

Priority 1 – Start Well

Improving outcomes during maternity and early years

What are we going to do in Buckinghamshire?

- Reduce the number of women smoking during pregnancy
- Improve pregnancy and birth outcomes for women and babies
- Help children develop and be ready for school

A number of strategies and action plans set out what partners will be doing to improve outcomes during pregnancy, birth and early years:

- NHS England: Saving Babies Lives Care Bundle 2
- Buckinghamshire Maternity Action Plan
- HM Government: The Best Start for Life - A vision for the 1001 critical days
- Department of Health: The Healthy Child programme – the two year review
- Department of Education: Statutory Framework for the early years foundation stage
- Public Health England: Early language identification measure and intervention

Some examples of how we will do this:

- Recruiting and training stop smoking advisors dedicated to helping support women to stop smoking and give advice to their partners
- Ensuring all new maternity staff receive training on the use of the carbon monoxide monitoring and having a brief and meaningful conversation with women about smoking (Very Brief Advice - VBA).
- Recruiting extra midwives needed for continuity of carer teams
- Train staff and develop new care pathways to support children's speech, language and communication development

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

- ❖ Carbon monoxide testing in pregnancy
- ❖ Collaborative working between partner organisations
- ❖ Funded early education places are available if there are children not yet in education
- ❖ Courses for parents, carers and children which can be found on the Family Learning Service website

How will we know it's working?

More children from the areas of greatest need achieve all milestones at the 2 to 2½ year health and development review
More women receive midwifery Continuity of Carer regardless of where they live or their backgrounds

Children from the areas of greatest need will be ready for school, which will help them to get the most from their education

Women and babies from ethnic minorities and areas of greatest need will have healthier and safer pregnancies and births



Priority 2 – Start Well

Improving mental health support for children and young people

What are we going to do in Buckinghamshire?

- Increase access to mental health support for children and young people
- Look at and address where there are barriers to children and young people in deprived areas and ethnic minorities accessing mental health services
- Improve access to perinatal mental health services for women from ethnic minority backgrounds, for young mothers (age 16-25) and for women living in deprived areas

A number of strategies and action plans set out what partners will be doing to improve mental health support for children and young people:

- NHS England: Mental Health Implementation Plan
- Mental health support teams in schools and school nurses

Some examples of how we will do this:

- Increasing awareness of the support that people can get for mental health issues
- Establishing a new service for mothers that works across mental health and maternity
- Increasing professionals knowledge about mental health

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

In Buckinghamshire we have a youth forum called Article 12 to help design and improve services. Here young people have the opportunity to express their views, feelings and wishes in all matters affecting their mental health. If you are 11-19 years and would like to be involved with Article 12 Young People's Council, please get in touch [here](#)

The Walking With You group is a parent support group. It is a safe space to talk freely among people who are walking the same path.

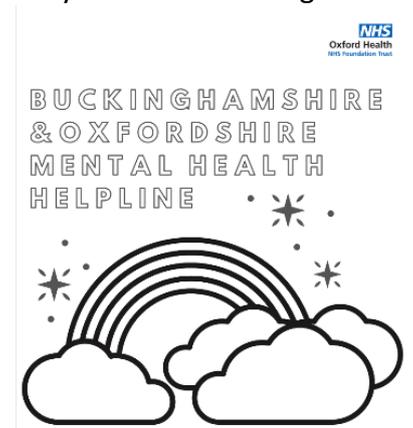
Buckinghamshire has a [24/7 Mental Health Emergency Helpline](#) to help children and young people in crisis that is available 24 hours a day, 7 days a week when you dial 111.

How will we know it's working?

Pregnant women and new mothers will receive the mental health support they need

Children and young people who need mental health support will receive the right help in the right place when they need it

All children and young people receive the mental health help they need regardless of where they live or their backgrounds



Priority 3 – Start Well

Reducing the prevalence of obesity in children and young people

What are we going to do in Buckinghamshire?

- Develop a package of support for early years providers and primary schools to help them encourage healthy eating and physical activity
- Make it easier for those who need it most to eat healthily and access healthy foods
- Provide weight management services for more 7–13-year-olds identified as overweight or obese

A number of strategies and action plans set out what partners will be doing to reduce obesity in children and young people:

- Buckinghamshire Healthy Weight Action Plan
- Buckinghamshire Physical Activity Strategy and Action Plan
- Buckinghamshire Local Cycling and Walking Infrastructure Plan (in development)

Some examples of how we will do this:

- Increasing the number of families taking part in the Healthy Start scheme, which helps them eat more fresh fruit and vegetables
- Providing a Healthy Lifestyle Service that helps more children to manage their weight
- Supporting schools across Buckinghamshire to achieve a Healthy Schools Award with core themes of healthy eating and physical activity
- Helping early years providers to support families with healthy eating and physical activity

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

- ❖ During the 2021 growing season, a project called Veggies in Containers provided families in High Wycombe, Aylesbury and Chesham with everything they needed to try their hand at growing their own vegetables
- ❖ 213 growing kits were given to families (windowsill, balcony, and small garden kits). 90% of families who took part said they would continue to try growing items at home
- ❖ 83% of people who completed the feedback forms said they felt more confident to try growing their own
- ❖ We are now looking at how we can deliver a similar project through local schools and encourage more schools to develop their own growing sites.

How will we know it's working?

More families use the [Healthy Start Scheme](#)

Schools and early years settings will be able to help more children to develop healthy behaviours

More children will eat a minimum of 5 fruit and vegetables a day

Children will get the support they need to achieve and maintain a healthy weight

More children in Buckinghamshire will be a healthy weight



Priority 1 – Live Well

Reducing the rates of cardiovascular disease

What are we going to do in Buckinghamshire?

- Increase the number of people in priority risk groups who have NHS Health Checks
- Increase the numbers of people who use tobacco dependency services
- Increase numbers of residents aged 15 years and older who have their blood pressure checked.

A number of strategies and action plans set out what partners will be doing to reduce the rates of cardiovascular disease in residents:

- Buckinghamshire Integrated Care Partnership Cardiovascular Disease Action Plan
- Buckinghamshire Tobacco Control Strategy and Action Plan
- NHS Long Term Plan Tobacco Dependency Action Plan
- NHS Core20PLUS5 Inequalities Plan

Some examples of how we will do this:

- Helping primary care GPs in priority areas to undertake more NHS Health Checks
- Working with communities at risk of cardiovascular disease to create initiatives to increase blood pressure testing
- Delivering tobacco dependency services for acute, mental health and maternity patients
- Training people working in health and social care to ‘make every contact count’. Having supportive conversations with residents, to make healthy behaviour changes
- Using the Buckinghamshire Tobacco Control Alliance to join up activity to control tobacco and make a bigger impact on residents’ health and wellbeing

How will we know it’s working?

More people at higher risk will get earlier advice about their cardiovascular disease risk

More people will access stop smoking services in hospital and in the community

More people in Buckinghamshire regularly checking their blood pressure
Fewer people in Buckinghamshire will develop cardiovascular disease



SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

Undetected and/or unmanaged high blood pressure could lead to cardiovascular disease. A trial took place during Ramadan 2022 at the WISE Mosque in High Wycombe to increase the blood pressure checks in their community. Mosque volunteers were trained to take blood pressure readings and carry out a brief survey of men and women over 3 weekends. More than half of those tested had a high blood pressure reading and fewer than half had checked their blood pressure in the last year.

The NHS is now working with the local Primary Care Network to provide more NHS Health Checks. This will help people with advice and support to improve their lifestyles and reduce the risk of cardiovascular disease

Priority 2 – Live Well

Improving mental health support for adults particularly for those at greater risk of poor mental health

What are we going to do in Buckinghamshire?

- People with mental health disorders have access to the services they need regardless of where they live or their background
- Make sure that people with mental health disorder live as healthily and as long as everyone else
- Make sure that everyone who needs them can access talking therapies, particularly people from ethnic minorities, students, men, and LGBTQ+ communities

A number of strategies and action plans set out what partners will be doing to improve mental health outcomes:

- NHS Advancing Mental Health Equalities Strategy
- NHS Long Term Plan
- NHS England Core 20Plus5

Some examples of how we will do this:

- Improving and making better use of data to ensure services are accessible regardless of where people live or their ethnicity
- Work with communities to better understand and take action to address barriers to better mental health, including access to services
- Working better together with GP's and other health professionals so that adults with serious mental illness get the continued support they need

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

- ❖ We have created videos of people from different backgrounds who have used talking therapies to encourage others to use the service
- ❖ Working with Aylesbury British Muslims Association (ABMA) and Aylesbury Vale LGBT Society on events to promote mental health in these communities
- ❖ We have worked with Wycombe Wanderers and chains of local pubs to encourage men to seek help for poor mental health
- ❖ Countywide engagement webinar for people from ethnic minorities to raise awareness of mental health and to address stigma
- ❖ Buckinghamshire has a 24/7 Mental Health Emergency Helpline to help people in crisis. It is available 24 hours a day, 7 days a week when you dial 111

How will we know it's working?

Everyone can get the mental health support they need regardless of where they live or their background

More people with serious mental illness have a comprehensive physical health check

All Buckinghamshire adults with serious mental illness, get the high-quality help and care they need for both physical and mental health issues



Priority 3 – Live Well

Reducing the prevalence of obesity in adults

What are we going to do in Buckinghamshire?

- Deliver the actions within the Healthy Weight action plan, focused on transport, physical activity and food priorities
- Increase the number of adults accessing support to lose weight
- Increase physical activity levels

A number of strategies and action plans set out what partners will do to reduce obesity in adults:

- Buckinghamshire Obesity Network Action Plan
- Buckinghamshire Physical Activity Strategy and Action Plan
- Buckinghamshire Local Cycling and Walking Infrastructure Plan (in development)

Some examples of how we will do this:

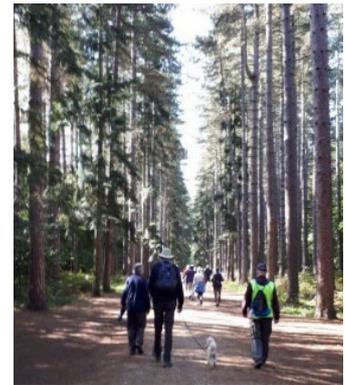
- Recommissioning the Healthy Lifestyle Service to include a single point of access and an adult weight management service
- Increasing the number of adults referred from GP practices to NHS weight management services
- Working with key communities to adopt healthier behaviours such as active travel, healthier eating and moving more
- Increasing health professionals knowledge on the benefits of physical activity
- Working together to make it easier for people in Buckinghamshire to be active and eat well

How will we know it's working?

People are helped through adult weight management services when they need it to achieve and maintain a healthy weight

More people take part in regular physical activity

A reduction in the rise of obesity in adults



SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

The Active Communities pilot (May 2021 – July 2022) looked at reducing people's inactivity in two priority areas of Buckinghamshire: High Wycombe and Aylesbury. A total of 3481 residents and over 60 different local services and organisations were involved in the project. This included schools, nurseries, care homes, GP practices, community centres, faith settings and developed nine active park walks.

LiveWellStayWell is Buckinghamshire's free lifestyle service helping residents to live healthier lives. During 2021-22, 10,021 people were referred to the service, with 862 adults helped with weight management support.

Of those who completed the programme, 79% (333 residents) achieved a weight loss of at least 3%. A total of 222 residents (53%) achieved a weight loss of 5% or more.

Priority 1 – Age Well

Improving places and supporting communities to promote healthy ageing

What are we going to do in Buckinghamshire?

- We are working on a new Healthy Ageing Strategy. When this is ready we will share here the actions we will take to help people live healthily in older age

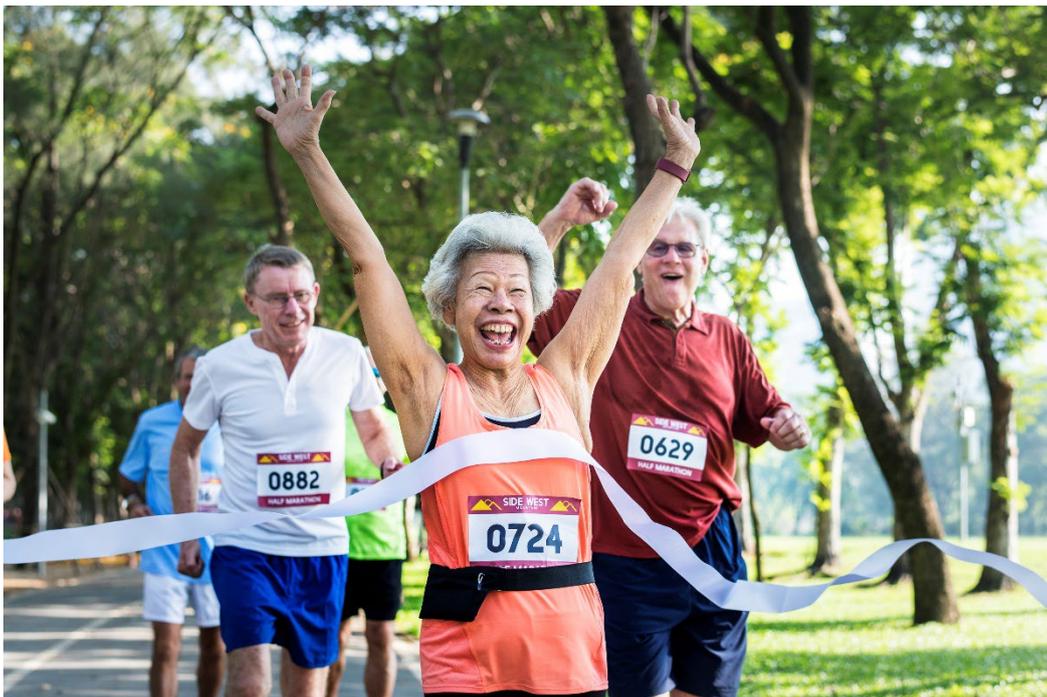
Some examples of how we will do this:

- To be identified

How will we know it's working?

Older people spend more years of life in good health

Buckinghamshire is a place where the environment and local organisations help people to live healthy and independent lives



Priority 2 – Age Well

Improving mental health support for older people and reducing feelings of social isolation

What are we going to do in Buckinghamshire?

- Help older people create social contacts in their communities
- Improve the detection and formal diagnosis of dementia
- Improve access to talking therapies

A number of strategies and action plans set out what partners will be doing to improve mental health support for older people and reduce feelings of social isolation:

- NHS Advancing Mental Health Equalities Strategy
- Healthy Minds Improving Access Project
- NHS Mental Health Delivery Plan
- Healthy Ageing Strategy (in development)

Some examples of how we will do this:

- Increasing dementia diagnosis in the community and nursing homes
- Establishing a Healthy Ageing Collaborative with adult social care and the voluntary sector to build social connections in communities. These will increase social contacts and reduce feelings of isolation, which many older people experienced during the pandemic

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

- ❖ We have created videos of people who have used talking therapies to encourage others to use the service
- ❖ We have created a joint strategy across Thames Valley which aims to improve the mental health of older people
- ❖ Sharing data across the region to improve access to talking therapies
- ❖ Sports in Mind has been working to encourage older people to be more physically active

How will we know it's working?

Fewer older people feel lonely or isolated

More older people who need them will use talking therapies

Older people will have better mental health

People with dementia receive more timely support



Priority 3 – Age Well

Increasing the physical activity of older people

What are we going to do in Buckinghamshire?

- Work with local residents to understand what would help older adults be more active, and put this into practice through the Buckinghamshire Live Longer Better Alliance
- Create and publicise the opportunities that are available in Buckinghamshire for older people to get active
- Make sure everyone who works with older adults knows about the benefits of physical activity in older age

A number of strategies and action plans set out what partners will be doing to increase the physical activity of older adult:

- Buckinghamshire Physical Activity Strategy and Action Plan
- Buckinghamshire Healthy Weight Action Plan
- Healthy Ageing Strategy (in development)
- Leisure Facilities Strategy
- Buckinghamshire Local Cycling and Walking Infrastructure Plan (in development)

Some examples of how we will do this:

- Helping all partners who support older adults build regular movement and activity into their work with people
- Helping older adults living in sheltered housing in key areas of the county to be more active, by providing new opportunities and promoting existing opportunities
- Training more professionals to have conversations around the benefits of physical activity for healthy ageing

SPOTLIGHT – Some examples of what we are already doing in Buckinghamshire

Simply Walk is Buckinghamshire Council's health walk programme, offering over 70 graded walks county-wide that suit most abilities. Simply Walk provides an opportunity for people to socialise and meet new friends. It has even resulted in weddings! Between April 2021 and March 2022, Simply Walks had over 1600 walkers and 49 new volunteer walk leaders (now a total of 230).

How will we know it's working?

More older adults will be regularly active

More older adults have 2 or more sessions of muscle strengthening exercise each week

People are aware of the physical activity opportunities for older adults

