



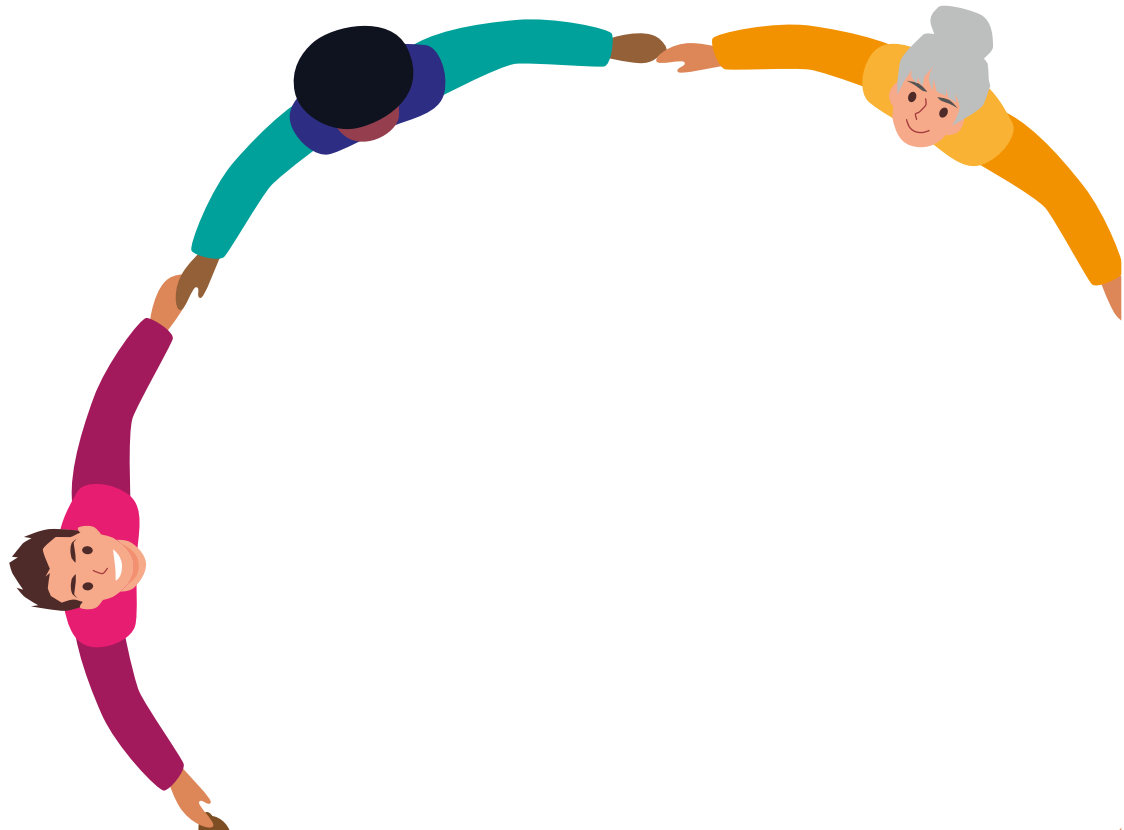
# Health and Wellbeing Strategy Consultation 2022-2032

Help us shape the future of health  
and wellbeing in Worcestershire

**Worcestershire Health and Wellbeing Board**

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# Foreword



I am delighted to launch the consultation on our new Health and Wellbeing Strategy.

The pandemic has affected all of us in different ways. It has made me more aware than ever of the crucial importance of having good mental health and wellbeing. Improving mental health and wellbeing across Worcestershire will mean that our children will have the best start in life. Our young people will have hope and aspiration for the future, and we will live longer, more independent lives in good health, with fewer people going on to need care and support.

This strategy is also crucial to the future prosperity of Worcestershire, since good mental health and wellbeing is so closely linked to improved performance in education, increased employment rates, greater productivity and reduced antisocial behaviour and crime.

Taking part in the consultation on our new strategy is a fantastic opportunity to make a difference to the health, wellbeing and prosperity of everyone in Worcestershire.

We really want to hear your views and understand your experiences as we develop our priorities and plans, so that we all have what we need to 'Be Well in Worcestershire'.

**Councillor Karen May**, Cabinet Member with Responsibility for Health and Wellbeing and Chair of Worcestershire's Health and Wellbeing Board

This document sets out the vision for Being Well in Worcestershire and explains how you can share your views on our proposed priorities.



# Section 1: Making the case for Being Well in Worcestershire

This section explains what the Health and Wellbeing Strategy and the Health and Wellbeing Board are.



## What is the Health and Wellbeing Strategy?

The Health and Wellbeing Strategy is a document that outlines the health and wellbeing priorities for a local area. In the Worcestershire Health and Wellbeing Strategy, we will be setting out what we need to focus on to improve the health and wellbeing of the people who live and work in Worcestershire. This will be based upon the best available evidence as detailed in our Joint Strategic Needs Assessment (JSNA).

The new Strategy will set out a vision and key priorities for our partnership work to improve health and wellbeing and reduce inequalities in Worcestershire over the next 10 years. The Strategy will be a 'living document' that will evolve and adapt to changing needs and be implemented through shorter term action plans. The action plans will include appropriate outcome measures to monitor progress.

The Health and Wellbeing Strategy is set by the Health and Wellbeing Board (HWB).

The HWB brings together the organisations responsible for improving health and wellbeing and reducing health inequalities across Worcestershire. Its members include elected councillors and officers from County and district councils, representatives from Worcestershire Children First, local NHS organisations, the local voluntary and community sector, Healthwatch Worcestershire and West Mercia Police. It also has a range of sub-groups that focus on specific age groups or geographical areas such as the Children and Young People's Strategic Partnership and Health Improvement Group.

The HWB and its Health and Wellbeing Strategy will set the strategic direction for many other strategies, forums and committees across the Integrated Care System to ensure we can work together to achieve better health and wellbeing for Worcestershire.

The HWB is asking for your views on the new Strategy.

## Wider determinants of health

Many factors contribute to our health and wellbeing and only around 20 per cent relate to good quality health care services.

Wider determinants of health, such as education, employment, housing, neighbourhoods and communities, and the lifestyles we follow have a greater influence on our health.

Adapted from an illustration of the impact of healthcare and non-healthcare factors on a person's health.

**Source:** Institute for Clinical Systems Improvement Going Beyond Clinical Walls. Solving Complex Problems (October 2014).

40%

### Socioeconomic factors

Education, employment, income, family & social support, community safety.

10%

### Physical Environment

Housing, access to green space, air quality.

30%

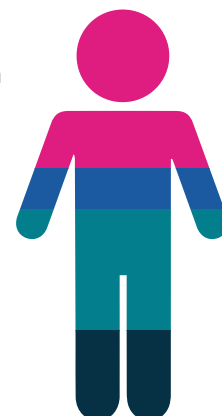
### Lifestyle factors

Diet and physical activity, tobacco use, alcohol use.

20%

### Health Care

Access to good quality health care services.



## Reducing inequalities

Health inequalities are unfair and avoidable differences in health across the population and between different groups of people. They are socially determined by factors beyond an individual's control. The COVID-19 pandemic has had a disproportionate effect on people from particular communities, those in specific jobs, such as front-line care, transport and hospitality, and those living in deprived areas, therefore making existing inequalities worse.

In general, the population of Worcestershire is healthy and there are many health-related measures where Worcestershire performs better than the national average. However, there are often smaller places in Worcestershire where people's health is not good, and the average measures reported at County and district council level mask the differences in health outcomes experienced by some communities.



## Prevention and early intervention

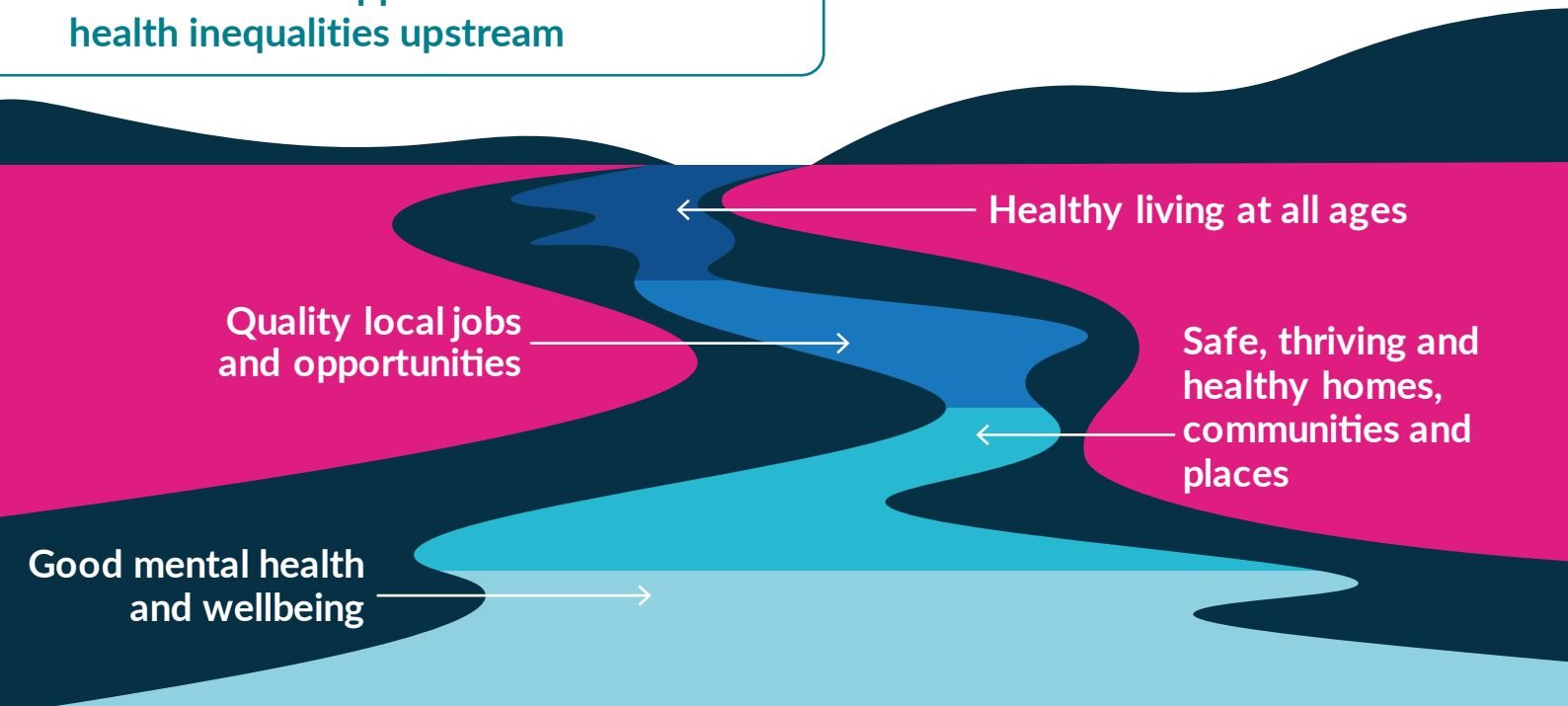
Focusing our energy and resources on prevention and early intervention will mean fewer people go on to develop specialist health and care needs. For example, by identifying the needs of children, young people and their parents early we can prevent exposure to risk. This approach can prevent needs escalating to a point that requires specialist interventions such as child protection and care.

In the words of the late Desmond Tutu:

**“There comes a point where we need to stop just pulling people out of the river. Some of us need to go upstream and find out why they are falling in.”**

We use the best available evidence to identify what our population needs and which evidenced-based approaches work to improve health and wellbeing and prevent poor health.

### Here are some opportunities to address health inequalities upstream



Preventative activities can be divided into primary, secondary, and tertiary, as shown in the triangle.



#### **Tertiary prevention:**

taking action to soften the impact of ongoing problems to improve, as much as possible, people's quality of life. For example, rehabilitation programmes to support people with a mental health condition to return to or stay in work.

#### **Secondary prevention:**

taking action to reduce the impact of problems at the earliest possible stage. Stop them getting worse and/or targeting actions at groups who have an increased risk of developing needs. For example, housing adaptations, taking measures to reduce high blood pressure, support for families affected by substance misuse.

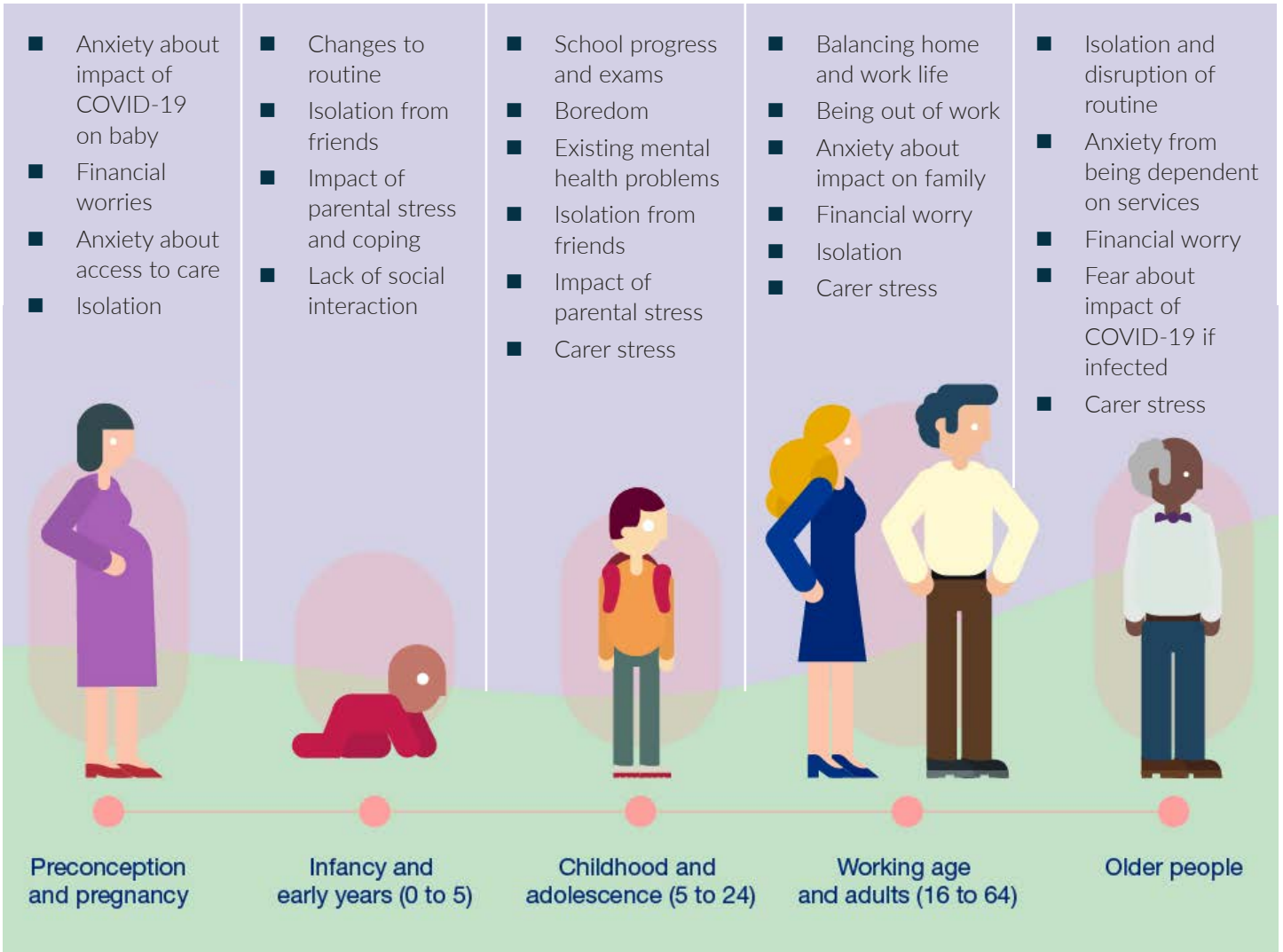
#### **Primary prevention:**

taking action to prevent problems before they even happen. For example, parenting classes, cycling helmets, education programmes about healthy eating, exercising and vaccinations.

# Impact of COVID-19 pandemic

We have not yet seen the full impact of COVID-19 on our health and wellbeing. There is a lot of work going on at local and national levels to understand both the positive and negative effects on Worcestershire residents.

Here are some of the ways COVID-19 has affected us:



Different impacts of COVID-19 across the life course (Adapted from LGA and PHE Health Matters Image)

Whilst the negative impacts of COVID-19 are significant, there have also been some positive impacts. Communities have responded to COVID-19 by supporting one another in new ways. More people are recognising the importance of both their physical and mental health and are more willing and able to talk about mental health and wellbeing than ever before.



## Good mental health and wellbeing

We know that good mental health and wellbeing is an important part of all our experiences in life and that it is something that affects other areas of our health too. Better mental health and wellbeing is linked to improved physical health, performance in education and living longer in better health. It also protects us from some mental and physical health problems as it increases our resilience, helps us make the right choices and improves our relationships and quality of life.

In our communities, better mental health and wellbeing is associated with higher levels of social participation, increased employment rates, greater productivity and reduced antisocial behaviour and crime.

The Five Ways to Wellbeing is a great tool for improving our mental wellbeing. It captures a range of evidence-based approaches to building and maintaining good mental wellbeing for the whole population, from infancy into older age.

Find out more about the 5 ways to wellbeing on our website:

[www.worcestershire.gov.uk/info/20571/adults\\_mental\\_wellbeing](http://www.worcestershire.gov.uk/info/20571/adults_mental_wellbeing)



The HWB wants to focus its new Strategy on good mental health and wellbeing, under the banner of 'Being Well in Worcestershire'. The rest of this consultation document will set out what this means, and how your views and experiences will inform the development of the Strategy.



# Section 2: How will Being Well in Worcestershire be informed by your views and experiences?

This section explains how your views and experiences will inform the development of the new Health and Wellbeing Strategy.

## The journey so far

The Health and Wellbeing Board (HWB) started considering its new Strategy in the summer of 2020, following an update on latest needs outlined in the updated Joint Strategic Needs Assessment (JSNA). A working group was formed, that included elected members, to consider vital results from engagement work carried out with people who live or work in Worcestershire. This group brought several possible priorities back to the HWB for consideration.

Members of the HWB put themselves forward as 'champions' for each of the possible priorities, and the HWB then participated in a 'ranking' exercise to decide on final priorities for the new strategy. The 'ranking' exercise was based on the evidence from the JSNA, the opportunities for system wide action on prevention and inequalities, and ability of the HWB to address the challenges presented by each priority. The exercise was also informed by engagement with almost 40 voluntary sector organisations.

Based on this evidence and engagement, the HWB concluded that the overarching priority for its new 10-year Strategy should be mental health and wellbeing, supported by action in areas that we all need to 'Be Well in Worcestershire': healthy living at all ages; safe, thriving and healthy homes, communities and places; and quality local jobs and opportunities.

## How are we capturing community views?

We want to make sure that Being Well in Worcestershire is driven by the needs and experiences of the people who live and work here. The COVID-19 pandemic has changed a lot of things for all of us, so we are working hard to understand the impacts of the pandemic locally. We are taking several approaches to find out what being well means to you:

- We are undertaking 30 focus groups across the county from a range of community groups and organisations so that we can hear views from: young people through to older adults, care leavers, unemployed adults, people experiencing homelessness, people with sensory and/or physical impairments, pregnant mothers and expectant fathers, people identifying as LGBT+, carers and different occupational and business groups. These focus groups will explore, in depth, what being well means to Worcestershire residents as well as exploring what has changed since the start of the pandemic.
- We are undertaking some community research to understand the lived experiences of a cross section of Worcestershire residents.
- We are asking people who live and work in Worcestershire to respond to the formal consultation on the development of the Being Well in Worcestershire Strategy.

## How are we involving people in the development of the Strategy?

We have set out within this document what we think are the key priorities to support Being Well in Worcestershire.

We are asking you for your views – do you agree with the priorities we have chosen to support Being Well in Worcestershire? Are there any others we have missed?

Once we have heard your views, we will set out how we intend to work together as a Health and Wellbeing Board to address these priorities using a number of action plans over the next 10 years.

## How will we use the findings from this consultation?

We will take the feedback and responses to this consultation, along with local focus groups and other engagement work to:

- Measure support for our priority of good mental health and wellbeing, supported by healthy living at all ages; safe, thriving and healthy homes, communities and places; and quality local jobs and opportunities.
- Better understand what the people of Worcestershire need to keep being well.
- Inform the development of our first and successive action plans to lead delivery of the Strategy over the next 10 years.
- Feed back to you what we have heard, what we have found out, and what we plan to do about it.



# Section 3: What is our vision for Being Well in Worcestershire?

This section outlines our vision and proposed priorities for the new Health and Wellbeing Strategy.



## Our Vision

The vision of the HWB is 'working together for all to be well in Worcestershire'.



## Our Priorities

The HWB wants to focus its new Strategy on good mental health and wellbeing, supported by action on the wider determinants of good mental health and wellbeing outlined here.



**Mental health problems are becoming more common. A nationwide survey of children and young people estimated that one in eight of 5 to 19-year-olds were likely to be experiencing a mental health problem.**

Poor mental health when we're younger can mean an increased risk of mental health related problems when we're older, including performing poorly in education, substance misuse, self-harm and suicide.

Poor mental health also affects the economy, from lost employment to additional costs to health and public

services. It is estimated that lost productivity, benefits payments, and costs to the NHS from mental ill health are around £70 billion a year in England.

Preventing poor mental health is possible by providing support at individual, community and societal levels, with action at every stage of life, and in the places where people are born, raised, live, learn and work.

The infographic on the next page summarises the evidence that led the HWB to decide on the overarching importance of these priorities.

## Depression 2020/21

**73,197** people (**14.7%**) in Worcestershire

Adults 18+ (QOF) which is higher than the England rate of **12.3%**

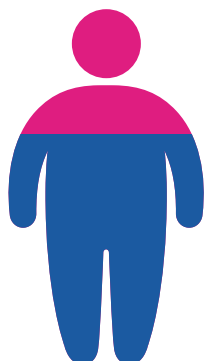


By **2032** the number of **people aged 85+** is set to increase by **51%** from **18,860** in 2021 to **28,450** in 2032

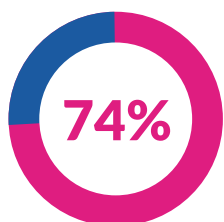


Almost **two thirds** (**65%**) of adults are **overweight or obese.**

This is higher than the national estimate of **62.8%** (2019/20)



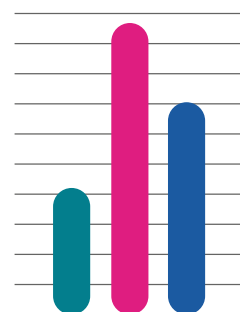
A Healthwatch survey reported in 2021 that **74%** (estimated 193 respondents in total) of **children and young people** say their **mental health** has got worse since the start of COVID-19



**4370** people are currently known to have **dementia** in Worcestershire (2020 PHOF) Public health profiles



In August 2021 there were **13,956** people claiming **unemployment** benefits in Worcestershire. (August 2019, **8,256**, August 2020 **19,387**)



**36,195** households in Worcestershire (**14.4%**) are thought to be living in **fuel poverty**, the figure for England is **13.4%** (2019).



**8%** of adults responded to a Healthwatch survey in 2020 (170 respondents in total) had not been able to find

**mental health and wellbeing support**



# What do we need to support good mental health and wellbeing?

## Healthy living at all ages

We will work to give every child the best start in life; achieving their potential starts before they are born. Ensuring good physical and mental health before and during pregnancy is vital for both mother and baby.

During the early years children's brains develop rapidly and have enormous capacity to absorb information and adapt to their surroundings. Positive early experience is vital to ensure children are ready to learn, ready for school and have good life chances. As children grow and develop, it is both the physical environment around them and the social environment they experience that supports their development well.

Young people experience significant physical, psychological and behavioural changes as they progress to adulthood. Appropriate and timely experiences and support for young people on their journey to adulthood is essential to ensure future health and wellbeing.

Through adulthood and into older age, maintaining and improving our mental wellbeing enables us to reach our potential and stay well through life's tough times. We can also harness the benefits from interacting across the generations. Combined with wider preventative measures like health screening or early intervention services, we can all start well, live well and age well.

## Safe, thriving and healthy homes, communities and places

Whether we live in cities, towns or rural areas, the communities we live in really matter for our wellbeing. Having a secure home, in good physical condition, can promote mental wellbeing. In contrast housing issues, including affordability, have been associated with mental health difficulties. The wider natural and built environment (including access to green space, leisure opportunities and active transport) can also influence mental wellbeing and our wider health.

Communities have a vital contribution to make to health and wellbeing. The assets within communities, such as skills and knowledge, social networks and community organisations are all building blocks for good health.

An asset-based approach places the emphasis on communities' assets, alongside their needs.

Building, strengthening, and developing community assets can enhance health, wellbeing and resilience; reduce long-term pressures on higher-cost health, care and support services; and enable people to participate in and benefit from community resources and activities.

## Quality local jobs and opportunities

A good job is important for mental health and wellbeing and provides an income and opportunity to make social connections. Conversely, people who are unemployed have twice the rate of common mental health problems.

Our aim is for Worcestershire to be a prosperous county with good local jobs and opportunities.

The infographic shows the Health and Work Cycle.



Source: PHE Health Matters

## Section 4: Have your say

This section outlines how you can tell us about your views and experiences.

**We know that 'good mental health and wellbeing' may mean different things to different people.**

We have been using the World Health Organisation definition of mental wellbeing, which is 'a state where everyone is able to realise their potential, can cope with the normal stresses of life, can work productively and fruitfully and is able to make a contribution to their community.'

We have been exploring this further through our media campaign How are you doing Worcestershire, so that we have a better understanding of what people need to 'be well in Worcestershire'.

As a partner organisation, community member or local resident your thoughts and suggestions are important to us.

We will be asking you a series of specific questions to gauge your agreement with the vision, priority and supporting areas, and to understand what being well means to you. There will also be space to tell us where there are gaps, and anything else that is important to you.

Help shape the future of health and wellbeing in Worcestershire by sharing:

- Your thoughts and feelings on mental health and wellbeing
- How COVID-19 has impacted on your mental health and wellbeing
- Your views on our proposed Strategy

The formal consultation will be running for 12 weeks from 7th February to 2nd May 2022.

To have your say, visit:

[www.worcestershire.gov.uk/HWBStrategy2022](http://www.worcestershire.gov.uk/HWBStrategy2022)



Paper copies are also available at your local library



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