



A Happier and
Healthier Berkshire

Reading West Berkshire Wokingham

Update on the Health and Wellbeing Strategy

Wokingham Health and Wellbeing Board

11th February 2021

Our opportunity

- Wokingham, Reading and West Berkshire share one CCG and together form the Berkshire West Integrated Care Partnership
- We share a range of NHS delivery services: Royal Berkshire Hospital, Berkshire Healthcare Foundation Trust
- We have populations in common – having a shared strategy will enable a setting based approach, taking health improvement to where people are
- Working together in partnership across the whole geography gives potential for a greater influence on behaviour change
- A shared strategy gives us an opportunity to influence the work of the ICP and CCG – putting a greater focus on prevention and communities

Interactive Roadmap for the Berkshire West Joint Health and Wellbeing Strategy

Who is working together to produce the Berkshire West Joint Health and Wellbeing Strategy:

- Reading Borough Council
- West Berkshire Council
- Wokingham Borough Council
- Berkshire West CCG
- Healthwatch Reading, Healthwatch West Berkshire and Healthwatch Wokingham
- Reading Voluntary Action
- Volunteer Centre West Berkshire
- Involve Wokingham
- Representatives from the Royal Berkshire Hospital Foundation Trust
- Berkshire Healthcare Foundation Trust


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We are here



- ➔ Summary of the what's missing
- ➔ Long list of potential priorities
- ➔ Step by step reduction in the list

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Snapshot of the interactive road map – currently on the Berkshire West CCG website

Themes identified by stakeholders

- Empowerment and self care
- Digital enablement
- Integration
- Prevention
- Recovery from Covid-19

Public Engagement so far

- Online survey
 - Wokingham Borough Council Facebook, Twitter and LinkedIn
 - Promoted in general newsletter and internal staff bulletin
 - Promoted via email to contacts as detailed in the Engagement Plan
 - Social media posts – specific targeting to Wokingham residents to boost responses
- Every Town and Parish Council has been invited to engage
- Voluntary sector organisations: invited to respond
- 2 public meetings held (a 3rd planned): residents from each local authority
- Targeted Focus groups facilitated by the three HealthWatch organisations (open to residents from all areas)
 - Wokingham: Learning disabilities, Carers
 - Reading: Diverse ethnic communities, young people
 - West Berkshire: Maternity, Young people
- A wide variety of steering groups and partnership boards have been attended to raise awareness of the strategy and engagement

Challenges

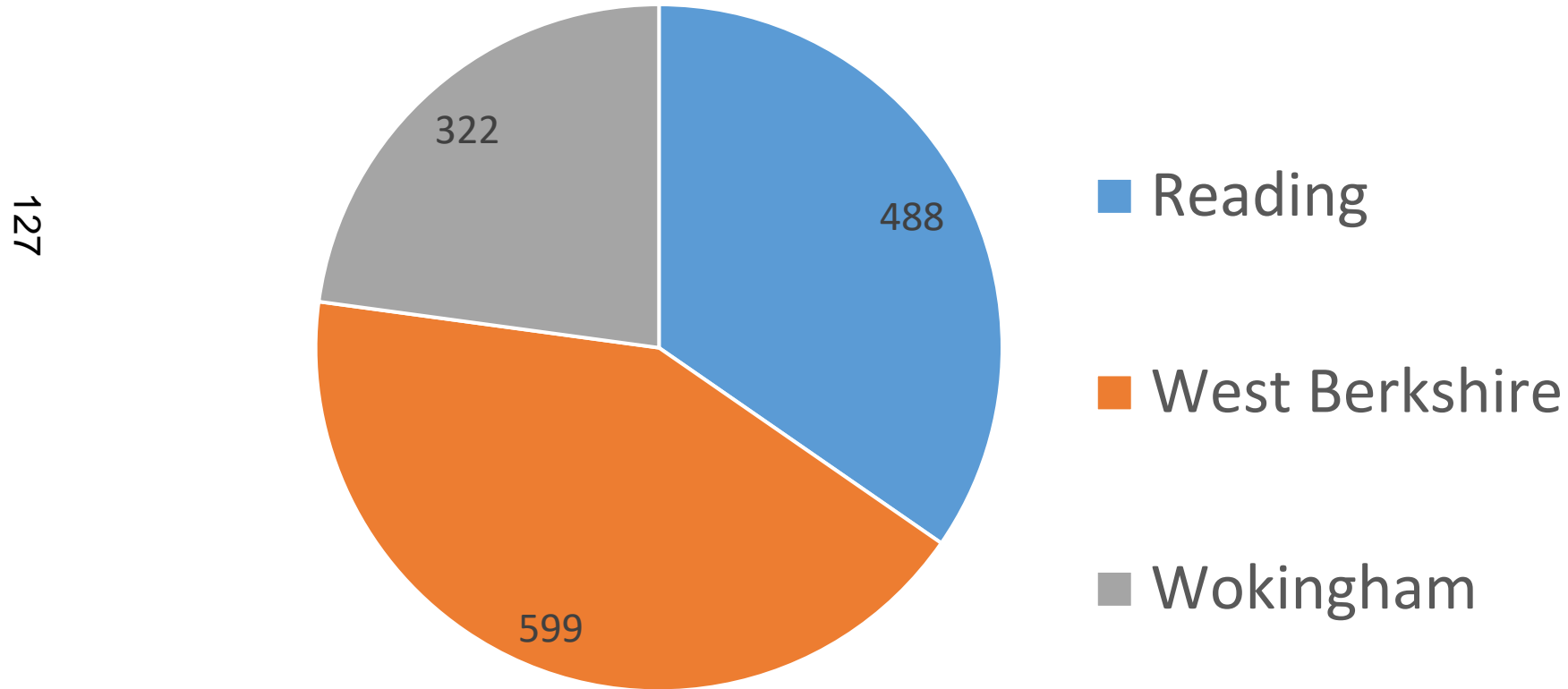
- National Lockdown has impacted on focus groups and ability of the wider public to engage
- Covid-19 communications are taking priority
- There have been fewer responses to the survey among Wokingham residents, despite our increased efforts

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In view of the challenges faced, we are recommending that the public engagement be extended by a month (to finish at the end of February). This will delay the completion of the strategy

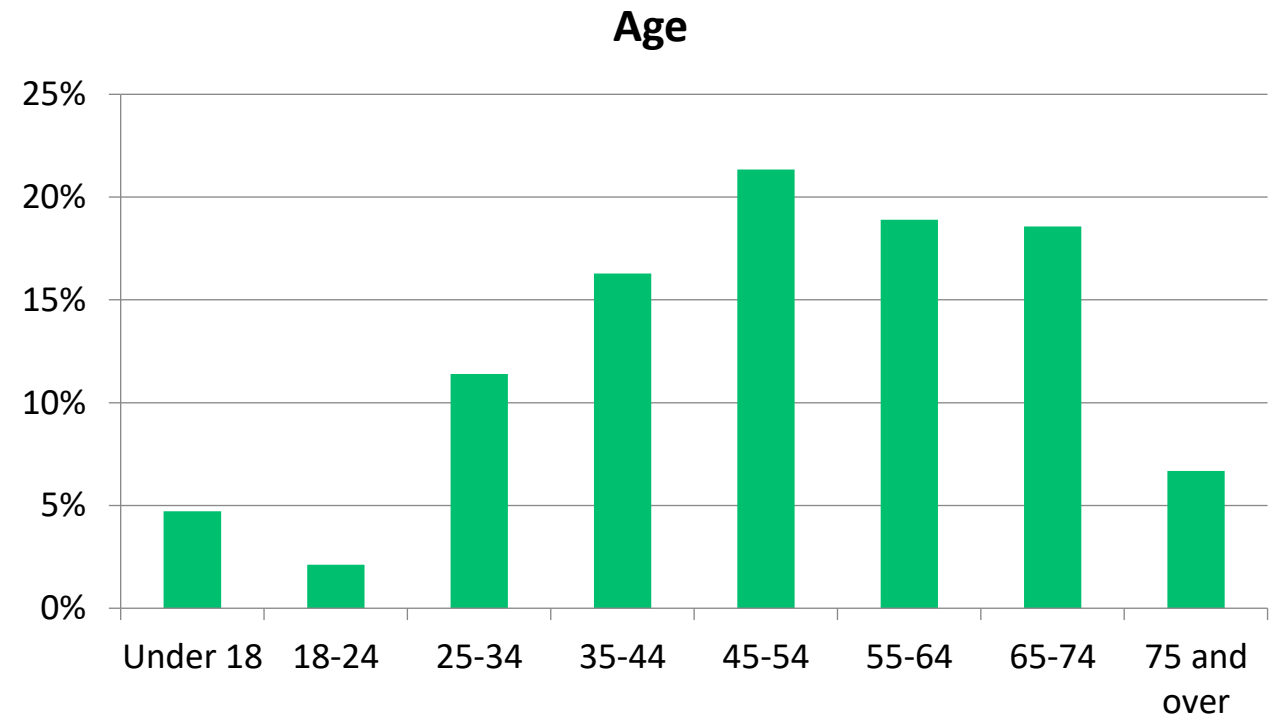
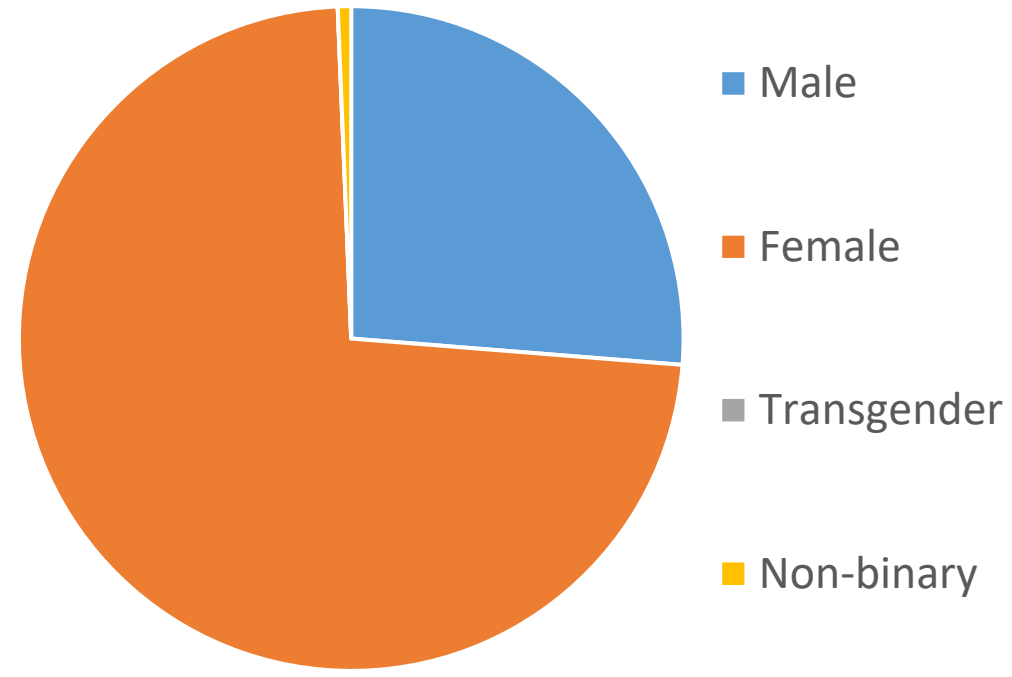
Early results of the survey (20th Jan)

Proportion of responses from each Local Authority



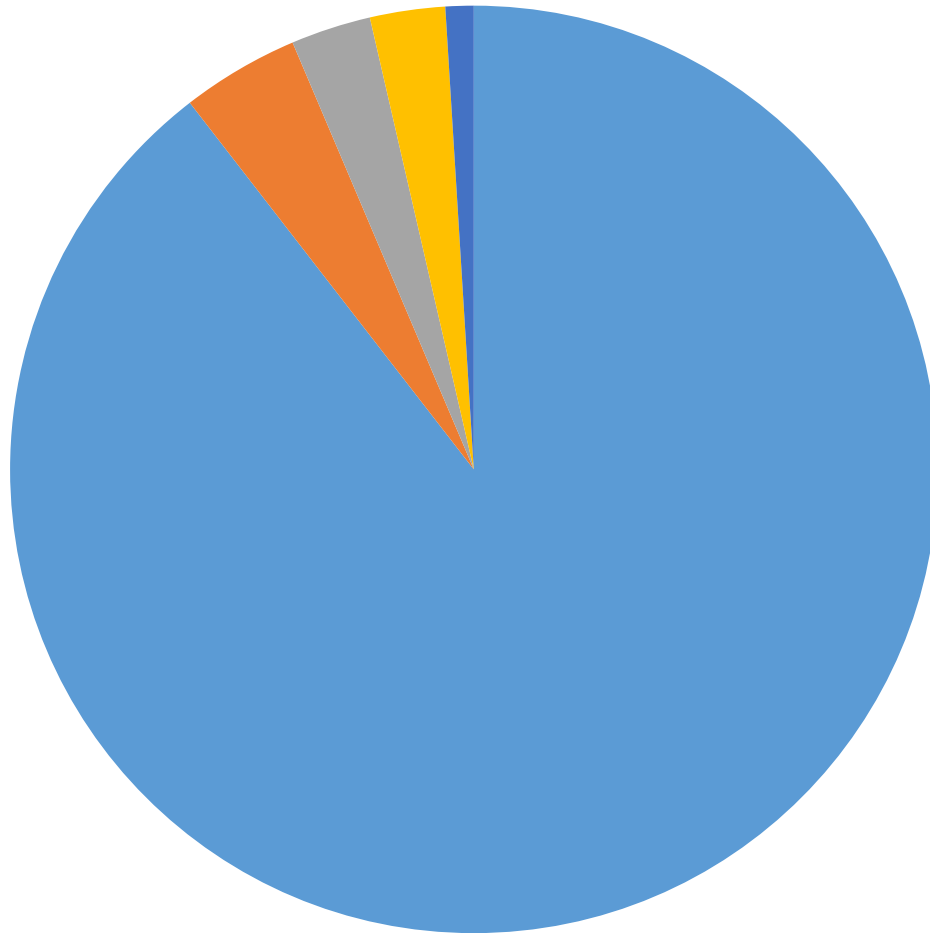
Demographics

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Ethnicity of respondents

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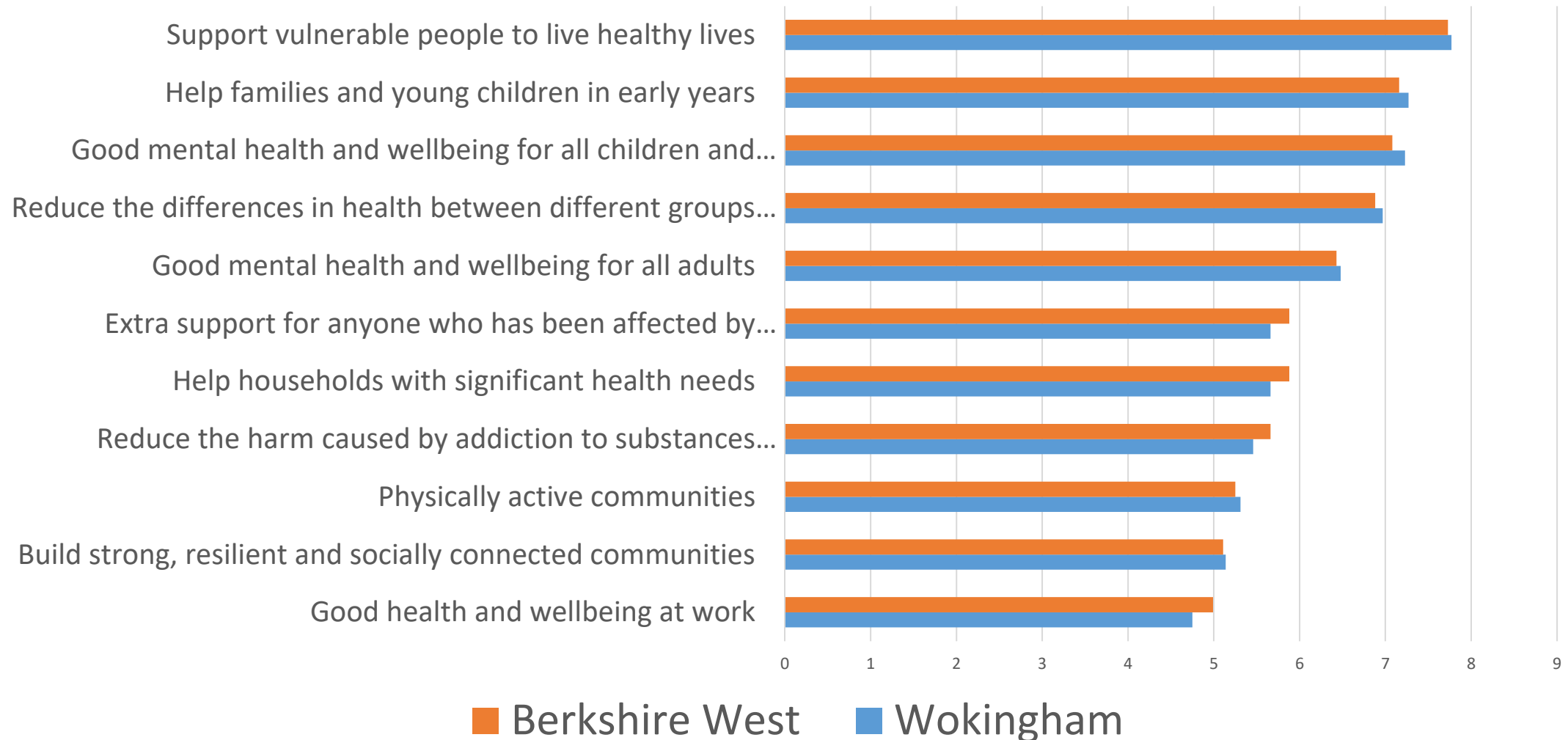
- White or White British
- Asian or Asian British
- Other ethnic group – please specify
- Mixed or multiple ethnic group
- Black or Black British
- Gypsy, Traveller or Irish Traveller

Organisations who have responded in Wokingham

- Ruscombe Parish Council
- Wokingham Without Parish Council
- Finchampstead Parish Council
- Alzheimer's society
- Promise Inclusion Ltd
- Wade
- Flexible care solutions Ltd
- The Link visiting scheme
- ASD family help

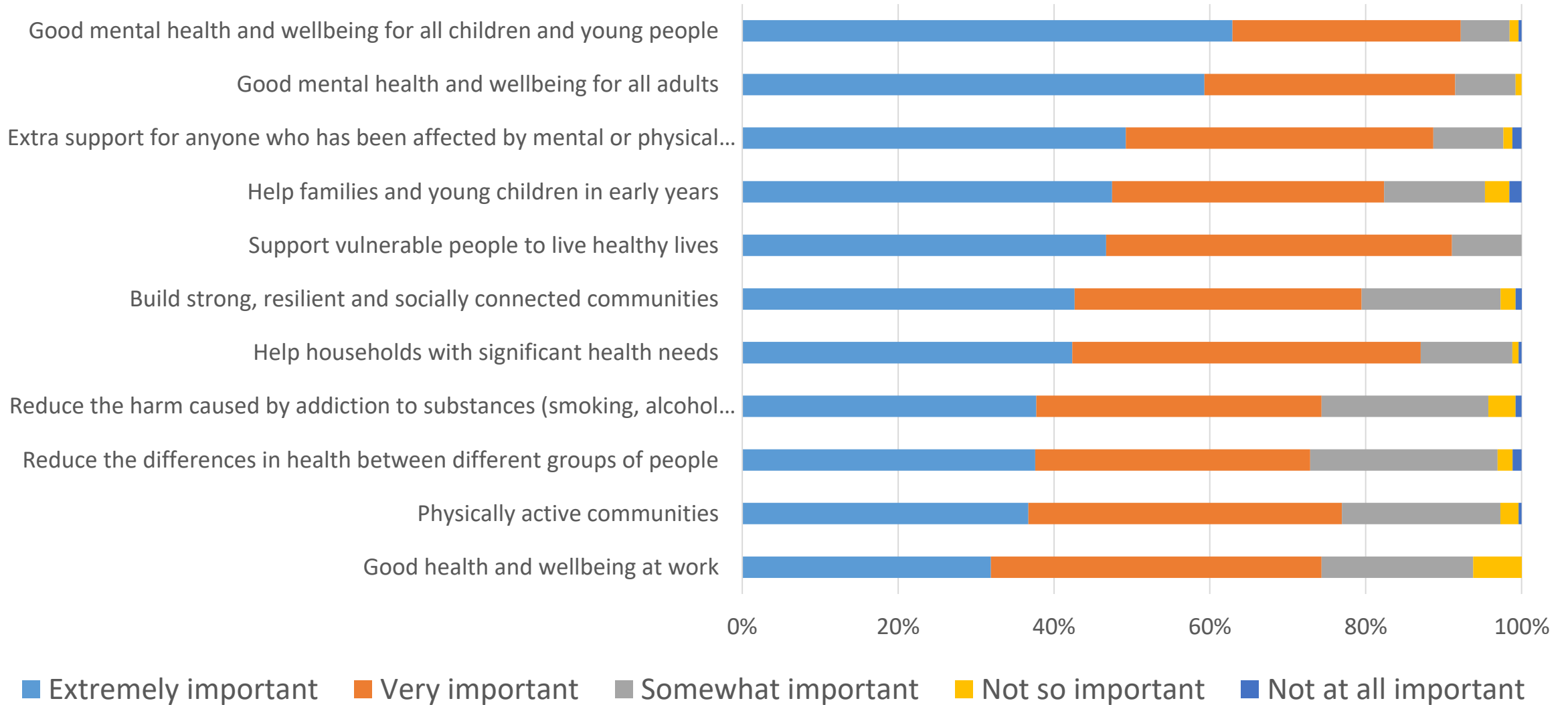
How the potential priorities have ranked

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“How important is each priority to you?”

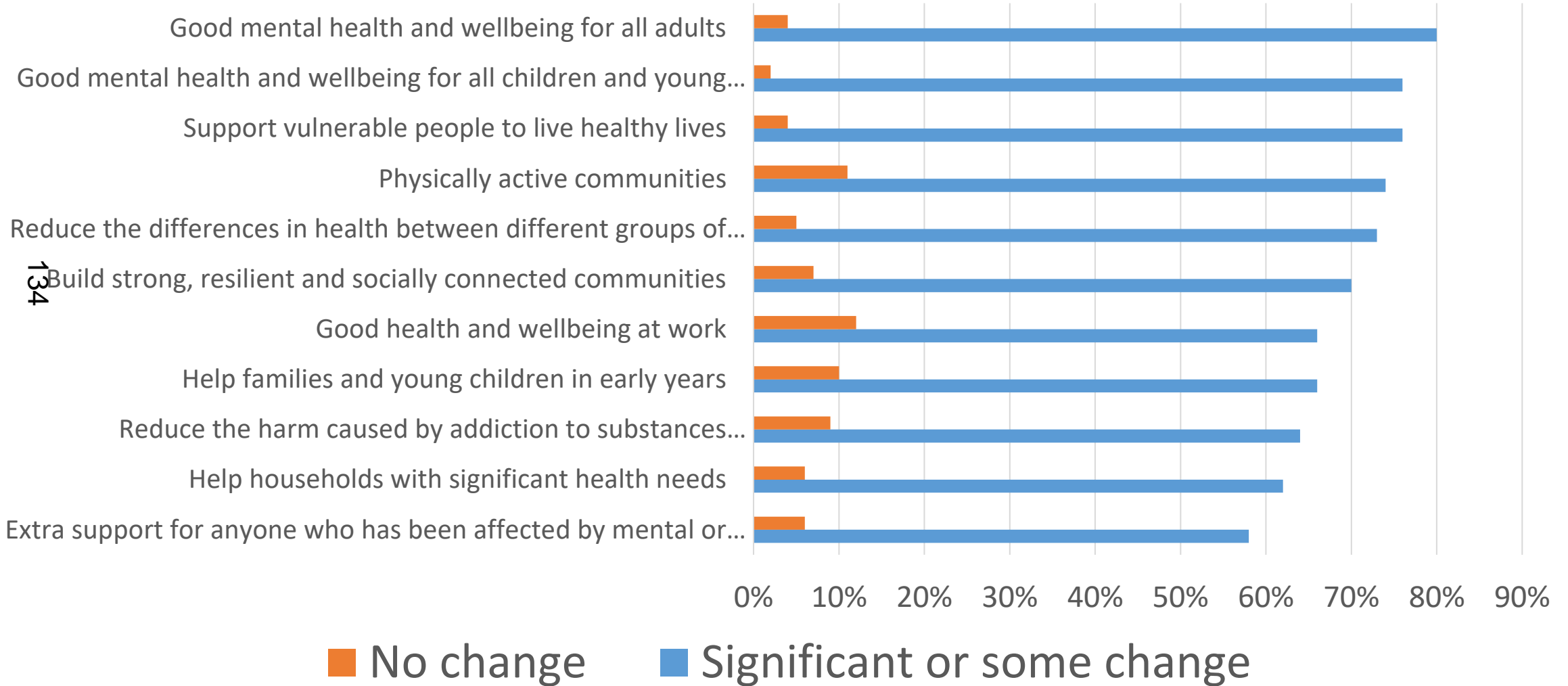
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What have we missed? Some examples

- “....more money would be better spent on roads and making the environment better, which in turn would help the wellbeing of the community”
- “affordable housing, action on homelessness, food poverty...”
- “advocating to tackle environment/air traffic pollution and its effect on health”
- “ensure green spaces are includes in all new developments”
- Support for carers
- “physical health and mobility after childbirth with physiotherapy and c-section recovery help and more breastfeeding help”
- “how can we work with the CCGs to ensure that people can get healthcare when they need it?”
- “please make access to sports facilities affordable for everyone!”
- “support for people affected by domestic abuse, due to significant links domestic abuse and health”

How much change do you think is needed?



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Some examples of suggested change needed...

- “There are pockets of poverty in Wokingham area, the differentials in health exposed by covid-19 are manifest across income and ethnic groups”
- “health promotion information needs to be more accessible to those from BAMER communities”
- “improve access for all via improved education (literacy) and access for those with mobility problems”
- “we need to make sure air quality, healthy food, safe transportation and GP access is available for all”
- “too much PH work to date has been untargeted”
- “more support given to adults with learning difficulties to live independently”
- “this is a great place to live but is constantly changing in demographics and developments. This must be supported with changes in services suitable to the shifting needs”
- “lots needs to be done in the realm of mental health, alcohol dependence, provision of quality services that actually work”

Next steps

- To extend the public engagement until the end of February
 - To focus on the identified gaps in engagement and target harder to reach communities
 - Opportunity for further focus groups as needed
- To write the strategy – using the results from the public engagement
 - First draft planned for early April
- Subsequent consultation on the final draft strategy prior to final ratification of the strategy