

# WIRRAL SHADOW HEALTH & WELLBEING BOARD

<b>Meeting Date</b>	12 December 2012	<b>Agenda Item</b>	Item 4
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<b>Report Title</b>	Health & Wellbeing Strategy – Development of a Vision and Values
<b>Responsible Board Member</b>	Fiona Johnstone Director of Policy Performance & Public Health

<b>Link To Shadow HWB Function</b>	<b>Board development</b>	✓					
	<b>JSNA/JHWS</b>	✓					
	<b>Health and social care integrated commissioning or provision</b>						
<b>Equality Impact Assessment Required &amp; Attached</b>	Yes		No	✓	N/A		
<b>Purpose</b>	For approval		For comment	✓	To assure		

<b>Summary of Paper</b>	<p>This papers sets out the need for the Board to define its Mission, Vision and Values so that the Strategy can demonstrate how the Board intends to add value by working together.</p> <p>The paper provides examples of these from other areas so as to stimulate discussion which can inform the finalising of our Health &amp; Wellbeing Strategy.</p>		
<b>Financial Implications</b>	Total financial implication £ None	New investment required £	Source of investment (e.g. name of budget) £
<b>Risks and Preventive Measures</b>	None		
<b>Details of Any Public/Patient/Service User Engagement</b>	None, but this will need to be consulted upon.		
<b>Recommendations/Next Steps</b>	The Board is recommended to comment on the information provided and to agree to set up a task group which will bring back proposals for our vision and values to the January meeting of the Board.		

<b>Report History</b>		
Submitted to:	Date:	Summary of outcome:
<b>List of Appendices</b>	Appendix 1: Examples of Mission, Vision and Value statements	

<b>Publish On Website</b>	Yes	✓	<b>Private Business</b>	Yes	
	No			No	✓

# Health & Wellbeing Strategy – Development of a Vision and Values

## 1. Background

The Health and Wellbeing Strategy for Wirral is intended to set out the Board's aspirations for our local community, based on an understanding of the needs of our community as evidenced by our Joint Strategic Needs Assessment.

Recent guidance being developed by the Department of Health states that Joint Health and Wellbeing Strategies are unique to each local area and should explain what health and wellbeing priorities the health and wellbeing board has set in order to tackle the needs identified in their JSNAs. It is also emphasised that this is not about taking action on everything at once, but about setting priorities for joint action and making a real impact on people's lives.

The duty to produce a joint health and wellbeing strategy lies with local authorities and the Clinical Commissioning Groups.

In setting out our priorities it is recommended that we also state our aspirations for health and wellbeing in the Borough as an over-arching set of aims and principles that drive our decision-making. It will be, as mentioned above, more of a rolling programme of tackling priorities, rather than a static document that needs to be re-written each year.

## 2. Proposal

Delivering better health and wellbeing outcomes is a medium to long-term strategy for the Borough. In order to achieve this, we will need to identify the answers to four key questions which underpin strategic change:

- (a) What business are we in? (what is our mission, vision and values)
- (b) Where are we going?, (What are our strategic goals)
- (c) What are the key issues our strategy must address (strategic analysis and prioritisation)
- (d) How can we best deliver (strategy formulation – the 'how')

Although our purpose as Health and Wellbeing Boards has been defined by legislation under the Health and Social Care Act 2012, those duties will only be brought to life by the way in which we determine they can be achieved for the populations we serve.

We have set out terms of reference for the Board and we have been undertaking a strategic analysis to inform our prioritisation. In the [next] report the Board will be updated on progress and the process undertaken in determining the priorities for action next year. Additionally it will propose the means by which we will determine the 'how'/key actions to deliver our ambitions.

What remains however, is the need to develop an agreed vision and set of values that have a demonstrable link to a Vision for the Borough as a whole.

The attached appendix illustrates some examples of vision and value statements from other shadow Health and Wellbeing Boards.

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## Appendix 1: Examples of Vision and value statements

Location	Vision	Values/principles	Priorities
Cornwall	<p>"Good health, wellbeing and happiness across Cornwall with fairness of opportunity for all"</p> <p>Mission: To identify priority outcomes (the difference we want to see in people's lives) and some priority actions that will help to deliver those changes</p>	??	<p><b>Outcome 1: helping people to live longer</b></p> <ol style="list-style-type: none"> <li>1. Physical: Enjoying the sun safely</li> <li>2. Emotional: Reducing harm from alcohol</li> <li>3. Environmental: Active people and environments</li> <li>4. Community: Smoke Free communities</li> </ol> <p><b>Outcome 2: Improving the quality of people's lives</b></p> <ol style="list-style-type: none"> <li>1. Physical: Long-term conditions support</li> <li>2. Emotional: caring for the carers</li> <li>3. Environmental: Design for wellbeing</li> <li>4. Community: Better self care support</li> </ol> <p><b>Outcome 3: Fairer life chances for all</b></p> <ol style="list-style-type: none"> <li>1. Physical: A healthy pregnancy &amp; early years</li> <li>2. Emotional: Mental health of children &amp; young people</li> <li>3. Environmental: Better access to services</li> <li>4. Community: Valuing skills and employment</li> </ol> <ol style="list-style-type: none"> <li>1. Improve health and wellbeing in early years.</li> <li>2. Promote healthy lifestyles by developing services to prevent and reduce harmful lifestyles</li> <li>3. Promote the independence of people with LTCs and their carers</li> <li>4. Emotional and mental ill-health</li> <li>5. Older people</li> </ol>
NHS Derby	<p>"That the people living and working in Derby will be supported to achieve good health and wellbeing through a holistic and integrated approach from beginning to end of life through the promotion of good health and wellbeing alongside the management and treatment of poor health and wellbeing."</p>	<ol style="list-style-type: none"> <li>1. Knowledge-led decision making</li> <li>2. Innovation</li> <li>3. Integration</li> <li>4. Outcome focused</li> <li>5. Value</li> </ol>	
Cambridge		<ol style="list-style-type: none"> <li>1. Equitable</li> </ol>	<ol style="list-style-type: none"> <li>1. Ensure a positive start to life for children,</li> </ol>

## Kingston

2. Evidence-based
3. Cost-effective
4. Preventative
5. Empowering
6. Sustainable

1. Sustainability
2. Prevention
3. Marmot's principle of proportionate universalism
4. Early intervention
5. Right response, right time, right person
6. Acknowledging and supporting the vital role that carers play
7. Appropriate involvement of the V&CS
8. Dealing with urgent local issues without neglecting those issues with a longer timescale
9. Promoting self-management, personalisation and choice
10. Local services working seamlessly to benefit the local population
11. Simple and clear access to services

- young people and their families
2. Support older people to be independent, safe and well
  3. Encourage healthy lifestyles and behaviours in all actions and activities while respecting people's personal choices
  4. Create a safe environment and help to build strong communities, wellbeing and mental health
  5. Create a sustainable environment in which communities can flourish
  6. Work together effectively
1. Mental health
  2. Older people and LTCs
  3. Addressing the needs of socially excluded and disadvantaged communities
  4. Children and Young People

## Haringey

We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children to enjoy a healthy, safe and fulfilling life.

1. Prevention and early intervention
2. 'Think family'
3. Choice, control and empowerment
4. Partnership working
5. Communicable disease priorities

1. Every child has the best start in life
2. A reduced gap in life expectancy
3. Improved mental health and wellbeing

## Oxfordshire

1. More children and young people will lead healthy, safe lives and will be given the opportunity to develop the skills, confidence and opportunities they need to achieve their full potential
2. More adults will have the support they need to live their lives as healthily, successfully, independently and safely as possible, with good timely access to health and social care services
3. everyone will be given the opportunity to voice their opinions and experiences to ensure that services meet their individual needs
4. the best possible services will be provided within the resources we have, giving excellent value for the public.

### **1. Children and young people**

- 1: All children have a healthy start in life and stay healthy into adulthood
- 2: Narrowing the gap for our most disadvantaged and vulnerable groups
- 3: Keeping all children and young people safer
- 4: Raising achievement for all children and young people

### **2. Adult health and social care**

- 5: Living and working well: Adults with long term conditions, physical or learning disability or mental health problems living independently and achieving their full potential
- 6: Support older people to live independently with dignity whilst reducing the need for care and support
- 7: Working together to improve quality and value for money in the Health and Social Care System

### **3. Health improvement**

- 8: Preventing early death and improving quality of life in later years
- 9: Preventing chronic disease through tackling obesity
- 10: Tackling the broader determinants of health through better housing and preventing homelessness
- 11: Preventing infectious disease through

<b>Worcestershire</b>	"To improve health and well-being outcomes, adding life to years as well as years to life, especially for those communities and groups with the poorest health"		immunisation 1. Older people and management of long term conditions 2. Mental health 3. Obesity 4. Alcohol. 5. Acute hospital services.
<b>Halton</b>	"To improve the health and wellbeing of Halton people so they live longer, healthier and happier lives"	<ol style="list-style-type: none"> <li>1. Prevention/early detection/intervention</li> <li>2. Quality, cost, resource effectiveness</li> <li>3. Equity of access</li> <li>4. Evidence based</li> <li>5. Community engagement</li> <li>6. National policy and integrated local working</li> <li>7. Use of local intelligence</li> <li>8. Balance between borough level action and targeting within key settings and the Health &amp; Wellbeing Areas</li> <li>9. All stages of life as appropriate considered</li> <li>10. Innovation</li> </ol>	<ol style="list-style-type: none"> <li>1. Prevention and early detection of cancer</li> <li>2. Improved child development</li> <li>3. Reduction in the number of falls in adults</li> <li>4. Reduction in the harm from alcohol</li> <li>5. Prevention and early detection of mental health conditions</li> </ol>
<b>St Helens</b>		<ol style="list-style-type: none"> <li>1. Tackling Inequality</li> <li>2. Good patient experiences and access to services</li> <li>3. Integration</li> <li>4. Effectiveness</li> <li>5. Sustainability</li> <li>6. Promote Independence</li> <li>7. Safeguarding children and adults</li> </ol>	<ol style="list-style-type: none"> <li>1. Give Every Child the Best Start in Life</li> <li>2. Support for young people</li> <li>3. Alcohol</li> <li>4. Obesity</li> <li>5. Mental health and wellbeing</li> <li>6. Promote good mental Topic</li> <li>7. Early detection and effective management of LTCs</li> <li>8. Reduce unnecessary hospital admissions</li> <li>9. Support for people with dementia</li> </ol>

<b>Middlesborough</b>	"Improve the health and well being of our local population and reduce health inequalities"	<ol style="list-style-type: none"> <li>1. Working better in partnership</li> <li>2. Leadership &amp; advocacy</li> <li>3. Strategic focus on prevention &amp; early help</li> <li>4. Whole system approach</li> <li>5. Targeted approach</li> <li>6. Community engagement</li> </ol>	<p>Ensure children and young people have the best health and well being</p> <ol style="list-style-type: none"> <li>1. Invest in robust early help with a focus on the family</li> <li>2. Support emotional health and well being of young people and their families</li> <li>3. Improve maternal health and early years health and well being outcomes</li> </ol> <p>Reduce preventable illness and early deaths</p> <ol style="list-style-type: none"> <li>1. Multi-agency approach to improve behavioural and lifestyle risk factors</li> <li>2. Increase uptake of preventative and early intervention programmes</li> <li>3. Improve emotional health and well being across the life course</li> </ol> <p>Ensure high quality, sustainable and joined up health, social care and well being services</p> <ol style="list-style-type: none"> <li>1. Reduce demand on emergency and urgent care services</li> <li>2. Right care, right time, right place</li> <li>3. Improve outcomes for people with long term physical and mental health conditions</li> </ol> <ol style="list-style-type: none"> <li>1. Give children and young people the best possible start in life</li> <li>2. Reduce the number of people dying prematurely, while reducing the health differences between the least and most healthy communities</li> <li>3. Improve the quality of life, care and support for people with LTCs and those recovering from ill health or injury to assist them to live as independently as possible</li> <li>4. Improve mental health and wellbeing of the</li> </ol>
<b>Durham</b>	"Improve the health and wellbeing of the people of County Durham and reduce health inequalities"	no explicit principles but joint working and integration are mentioned	



population

5. Protect vulnerable people from harm
6. Allow people to die in the place of their choice with the care and support that they need