

# Cumbria Joint Health and Wellbeing Strategy 2019-2029

**Consultation  
Document**



## Introduction

The Cumbria Health and Well Being Board would like to invite residents and local organisations to comment on the Draft Cumbria Joint Health and Wellbeing Strategy 2019-2029. The consultation will run from 1 November 2018 until 31 January 2019.

The draft strategy outlines how the Board will work together to improve the overall health and well-being of the county's residents and reduce health inequalities over the next 10 years.

It is an important document, all Clinical Commissioning Groups, Local Authority and NHS England plans should take the Joint Health and Wellbeing Strategy into account. The System Plans and Joint Public Health Strategy in particular are the delivery mechanisms for the Strategy which need to reflect its priorities.

**The Strategy is in two main sections:**

The first outlines the framework for the Strategy, its vision, key themes, principles and outcomes.

The second expands on the four key themes and most importantly identifies potential priorities for immediate focus, the Cumbria Health and Well Being Board is particularly interested in getting the views of residents and local organisations on what these priorities should be and an indication of the timeframe for achieving these.

The priorities for the strategy need to be evidence based, building upon the JSNA. A link to the JSNA's executive summary has been included for respondents to consider when identifying priorities for inclusion in the Strategy.

[www.cumbriaobservatory.org.uk/jsna](http://www.cumbriaobservatory.org.uk/jsna)

At the end of the document you will find details of how to respond to the consultation.

# Vision - To enable Cumbrian communities to be healthy and to tackle health inequalities.

## Key Themes

Protecting the health of the population as a whole

Providing high quality, person-centred care

Tackling the wider determinants of health and wellbeing

Improving health and wellbeing throughout the life course

## Principles

Proactive wide reaching partnerships

Independent and resilient communities

A sustainable health and care workforce

Clear governance supported by evidence based decision making

Prevention and Early Intervention at the Core

Tackling inequalities in health and service provision

Co-production at the heart of planning health and care services

## Outcomes

People in Cumbria are healthy and make positive choices about their wellbeing

People remain independent and healthy for longer

People access the right services in the right place at the right time

Service demand reduces and satisfaction increases

Delivered through North and South Systems' bespoke delivery plans and the Joint Public Health Strategy

The overall aim of the Cumbria Joint Health and Wellbeing Strategy is enable Cumbrian communities to be healthy and to tackle health inequalities. High level measures of success will be monitored through changes to life expectancy, healthy life expectancy and the life expectancy / healthy life expectancy gap between the most and least deprived communities.

Key Theme	Protecting the health of the population as a whole
Why is this important?	<p>Health protection focuses particularly on how the public is protected from the threat of both infectious diseases and environmental hazards such as chemicals, radiation and extreme weather.</p> <p>Health protection has a significant multi-agency dimension. Screening and immunisations are commissioned by NHS England and delivered by local health services; communicable disease control involves significant joint efforts by the County Council public health team, District environmental health departments and Public Health England, among many others. And resilience is co-ordinated through the multi-agency Local Resilience Forum.</p>
Priorities for immediate focus	<ul style="list-style-type: none"> <li>• Boosting uptake of MMR and flu vaccine;</li> <li>• Boosting uptake of screening opportunities.</li> </ul>
How are we going to measure progress	<ul style="list-style-type: none"> <li>• Flu Vaccination Coverage – At risk individuals;</li> <li>• Analysis of screening rates.</li> </ul>

Key Theme	Providing high quality, person-centred care
Why is this important?	<p>Cumbria's Health and Wellbeing Board agree that a focus on Health and Wellbeing needs to be more holistic than just looking at preventing ill health.</p> <p>Whilst preventing ill health manifesting remains of critical importance, it is recognised that to achieve change more services should be available closer to home and in the community. This will help to reduce the number of people entering acute provision and ensures people can access the right service in the right place at the right time.</p> <p>This will require services and teams to think differently, perhaps working more flexibly or in a joined up way closer to communities which helps to identify and deal with problems as far 'downstream' as possible. This will support the principle of prevention and early intervention which is integral to delivering successful services right across Cumbria that reduces health inequalities.</p> <p>Like the rest of the country, there has been unprecedented increase in the demand for health and social care services. Cumbria shares a common national aspiration to allow people right across the county to live in the best health possible for as long as possible, not to achieve sustainability and save money but because it's the right thing to do.</p> <p>Delivering successful health and care integration means looking at the wider health and care economy to look at how to make the Cumbrian Pound go as far as possible. There also needs to be a focus on working across the public sector to maximise the impact of the workforce on the people served across the county. Instead of been a group of organisations, health and care needs to be seen as a collective of professionals that come together with the health and wellbeing of all Cumbrian People as a common concern and interest. All people involved aren't necessarily health and care providers they may be fire fighters providing Safe and Well visits which provide an important proactive role that ensure people are identified early to achieve the maximum level of independence.</p>

Key Theme	Providing high quality, person-centred care
Priorities for immediate focus	<ul style="list-style-type: none"> <li>• Development of Integrated Health and Care Teams;</li> <li>• Integration of reablement and rehabilitation services.</li> </ul>
How are we going to measure progress	<ul style="list-style-type: none"> <li>• Number of avoided admissions per annum;</li> <li>• Number of reduced bed days per annum;</li> <li>• User and carer experience and quality of life.</li> </ul>

Key Theme	Tackling the wider determinants of health and wellbeing
Why is this important?	<p>From a national perspective, Cumbria is a large sparsely populated area. It encompasses a national park, open expanses of countryside and a number of towns and villages. The geographical diversity exemplifies health inequalities across the county with life expectancy differing markedly depending on where you live.</p> <p>The lower population density in more remote areas also masks small pockets of significant deprivation and poor health outcomes.</p> <p>Action is also required at a broader social, environmental and economic level, at the wider determinants of health and wellbeing. This is about creating the conditions in which individuals can reasonably be expected to be healthy and to take action in support of their own health and wellbeing. This can be seen in the “five capitals”, this model suggests that a community is healthy and sustainable when there is an appropriate stock of all five capitals, as follows:</p> <ul style="list-style-type: none"> <li>• Natural Capital: a high quality natural environment that provides opportunities for engagement with the natural world.</li> </ul>

Key Theme	Tackling the wider determinants of health and wellbeing
	<ul style="list-style-type: none"> <li>• Human Capital: the skills, knowledge, and experience that give people the capacity to take part in society and have meaningful and fulfilling lives.</li> <li>• Social Capital: networks and institutions that allow people to build human capital in partnership with others.</li> <li>• Manufactured Capital: physical infrastructure including housing, transport, food distribution networks and other services.</li> <li>• Financial capital: The means of owning and trading the other sorts of capital; adequate financial resources fairly distributed.</li> </ul> <p>A key feature of this model is that it emphasises the importance of building all five capitals without degrading any of them. It sets a positive vision of building a better society in which everyone is able to maximise their potential for health and wellbeing.</p>
<p>Priorities for immediate focus</p>	<ul style="list-style-type: none"> <li>• Delivering improvement in air quality across Cumbria;</li> <li>• Improving educational attainment for all young people across Cumbria;</li> <li>• Reducing obesity and excess weight in children and young people;</li> <li>• Availability of housing.</li> </ul>
<p>How are we going to measure progress</p>	<ul style="list-style-type: none"> <li>• Improvement in air quality to 40µg/m3 for NO2 and PM10;</li> <li>• The number of Young People achieving level four qualifications;</li> <li>• The proportion of children and young people classed as overweight or obese</li> <li>• Proportion of houses built which are deemed to be affordable.</li> </ul>

Key Theme	Improving health and wellbeing throughout the life course
<p>Why is this important?</p>	<p>Empowering people to take personal control and responsibility for their health and wellbeing.</p> <p>We need to increase opportunities to achieve positive change by supporting people and communities to build on their own skills and knowledge and their communities' assets - a move from preventing illness to promoting wellness; and from a 'doing to' culture to a 'doing with' culture.</p> <p>Community-centred approaches are key to building resilient and flourishing individuals and communities. Resilience reduces the impact that the stresses of life have on our wellbeing, keeping us happy, healthy and independent for longer.</p> <p>From the clinical perspective, there is increasing evidence and recognition that a 'More than Medicine' approach is required, which seeks to mainstream non-clinical interventions such as befriending, volunteering and physical activity. This requires a culture change across health and social care to one in which alternative services such social prescribing are seen as real alternatives in supporting people to manage their own conditions better. It will require healthcare professionals to have a different sort of conversation which may offer these alternative services to address the social issues which can so often undermine the path to improved health and wellbeing.</p>
<p>Priorities for immediate focus</p>	<ul style="list-style-type: none"> <li>• Improving diet &amp; tackling obesity;</li> <li>• Reducing the prevalence of smoking;</li> <li>• Promoting physical activity;</li> <li>• Improve mental wellbeing of children and adults;</li> <li>• Promoting breastfeeding.</li> </ul>
<p>How are we going to measure progress</p>	<ul style="list-style-type: none"> <li>• Childhood obesity levels across the county;</li> <li>• Levels of smoking;</li> <li>• District levels of physical activity;</li> <li>• Referral into CPFT mental health services / CAMHS TBC;</li> <li>• Initiation of breastfeeding.</li> </ul>



## How you can have your say

We welcome all responses to this consultation.

You can respond by completing the questionnaire at the end of this document.

Simply cut out the questionnaire, complete it and send it to:

**Freepost CUMBRIA COUNTY COUNCIL.**

There is no need to use a stamp. Please include this address on a single line without any other addressing details such as road, town or postcode.

The address must be written using upper and lower case, exactly as above.

Alternatively you can visit the consultation website (**[cumbria.gov.uk/haveyoursay](http://cumbria.gov.uk/haveyoursay)**) where you can fill in the same questionnaire online.

Details of upcoming consultation activities, background documents and more information about this consultation can also be found on the consultation website.

### What happens next?

**This consultation will run for twelve weeks from the end of October 2018.**

The responses received during the consultation will be analysed and a report will be presented to the Cumbria Health and Well Being Board in early 2019.



**1 - Who are your responding on behalf of?**

- |  |   |
|--|---|
| <input type="checkbox"/> Public sector organisation in Cumbria       | <input type="checkbox"/> As a county or district councillor   |
| <input type="checkbox"/> Private sector                              | <input type="checkbox"/> On behalf of a local community group |
| <input type="checkbox"/> Third sector or not for profit organisation | <input type="checkbox"/> As a resident of Cumbria             |
| <input type="checkbox"/> None of the above                           |   |



**2 - Vision - To what extent do you agree or disagree with the overall vision - "To enable Cumbrian communities to be healthy and to tackle health inequalities"?**

- |                          |                          |                           |                          |                          |
|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|
| Strongly agree           | Agree                    | Neither agree or disagree | Disagree                 | Strongly disagree        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> |



**3 If you disagree with the vision, why is this and what do you think it should be?**



**4 - To what extent do you agree or disagree with the four Key Themes identified in the strategy?**

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Protecting the health of the population as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing high quality, person centred care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tackling the wider determinants of health and well being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving health and well being throughout the life course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**5 - If you disagree with any of the themes, please explain why and tell us what you think the themes should be.**

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**6 - For each of the Key Themes, the strategy identifies a number of priorities for immediate focus. Please review these and indicate below to what extent you agree or disagree with the priorities identified for each theme.**

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Protecting the health of the population as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing high quality, person centred care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tackling the wider determinants of health and well being	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improving health and well being throughout the life course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**7 - We are particularly interested in whether you think there are additional priorities which should be included. If you do, please list these under each Key Theme below.**

Protecting the health of the population as whole

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Providing high quality, person centred, care

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Tackling the wider determinants of health and well being

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Improving health and well being throughout

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**8 - Do you have any additional comments you would like to make about draft strategy?**

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**Thank you for taking the time to give us your feedback. The responses received during the consultation will be analysed and a report will be presented to the Cumbria Health and Well Being Board in early 2019.**





