

# Health and wellbeing strategy 2020-2023

Bournemouth,  
Christchurch and Poole Council

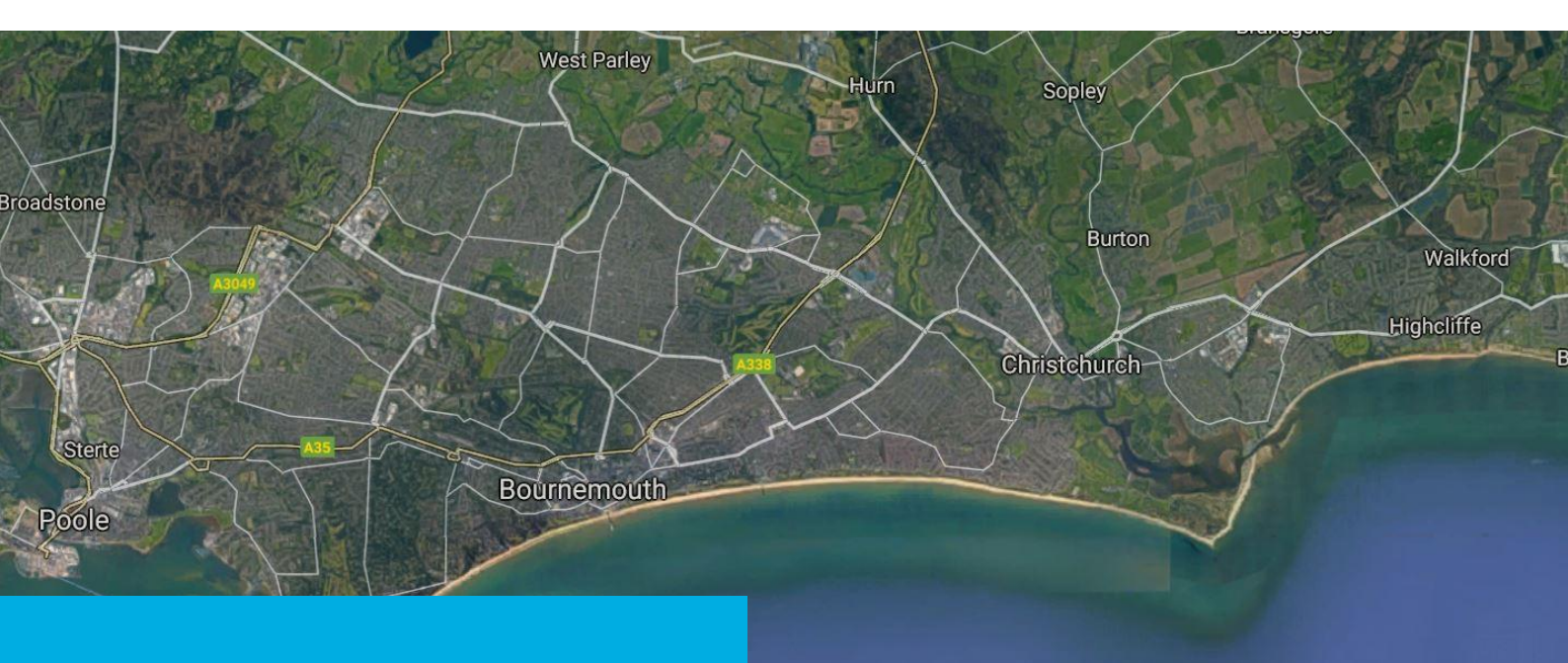


September  
2020

**BCP**  
Council







# Role of the board

Health and Wellbeing Boards present an opportunity to join up local services, create new partnerships for prevention and deliver greater democratic accountability. The purpose of the board is to improve health and wellbeing and reduce health inequalities.

BCP Council's corporate strategy set a vision to create vibrant communities with excellent quality of life, where everyone plays an active role. The priorities in this Health and Wellbeing Board strategy help deliver that ambition, by supporting the priorities within Fulfilled Lives and Brighter Futures (promoting active, happy and healthy lifestyles, and improving outcomes for our children). The work on inequalities supports Connected Communities and Dynamic Places, as we aim to build a sustainable, vibrant and inclusive economy that works for all.

The board is made up of council officers and elected members, NHS officers, local GPs from the Dorset Clinical Commissioning Group and representatives from the police, fire and rescue service and voluntary sector.

The Health and Wellbeing Board for Bournemouth, Christchurch and Poole uses development sessions and formal business meetings to drive work forward and meet the following aims:

- Increase healthy life expectancy, currently 63 years (actual life expectancy is 80 years for men and 83 years for women)
- Make sure all partners and communities work effectively together to improve health and wellbeing, especially for those most disadvantaged and make best use of our resources
- Make sure that all children and young people have opportunities to have the best start in life
- Make sure, in all the board does, we recognise and address the climate emergency.



# The current context

When the Health and Wellbeing Board met in 2019 and early 2020, we discussed its critical role in delivering the council's corporate strategy, and how we will engage partners to help us to deliver the corporate vision and objectives for the benefit of our communities.

Since March, the pandemic has caused disruption to life locally, nationally and globally and has affected our lives like nothing before. It has also had an impact on some of the themes we intend to focus on as a board.

BCP Council has a local outbreak management plan which sets out how local agencies will identify, respond to and contain any local outbreaks. Alongside its usual role, the board has an important part to play in overseeing this plan.

The health and wellbeing strategy focuses on three priorities:

- Empowering communities
- Promoting healthy lives
- Support and challenge

As part of our priority to promote healthy lives, there are two key themes we will focus on for 15 months at a time:

- Improving mental health
- Eliminating food insecurity

Due to the impact of the COVID-19 pandemic, these themes have changed from the ones we originally intended to focus on to ensure they reflect the needs of our communities. The time allocated to these themes has also been extended from a year to 15 months to allow sufficient time to make an impact.

"It's vital our communities have confidence we will protect them in the event of a rise in cases of COVID-19. So along with our existing priorities, the health and wellbeing board will also play a key role in overseeing the local outbreak management plan."



**Cllr Vikki Slade, Leader of BCP Council and chair of the Health and Wellbeing Board**





Volunteers, Parks in Mind project, Boscombe

# Empowering communities

**Priority one - engaging with and empowering communities of highest need to improve healthy life expectancy**

We will work with partners to:

- Collectively agree priority communities which will include Boscombe, Kinson/West Howe area, and other areas to be considered as the work develops
- Develop an engagement plan with each community
- Develop a partnership framework which secures the contribution of all relevant partners in each local area
- Develop, with local communities, effective ways to understand the impact of our work using established measures

Overall life expectancy at birth in Bournemouth, Christchurch and Poole is higher than the England average. There is local variation, of 8.6 years for men and 6.6 years for women between the most and least deprived areas.

Healthy life expectancy, based on how long people are expected to live in self-reported good health, is the same for men and higher for women than the England average. Overall, the time between healthy life expectancy and overall life expectancy is 15.7 years for men and 16.9 years for women.

17.1% of children live in low income households. This ranges from 4% in Broadstone to 33% in Kinson South.

Bournemouth, Christchurch and Poole has 48,000 emergency hospital admissions each year. Rates (adjusted for age) double between Broadstone and Boscombe West.





Park Yoga, Upton Country Park

## Promoting healthy lives

### Priority two - **set priorities to accelerate work promoting healthy lives and wellbeing**

The board's intention was to set annual themes for promoting healthy lives. Due to COVID-19 this has been adapted to two 15-month themes to reflect the issues faced by our communities and to ensure more time to embed plans and make an impact.

We will:

- Agree two themes - for the first 15 months this will be improving mental health, followed by eliminating food insecurity
- Learn from best practice
- Develop a programme of engagement to gain commitment to actions
- Evaluate impacts over time

Figures from the Office for National Statistics suggest twice as many adults are experiencing symptoms of depression compared to the same time in 2019 and the NHS Confederation has said that doctors are seeing a rise in people reporting severe mental health difficulties.

Factors such as social isolation, financial worries, concerns about health of loved ones and ongoing uncertainty can contribute to feelings of anxiety, stress, low mood and depression.

We will be promoting a new local mental health campaign to ensure people are aware of the support they can access.

We will also focus on promoting physical activity, which is proven to have a positive impact on mental health.





Whole school approach project,  
Mudeford Junior School  
Christchurch

## Support and challenge

**Priority three - provide governance and support to our partners, prioritising the delivery of key partnership outcomes**

We will work with partners to:

- Improve outcomes for children, young people and young adults who have special educational needs and disabilities (SEND)
- Ensure that safeguarding arrangements for children and vulnerable adults are effective
- Ensure that the significant structural changes in local NHS services deliver improved outcomes for local communities
- Improve outcomes for local people through closer integration between health and social care services

### SEND

Trends in the rate of SEND support in Bournemouth and Poole\* dropped from a peak in 2010 of 17.8% in Bournemouth and 18.6% in Poole, to 11.5% and 13.7% in January 2019, respectively. These are similar to national trends, although levels of SEND Support in Poole remain higher.

### Local NHS changes

Changes to improve local NHS services include plans for Poole Hospital to become the major planned care hospital for east Dorset and Royal Bournemouth Hospital the major emergency care hospital.

### Integration of health and care

The Better Care Fund seeks to join-up health and care services, so that people can manage their own health and wellbeing, and live independently in their communities for as long as possible.

\*Christchurch data is limited and therefore not included





Volunteering gardening project, Poole

## Measuring impacts

Measuring impacts is an important element of the work of the board and its partners. The board will work with partner agencies to understand and agree which indicators can be used to track progress in our work.

The board will consider how to measure each element of the plan most effectively to demonstrate the impact to local people.

This will include:

- Improving health and wellbeing in communities of highest need
- The impacts of partnership working on our key themes
- Progress in increasing healthy life expectancy

### Expected outcomes

People living in our priority communities will have more opportunities to access support to improve their health and wellbeing, and lead healthier lives.

We will support more people to look after their mental health, preventing the build up of serious mental health problems.

For those who need further mental health support, we will support more people to access the services they need.

We will also promote the importance of healthy lifestyles to improve mental health as well as reducing risk of serious illnesses such as cancer, heart disease and now COVID-19.