

Healthier lives for everyone in Wokingham Borough

# Wokingham Borough Council Health & Wellbeing Strategy 2014 - 2015

Wokingham Borough Council

Wokingham Clinical Commissioning Group

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## Foreword to the 2014-2015 Health and Wellbeing Strategy for Wokingham

*To be written including a focus on the new legislative framework including Better Care Fund; Care Bill and Children and Families Bill.*

Councillor David Lee  
Leader of Wokingham Borough Council  
Chair of Wokingham Health & Wellbeing Board

Dr Stephen Madgwick  
GP Chair of Wokingham CCG  
Vice Chair of Wokingham Health & Wellbeing Board

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## The Health and Wellbeing Board

*Updated to include membership; regularity of meetings and a short précis of the Annual Report to include a summary of progress in the first year.*

## Wokingham's Health and Wellbeing Strategy

*Updated to become a single paragraph summary of the thinking behind the strategy.*

The key themes of the Strategy are:

- Promoting good health throughout life
- Building health and wellbeing into new communities
- Improving life chances
- Emotional health and wellbeing
- Older people and those with long term conditions

*Themes may need re-titling / making clearer.*

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## **Our Vision**

The vision of this strategy is “**Healthier lives for everyone in Wokingham**”.

Throughout the cycle of life we are all exposed to experiences, opportunities and challenges which shape our health and wellbeing both at the time and into later life. Health is determined by both our physical health *and* our emotional wellbeing, and the Board put equal weight on these two elements.

The health of our community is influenced by many factors including feeling safe; the ability to live an active life; the ability to understand and make healthy choices; opportunities for social interactions; and our education and employment levels. People who need extra care and support will know where to find support and will be involved in making informed choices about their care. Health and wellbeing in the Borough will be approached from a broad perspective with both the physical environment and community infrastructure being key themes throughout. The Board will work to increase partnership working and put the health and wellbeing of the community at the heart of every Council department.

*Only minor changes required if wanted.*

## **The health of our community in Wokingham**

Wokingham Borough as a whole experiences very good health, employment and education and is ranked as one of the best places to live in the country. People in Wokingham enjoy a long life expectancy and our aim is to make lives as long and as healthy as possible. We aim to reduce the incidence and impact of long term conditions through increasing independence and the quality of life.

There are parts of the community where people do not experience such a good quality of health and wellbeing. It is important for the Board and the Strategy to address this and to ensure these members of the community are not left behind. This strategy is designed to understand these differences and to target the gaps in health and wellbeing, creating a healthy, self-reliant community.

Key concerns from the needs assessment for Wokingham include:

- the increasing rates of cardiovascular conditions such as heart disease, diabetes and stroke;
- the low percentage of the community achieving the recommended weekly physical activity levels or eating 5 portions of fruit and vegetables a day; and
- the high rates of depression and anxiety seen in the Borough.

*Updated to include the updated priorities of the 2014 Wokingham Needs Assessment, and reflecting the Borough's top position in life expectancy and Physical activity and the challenge of maintaining these.*

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*Suggest: "Promoting Good Health"*

## **1 - PROMOTING GOOD HEALTH THROUGHOUT LIFE**

*Focus on physical activity still feels correct. This is also picked up in other chapters*

**Much of the poorer health outcomes and harm associated with long term conditions in the Borough of Wokingham can be prevented through living healthier lifestyles. This includes leading an active lifestyle with regular exercise, eating a healthy balanced diet, having positive social interactions and managing stress, leading to balanced emotional wellbeing.**

**Key priorities under this theme will include:-**

*The headings will need to be amended in light of the detailed outcomes which follow*

**1.1 Promoting and facilitating more opportunities for active lifestyles with a focus on those who have long term conditions or who are at risk of developing them.**

*Update outcomes in 1.1.1*

**1.1.1** Extend the GP physical activity referral scheme to accommodate 300 referrals a year (currently 100), to 7 new sites. Expand the nature of activities available to include swimming and horticulture.

*Remove 1.1.2 & 1.1.3 and replace with outcome about active travel in all modes*

**1.1.2** 1400 Children will be trained under "Bikeability" and "Bike IT" schemes, delivered in 6 new schools.

**1.1.3** Create walking and cycling maps for Woodley and Earley and ensure new communities have similar options.

*Update 1.1.4 to include pharmacy campaigns*

**1.1.4** Run a calendar of monthly coordinated health promotion campaigns across the borough to support a change to healthier behaviours.

*Remove 1.1.5 & 1.1.6 - actions achieved*

**1.1.5** Create a new centre for physical activity for those with long term conditions offering 5 outreach classes in areas away from the centre.

**1.1.6** Create a new post providing physical activity opportunities for 100 participants.

**1.2 Preventing poor emotional health and wellbeing, focusing on reducing stress, anxiety and depression in children and adults.**

*Remove 1.2.1; 1.2.2 & 1.2.3 and replace with 1 adult and 1 Children's mental health improvement outcome*

**1.2.1** Deliver stress management courses and offer "Talking Therapies" services across the Borough.

**1.2.2** Introduce a “Talking Therapies” service for children and young people with anxiety and depression.

**1.2.3** Run an emotional wellbeing campaign targeting schools, workplaces, community centres, GP’s and social venues.

**1.3** Prioritise development of workplace health initiatives reducing absenteeism, increasing economic productivity and increase the wellbeing of those living and working in the Borough.

*Remove 1.3 and sub-aims altogether and replace with statement about keeping people in work; supporting new jobs for those without work, to include apprenticeships*

**1.3.1** Develop a “Wokingham Healthy Workplace” model through running a pilot within Wokingham Borough Council.

**1.3.2** Work with partners through the Business and Enterprise Board to deliver this in two other major employers in the Borough.

**1.3.3** Create a healthy workplace toolkit for small to medium sized businesses in the Borough.

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*Suggest: “Building Healthy Communities”*

## **2 - BUILDING HEALTH AND WELLBEING INTO NEW COMMUNITIES**

*Focus still feels correct – can add more on community development in existing communities as well*

The environment in which residents live and work influences lifestyle and behaviour choices which impacts on the health of individuals and communities. The Core Strategy sets out the location and vision for community developments across the Borough. The creation of four large Sustainable Development Locations (SDL’s) within the Borough will see 10,500 new homes and associated infrastructure being built. Alongside this there are existing plans for further residential developments totalling 3,000 new homes as well as the town centre regeneration programmes which begin with Wokingham Town.

The opportunity to design new natural and built environments for new communities on this scale is a once in a generation opportunity to provide the right infrastructure to ensure healthy sustainable, and resilient communities.

Key priorities under this theme will include:-

*The headings/ on here could be simplified*

**2.1** The Board will become a consultee on all major (50 units +) housing developments and regeneration activities in the Borough.

**2.2** Influencing the design of the built environment to maximise wellbeing and Sustainable communities.

**2.3** Ensuring the design allows people to make healthy choices the easy choices, for example to travel actively; have access to high quality useable green space; to socialise easily; and to feel safe and stay independent.

**2.4 Focus on community infrastructure which promotes healthy lifestyles; self-reliance and independence by ensuring it is integral to the new built environment plans.**

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*This could be more of a Children's focus*

### **3 - IMPROVING LIFE CHANCES**

**Although Wokingham has a generally affluent and healthy population, there are communities of interest who are at risk of poorer health. This can be due to where they live; their ethnicity; age; gender; employment status; educational background; income or socioeconomic position. We will work to improve their health and life chances and reduce the gap in healthy life expectancy for these groups.**

**Key priorities under this theme will include:-**

**3.1 A new health improvement programme focusing on five areas of relative deprivation working to deliver neighbourhood initiatives in partnership with the community.**

*Remove 3.1.1 & 3.1.2 - actions achieved*

**3.1.1** Develop 5 community wellbeing networks bringing together health care, family support, community development, education and social care together with community representation.

**3.1.2** Hold health and wellbeing events in each of the 5 communities to encourage behaviour change, and engage 200 residents across the 5 communities in healthy lifestyle programs and courses.

**3.2 Narrowing the gap between the performance of those children in danger of being left behind in comparison to their peers.**

*Remove 3.2.1 & 3.2.2 - actions achieved and replace with single outcome on reducing the gap*

**3.2.1** Roll out of the national 2yr old offer of free childcare to an additional 150 vulnerable families from September 2013; and 300 families from September 2014.

**3.2.2** "Families First" targeting school absences and exclusions working intensively with 46 low income families.

**3.3 Build on the existing healthy lifestyles programme for those from a Black and Minority Ethnic (BME) background.**

*Remove 3.3.1; 3.3.2 & 3.3.3-and replace with single outcome on specific programmes with BME communities.*

**3.3.1** Improve access to Child and Adolescent Mental Health Services (CAMHS) for those from BME background through working with the "Alafia Trust".

**3.3.2** Develop a new emotional wellbeing initiative including *mental health first aid* training, community engagement and culturally aware IAPT (Increasing Access to Psychological Therapies) services.

**3.3.3** Ensure smoking cessation programmes target and are accessible to BME smokers.

*Remove 3.4 replace with support to co-fund HV post to replace the outreach post*

**3.4 Increase engagement with the Traveller and Gypsy communities in all areas of wellbeing to promote behaviour change whilst keeping cultural identity.**

**3.5 Ensuring employment for all, including young people not in education, employment or training and people with long term conditions and mental health problems.**

*Remove 3.5.1& 3.5.2 – actions achieved. Include new target re apprenticeships.*

**3.5.1** Support up to 46 14-16 year olds and older teenagers at risk of not being in employment or education through the “*Aspire*” programme.

**3.5.2** Hold an employment advice event for those with long term conditions and emotional wellbeing issues.

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*This will need updating*

## **4 - EMOTIONAL HEALTH AND WELLBEING**

Although Wokingham is in general a very healthy and prosperous Borough to live in it is important to view emotional wellbeing with the same level of importance as physical health. The Borough has a significantly larger proportion of its population registered with a diagnosis of clinical depression than both local and national averages. There is also a high usage of the Children and Adolescent Mental Health Service (CAMHS). We will improve the wellbeing and resilience of communities through partnership working which prevents poor emotional wellbeing, provides joined up care to those who are unwell and reduces the stigma of mental illness.

**Key priorities under this theme will include:-**

### **4.1 Improving appropriate access to, and the quality of, Child and Adolescent Mental Health Services**

*These need some attention. I'm not sure we're capturing the best outcomes*

**4.1.1** Deliver *restorative practice* training to staff from both Child and Adolescent Mental Health Services (CAMHS) and Community Mental Health Team.

**4.1.2** 100% of children and young people being seen within specified target limits of: Referral to treatment for Looked After Children – 4 weeks; Referral to treatment for all other children – 13 weeks, measured by quarter.

**4.1.3** Introduce a *Talking Therapies* service for children and young people with anxiety and depression.

**4.1.4** Review urgent care pathway to minimise hospital stays out of area.

**4.1.5** Ensure all emotional wellbeing services have measurable outcomes to assess effectiveness for the service user and their families.

### **4.2 Aim for the care of people with dementia to be the best in England**

*Remove 4.2.1; 4.2.2 & 4.2.3 as achieved. Need additional outcome on Dementia Friendly*

**4.2.1** Create new day respite for those with young onset dementia.

**4.2.2** Establish an emergency care and a sitting service for carers of those with dementia.

**4.2.3** Delivery of the *Prime Minister's Dementia Challenge* project including development of a *Dementia Alliance* with local businesses and a new intergenerational project.

**4.3 Increase awareness of and reduce incidence of domestic abuse.**

*Remove 4.3.1 & 4.3.2 as achieved, and ensure new outcome is introduced.*

**4.3.1** 5% (963) increase in the number of domestic abuse incidents reported to the police.

**4.3.2** Reduction in repeat incidents of domestic abuse to less than 34% of total.

**4.4 Improve patient satisfaction in mental health services (from 25% to 50%).**

*How is 4.4 to be measured? Need a robust measure and actions*

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*This could be more of an Adult's focus*

## **5 - OLDER PEOPLE AND THOSE WITH LONG TERM CONDITIONS**

**Ensure older people and those with long term conditions are able to live independently and self-manage their conditions through the joined up action of services and the community.**

*This section now needs to reflect the aims of the Better Care Fund bid for Wokingham and the CCG 2 year plan. Most of this will need re-writing.*

**Key priorities under this theme will include:-**

**5.1 Enabling people to keep well and stay in their own homes through empowering them to self-care and live independently.**

**5.1.1** Provide advice and support on assistive technology to over 50 adults of working age and 100 of those over 65 years.

**5.1.2** 85% of people successfully supported to regain their independence without need for on-going services.

**5.1.3** Increase the number of people with diabetes who have received the nine recommended care processes (by 461 to achieve a target of 1737).

**5.2 Supporting Carers, including Young Carers, who are looking after their friends and relatives.**

**5.2.1** Invest £130,000 of health services funding into supporting over 100 additional Carers through short breaks and other Carers Services.

**5.2.2** Publish and circulate 1,000 copies of a Carers Guide providing essential information to Carers.

**5.2.3** Increase the number of GP listed patients recorded as a Carer (by 676 to achieve a target of 1575).

**5.3 Ensuring health and social care services are easily accessible, client focused and reducing duplication of individual care assessments, by improving the integration of services.**

**5.3.1** Provide information and advice to people at point of contact through Wokingham Direct and the Wokingham Information Network service (WIN)

**5.3.2** Everyone with eligible social care needs to have personal budgets and brokerage support to offer bespoke services to meet individual needs.

**5.4 Reducing social isolation in the elderly.**

**5.4.1** Extending the range of housing options for older people within sustainable communities to include planned provision of a further 185 extra care housing units across the Borough.

**5.5 To create a new modern community facility that supports people with physical disabilities and long term conditions.**

*This is about Westmead and its replacement. Should we still have this in here?*

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## **WHO WILL DELIVER THIS STRATEGY?**

Each of the actions detailed in the Strategy contribute to improving the health of the people of Wokingham Borough. It is therefore important to ensure that there is clear responsibility and accountability for the delivery of the actions. The following tables list the Strategy actions and those that are responsible for delivering on them.

*This section should include a key action or activity for each of the 6 partnerships that feed into the Health and Wellbeing Board.*

*What are we trying to achieve?*

*There also needs to be a statement of the importance of the West of Berkshire-wide working on the Better Care Fund and other health economy issues.*