TITLE	**Strategy into Action**
FOR CONSIDERATION BY	Wokingham Borough Wellbeing Board on Thursday, 11 April 2019
WARD	None Specific;
DIRECTOR/ KEY OFFICER	Graham Ebers, Deputy Chief Executive and Charlotte Seymour, Project Support Officer

Health and Wellbeing Strategy priority/priorities most progressed through the report	This report meets all three of the strategy priorities: Priority 1 – Creating physically active communities Priority 2 – Reducing social isolation and loneliness Priority 3 – Narrowing the health inequalities gap
Key outcomes achieved against the Strategy priority/priorities	Update the Board on actions taken towards implementing Strategy into Action and proposals for the development of the action plan.

Reason for consideration by Wokingham Borough Wellbeing Board	Update the Wellbeing Board on the progress of the Wellbeing Agenda 'refresh' and implementation of the strategy through the action plan. To seek views and ideas with regards to potential actions for the delivery of the strategy.
What (if any) public engagement has been carried out?	None at present.
State the financial implications of the decision	None at present.

RECOMMENDATION
That the Board acknowledges the update and progress to date for the Wellbeing Strategy and supports the implementation of Strategy into Action.
SUMMARY OF REPORT
The purpose of this paper is to provide the Wellbeing Board with an update for the implementation of Strategy into Action and future actions to create and implement the action plan.

Background

The Wellbeing Board has considered proposals to refresh its 'agenda' since 2017. These considerations have been in relation to governance, partnership working and other issues seen to be relevant to improving the effectiveness of the Board and enhancing its community engagement. It was decided that in order to ensure enhanced focus, vibrancy and engagement with the community, the agenda for the Wellbeing Board should facilitate this, with this in mind an agenda setting group has been set up to review and discuss papers to be presented to formal Board meetings to determine if the paper is appropriate for inclusion. There will be close monitoring of prospective items to ensure the Board are clear on what is being asked of them and how the items fit in with the refreshed strategy and delivery against its key priorities.

Through the refresh, the Wellbeing Board have created a revised and more meaningful Joint Health and Wellbeing Strategy 2018-21. This strategy was designed around the over arching vision of "**creating healthy and resilient communities**", within which are three key priorities:

1. **Creating physically active communities**
2. **Reducing social isolation and loneliness**
3. **Narrowing the health inequalities gap**

Although these are they key priorities, they are also an umbrella that covers a large range of areas and issues that related to the local needs of the Borough. Some examples of these are: the mental health of all ages, support for carers, utilising green spaces, transport availability, school readiness, employment and vulnerable people.

Strategy into Action

The action plan, which has been named 'Strategy into Action' will be developed further by the Wellbeing Board and the key stakeholders in Spring 2019. This collaboration for the development of the action plan will aim to enhance relationships and enable our partners to decide on their level of involvement against particular actions.

A Strategy into Action group has been established which will be utilised to support, co-ordinate and help turn the strategy into tangible and meaningful actions, taking a localised and whole system approach. It is about identifying the issues and gaps then developing appropriate responses for them with our stakeholders.

In order to turn strategy into action, a two pronged approach will be undertaken. The first is to examine the themes against each priority, the focus action areas and actions that would follow on from these areas of focus. The second is background work which will gather information from key stakeholders to gauge their current level of activity against the key priorities and determine any gaps in provision from their perspective. Email correspondence will initially be sent to the appropriate stakeholders with an information paper explaining what the Wellbeing Board is and outlining our strategy and will also include a table to complete of their projects and activities. This feedback will aid in the creation of actions and identify key stakeholder contacts.

Under each priority, the Strategy into action group have identified the following themes

Reducing Social Isolation and Loneliness
Key Themes: • Identifying lonely and isolated people • Creating links • Strengthening the community • Providing interventions and services

Creating Physically Active Communities
Key Themes: • Creating active environments • Professionals encouraging activity • Providing services and interventions • Creating a 'social movement'

Narrowing the Health Inequalities Gap
Key Themes: • Pre-school • School attainment • Jobs for all • Unhealthy lifestyles

The Strategy into Action group identified three core action areas against each priority (informed by the key themes).

Social Isolation

Wokingham benefits from a vibrant community and voluntary sector with social groups and clubs offering opportunities to people whatever their interests. The focus of the Wellbeing Board, therefore, should be on facilitating the links between isolated and lonely people and the existing local offer.

1. **Social Prescribing** is central to the NHS Long Term Plan's vision for community health. Wokingham has an existing Community Navigation function which can be strengthened by the NHS LTP. Building on our Community Navigation offer will ensure stronger links and networks between people in the community and is consistent with the council's Localities Plus agenda.

2. **Technology -** Access to technology can be key in enabling social connection, not only in supporting older people to maintain their existing relationships, but also in enabling the development of new connections. Wokingham borough benefits from links with large technology companies have a corporate social responsibility in their policy which could be utilised. For example, IT training for older people or vulnerable adults to raise confidence for prospective jobs.

3. **Groups and Clubs** – As well as providing opportunities for social contact and thereby reducing loneliness and isolation, some groups e.g. support groups and religious groups can be useful identifiers of individuals at risk of loneliness and/or isolation. With strong links into the community and local knowledge and access to a broader support network, religious organisations should also be engaged with.

<u>Physical Activity</u>

A substantial investment in Sport and Leisure facilities has been made across the Borough with Places Leisure focusing on community engagement to increase access by target groups. While Wokingham residents tend to engage in active pursuits for leisure, being active in day to day life and for transport is far less common.

1. **Active transport environments** – congestion and poor air quality are key concerns for the borough. Increasing walking and cycling positively impacts a range of areas such as reducing congestion and getting people fitter and more active. Wokingham has already made huge strides in creating active transport environments in the new SDLs and town centre redevelopment and through the planned Greenways. More people in Wokingham are active in their leisure time but challenges still exist in encouraging active transport to work.

2. **Schools and Early Years** – we know that good habits are formed in the early years and that exposure to pollution from car emissions has a particularly important impact on the lungs of young children. The My Journey team work successfully with schools to support more walking/scooting/cycling but challenges exist where schools are more rural and/or isolated and lack pedestrian infrastructure.

3. **Media Campaign** – while creating a built environment that supports physical activity is key, without supporting a *culture change* impact will be limited. The use of a local campaign slogan and branding has been demonstrated to have a positive impact in creating this "social movement". An example is the #MoveMore campaign that other local authorities use. Sheffield currently have a #MoveMore campaign which aims to be the most active city by 2020. https://www.movemoresheffield.com/ https://twitter.com/movemoresheff?lang=en

<u>Closing the Gap</u>

Health inequalities result from social inequalities. Reducing the gap in healthy life expectancy requires action across the social determinants of health. Good schools and plenty of jobs are some of the reasons Wokingham is such an attractive place to live and work – these opportunities should be available to all.

1. **Early Help (Early Intervention and Prevention)** – For all children to meet their potential, no matter where they're born, good quality universal education, including pre-school education is key. Evidence suggests that, in addition to universal services, programmes that provide more intensive targeted input for children in need are effective in reducing the gap in attainment and wellbeing. Early Intervention and Prevention is a Children and Young People's Partnership Board (CYPP) priority.

2. **'Whole Child' school approach** – linked to targeted Early Intervention and Prevention work, it is important that schools are supported to promote health and

wellbeing. This might could include teacher training, provision of resources or planning support. Both the School Improvement Team and Public Health Teams are currently looking in to the support provided to schools by Wokingham Borough Council with public health looking to pilot a "Healthy School" programme offer.

3. **Training and Employment advice & work-based training (apprenticeships)** – Having meaningful employment is important for health and wellbeing**.** Some groups have fewer opportunities to develop the necessary skills or gain relevant experience and training. The Supported Employment service commissioned by Wokingham Borough Council

Proposed action areas:

1. Technology
2. Social prescribing
3. Groups and clubs
4. Active transport
5. Schools physical activity
6. Media campaign
7. Early help
8. 'Whole child' school approach
9. Training, employment advice & work-based training (apprenticeships)

The meeting highlighted that there is a lot of activity and vital assets in the Wokingham Borough and a focus should be on using these local strengths to the greatest effect; improving communications to ensure that communities are informed about what services are available to the and increasing signposting of the right people to the right assets.

__Next Steps__

- Discussion between the Strategy into Action group and the wider Wellbeing Board of logical actions which derive from the action areas.
- Engage with key stakeholders to gauge their levels of current activity around the key priorities and gather information around their perspective on the Borough, where the gaps are and in a best case scenario what could be done to address them.
- Metrics and measures using national guidelines and local needs are being identified and will be assigned to actions to ensure governance and progress is maintained.
- A mapping project of the subgroups of the Wellbeing Board will be undertaken to ensure alignment and acknowledge their individual priorities and how these link in with the Wellbeing Board priorities. This will also highlight any work being carried out under the action areas or ways to utilise the partner boards.

The Strategy into Action group will continue to meet to maintain governance and progress the action plan.

Analysis of Issues, including any financial implications
None at present.

Partner Implications

All partners to review and acknowledge the strategy and utilise this in policy. It is essential that all partners feel engaged with and contribute to the action plan and thus are well informed about the Wellbeing Board and its purpose, strategy and key priorities.

Reasons for considering the report in Part 2

N/A

List of Background Papers

N/A

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