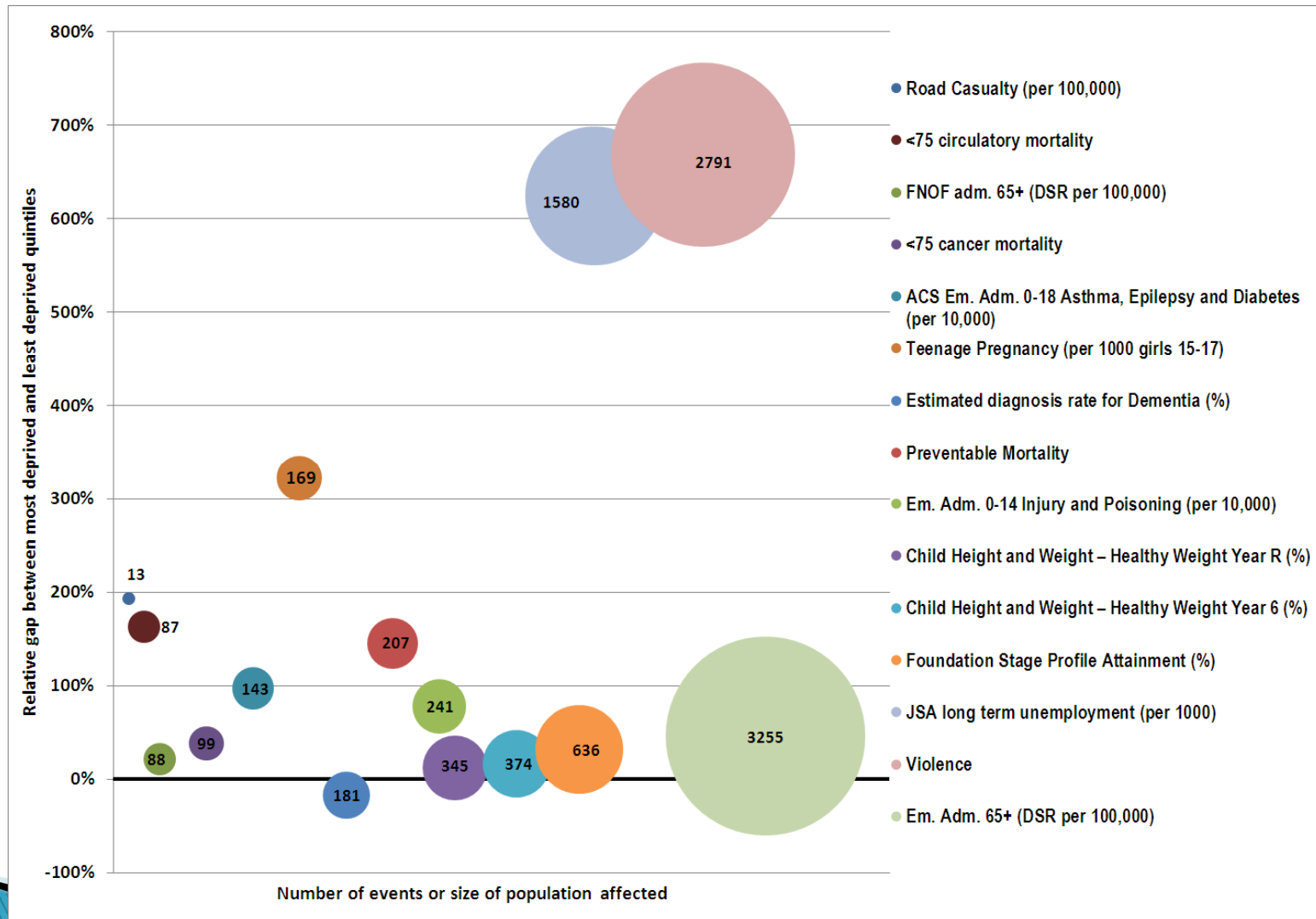
What characteristics should indicators have to be useful for understanding if wellbeing is improving while inequality is reducing?

1. The indicators are regularly collected at a local and national level to see trends over time
2. The indicators reflect an important outcome where evidence shows that a good outcome is associated with better health and wellbeing and reduced inequality
3. There are evidenced based interventions that can make a difference to the outcome indicators
4. The indicators are relevant to the various outcome frameworks and Health and Wellbeing Board
5. The indicators are relevant to organisation service objectives





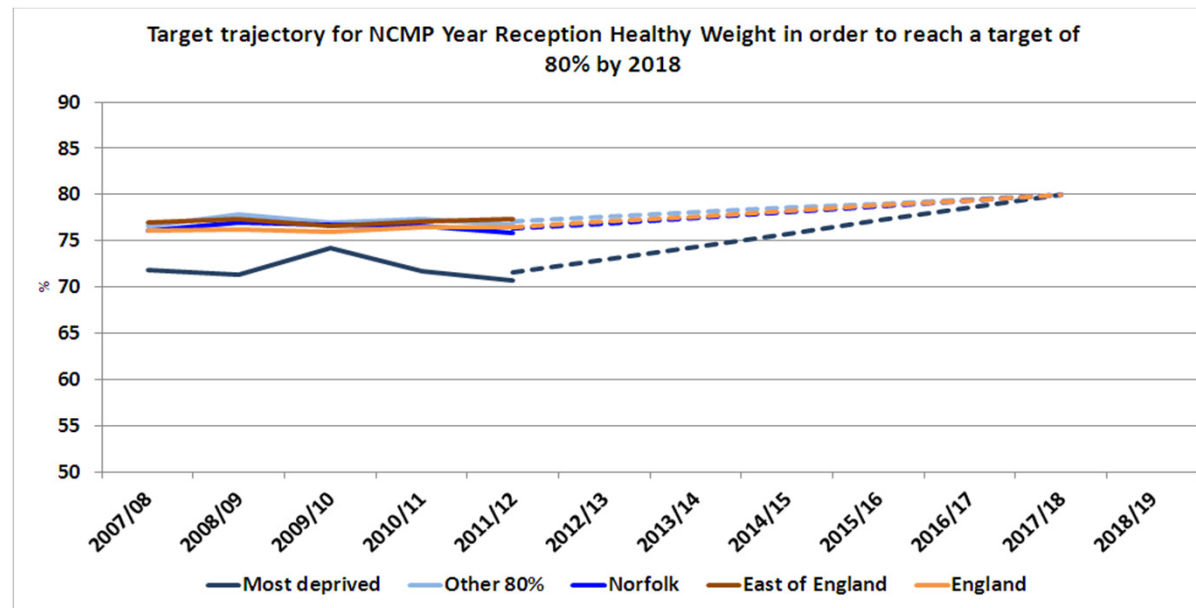
Performance Framework Where are we now?



Example of target setting

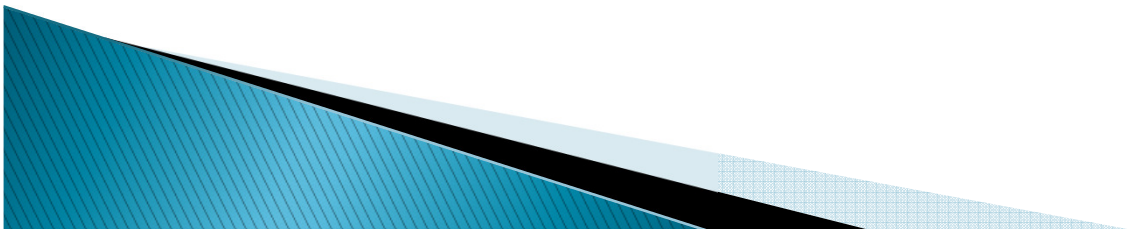
Early years & obesity priority

- ▶ Work is underway to set targets for all priority outcomes



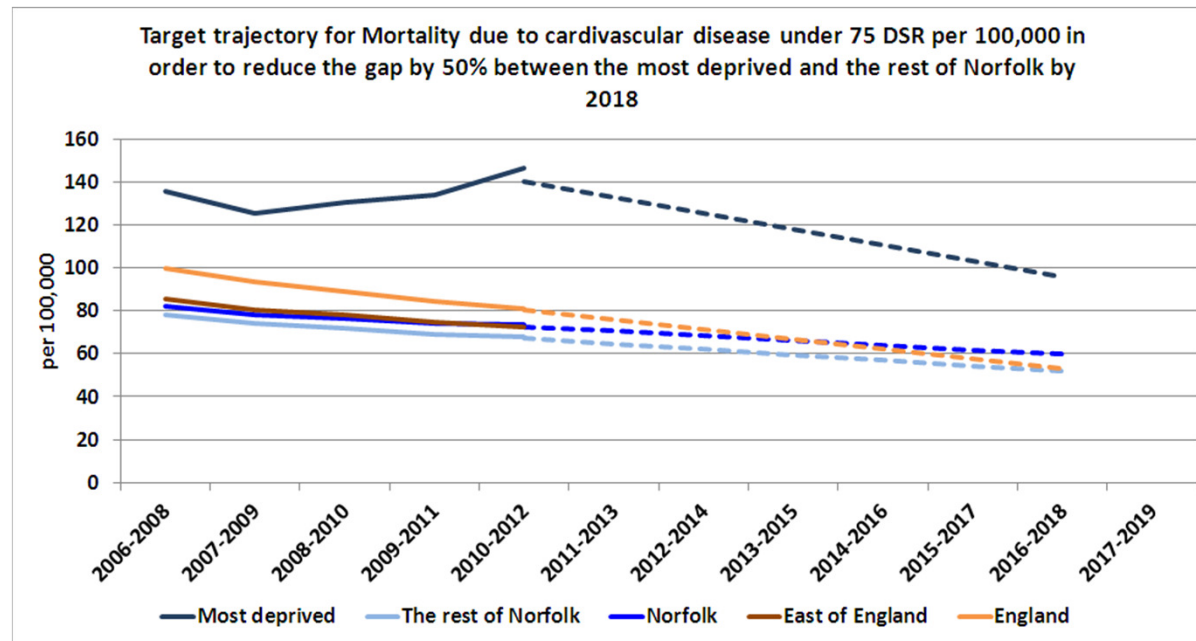
What measures or indicators are useful to understand locally?

1. The indicators are regularly collected at a local and national level to see trends over time
2. The indicators reflect an important outcome where evidence shows that a good outcome is associated with better health and wellbeing and reduced inequality
3. There are evidenced based interventions that can make a difference to the outcome indicators
4. The indicators are relevant to the various outcome frameworks and Health and Wellbeing Board



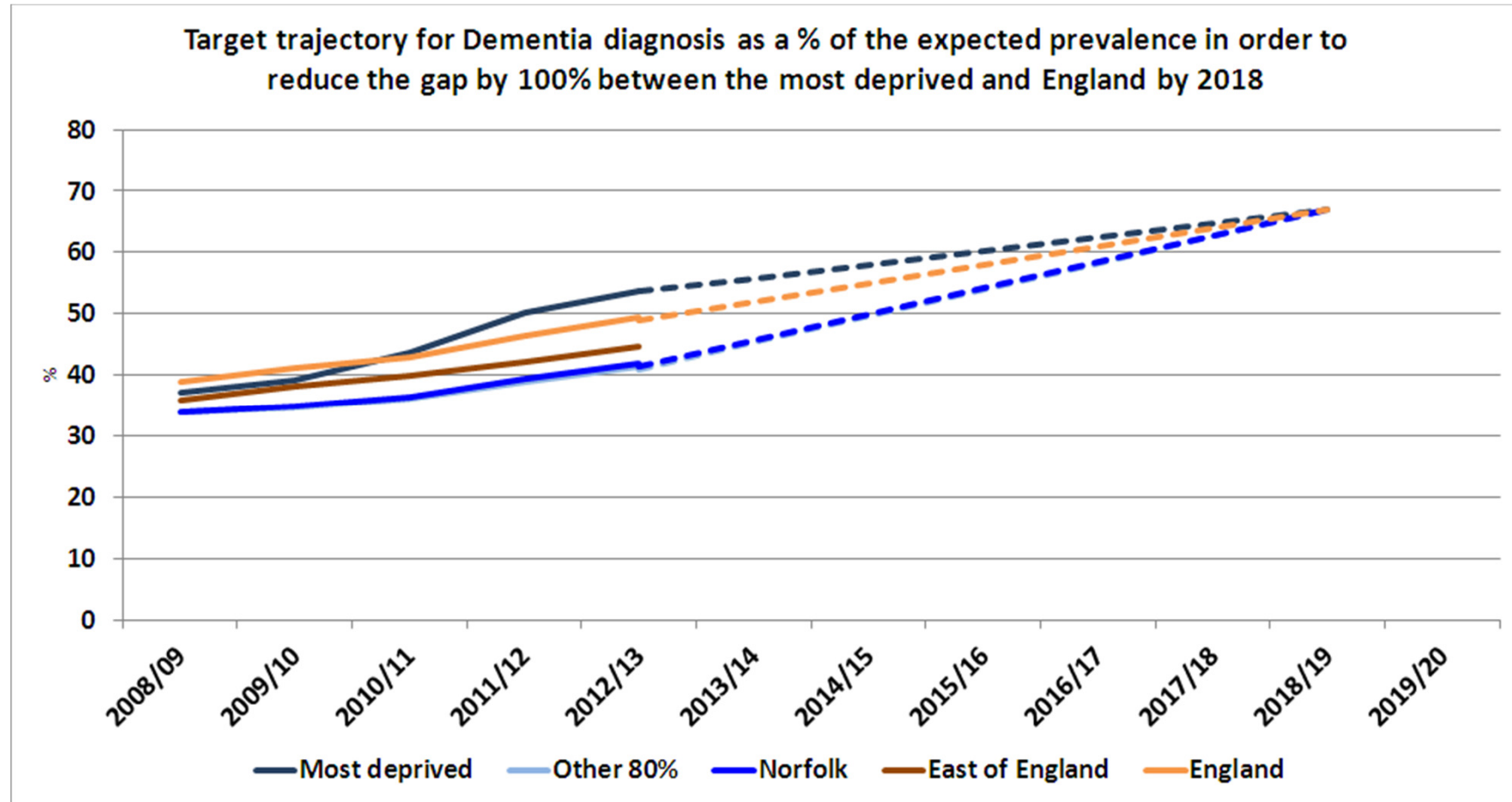
Example of target setting

Proxy measure for obesity (survey being commissioned)



Example of target setting

Dementia





Norfolk County Council

Performance Framework

How we can get there and why we should



Local action on health inequalities: introduction to a series of evidence papers

Ref: PHE publications gateway number: 2014334
PDF, 1.24MB, 12 pages

This file may not be suitable for users of assistive technology.
Request a different format.



Evidence review 1: Good quality parenting programmes and the home to school transition

Ref: PHE publications gateway number: 2014334
PDF, 387KB, 46 pages

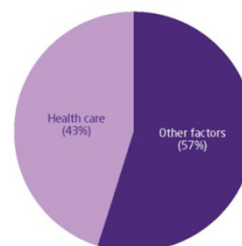
This file may not be suitable for users of assistive technology.
Request a different format.

**How – Local action
on inequalities
from PHE**

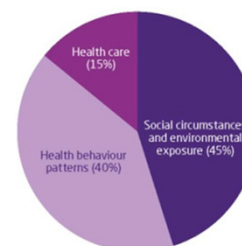
The importance of public health

Our health is determined by our genetics, lifestyle, the health care we receive and our wider economic, physical and social environment. Although estimates vary, the wider environment has the largest impact.

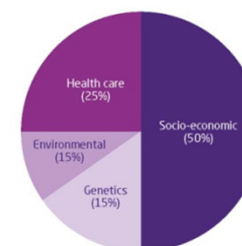
Bunker et al (1995)



McGiniss et al (2002)



**Canadian Institute of
Advanced Research (2012)**



**Why...ROI from the
King's Fund**

What difference will achieving these targets make to people in the most deprived areas of Norfolk each year?

- ▶ 492 additional five year olds achieving a good level of attainment (or equivalent)
- ▶ 164 additional five year olds of healthy weight
- ▶ 254 additional 10/11 year olds of healthy weight
- ▶ 39 fewer admissions for injury and poisoning in under 15s
- ▶ 35 fewer admissions for Asthma, Epilepsy and Diabetes in under 19s
- ▶ 8 fewer admissions for hip fracture in those aged 65 and over than we would expect if trends continued**
- ▶ 1065 fewer emergency admissions in those aged 65 and over than we would expect if trends continued**
- ▶ 52 people aged 65 and over with a timely diagnosis of dementia
- ▶ 64 fewer people dying of causes considered preventable
- ▶ 31 fewer people under the age of 75 dying of heart attacks or strokes
- ▶ 17 fewer people under the age of 75 dying of cancer



Norfolk County Council

If we don't do it what are the costs to health and social care?

Spending and costs

The costs of health and care services are not widely known. Some costs can be avoided or reduced through cost-effective public health interventions.



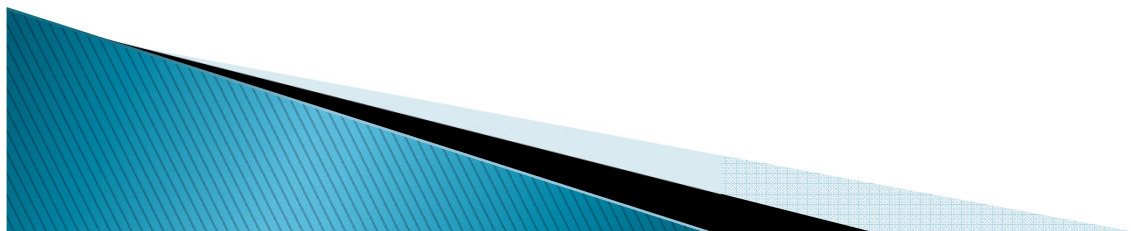
<http://www.kingsfund.org.uk/audio-video/public-health-spending-roi>

TheKingsFund>

Local
Government
Association

Next Steps and beyond

- ▶ Further development of detailed Action Plans
- ▶ Further development of Performance Monitoring framework
- ▶ Evaluation and assessment of sustainability
- ▶ Choosing new priorities for 2017



Final messages

- ▶ Savings will be identified
- ▶ Whole systems approach
- ▶ Board maturity to increase impact
- ▶ National Guidance for Health & Wellbeing Boards – what's expected
- ▶ National Strategies underpinning local strategies

