

Happier, Healthier Lives

- a plan for Buckinghamshire



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Introduction from the Chairman

I am pleased to present a refreshed Joint Health and Wellbeing Strategy for Buckinghamshire. The Buckinghamshire 'Happier, Healthier Lives' plan aims to create the best conditions in Buckinghamshire for people to live healthy, happy and fulfilling lives and achieve their full potential.

Our vision is to improve outcomes for the whole population as well as having a greater impact on improving the health and wellbeing of those people in Buckinghamshire who have poorer health and wellbeing.

The strategy proposes to make an impact on three key priority areas:

- Start Well
- Live Well
- Age Well

The 'Happier, Healthier Lives' plan will be the county's high level plan for reducing health inequalities and improving health and wellbeing for Buckinghamshire's residents. The priorities have been developed by health and wellbeing board members in partnership with senior leaders from across the public, voluntary and community sectors.

The Health and Wellbeing Board is renewing the strategy at a time when the health and care system in Buckinghamshire is under increasing pressure, combined with increased need and demand for local services. The COVID-19 pandemic has had a major impact on every community in the county. Communities, businesses and the voluntary sector have worked together to support the most vulnerable. The Health and Wellbeing Board is committed to learning from the crisis and the many positive developments in our response to the pandemic. As such, we will work with communities and organisations to make these positives part of our 'business as usual'.

Members of the Health and Wellbeing Board are also committed to ensuring that residents, patients, communities, the voluntary community sector and key organisations are involved, to support achieving the aims of the strategy over the next 3 years.



Cllr Gareth Williams

Cabinet Member for Communities and Public Health

Chairman of Buckinghamshire Health and Wellbeing Board

Who are the Buckinghamshire Health and Wellbeing Board?

The Buckinghamshire Health and Wellbeing Board, brings together senior leaders from:

- Buckinghamshire Council
- Buckinghamshire Clinical Commissioning Group
- Buckinghamshire Healthcare NHS Trust
- Oxford Health Foundation Trusts
- Healthwatch, Community Impact Bucks and The Clare Foundation

The Health and Wellbeing Board has a legal responsibility to:

- understand current and future health and social care needs
- translate these findings into clear outcomes that they want to achieve

The Health and Wellbeing Board members agreed the following priorities for the 2021 – 2024 Joint Health and Wellbeing Strategy:

- Start Well
- Live Well
- Age Well

The strategy aligns with our COVID-19 recovery plans and has three cross cutting priorities:

- Tackling health inequalities
- Mental health
- Community engagement

This document explains why these priorities have been chosen and what the board plans to do next. The first year action plan is attached as an appendix.

Background and context:

The first 'Joint Health & Wellbeing Strategy' was published in 2013. It aimed to promote healthier lives for everyone in Buckinghamshire. It guided the work of the Health and Wellbeing Board. It also set a context for partner organisations that provide support and services in the county.

The first refresh in 2016-2021 built on this. It put new emphasis on place (where people live), reducing health inequalities – and more focus on mental health.

The 2021-2024 plan takes a life course approach. This means looking at where or at what point the biggest differences can be made to improve people's health and wellbeing. It will continue to focus on health inequalities, mental health and increasing community engagement as priorities.

1. Working with the Integrated Care Partnership

The Buckinghamshire Integrated Care Partnership (ICP) aims to meet the health and social care needs of the Buckinghamshire population. These are set by the Health and Wellbeing Board. The ICP works with system partners to address the challenges of:

- demographic change and population growth
- health inequalities
- financial sustainability

2. Deciding on the health, care and wellbeing needs

The Joint Strategic Needs Assessment (JSNA) is the main evidence we use for the strategy. The JSNA looks at current and future health, care and wellbeing needs of the local community.

The JSNA shows that Buckinghamshire residents continue to enjoy good health and access to high quality health and care services in relation to the rest of England. Although many people experience good health this is not experienced by all. The 'Health and wellbeing strategy' seeks to address this.

[This link will take you to the JSNA pages on the Buckinghamshire Council website.](#)

3. COVID-19 Health, care and wellbeing needs

The Health and Wellbeing Board is committed to working with our resident communities to keep them safe, well and healthy during and after COVID-19.

The Health and Wellbeing Board has responsibility and oversight of the population health and wellbeing recovery plan (part of the Bucks 3 Rs for recovery model). The action plan for the first year of the refreshed Joint Health and Wellbeing Strategy will be aligned with the actions in the recovery plan that sit under the Boards priorities Start Well, Live Well and Age Well.

The actions are supported by an evidence base detailed in a comprehensive Health Impact Assessment (HIA), which draws on multiple sources including research, stakeholder views from residents, elected members and wider partners, a survey completed by 5,349 residents (July-Aug 2020), and a commissioned schools survey completed by 815 primary school and 2,678 secondary school pupils (June-July 2020).

With our partners, we will carry out work to identify the health and wellbeing impacts of COVID-19 infection. We aim to identify future risks to health and wellbeing. As well as how we can meet the health and wellbeing recovery needs, mitigate future risks and enhance positive impacts. These will be a combination of reconfiguring current services and asset- based community solutions.

The Health and Wellbeing Board are also fully committed to supporting Community Boards to develop their own recovery action plans which will reflect the unique needs of their local communities. The Board will do this by hosting 3 workshops in 2021 in the North, Central and South Community Board areas.

This work will ensure that those who have been impacted more by COVID-19 will be identified, and resources focused to these specific groups.



The seven health and wellbeing recovery plan priorities are:

1. Keeping infection rates low and residents safe from COVID-19.
2. Promoting mental health and wellbeing including addressing social isolation.
3. Keeping residents healthy (supporting healthy behaviours).
4. Addressing the needs of key groups (e.g. Black Asian and minority ethnic groups, travellers, rough sleepers).
5. Community engagement and resilience.
6. Service redesign and recovery in the new normal.
7. Health in All Policies Approach (a wider determinants approach).



Start Well

Why this is a priority

Health and wellbeing outcomes can be improved by focusing on children and young people. We want to make sure that every child has the best possible start in life. The key to getting this right is tackling health and social inequalities and preventing poor outcomes.

We want to make sure all children are supported to reach their potential in school, further education and employment, and that families are supported to make healthy lifestyle choices.

We know that good mental health helps us to enjoy life and build positive relationships. It gives us resilience to deal with day-to-day difficulties and major life events. Early diagnosis of mental health problems is a key factor in the success of treatment and preventing the worsening of conditions. This will enable young people in Buckinghamshire to reach their full potential.

Our focus for 2021 – 2024

- Every child has the best start in life.
- Children have the right environment and opportunities to adopt and maintain healthy lifestyles.
- Children in Buckinghamshire are Safe and Protected.

How we will do this

- We will work with our partners to help children and young people (particularly the most vulnerable) to reach their full potential.
- We will seek more feedback from local communities on what is happening in their areas to give children the best start in life.
- With our partners we will make sure we provide support to children and families with mental health needs.
- As part of our COVID-19 recovery work, resources will be targeted appropriately at those families whose circumstances have been affected.
- Working with early year's providers, Health Visitors and schools we will make sure that the individual needs of children are identified at the earliest opportunity. Ensuring we can collectively respond at the right time. We will carry out targeted work with our settings and schools in order to improve outcomes and make a difference.



Live Well

Why this is a priority

Not everyone in Buckinghamshire enjoys the same good health. People living in more deprived areas tend to have poorer health at all stages of life - from birth to old age. Health also differs between different ethnic groups. People with mental health problems often have poorer physical health. The support of friends and neighbours in communities is good for physical and mental health. This type of support gets more crucial as the population ages.

We know that the physical environment, the quality of housing and opportunities for active travel have a big influence on health and wellbeing. There will be an increase in housing in Buckinghamshire, creating new communities. We want to find better ways to plan for and shape communities so that they promote health and wellbeing. The work of the emerging Community Boards and adopting a health in all policies (HIAP) approach will be pivotal in this.

The COVID-19 pandemic has had an unequal impact on people. Evidence shows that the incidence of COVID-19 increases in line with deprivation. We have also seen local and national attention on the impact on Black, Asian and Minority Ethnic (BAME) groups. We already know, although this has been further confirmed, people in these groups often suffer the worst health and poorer health outcomes. They need to be identified and targeted by appropriate services.

Our focus for 2021 – 2024

- Residents in Buckinghamshire have the choice and skills to live healthier lifestyles.
- Residents are encouraged to be more connected with their local community and live in resilient neighbourhoods.
- Residents in Buckinghamshire are safe and protected.

How we will do this

- To maximise impact and tackle barriers to healthy lifestyles we will align and co-ordinate prevention programmes across the system. This includes developing a whole system approach to obesity and enabling people of all ages to be more physically active through the multi-agency physical activity action plan.

- We will enhance our organisational workforce programmes to focus on Wellbeing and Mental Health.
- We will continue to focus and co-ordinate action on sexual health, smoking, alcohol and drugs.
- We will support Community Boards to have and promote annual health events in their areas. This includes feedback to the Health and Wellbeing Board.
- We will continue work on social isolation and social connectedness as a shared priority to develop a system wide response to social isolation.
- We will oversee a shared population health approach to reduce health inequalities and reduce the negative impacts of the wider determinants of health.
- We will encourage sustainable growth, creating the right environments for residents to prosper and live happy, healthier lives.
- **Using data from COVID-19 rapid assessment** we will focus on Black, Asian and Minority Ethnic (BAME) groups and groups and locations where people have worse health.
- We will ensure that services aimed at improving health and preventing disease meet the **social and cultural** needs of local communities.
- As part of our COVID-19 recovery work, resources will be targeted appropriately to support residents impacted by domestic abuse, social isolation, food poverty, debt and homelessness health needs.
- As part of our COVID-19 recovery work, resources will be targeted appropriately at those families whose circumstances have been affected.
- Working with early year's providers, Health Visitors and schools we will make sure that the individual needs of children are identified at the earliest opportunity. Ensuring we can collectively respond at the right time. We will carry out targeted work with our settings and schools in order to improve outcomes and make a difference.
- Using data from COVID-19 rapid assessment we will focus on people with disabilities and particularly people with learning disabilities where people have worse health





Age Well

Why this is a priority

The number of older people in Buckinghamshire is increasing and will grow further. The number of people aged 65 years and over is expected to increase by 27.7% - from 101,700 to 129,900 by 2030. This means 28,200 more people aged 65 years and over.

While people are living longer, many are spending more years in poor health at the end of life. The number of people with dementia is also growing.

Evidence shows we should identify the people at risk and intervene earlier to:

- Support active ageing.
- Prevent social isolation and loneliness.
- Prevent ill health and disability among older people.

Our focus for 2021 – 2024

- Residents in Buckinghamshire enter older age with healthier lifestyles.
- Older adults in Buckinghamshire will receive the right support at the right time.

How we will do this

- We will support individuals to live independently with good physical and mental health.
- We will focus on helping people with disabilities and particularly people with learning disabilities to live independently for longer.
- We will focus on helping older carers caring for younger people with disabilities to be able to care for longer.
- We will adopt the 'Home First' philosophy across the health and care system. We will treat people with dignity and respect at the end of their lives.
- We will support Community Boards and Primary Care Networks to help them support communities.
- We will support carers in their caring role and to look after their own health.

- In response to COVID-19, we will continue to develop and deliver the enhanced offer of support to care homes.
- We will work with providers to develop a sustainable and appropriate care market provision to meet future need in Buckinghamshire.
- We will develop and implement a healthy ageing strategy to support the Ageing Well Programme.

How will we measure success?

The Health and Wellbeing Board will produce an annual action plan and will focus its meetings and work programme on delivering the aims of the strategy and report on its achievements each year.

For more information on the Health and Wellbeing Board, visit the [HWB webpages](#).

For general enquiries:

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Appendix: Joint Health and Wellbeing Strategy Action Plan - Year 1

Table 1 is priority 1 of the HWB Recovery Plan “To keep infection rates low and residents safe from COVID-19”. The other priorities of the HWB Recovery Plan have been aligned with the overarching Start Well, Live Well and Age Well priority areas of the JHWBS in Table 2.

Table 1

Priority Area	High Level Action	Lead
Keep infection rates low and residents safe from COVID-19		
Work with strategic partners and the public at a local level to prevent, contain and manage outbreaks in Buckinghamshire	Buckinghamshire Operational Outbreak Plan drafted and agreed and aligned with NHS Recovery Plan for Services and Bucks wide 3 Rs for Recovery Plan All HWB members to support proactive messaging and media	All HWB members
Local contact tracing (LCT) system in place to contact Buckinghamshire residents who test positive for COVID-19	LCT system in place and operational. Case calls prioritised by time in system, age, lost to follow up, linkages to other cases	Public Health
Support the coordination of COVID-19 mass vaccination programme	Effective mass vaccination programme in place rolled out according to government prioritisation.	CCG, Public Health
Increase access to testing	Provide appropriate levels of pillar 2 testing capacity to help address local need.	Public Health

Table 2

Priority Area	High Level Action for year 1	Lead (HWB member or organisation)
Start Well		
<p>We will work with our partners to help children and young people (particularly the most vulnerable) to reach their full potential</p>	<p>Targeted support to vulnerable families over winter 2020/21</p> <p>For the academic year 2020-21, all Providers in Partnership groups (PiPs) whose cohort is made up of a high percentage of vulnerable children, will focus on a parental engagement project to ensure all families, including the most vulnerable are supported to promote families health and well-being.</p>	<p>Children’s Services BC Public Health BC Localities BC CCG BHT OHFT</p>
<p>We will seek more feedback from local communities on what is happening in their areas to give children the best start in life</p>	<p>Contribution to the planned thematic health and wellbeing workshops to be carried out across the three Community Board areas (North, South and Central)</p>	<p>Children’s Services BC Localities BC Public Health BC CCG BHT OHFT</p>
<p>With our partners we will make sure we provide support to children and families with mental health needs</p>	<p>Implementation of multi-agency mental health plans to address vulnerable children and young people</p>	<p>Children’s Services BC Public Health BC OHFT BHT CCG</p>
<p>As part of our COVID-19 recovery work, resources will be targeted appropriately at those families whose circumstances have been affected</p>	<p>Delivery of resilience training and peer support programmes to schools</p>	<p>Children’s Services BC Public Health BC</p>

<p>Working with early year’s providers, Health Visitors and schools we will make sure that the individual needs of children are identified at the earliest opportunity. Ensuring we can collectively respond at the right time. We will carry out targeted work with our settings and schools in order to improve outcomes and make a difference</p>	<p>A robust CPD offer delivered for all Buckinghamshire settings to support them to recognise children’s individual needs. Our early year’s team will also work with managers to ensure that training is updated for all early year’s practitioners to ensure they have the knowledge and skills to identify, and effectively support, all vulnerable children and those with SEND within their setting.</p> <p>Through a variety of strategies, including weekly contact, virtual visits and self-evaluation meetings, advice and guidance is given to early years settings to ensure there is a consistent approach to early identification and intervention for all children, in particularly those who are vulnerable and/or have SEND.</p>	<p>Children’s Services BC CCG Public Health BC</p>
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Live Well

<p>To maximise impact and tackle barriers to healthy lifestyles we will align and co-ordinate prevention programmes across the system. This includes developing a whole system approach to obesity and enabling people of all ages to be more physically active through the multi-agency physical activity strategy</p>	<p>Co-design a whole system action plan to empower all residents in Buckinghamshire to have a healthy weight</p>	<p>Public Health BC, CCG</p>
	<p>Increase referrals to Live Well Stay Well and reorientating services to meet COVID-19 secure rules</p>	<p>Public Health BC, CCG</p>
	<p>Agree a coordinated approach to addressing food insecurity across Buckinghamshire</p>	<p>Public Health BC Localism Service BC</p>
	<p>Commission identified projects from stakeholder engagement on food insecurity in response to COVID-19</p>	<p>Public Health BC Localism Service BC</p>

<p>We will enhance our organisational workforce programmes to focus on Wellbeing and Mental Health</p>	<p>Integrated Care partners to continue to support resilience in health and care staff through enhanced health and well-being programmes, sharing good practice and through the BOB resilience hub (A hub for NHS and mental health social care staff helping them to manage their mental health and wellbeing). Implementation of responsive support programmes in place into recovery to address long-term impacts.</p>	<p>Public Health BC Adult Social Care BC CCG OHFT BHT</p>
<p>We will continue to focus and co-ordinate action on sexual health, smoking, alcohol and drugs</p>	<p>Deliver and monitor progress of the Year 2 (2020/21) and Year 3 (2021/22) multiagency tobacco control strategy action plan to support COVID-19 recovery.</p>	<p>CCG Public Health BC BHT</p>
<p>We will support Community Boards to have and promote a Health and Wellbeing Action Plan for their areas. This includes feedback to the Health and Wellbeing Board</p>	<p>Health and Wellbeing Board to host 3 workshops in June 2021 linked to North, Central, South Community Board areas to engage with communities and the VCSE to feed into individual community board HWB actions plans and setting of annual health inequality priority.</p>	<p>All HWB organisations (A working group to be co-ordinated and led by PH and Localism service)</p>
<p>We will continue work on social isolation and social connectedness as a shared priority to develop a system wide response to social isolation</p>	<p>Identify those 'at risk' of social isolation, by developing a multi-functional social isolation identification 'tool' and Improve insight into the problem of SI in communities and facilitate the co-design of solutions with local communities.</p>	<p>Public Health BC CCG BHT Localities BC VCSE</p>
	<p>Implementation of Prevention Matters Programme</p>	<p>Adult Social Care BC</p>
	<p>Commitment from HWB members to proactively coordinate access to national funding opportunities to enhance the Bucks social prescribing offer</p>	<p>Buckinghamshire Council CCG Community Impact Bucks The Clare Foundation Healthwatch</p>

<p>Using data from COVID-19 rapid assessment we will focus on Black, Asian and Minority Ethnic (BAME) groups and groups and locations where people have worse health.</p>	<p>Culturally competent COVID-19 Prevention Communications materials in a range of languages and formats, responsive to priority public health messages and disease epidemiology produced</p>	<p>Buckinghamshire Council Community Impact Bucks The Clare Foundation Healthwatch</p>
<p>We will introduce culturally competent health promotion and disease prevention programmes that work with communities to understand the impact of COVID-19 on them</p>	<p>Culturally competent COVID-19 Prevention communications materials for BAME Community Leaders to support appropriate communications with their communities produced</p>	
<p></p>	<p>Community Boards with significant BAME Communities living in their geographies supported to understand the specific risks their communities face from COVID-19 and support activities that improve COVID-19 outcomes or recovery.</p> <p>Put plans in place to increase general health promotion/ disease prevention in target communities including BAME with an immediate focus on cardiovascular disease prevention.</p>	<p>Bucks CCG NHS</p>
<p></p>	<p>Support plan for VCS organisations that work with BAME communities to identify and attain funding for activities that improve COVID-19 outcomes or recovery developed and implemented</p>	

<p>As part of our COVID-19 recovery work, resources will be targeted appropriately to support residents who are most in need. Including those impacted by domestic abuse, social isolation, food poverty, debt and homelessness.</p>	<p>The HWB with its partners will focus on building capacity across the Buckinghamshire VCSE for community participatory research to support those in highest need</p> <p>We will carry out systematic reviews and planning to ensure that those who are most vulnerable (including carers, the travelling community and those living with a disability and most at risk of poor wellbeing) get support</p> <p>To develop a sustainable and consistent Asset Based Community Development (ABCD) approach across Buckinghamshire.</p>	<p>Healthwatch Community Impact Bucks The Clare Foundation</p> <p>Public Health BC</p> <p>Public Health BC</p>
<p>We will oversee a shared population health approach to reduce health inequalities and reduce the negative impacts of the wider determinants of health</p>	<p>The Health and Wellbeing board will oversee a review on the recommendations in the health in all policies vision through the 2020 Director of Public Health Annual Report</p>	<p>Public Health BC</p>
<p>Age Well</p>		
<p>Support individuals to live independently with good physical and mental health</p>	<p>Undertake strength-based assessments, utilising the client's available resources and deliver effective community-based adult social care services to support independence</p>	<p>Adult Social Care BC</p>
<p>We will adopt the 'Home First' philosophy across the health and care system. We will treat people with dignity and respect at the end of their lives</p>	<p>Discharge from hospital will be based on discharge home as the default route, unless there a need for bed-based care. Deliver an effective end of life pathway</p>	<p>Adult Social Care BC CCG</p>
<p>We will support Community Boards and Primary Care Networks to help them support communities</p>	<p>Support to community boards providing advice on data driven needs and priorities to ensure funding distributed effectively.</p>	<p>Adult Social Care, Public Health BC CCG</p>
<p>In response to COVID-19, we will continue to provide a co-ordinated response to support care homes</p>	<p>Develop a local plan to deliver the Enhanced Health in Care Homes Framework to care homes</p>	<p>Adult Social Care BC</p>

<p>We will work with providers to develop a sustainable and appropriate care market provision to meet future need in Buckinghamshire</p>	<p>Implementation of the market management plan (including development & engagement)</p> <p>Review post COVID-19 demand for accommodation-based services</p> <p>Support health and social care academy development including social care market development</p>	<p>Adult Social Care BC</p>
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