

Middlesbrough Joint Health and Well Being Strategy

2012 - 2022

Authors	Version	Date	Audience
Kathryn Warnock / Becky James	1.1	August 2012	Public Document

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Foreword

Middlesbrough's first Joint Health and Well Being Strategy sets out the long-term vision of the Middlesbrough Health and Well Being Board and sets out how the board, through collaborative working will respond to priorities identified in the Joint Strategic Needs Assessment.

In order to make a real tangible impact, the Board has agreed four themes to provide a framework for how it will respond to the major challenges it faces and deliver this vision. In particular it will focus on where it can add value to existing work across partner agencies and initiate a step change in the way things are delivered at the local level.

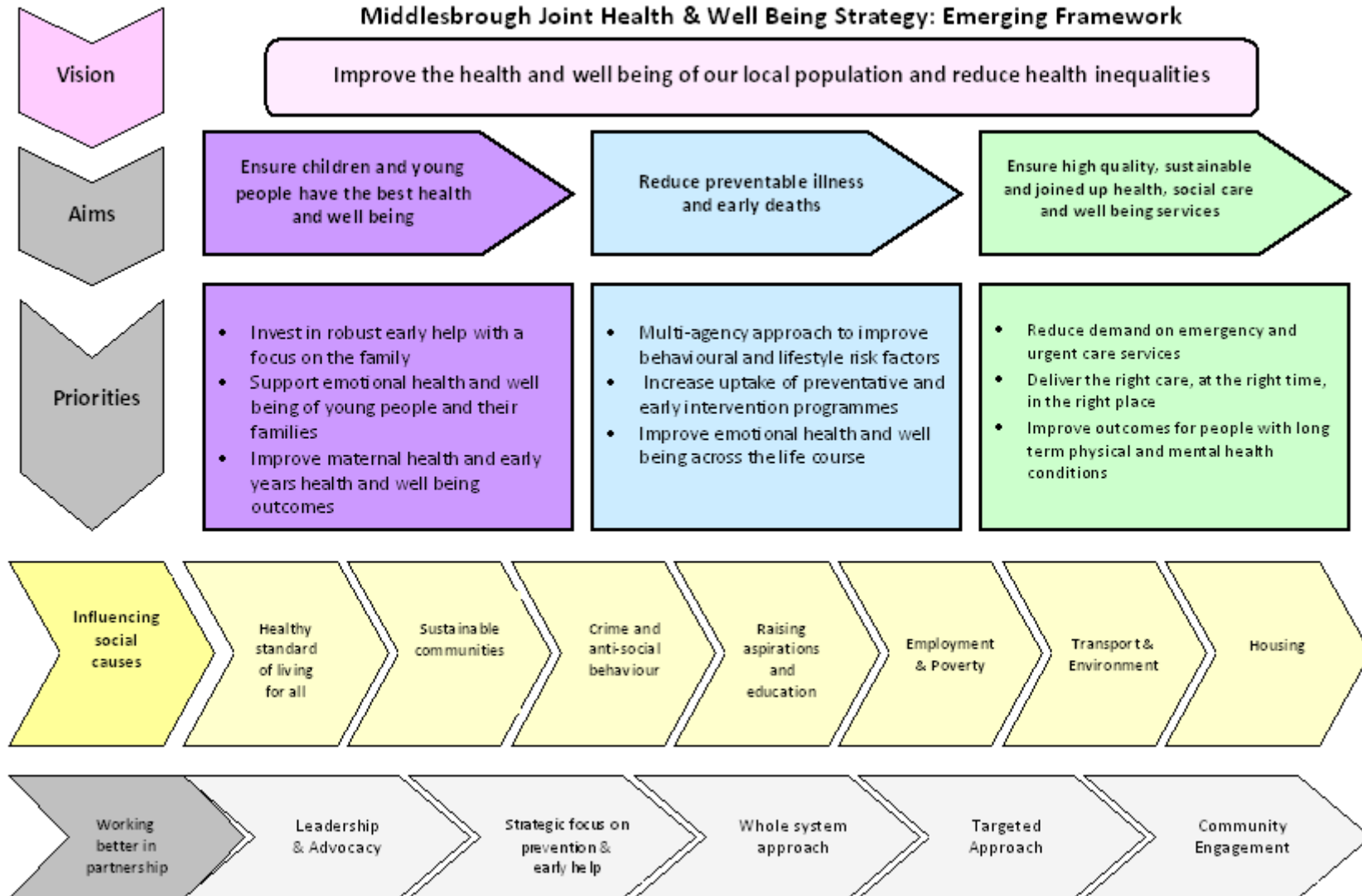
At the heart of the strategy will be the needs and views of the local population which is why we have carried out a range of consultation to ensure people's views have been fed into the planning process.

Ray Mallon

Chair of Middlesbrough Health & Well Being Board

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Executive Summary



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Introduction

What is the Joint Health and Well Being Strategy?

The Joint Health and Well Being Strategy provides the overarching vision and strategic framework for improving health and well being and tackling health inequalities in Middlesbrough.

The Strategy is underpinned by a number of national and local policies, strategies and action plans.

Some of the priorities highlighted in the strategy will require long term action at a generational level to make lasting and sustainable change to the health challenges faced in Middlesbrough today, whereas others need to be addressed in the short-term with actions to improve and integrate health and social care services.

National policy context

Health and social care act

The Health and Social Care Act 2012 places health and wellbeing boards at the centre of planning to transform health and social care and achieve better population health and wellbeing. Health and wellbeing boards have been given a number of core responsibilities including assessing the health and wellbeing needs of the local population through the joint strategic needs assessment (JSNA) and preparing a health and wellbeing strategy. This strengthened role of JSNAs and joint health and wellbeing strategies will enable Local Councillors, local Healthwatch, clinical commissioning groups, NHS commissioning board, Directors of Public Health, Adult and Children's services to work with their communities in leading a more effective and responsive local health and care system.

Liberating the NHS

In 2010 the coalition government published its proposal for radical reform of the NHS. The reforms include the abolition of primary care trusts and strategic health authorities and the creation of a national commissioning board, clinical commissioning groups, a national public health service – Public Health England - and transferring public health functions to local authorities. Local government and local communities will be at the heart of improving health and wellbeing for their populations through the establishment of local health and wellbeing boards, local and national Healthwatch organisations.

Healthy Lives, Healthy People - Public health White paper

The public health white paper sets out the Government's long-term vision for the future of public health in England to strengthen both national and local public health action. The goal is to establish a public health service that improves health and wellbeing, reduces health inequality and ensures local populations are protected from harms to health. The transfer of public health from primary care trusts into local government provides an opportunity to address the social causes of poor health and wellbeing such as housing, education, employment, transport, regeneration, environment and leisure.

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Marmot review

Sir Michael Marmot's review states that health inequalities arise from a complex interaction of many factors such as housing, income, education, social isolation, disability – all of which are strongly affected by one's economic and social status.

The Marmot review made the following six key policy objectives which have been used in developing the Middlesbrough health and wellbeing strategy:

- Give every child the best start in life
- Enable all children young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention

Will need a summary of the Adult social care paper, Children and young people and a reference to the four outcomes frameworks

Local policy context

Developing the Joint Health and Well Being Strategy

A number of key local documents were used to create the evidence base for the strategy, which all contribute to improving health and well being.

It is recognised that the health and well being strategy can not realistically cover all the issues that contribute to good health and well being. In compiling this document, the Health and Well Being Board have sought to identify areas where it can add value and avoid duplication with actions covered in existing plans and strategies.

The strategy is intended to set the context for other health and well being plans that already exist across the different agencies, as well as providing a framework for monitoring the implementation of these strategies. The Health and Well Being Board will work with all partners to align plans, policies and resources with the strategy enabling joined up multi-agency action to tackling the key health challenges Middlesbrough currently faces.

The different plans and strategies that support the Health and wellbeing strategy are listed in Appendix 1 and grouped under the themes of the JSNA.

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The role of the Health & Well Being Board

The Health and Well Being Board

Middlesbrough Health and Well Being Board is responsible for promoting integration and partnership working between the NHS, social care, public health and other local services. A number of key organisations are represented on the Board and its supporting Executive.

What the board will do

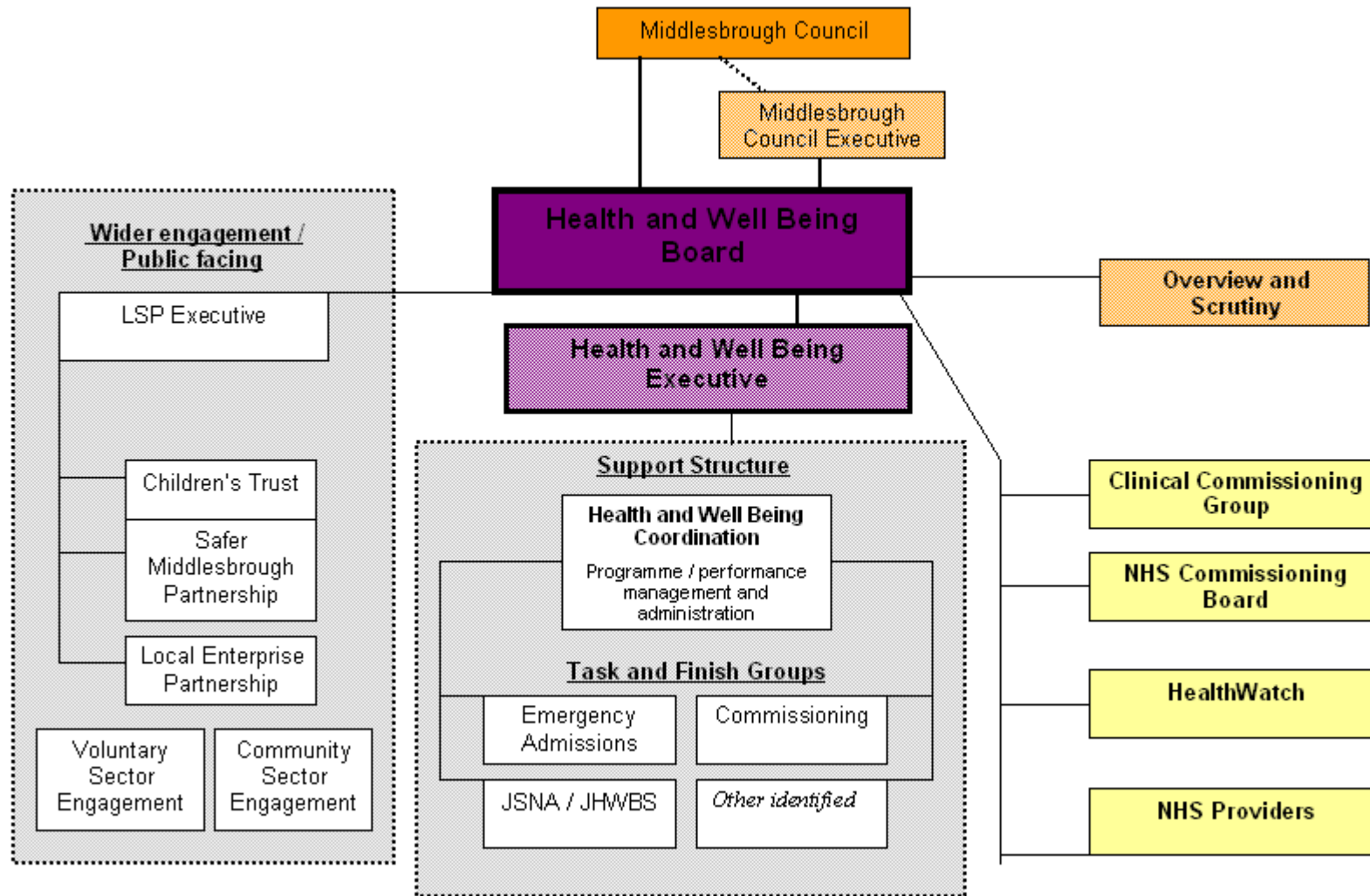
To ensure that the strategy is being implemented across the health and well-being system the board will:

- Oversee the production of a Joint Strategic Needs Assessment
- Develop and lead the implementation of the health and well being strategy
- Develop an annual work programme for addressing the priorities identified in the health and well being strategy
- Review commissioning intentions (and service plans) for adult social care, public health, children and young people's services, the clinical commissioning group and the NHS Commissioning Board to ensure alignment with the JSNA and the health and well being strategy
- Seek assurance from commissioners and providers that NHS, public health , social care and related children's services are safe, high quality and delivering to a high standard
- Work with partners to align current and future strategies, plans and policies and resources enabling joined up multi-agency action to improving health and well-being
- Influence partner agencies and strategic forums to ensure social causes of poor health and well being are being addressed.

Behaviours of the Health & Well Being Board

Ability to build and retain trust; Act with integrity; Accept criticism; Active; Astute;
Attention to detail; Creative; Critical approach; Challenging; Collaborative;
Commitment to ongoing training and learning; Common sense; Confident;
Confidentiality; Credible; Diplomatic; Empathic; Energetic; Flexible with the ability to
adapt; Focus on the positives; Forward looking; Friendly; Holistic; Honest; Impartial;
Independent; Informed; Motivated; Non-judgemental; Objective; Open minded;
Patient; Professional; Quality focussed; Realistic and not overly raise expectations;
Respect the differences of diverse communities; Reflective; Responsible; Supportive;
Systematic; Transparent; Trustworthy; Use evidence, don't make assumptions; Value
the commitment of volunteers.

Middlesbrough Health & Well Being Board – Governance Structure



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Middlesbrough – The Current Health Picture

The Statistics

- Life expectancy at birth remains lower than regional and national averages. The life expectancy gap in Middlesbrough between the most deprived and least deprived wards is widening and estimated at 14.8 years for males and 11.3 years for females (compared to 12.4 years for males and 9.5 years for females between 2001 and 2005)
- It is estimated that for every mile down Ormesby Bank, there is a two year reduction in life expectancy
- Health outcomes for children and young people remain a challenge with some indicators falling within the bottom quartile nationally

Not all bad news....

- Middlesbrough has continued to make progress in improving health outcomes for the local population over recent years
- Deaths from cardiovascular diseases have fallen faster in Middlesbrough compared to England, falling by 66% between 1995 and 2010
- Latest figures (2008 – 2010) show that Middlesbrough's male and female life expectancy at birth continues to improve and is currently 76.1 years and 80.2 years respectively

Middlesbrough – The Current Health Picture

The Challenge

Middlesbrough includes areas which range from deprived to affluent. They lead to very different life chances and to very different health outcomes. Health inequalities are driven by a complex interaction of factors:

- Social factors such as poverty, deprivation, unemployment, poor housing, crime, poor educational attainment are the underlying causes of poor health outcomes
- Lifestyle and behavioural factors such as smoking, binge drinking, lack of physical activity and poor nutrition, all major contributors to the leading causes of preventable illnesses and premature deaths
- Poor uptake of preventative services such as screening, immunisation and early diagnosis programmes, reliance on emergency services and urgent care coupled with delayed presentation to health services

In order to improve the health and well being of the local population, coordinated action is required between the different agencies whose services are aimed at tackling aspects of this complex jigsaw. A detailed description of the interaction of these factors is covered in the JSNA and the JSNA summary documents available on <http://www.teesjsna.org.uk/middlesbrough>

The Vision

“Improve the health and well being of our local population and reduce health inequalities”

The vision for the Middlesbrough Joint Health and Well Being Strategy is that by 2022, in Middlesbrough:

- More children and young people will lead healthy safe lives and achieve their full potential
- Less people will be dying prematurely from preventable causes
- More people will be living longer and healthier lives
- People will receive the right services, at the right time, in the right place
- There will be less people experiencing social deprivation

Strategic Aims

Through consultation with key partners and reflecting on the findings of the Joint Strategic Needs Assessment, the Health and Well Being Board have identified four themes as the focus of the Joint Health and Well Being Strategy:

1 - Ensure children and young people have the best health and well being

2 – Reduce preventable ill-health and early deaths

3 – Ensure high quality, sustainable and joined up health, social care and well being services

4 - Tackle social causes of poor health and well being

These themes will form the basis of the board's annual work programme and focus on implementing actions and ways of working, over and above existing activity under each of these themes.

The next section of the strategy will look at these themes in more detail including the current picture, strategic priorities for the Board to focus on, and high level outcomes.

Ensure children and young people have the best health and well being

There is increasing evidence to show investment in the early years of life (0-5) is highly effective in terms of future impact on health and well being, from obesity and mental health to educational achievement and economic status. Children and families need appropriate support and preventative services during pregnancy and early years to ensure all children have the best start in life.

AIM

The current picture – what the JSNA tells us:

- Health outcomes for babies remain in the bottom quartile nationally – key indicators include smoking during pregnancy, low birth weight, breastfeeding
- Children’s oral health is very poor compared to the national average
- Chaotic and dysfunctional families are causing excessive pressure on health, social care and children’s services

- Childhood obesity rates more than double between reception and Year 6
- Teenage pregnancy rates are higher than regional and national averages
- Number of children living in unemployed / low income families is increasing
- Levels of educational attainment are generally poor, particularly around language and literacy
- Number of young people not in education employment or training (NEET) is above average

CURRENT
PICTURE

Invest in robust early help with a focus on the family

Support emotional health and well being of young people and their families

Improve maternal health and early years health and well being outcomes

PRIORITIES

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Reduce preventable illness and early deaths

Smoking, unhealthy nutrition, physical inactivity and alcohol consumption have a profound impact on the physical and mental health and well being of people in Middlesbrough. In order to reduce illness and early deaths, we need to ensure people and communities are supported to take responsibility for their own health.

Taking action through prevention, education and improved health care will result in reduced costs for the health and social care system now and in the future.

AIM

What the JSNA tells us:

- Cardio-vascular, cancer and respiratory disease are the largest contributors to premature death
- Emergency admission rates remain higher than national average and mirror patterns of deprivation across the town
- There are a significant number of people with undiagnosed long term conditions
- Uptake of screening programmes is lower for people from deprived areas across the town

- Smoking remains the single preventable cause of premature deaths locally
- Adult obesity rates in Middlesbrough are higher than regional and national averages
- Binge drinking and alcohol related harm to individuals, families and communities are higher than regional and national averages
- Alcohol related hospital admissions are the fourth highest in the country

CURRENT
PICTURE

Multi-agency approach to improve behavioural and lifestyle risk factors (physical activity, nutrition, alcohol, smoking and sexual health)

Increase uptake of preventative and early intervention programmes, especially in high risk groups

Improve emotional health and well being across the life course

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PRIORITIES

Ensure high quality, sustainable and joined up health, social care and well being services

AIM

It is anticipated that by 2030, in Middlesbrough there will be a significantly increased number of older people and an increase in the number of people living with long-term conditions. This will inevitably have an impact on local health and social care services. Addressing this will require well-integrated health and social care systems to provide effective and suitable treatment and support.

What the JSNA tells us:

CURRENT PICTURE

- There is increasing reliance on emergency and urgent care services characterised by high emergency admissions and attendances at Accident & Emergency which mirror the pattern of deprivation across the town
- There are variations in the quality outcomes framework indicators for management of patients with long term conditions across GP practices in Middlesbrough

- 75% of people aged over 65 known to social care have a disability
- There are increasing numbers of people with long term and mental health conditions associated with an ageing population
- There are gaps in the rehabilitation and recovery pathway for people with severe and complex conditions

Reduce demand on emergency and urgent care services

Deliver the right care, at the right time, in the right place – especially for people with long-term conditions

Improve outcomes for people with long term physical and mental health conditions

PRIORITIES

DRAFT

Tackle social causes of poor health and well being

There is clear evidence that the environments in which people live (the economic, social and natural environments) have the greatest impact on achieving health and well being.

The Health and Well Being Strategy is underpinned by the Marmot principles to improving health and well being outcomes and the Health and Well Being Board will have a key role in ensuring these principles underpin the work of partner organisations to influence the wider determinants of health.

AIM

What the JSNA tells us:

- There has been an increase in the risk to health and well being due to the economic downturn and welfare reforms
- Levels of educational attainment are generally poor
- There are high benefit rates across the town
- Domestic violence remains a significant issue with reported levels double the national average

- The number of fuel poor households is increasing and homes in disrepair are occupied by some of the most vulnerable households
- Worklessness remains a major challenge with unemployment rates above average
- There are high levels of youth unemployment

CURRENT
PICTURE

Ensure a healthy standard of living for all

Create and develop healthy and sustainable places and communities

Tackle crime and anti-social behaviour

Raise aspirations and improve educational attainment

Create fair employment and good work for all

PRIORITIES

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Working better in partnership

Leadership & Advocacy

Make health and well being everyone's business through cross sector capacity building
Promote key health messages by strategic influence, advocacy and PR
Embed equality and equity in all policies

Strategic focus on prevention and early help

Encourage a resource shift towards early prevention and intervention
Family centred approaches and interventions

Whole System Approach

Achieve the best outcomes for Middlesbrough in an efficient and sustainable way
Commission and deliver high quality, safe and integrated health and well being services
Not commission or deliver services in a way which has an adverse impact on partner organisations without agreement
Strategic planning for future demands on health and well being services

Targeted Approach

Appropriate, systematic, coordinated and targeted interventions to improve the health and well being of the poorest and disadvantaged groups fastest

Community Engagement

Engage with local communities, patients, service users, carers and the public in commissioning and delivery of health and well being services
Empowering and enabling communities and individuals to take responsibility for their own health and well

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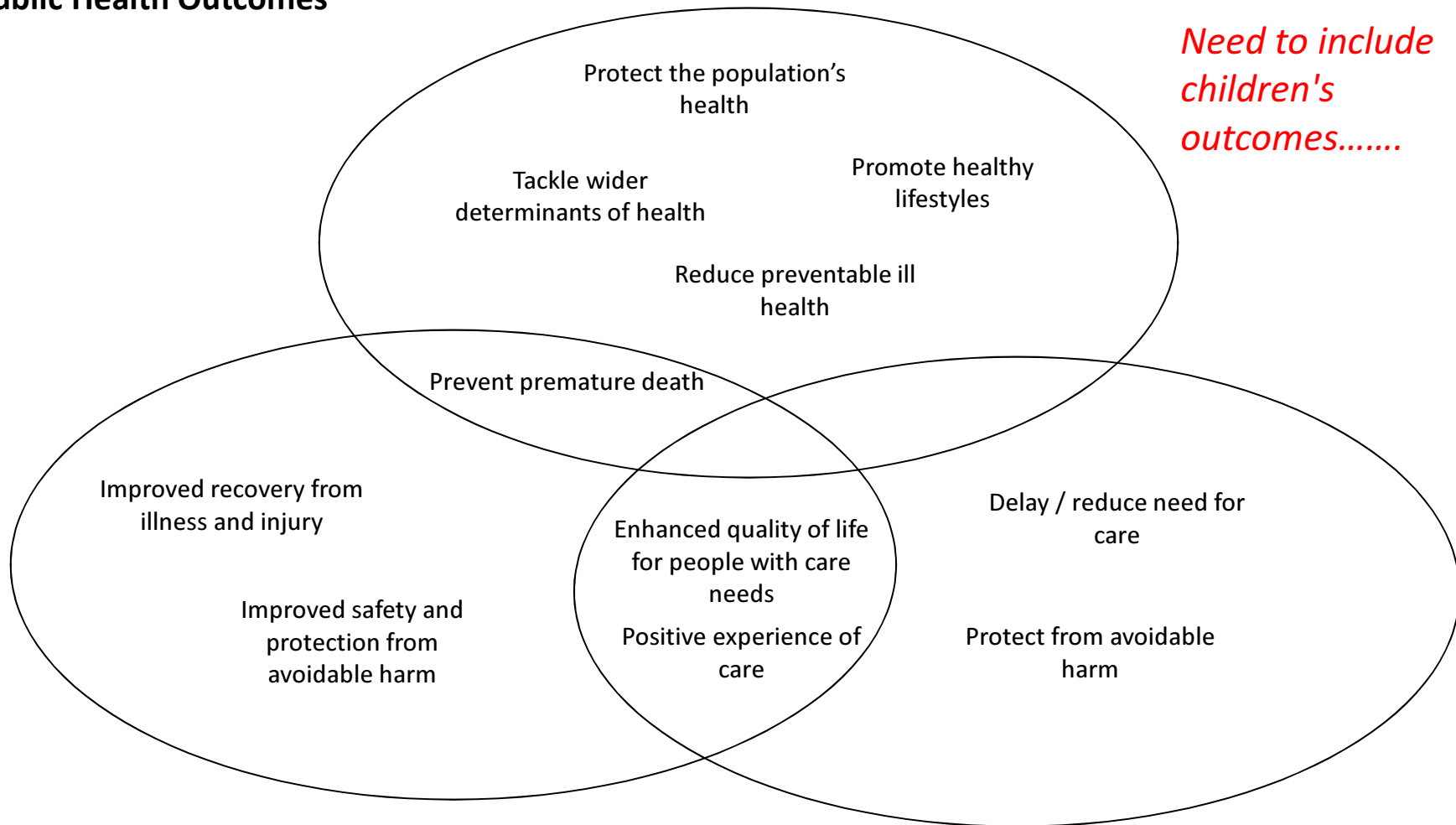
Performance Management

It is important that the strategy remains outcomes-focussed and that these are appropriately measured to ensure progress is being made and we are starting to make a difference.

Targets within the strategy will be monitored against the JSNA priorities and the public health outcomes framework.

Joint Health & Well Being Strategy – Outcome Frameworks

Public Health Outcomes



Need to include children's outcomes.....

NHS Outcomes

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Adult Social Care Outcomes

Monitoring & Review of the Strategy

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Consultation, public and patient engagement

This may be an appendix.....

APPENDIX 1: Links with alternative strategies

Life Course Approach								
Children & Young People's health	Children & Young People's Plan			Middlesbrough Council – CFL Service Plan				
Transition Years								
Illness & Death								
CVD	CCG Clear & Credible Plan			Better Health, Fairer Health – Regional PH Strategy				
Cancer	CCG Clear & Credible Plan		NHS Tees Integrated Strategic & Operational Plan		Better Health, Fairer Health – Regional PH Strategy			
Diabetes								
Respiratory	CCG Clear & Credible Plan			Better Health, Fairer Health – Regional PH Strategy				
Oral Health	Children & Young People's Plan			Tees Oral Health Strategy				
Mental health & Behaviour	Children & Young People's Plan	CAMHS Tees Wide Strategy	Middlesbrough Council – Social Care Service Plan	NHS Tees Integrated Strategic & Operational Plan	CCG Clear & Credible Plan			
Suicides	Tees, Esk & Wear Valley NHS Foundation Trust Partnership Suicide Prevention Strategy							
Behaviour & Lifestyle								
Smoking	CCG Clear & Credible Plan	NHS Tees Integrated Strategic & Operational Plan	Children & Young People's Plan	North East Tobacco Control Strategy	Better Health, Fairer Health – Regional PH Strategy	Middlesbrough Tobacco Alliance Action Plan		
Alcohol	CCG Clear & Credible Plan	NHS Tees Integrated Strategic & Operational Plan	Children & Young People's Plan	Middlesbrough Alcohol Harm Reduction Strategy	SMP Combined Delivery Plan	SMP Substance Misuse Recovery Plan	Better Health, Fairer Health – Regional PH Strategy	
Sexual Health	Children & Young People's Plan		Better Health, Fairer Health – Regional PH Strategy			Risk Reduction Plan		
Obesity & Nutrition	CCG Clear & Credible Plan	Children & Young People's Plan	Older Person's Strategic Plan	Mbro Council – Community Protection Service Plan	Better Health, Fairer Health – Regional PH Strategy	Mbro Food Sustainability Action Plan	NHS Tees Weight Management Service Strategic Review	Mbro Obesity Strategy
Substance Misuse	CCG Clear & Credible Plan	Children & Young People's Plan	SMP Combined Delivery Plan	SMP Substance Misuse Recovery Plan	Middlesbrough Council – CFL Service Plan	Better Health, Fairer Health – Regional PH Strategy		

APPENDIX 1: Links with alternative strategies

Vulnerable Groups							
Learning Disabilities	Middlesbrough Council – Social Care Service Plan			Older Person's Strategic Plan			
Sensory Disabilities							
Physical Disabilities							
Sexual Violence	Teesside Sexual Violence Strategy Group Action Plan						
Domestic Violence	Middlesbrough Domestic Violence Strategy			Children & Young People's Plan			
Carers	Children & Young People's Plan	Carers Strategy		CCG Clear & Credible Plan		Middlesbrough Council – Social Care Service Plan	
Veterans	CCG Clear & Credible Plan			Regional Action Plan North East NHS Armed Forces Forum			
Wider Determinants of Health							
Housing	Children & Young People's Plan	Older Person's Strategic Plan	Middlesbrough Homelessness Strategy	Youth Homeless Prevention Strategy	Middlesbrough Affordable Warmth Strategy	Middlesbrough Housing Strategy	Older People's Housing Strategy
Transport	Middlesbrough Sustainable Travel Strategy		Local Transport Plan	Older Person's Strategic Plan	Middlesbrough Council – Environment Service Plan		The Mayors Transport Strategy
Environment	Green Spaces Strategy		Middlesbrough Council – Community Protection Service Plan	Middlesbrough Council – Environment Service Plan	North East England Plan – Regional Spatial Strategy		Middlesbrough One Planet Living Action Plan
Education	Children & Young People's Plan		Older Person's Strategic Plan		Middlesbrough Council – CFL Service Plan		Tees Valley Employment, Learning & Skills Framework – Tees Valley Unlimited
Poverty	Middlesbrough Financial Inclusion Strategy		Middlesbrough Council – Social Care Service Plan		Children & Young People's Plan		Older Person's Strategic Plan
Employment	Children & Young People's Plan		Middlesbrough Council – CFL Service Plan			Middlesbrough Council – Economic Development Service Plan	
Crime	Older Person's Strategic Plan		SMP Combined Strategic Assessment & Delivery Plan		Middlesbrough Council – Social Care Service Plan		Middlesbrough Council – Community Protection Service Plan

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APPENDIX 2: Current Strategy timescales

Strategy	2012	2013	2014	2015	2016	2017	2018	2019	2020
Joint Health and Well Being Strategy 2012 - 2020									
REGIONAL									
Fresh North East Regional Tobacco Control Delivery Plan									
Regional Action Plan North East NHS Armed Forces Forum									
Regional Spatial Strategy									
Better Health, Fairer Health - Regional Public Health Strategy									
TEES									
CAMHS TeesWide Strategy									
Tees Valley Employment, Learning & Skills Framework - Tees Valley Unlimited									
Teesside Sexual Violence Strategy Group Action Plan									
NHS Tees Integrated Strategic & Operational Plan									
NHS Tees Oral Health & Commissioning Strategy - Primary Care Dental Services									
Tees, Esk & Wear Valley NHS Foundation Trust Partnership Suicide Prevention Strategy									
NHS Tees Weight Management Service Strategic Review									
Clinical Commissioning Group - Clear & Credible Plan									

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APPENDIX 2: Current Strategy timescales

Strategy	2012	2013	2014	2015	2016	2017	2018	2019	2020
Joint Health and Well Being Strategy 2012 - 2020									
LOCAL									
Middlesbrough Council - Departmental Service Plans	Reviewed annually								
Middlesbrough Tobacco Alliance Action Plan									
Safer Middlesbrough Partnership Combined Delivery Plan	Reviewed annually								
Safer Middlesbrough Partnership Substance Misuse Recovery Plan	Reviewed annually								
Middlesbrough Obesity Strategy									
Middlesbrough Housing Strategy									
Older People's Housing Strategy									
Middlesbrough Sustainable Travel Strategy									
The Mayor's Transport Strategy									
Green Spaces Strategy									
Middlesbrough Financial Inclusion Strategy									
Middlesbrough Alcohol Harm Reduction Strategy									
Middlesbrough Homelessness Strategy									
Youth Homeless Prevention Strategy									
Children & Young People's Plan									
Middlesbrough Risk Reduction Plan									
Middlesbrough Food Sustainability Action Plan									
Middlesbrough Domestic Violence Strategy									
Middlesbrough Affordable Warmth Strategy									
Local Transport Plan									
Older Person's Strategic Plan									
Middlesbrough Carers Strategy									
Middlesbrough One Planet Living Action Plan									To 2025