

Agenda Item 23.

TITLE	Strategy into Action
FOR CONSIDERATION BY	Wokingham Borough Wellbeing Board on Thursday, 8 August 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.

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?	An email containing information regarding the Wellbeing Board and its strategy has been distributed to WBC partners and commissioned services. This email also contained a short survey.
State the financial implications of the decision	None at present.

<p>RECOMMENDATION</p> <ol style="list-style-type: none"> 1. That the Board notes the update and progress to date for the Wellbeing Strategy and supports the implementation of Strategy into Action. 2. That the Board requires partners to be actively completing their relevant organisations' actions against the three key priorities in the action plan. 3. To agree a Wellbeing Board presence at the International Day for Older Persons event on 1st October.
<p>SUMMARY OF REPORT</p> <p>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.</p>

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 overarching 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**

Refresh and Update on the Action Plan

The Strategy into Action group convene once a month to discuss, govern and progress the strategy and accompanying action plan into tangible output that benefits the individuals within the Wokingham Borough. Currently the Strategy into Action group consists of representation from:

- WBC Adult's Services
- WBC Corporate Services
- Public Health
- CCG

With the overall vision and key priorities identified, the group is now developing the action plan which will be embedded into the board. Preparation work so far has included the distribution of a survey to all internal departments and external partners to gather information and map out current provision in Wokingham against the three key priorities. Feedback rates were low with only 10% of the distribution list responding; nevertheless the feedback was fruitful and is being followed up on and embedded into the action plan for the Wellbeing Board to support. As WBC departmental response was low, a follow-up request was sent to all departments for further elaboration on their current and future projects. The Strategy into Action group are in the process of identifying a number of WBC departmental actions that will be focused on in the short term; for example, WBC Sports and Leisure Aging Actively scheme. For those external partner actions that were identified in the survey, these are being explored in a longer term action plan for the Wellbeing Board to support.

Appendix 1 highlights the WBC actions.

It is important that business as usual activities are acknowledged but it is essential that we examine ways in which these activities can make a broader and bigger impact on the individuals in Wokingham. This is currently being explored as part of the action plan.

WBC's Public Health Team are currently in the process of developing an outcomes focused dashboard which links in with the Wellbeing Board's key priorities and will be used to hold partners to account and challenge individuals on their promised actions (*Appendix 2a*). This performance dashboard will be a working document which will be tailored to the needs of the Wellbeing Board.

Appendix 2b has been developed by the Public Health team and provides narrative and data behind each of the three key Wellbeing Board priorities.

A Journey of Better Understanding Data

Wokingham JSNA

The Wokingham Public Health team are currently consolidating an executive summary of the Joint Strategic Needs Assessment for Wokingham. The paper will provide an updated review of population health and needs in relation to the Wellbeing Board's priorities; tackling social isolation, improving physical activity and reducing health inequalities. The team are working to produce a draft by middle of August and will be cascaded for review by members thereafter.

Berkshire Data Observatory

The Berkshire shared analytics team (based in Bracknell Council) are developing a web-tool that provides real time data & analytics to support health-/Social Care-related strategy and commissioning. The web tool is being built in partnership with an external developer and the team are aiming to soft-launch the platform in late September for user feedback.

ACORN Web-Tool

Public Health data leads across Berkshire, along with their local performance management colleagues, are attending a workshop on a population segmentation tool called ACORN. This web-tool analyses multiple linked datasets and can provide insights at postcode level (which could enhance our understanding of the distribution on deprivation and other determinants of health). The workshop is an explorative exercise – allowing us to determine whether the tool can support evidence based commissioning.

Spotlight Action: Aging Actively

In the winter of 2018, Wokingham Borough Council Sports & Leisure recruited & trained Senior Peer Mentors with the view of supporting older residents in the borough. The Peer mentors have been trained to help signpost physical activity sessions led by the department. Activities include:

- SHINE over 60's Activity Programme
- Walking for Health
- Steady Steps Fall Prevention
- Sheltered Scheme activities
- Sporting Memories Reminiscing Project
- Long Term Health Conditions Gym
- GP Referral Programme

The Reducing Social Isolation project would like to connect with all of the teams in ASC; Duty, Health Liaison Team, Assessment Team, as well as the Therapy Team. In addition there are the NHS Intermediate Care Teams, Optalis Long Term Brokerage Support, Involve Community Navigators, and the CHASC – Community Health and ASC MDT teams. By keeping active as possible, we may find improved mental wellbeing and physical health as well as finding that our opportunities to socialise increases.

An article was published in the spring edition of the Borough News and the team are working on a promotional flyer to encourage those older people affected by loneliness to get in touch. There will also be a briefing for Community Navigators who are involved with local GP surgeries and library staff.

This pilot was launched at the beginning of July 2019 and the Strategy into Action group has identified this project as one of its actions to support and monitor the impact that it has on loneliness and isolation in the borough through physical activity. It is anticipated that this project will be extremely beneficial and wide-reaching to those who would like and who need support.

International Day for Older Person's

1st October marks the International Day for Older Person's and the WBC Sports and Leisure department are organising an event to be held at Loddon Valley Leisure Centre from 10 until 3pm.

This event will consist of:

- Market Place – companies such as Age UK, the Fire Service, Talking Therapies, Optalis, Adult Social Care and many more will be asked to be involved
- Physical activity programmes will be available throughout the event
- Health checks and blood pressure monitoring
- Arts and Culture
- Promoting work on social isolation
- Free taster sessions for reflexology, nail care, nutrition, health and beauty etc.

The main aim of the day is to promote the social isolation projects and focus on dementia. The department are looking into supplying transport from all of the WBC sheltered schemes so that members of the public will be able to have free transport from these schemes.

This event would be a fantastic opportunity for the Wellbeing Board to inform and engage with the public; to communicate our vision, strategy and key priorities and to speak with the older individuals of the Wokingham Borough to get their thoughts, concerns and feedback on what they would like in terms of social isolation and loneliness. It is proposed that the Wellbeing Board will have a table at this event.

Wellbeing Board Updates

It has been agreed that going forward, the Strategy into Action papers presented at the formal Wellbeing Board meetings will follow this structure:

- 1) Refresh and update on the action plan document
- 2) A journey of better understanding data
- 3) Spotlight actions

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.
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Reasons for considering the report in Part 2

N/A

List of Background Papers

Appendix 1: Strategy into Action – Action Plan Appendix 2a: Strategy into Action Performance Dashboard Appendix 2b: Priority Narrative
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