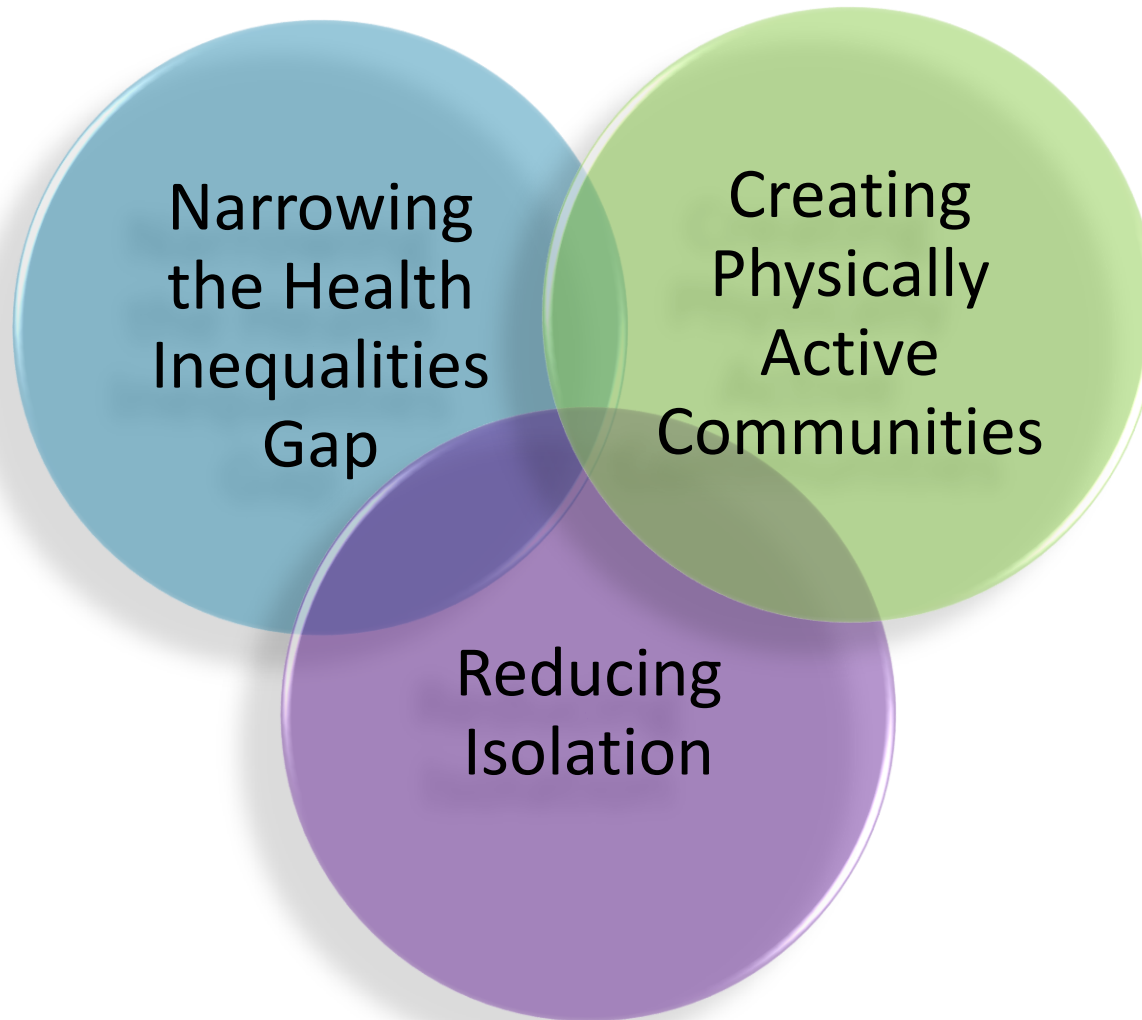


Wokingham Joint Health and Wellbeing Strategy 2018 - 2021



Creating Healthy & Resilient Communities

8
Key Priorities



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Other organisations will be added if they choose to adopt the strategy

Priority 1: Creating Physically Active Communities

Aim: To get people of all ages and abilities more physically active by:

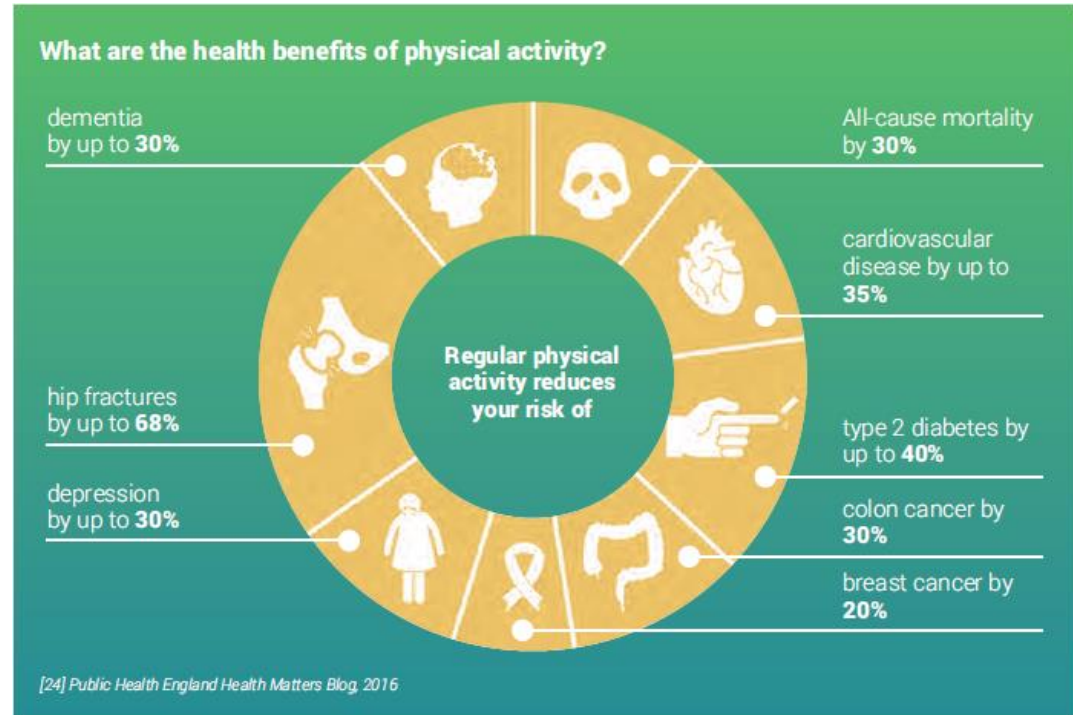
- ❖ Getting more people out and using green and blue spaces
- ❖ Promoting more active travel
- ❖ Encouraging more children to get at least one hour of physical activity every day

Outcomes:

- ❖ Improved physical and mental health for all ages
- ❖ Full utilisation of new green and blue spaces
- ❖ Supporting and partnering with local sports clubs
- ❖ Lower percentage of overweight people

Current Situation & Targets:

- ❖ % of adults physically inactive (completing less than 30 minutes of physical activity per week) = 17.3%.
Target = 14% by 2021
- ❖ % of teenagers with an average sedentary time of over 7 hours per day = 63%.
Target = 52% by 2021



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Priority 1: Creating Physically Active Communities



Borough wide campaign to help and inspire resident to travel by alternative modes. Promotes local events for all ages and abilities.

- ❖ Better points – gain rewards for travelling!
- ❖ Cycle streets route planner

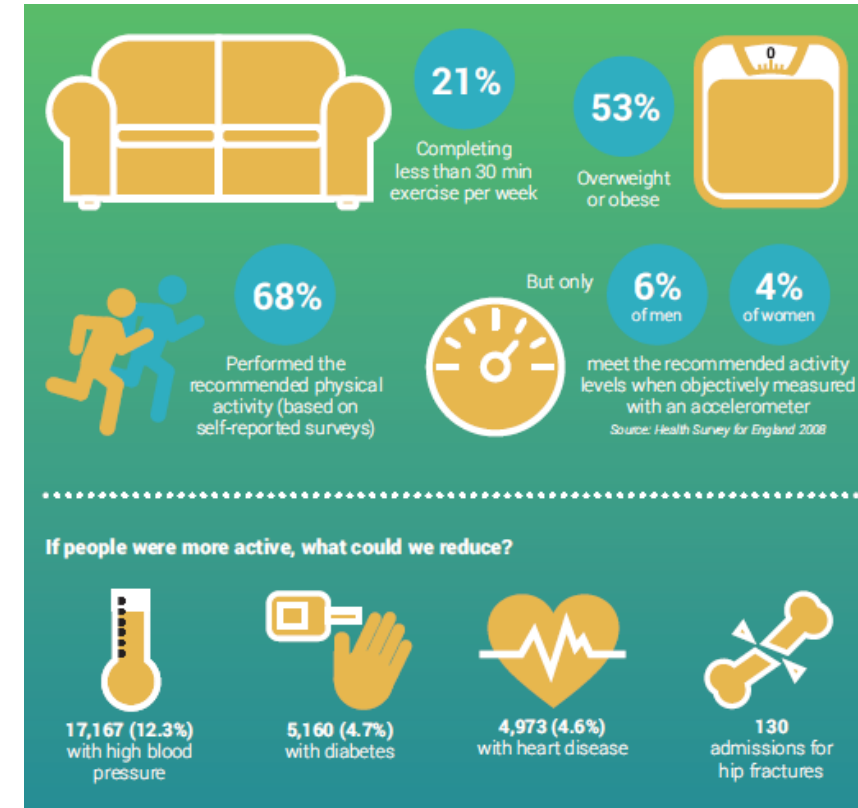
A wide variety of sports and leisure facilities and activities for all abilities.

Wealth of green and blue space in the Borough.

13.8% of 10-11 year olds in Wokingham are considered obese (2016/17)

Only 16% of Wokingham's young people were physically active for 1 hour per day
2014/15 YOUTH Survey

Being more physically active can reduce the risk of diabetes



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Priority 2: Reducing Social Isolation

Aim: To reduce social isolation and loneliness in:

- ❖ Older people
- ❖ People with mental illness
- ❖ Carers

in order to improve their mental and physical wellbeing.

Outcomes:

- ❖ Creating resilient communities
- ❖ Linking up with the new development programme to ensure information on activities and group activities are correctly distributed

Current Situation & Targets:

- ❖ % of adult carers who had as much social contact as they wanted = 42.2%.
Target up to = 46% by 2021
- ❖ % adult social care users who had as much social contact as they wanted = 44.5%
Target up to = 48% by 2021



1 in 3 older people in England are affected by loneliness

25% of people in Wokingham live alone

Loneliness is linked to poor mental and physical health



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Priority 2: Reducing Social Isolation

These are some of the ways we are currently tackling social isolation



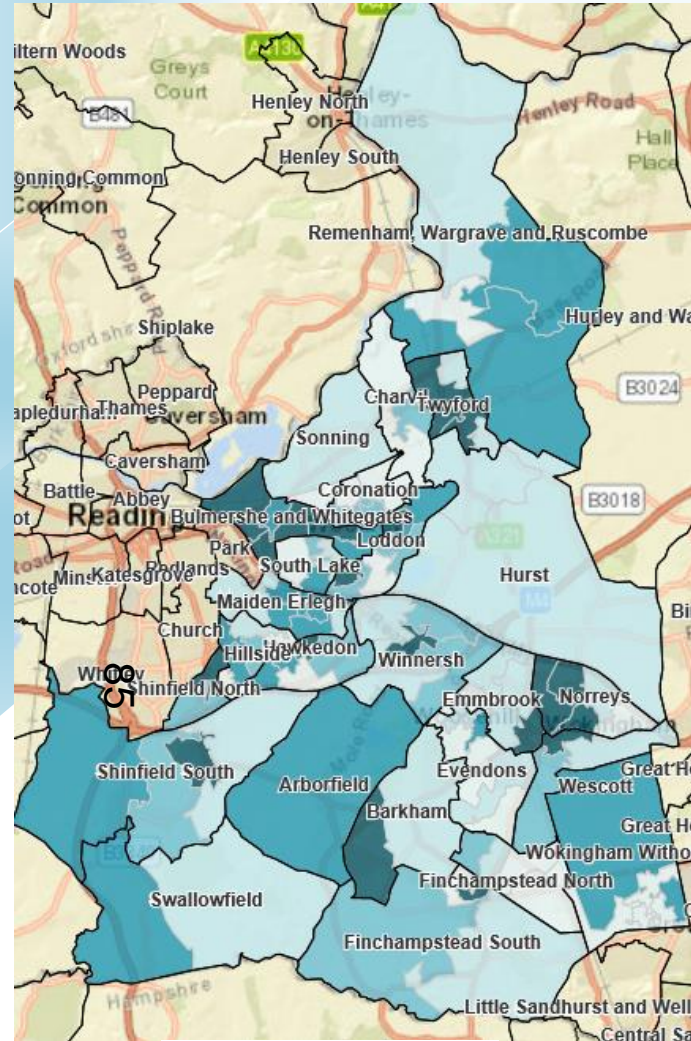
The Government has brought in a [new strategy for tackling loneliness](#) with the vision is for this country to be a place where everyone can have strong social relationships. The strategy marks a turning point in how we see and act on loneliness in society.

Wokingham library is tackling loneliness with a list of books perfect for people struggling with their mental health with the Reading Well scheme.

Wokingham's Link visiting scheme is a perfect example of how we can join together as one community to eradicate social isolation for the elderly.



the **Link**
visiting scheme



Risk within this authority

- Very low risk
- Low risk
- Medium risk
- High risk
- Very high risk

Priority 3: Narrowing the Health Inequalities Gap



Aim: To close the gap between what a child who is born today in the most deprived areas and those in the least deprived areas will experience over their life time.

Outcome:

- ❖ Those most deprived will enjoy more years in good health
- ❖ Greater access to health promoting resources

Current Situation & Targets:

- ❖ Gap in employment rate between those in contact with secondary mental health services and the overall employment rate = 66%
Target = 60% by 2021
- ❖ Gap in attainment of 5 A*-C GCSEs between those in receipt of Free School Meals and those not = 11%
Target = 8% by 2021

Health inequalities are linked to deprivation, illness and protected characteristics. Wokingham is the least deprived borough in Berkshire but inequalities still exist!

Early years of life are key to reducing health inequalities

Children in receipt of free school meals do not reach the same levels of attainment at various stages of their school careers

Income deprivation in Wokingham (2015) was 5.2%



Priority 3: Narrowing the Health Inequalities Gap



Wokingham Your Way is a community mental health support service which is tailored to suit individual needs. This service is available to anyone in the borough aged 18-70 who has a diagnosed mental health problem or is concerned about their mental health.

Preventing Ill Mental Health

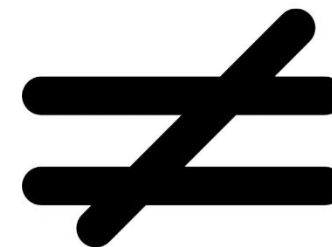
- ❖ It has been shown that exposure to natural environments can reduce stress, anxiety, blood pressure and anger
- ❖ There is an approximately 20-30% lower risk for depression and dementia for adults participating in daily physical activity.
- ❖ Investment in community support and transport services to keep people connected

Average Life Expectancy in Wokingham (years)

Male	Female
81.6	85.1

The difference in life expectancy between most affluent and most deprived tenth of the population:

Male	Female
5.5	4.5



How the Health and Wellbeing Board can influence these Priorities

Policy

Physical
Environment

Organisations
and
Institutions

Social
Environment

Individual

<p>What is currently happening?</p> <ul style="list-style-type: none"> ❖ Wokingham Borough Plan ❖ HWB Strategy Action Plan in development 	<p>What is currently happening?</p> <ul style="list-style-type: none"> ❖ New housing and infrastructure (roads, schools, parks) 	<p>What is currently happening?</p> <ul style="list-style-type: none"> ❖ Berkshire West 10 Integration Board 	<p>What is currently happening?</p> <ul style="list-style-type: none"> ❖ Community engagement 	<p>What is currently happening?</p> <ul style="list-style-type: none"> ❖ Significant positive progress made in areas such as smoking
<p>What needs to change?</p> <ul style="list-style-type: none"> ❖ Partnerships in Health and Wellbeing Board ❖ Commitment to priorities ❖ Improved Governance 	<p>What needs to change?</p> <ul style="list-style-type: none"> ❖ Need to include Housing ❖ Development of local plans linked with HWB overarching aims 	<p>What needs to change?</p> <ul style="list-style-type: none"> ❖ Encouraging greater Board membership ❖ Review of current Partners – what is their role? What do they deliver? 	<p>What needs to change?</p> <ul style="list-style-type: none"> ❖ Encouraging town and parish councils to promote the HWB priorities – Councillor champions for promoting health and wellbeing! 	<p>What needs to change?</p> <ul style="list-style-type: none"> ❖ Enhanced engagement with community support ❖ Raising awareness of available services

The Canterbury Health System

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Accompanying this strategy are 3 specific JSNA chapters, one for each priority:

- Creating physically active communities
- Reducing social isolation and loneliness
- Narrowing the health inequalities gap

