

CONSULTATION DRAFT CAMBRIDGESHIRE and PETERBOROUGH

JOINT HEALTH AND WELLBEING STRATEGY 2020-24 **EXECUTIVE SUMMARY**

The Health and Wellbeing Board is a place where politicians, health and social care professionals and other leaders across the system work together to solve problems and lead change to benefit our residents. This year for the first time we have agreed to work together to create a joint Health and Wellbeing Strategy (2020-2024) across Cambridgeshire and Peterborough.

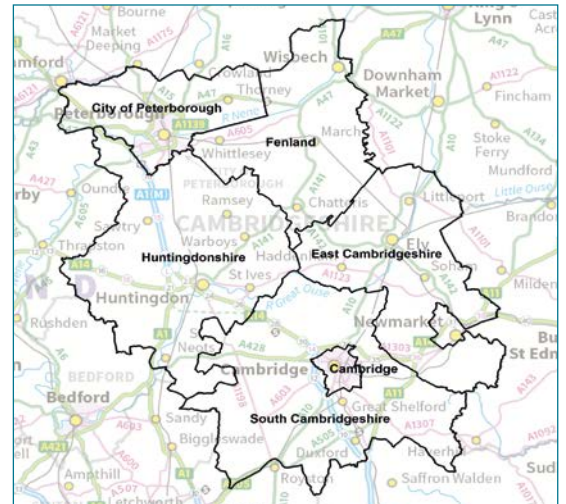
The Health and Wellbeing Strategy has four priorities:

Priority 1: Places that support health and wellbeing

Priority 2: Helping children achieve the best start in life

Priority 3: Staying healthy throughout life

Priority 4: Quality health and social care



© Crown copyright and database rights 2020, Ordnance Survey 100024236

PRIORITY 1: Places that support health and wellbeing

Focus area 1.1

Housing developments and transport which support residents' health and wellbeing

Outcomes for Residents:

- The design of new housing developments prioritises the health and wellbeing of residents
- Local transport infrastructure and access to public transport services helps all residents stay healthy and active
- Housing and transport infrastructure is designed to help tackle climate change

How will we work together?

- Adopt and implement the ten Healthy New Town principles for new developments
- Support local government planners and NHS estates planners to work together
- Endorse Cambridgeshire & Peterborough Local Transport Plan policies for 'creating healthy thriving communities'
- Endorse local organisations' Climate Change Strategies and Action Plans as they develop

Focus area 1.2

Preventing homelessness and improving pathways into housing for vulnerable people.

Outcomes for Residents:

- Fewer people with health problems and other vulnerabilities are homeless or in unsuitable housing
- Rough sleepers are helped to improve their physical and mental health

How will we work together?

- Support health and care providers to work with the sub-regional Housing Board, to prevent homelessness and develop pathways into housing for vulnerable people
- Implement the recommendations of the NHS health needs assessment for rough sleepers

PRIORITY 1: Places that support health and wellbeing (CONTINUED)

Focus area 1.3

Reducing inequalities in skills and economic outcomes across our area.

Outcomes for Residents:

- Residents in all parts of Cambridgeshire and Peterborough have access to good quality training, jobs and incomes
- Residents working locally are helped to stay healthy by their employers
- More residents with long term health conditions are in suitable work

How will we work together?

- Endorse the Combined Authority Industrial Strategy goal for inclusive growth across the area
- Promote workplace health programmes in local businesses
- Engage with local programmes to help people with long term health conditions back into work
- Endorse the Combined Authority Skills Strategy theme to 'Empower local people to access education and skills
- Deliver a successful Health and Care sector work academy, supporting local people into jobs

PRIORITY 2: Helping children achieve the best start in life

Focus area 2.1

The Best Start in Life from pre-birth to age five

Outcomes for residents

- Babies and young children are healthier and safer
- Parents and families can find the right information and support to help their children stay healthy
- Young children are more confident, resilient and ready to start school

How will we work together?

- Endorse and implement the Cambridgeshire and Peterborough Best Start in Life Strategy 2019-24
- Integrate community midwifery 'Better Births' Hubs and mental health services for new mothers with 'Best Start in Life' local teams
- Support 'Best Start in Life' local teams to develop links with the local voluntary sector and communities

Focus area 2,2

Developing an integrated approach for older children and adolescents

Outcomes for residents

- Children and young people have better mental health
- Fewer young people are homeless
- Fewer young people are not in education training or work
- Vulnerable young people are included in local communities and get help and support when they need it
- Fewer young people are taken into care

How will we work together?

- Bring together organisations and stakeholders, to develop an integrated outcomes framework and strategy for older children and adolescents across Cambridgeshire and Peterborough
- Take practical steps to include children in care, and those who care for them, in local activities and services



Priority 3: Staying healthy throughout life

Focus area 3.1

A joined up approach to healthy weight, obesity and diabetes

Outcomes for residents

- More children and adults have a healthy weight
- Fewer residents develop obesity and diabetes
- Residents with diabetes in all parts of Cambridgeshire and Peterborough have access to good care

How will we work together?

- Adopt the Cambridgeshire and Peterborough Healthy Weight Strategies
- Endorse the NHS Sustainable Transformation Partnership (STP) Obesity and Diabetes Strategy
- Consider adopting planning policies for fast food outlets

Focus area 3.2

Reducing inequalities in heart disease and smoking

Outcomes for residents

- Fewer residents die early as a result of smoking
- Fewer residents die early from heart disease
- Residents with heart disease in all parts of Cambridgeshire and Peterborough have access to good care

How will we work together?

- Adopt the Cambridgeshire and Peterborough Smoking and Tobacco Strategy
- Endorse the Clinical Commissioning Group (CCG) Prevention Strategy
- Endorse the STP Cardiovascular disease strategy
- Focus resources on areas of Peterborough and Wisbech with the highest deprivation, smoking and heart disease rates

Focus area 3.3

Improving mental health and access to services

Outcomes for residents

- More residents feel included in their communities and fewer experience loneliness
- Residents with mental health problems can access the support they need from 'joined up' services which make sense to them
- More people with severe mental health problems are in stable housing and employment

How will we work together?

- Support work through 'Think Communities' to address loneliness
- Work with the STP and the police and crime commissioner led 'Crisis Care Concordat' to join up oversight of mental health services
- Support pathways for vulnerable people with mental health problems into housing and employment

Focus area 3.4

Ageing Well – working with a growing older population

Outcomes for residents

- Older residents are supported to stay healthy and independent in their homes and communities for as long as possible
- Older residents spend less time in hospital
- Older residents feel that health and social care services are 'joined up' and make sense to them

How will we work together?

- Bring together work through the Ageing Well Board and Adults Positive Challenge programme to help older people stay well and independent
- Monitor how effectively the health and care system is helping older people receive their care outside hospital

PRIORITY 4: Quality health and social care

Focus area 4.1

Embedding a 'Think Communities' approach to place based working

Outcomes for Residents

- Residents understand how they can help themselves and each other to stay healthy in their local communities
- Residents experience 'joined up' local services which help them to solve problems and achieve the health and social care outcomes they want

How will we work together?

- Adopt a 'Think Communities' approach, with locally agreed ways of working in partnership with each other and local communities
- Promote joint working across 'Think Communities' pilots and Primary Care Networks/ integrated neighbourhood teams
- Review how Living Well Partnerships could integrate with a local Think Communities approach

Focus area 4.2

A joint approach to population growth

Outcomes for residents

- Residents are confident that enough health and social care services will be provided to meet the needs of a growing population

How will we work together?

- Ensure local organisations provide a consistent narrative to national government about how our population is growing, and the impact on infrastructure and services

Focus area 4.3

Addressing financial challenges together

Outcomes for residents

- Health and care services are financially sustainable

How will we work together?

- Engage with service transformations designed to bring the health system finances back into balance
- Identify opportunities to work across services to improve prevention, join up care for service users and reduce overall costs

Focus area 4.4

Acting as a system to reduce health inequalities

Outcomes for residents

- More residents from socially disadvantaged communities have training and jobs in health and care services
- Residents from communities with the worse health outcomes receive extra support to stay well and prevent health problems
- Residents from communities where many people have health problems or disability experience good access to health and care support services

How will we work together?

- Use data to allocate health and care resources in proportion to need
- Develop joint preventive programmes in communities with more deprivation and worse health
- Provide good training and jobs for people from disadvantaged communities
- Endorse the NHS Clinical Commissioning Group (CCG) Health Inequalities Strategy