

Appendix 1



# Happier, Healthier Lives

Buckinghamshire Joint Local Health and Wellbeing Strategy 2022 to 2025



Health & Wellbeing Board  
Buckinghamshire

# Introduction

We are delighted to introduce our refreshed Buckinghamshire Joint Local Health and Wellbeing Strategy, Healthier, Happier Lives. This document explains what partners on the Health and Wellbeing Board have agreed to do to improve the health and wellbeing of Buckinghamshire residents and to reduce health inequalities.

We know that good health and wellbeing of residents tends to mean communities are healthier and happier. So to help both residents and communities, our Strategy focusses on improvements throughout life, with themes of Start Well, Live Well and Age Well.

Our Strategy has been developed with partners from the NHS, social care, and the voluntary and community sector. Together we are committed to improving health and social care in the long-term and to reducing health inequalities in Buckinghamshire.

We are proud to present our refreshed Joint Local Health and Wellbeing Strategy and hope that you join with us in making Buckinghamshire a healthier and happier place to live.



Angela Macpherson  
Deputy Leader & Cabinet  
Member Health & Wellbeing

Health and Wellbeing Board  
Chairman

Neil Macdonald  
Chief Executive of Buckinghamshire  
Health NHS Trust

Health and Wellbeing Board  
Vice-Chairman



# Our Aims

The Buckinghamshire Health and Wellbeing Board is a group of representatives from Buckinghamshire Council, Healthwatch, NHS, Public Health and the voluntary sector.

We work together to understand and improve the health and wellbeing needs of the Buckinghamshire population and encourage the people who buy health and care services to work in a more joined up way.

Our aim is to:

Make a visible difference to health outcomes and reduce health inequalities across the county

Put residents at the heart of our work, and

Deliver our statutory responsibilities and drive integration for health and wellbeing across Buckinghamshire, this means that for Buckinghamshire residents health and social care will be more joined up

# Who Are We?



# We Would Like to Hear From You

Your views help us to shape the future of health and social care in Buckinghamshire and help everyone to be healthier for longer

There are a number of ways you can get involved:



Email us at [hwb@buckinghamshire.gov.uk](mailto:hwb@buckinghamshire.gov.uk)



[Observe or watch our meetings](#)



Visit our website for more information (*to be updated upon website launch*)

# Health and Wellbeing Board Pledge

The Health and Wellbeing Board brings together leaders of organisations which work with communities and individuals across Buckinghamshire to help them improve their health and wellbeing.

We know some of the areas that we need to improve, like working better together so that you don't get passed from one person or organisation to the next.

This is our commitment to you, our residents:

## Our Pledge To You :

We will put you at the heart of what we do

We will make it easier for you to comment on what we do

We will take a preventative approach where possible

We will ask for your ideas when designing initiatives to improve your health

We will work much closer together with you in mind

We will provide clear advice, information, guidance and pathways to & through services

We will focus our resources on areas that need our help the most

## Your Outcomes :

I am supported by people who see me as a unique individual with strengths, abilities and aspirations

I am valued for my opinion and my views are listened to

I can get information and advice about my health and how I can be as well as possible – physically, mentally and emotionally

I can get involved in changes that affect me or my local community

I have care and support that is co-ordinated, and everyone works well together and with me

I can get information and advice that helps me think about and plan my life

I know that I will receive help if I am unable to help myself

# Our Priorities

## Start Well

Improving outcomes during maternity and early years

Improving mental health support for children and young people

Reducing the prevalence of obesity in children and young people

## Live Well

Reducing the rates of cardiovascular disease

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

Reducing the prevalence of obesity in adults

## Age Well

Improving places and helping communities to support healthy ageing

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

Increasing the physical activity of older people

We will focus on improving health outcomes and reducing health inequalities for those living in areas with greater need and groups with poorer health. There will be a particular emphasis on mental health, obesity and smoking.



# Start Well



# Start Well – The picture in Buckinghamshire

## Improving outcomes during maternity and early years

Nationally, maternal mortality is

**4 x higher**

In Black women

**2 x higher**

In Asian women

**7.5 %** of pregnant women in Buckinghamshire smoke at the time of delivery (10.6% in England, 2018/19)

## Improving mental health support for children and young people

The rate of admissions to hospital as a result of self-harm for 10 to 24 year olds in Buckinghamshire in 2020/21 was

**399.9/100,000** (360 admissions) an increase from 2019/20 rates of 291.7/ 100,000 (265 admissions)

Among Buckinghamshire secondary school aged children (11 to 16 year olds),

**17.6%** were identified with a probable mental disorder in 2020, an increase from 12.6% in 2017

## Reducing the prevalence of obesity in children and young people

**1 in 5** Reception age (4-5 year olds) children (18.2% - 835 children) are overweight or obese

**1 in 3** Year 6 age (10-11 year olds) children (31.1% - 1550 children) are overweight or obese

## Start Well: What you have said to us

Improving outcomes during maternity and early years

Health Visitors are “Always understanding, knowledgeable, feel like they genuinely want to help/support me and my child”

“My midwife made me feel safe, valued and listened to”

Improving mental health support for children and young people

Keep investing in earlier and preventative support

Persevere with improving communication between organisations, services and include the family

Reducing the prevalence of obesity in children and young people

We are concerned about waiting for help, but once it arrives, it works

“My son really became concerned about his weight throughout the pandemic, and it really started to have an impact on his mental health.”

"When we first started at Spark, we were quite nervous about what to expect, but after meeting everyone we realised we were, all in the same boat and working towards the same goal."

"I learned a lot at Spark, especially about sugary snacks and food labels - and my favourite part was winning the Kahoot quizzes!"



A close-up photograph of a person's hands, cupped together, holding a small amount of dark brown soil. A small, vibrant green seedling with several leaves is growing out of the soil. The background is a soft, out-of-focus light blue and white. The text "Live Well" is overlaid in the center of the image.

Live Well

# Live Well – The picture in Buckinghamshire

## Reducing the rates of cardiovascular disease

The number of health checks delivered is lower in the most deprived areas. Only **27%** of all Health Checks in 2021/22 were from the 40% of adults living the more deprived areas

**1 in 5** residents in our most deprived areas are current smokers according to GP records

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

It is estimated that **1 in 8 men** (12.2%) and nearly **1 in 5 women** (19.7%) in Buckinghamshire have a common mental health disorder such as anxiety or depression.

People living in the most deprived parts of Buckinghamshire are more than **twice as likely** to have an emergency admission for mental health or self-harm

## Reducing the prevalence of obesity in adults

**61%** (255,126) of adults aged 18 years in Buckinghamshire + are overweight or obese

**58.4%** (244,251) of adults aged 18 years + in Buckinghamshire eat the recommended '5-a-day' portions of fruit and vegetables on a 'usual day'

## Live Well: What you have said to us

Reducing the rates of cardiovascular disease

"I never know if I am doing it [checking blood pressure] correctly at home so it's good to have everything explained to me"

"It was really good to get my blood pressure measured as I haven't been to the GP for a long time and I always forget to check up on my health unless it is urgent"

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

"I was made to feel very comfortable and not judged when I was talking"

"A good experience and a good service to recommend to others who are having problems"

Reducing the prevalence of obesity in adults

"We are constantly told to be healthy but aren't given the tools to be, able to achieve this, having the right tools to eat healthily is what I am missing and have never learnt"

"If you have the knowledge of the benefits of a healthy lifestyle you are more likely to eat better and be active, knowledge is key"



A photograph of a group of people, including an elderly man in a blue striped shirt, smiling and holding hands in a circle. The image is overlaid with a semi-transparent white filter. The text 'Age Well' is centered over the image.

# Age Well

# Age Well – The picture in Buckinghamshire

Improving places and helping communities to support healthy ageing

The older adult population in Buckinghamshire is growing: there is estimated to be an extra **20,426** people aged 65 and over in the next 10 years (a 19% increase)

Nearly **two thirds (61%)** of life expectancy at age 65 is estimated to be in good health in Buckinghamshire

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

Levels of loneliness rose more in Buckinghamshire than the national average during the COVID-19 pandemic. **Nearly one quarter (24%)** of adults felt lonely at least some of the time in 2021

**Just over half (57%)** of those thought to have dementia in Buckinghamshire have been diagnosed – meaning they may not get the early help they need

Increasing the physical activity of older people

**61%** of people in England aged 55-74 are active, this falls to 39% in those aged 75+ (2020/21)

**13,975** adults aged 65 and over accessed leisure centres across Buckinghamshire during 2019/20 reducing significantly to 9,037 in 2021/22

## Age Well: What you have said to us

Improving places and helping communities to support healthy ageing

"The Social Isolation Guide is a great document and will be really useful"

"The library is such a great place and always seems to have wonderful events happening..."

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

"I found the information very helpful. Everyone has been very understanding and polite. Made you feel quite at ease"

"Extremely good experience with an empathetic interviewer who listened to me as well as informing me of decisions to be made"

Increasing the physical activity of older people

"It's only a mile walk from here to the sports hall. We walk past it all the time. I don't know if we are allowed to just wander in for a look. If they had a sign outside saying, 'do drop in', that might encourage us to go in"

"I've seen so many people have new knees, new hips, and if keeping fit helps me to stay away from that scenario, that's why I'm doing it ... that's the only thing I'm interested in, just not seizing up like a lot of other people my age."





# How Will we Measure Success

We are committed to improving health and social care, helping you to be healthy for longer, and to reducing health inequalities for all our residents.

We have completed an action plan of what we will do to achieve this. To read about what we are going to do and to see some examples of how we will do this are here: *(to be updated upon website launch)*

A range of performance indicators will be used to measure the impact of this strategy. This will be presented as outcomes when measuring progress and will be published on the Health and Wellbeing Board website.

We will:

- hold ourselves to account
- report on progress at least annually at the Health and Wellbeing Board

# The Integrated Care Partnership

In July 2022 the Integrated Care System (ICS) for Buckinghamshire, Oxfordshire and Berkshire West (BOB) replaces the Buckinghamshire CCG. It brings together organisations that plan and deliver health and social care services over the BOB footprint.

The Buckinghamshire Joint Local Health and Wellbeing Strategy will be shared with the ICS. It will help shape their 5 year plan, complementing and improving the health and wellbeing in our area.



A photograph of a group of people, including an elderly man in a blue striped shirt, smiling and holding hands in a circle. The image is overlaid with a semi-transparent white filter. The word "References" is centered in the middle of the image.

# References

Reference	Location	Source	Further Comments
Nationally, maternal mortality is 4 x higher in Black women, 2 x higher in Asian women	Slide 9	National MBRRACE-UK Report <i>Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK</i> (11/11/2021)	
7.5 % of pregnant women in Buckinghamshire smoke at the time of delivery (10.6% in England, 2018/19)	Slide 9	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/delivery#page/4/gid/1/pat/6/par/E12000008/ati/402/are/E06000060/iid/93085/age/1/sex/2/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/car-do-0">https://fingertips.phe.org.uk/search/delivery#page/4/gid/1/pat/6/par/E12000008/ati/402/are/E06000060/iid/93085/age/1/sex/2/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/car-do-0</a>	
The rate of admissions to hospital as a result of self-harm for 10 to 24 year olds in Buckinghamshire in 2020/21 was <b>399.9/100,000</b> (360 admissions) an increase from 2019/20 rates of 291.7/ 100,000 (265 admissions)	Slide 9	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/self%20harm#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/21001/age/1/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1">https://fingertips.phe.org.uk/search/self%20harm#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/21001/age/1/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1</a>	
Among Buckinghamshire secondary school aged children (11 to 16 year olds), 17.6% were identified with a probable mental disorder in 2020, an increase from 12.6% in 2017	Slide 9	Buckinghamshire Council, <i>Transformation Plan for Children and Young People's Mental Health and Emotional Wellbeing 2015- 2022: Estimated prevalence of mental health conditions in Buckinghamshire</i> (2015- 2022). Available at <a href="https://www.buckinghamshireccg.nhs.uk/wp-content/uploads/2021/09/Transformation-Plan-for-Children-and-Young-Peoples-Mental-Health-and-Emotional-Wellbeing.pdf">https://www.buckinghamshireccg.nhs.uk/wp-content/uploads/2021/09/Transformation-Plan-for-Children-and-Young-Peoples-Mental-Health-and-Emotional-Wellbeing.pdf</a>	
1 in 5 Reception age (4-5 year olds) children (18.2% - 835 children) are overweight or obese	Slide 9	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/obesity#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/20601/age/200/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1">https://fingertips.phe.org.uk/search/obesity#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/20601/age/200/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1</a>	
1 in 3 Year 6 age (10-11 year olds) children (31.1% - 1550 children) are overweight or obese	Slide 9	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/obesity#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/20601/age/200/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1">https://fingertips.phe.org.uk/search/obesity#page/1/gid/1/pat/6/ati/402/are/E06000060/iid/20601/age/200/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1</a>	
Health Visitors are “Always understanding, knowledgeable, feel like they genuinely want to help/support me and my child”	Slide 10	Buckinghamshire Children & Young People, <i>Health Needs Assessment</i>	
“My midwife made me feel safe, valued and listened to”	Slide 10	Buckinghamshire Health Trust, <i>Patient Nomination for Staff Award</i>	
Keep investing in earlier and preventative support	Slide 10	<i>Awaiting confirmation from OHFT</i>	
Persevere with improving communication between organisations, services and include the family	Slide 10	<i>Awaiting confirmation from OHFT</i>	
We are concerned about waiting for help, but once it arrives, it works	Slide 10	<i>Awaiting confirmation from OHFT</i>	
“My son really became concerned about his weight throughout the pandemic, and it really started to have an impact on his mental health.”	Slide 10	<i>Awaiting confirmation from OHFT</i>	
"When we first started at Spark, we were quite nervous about what to expect, but after meeting everyone we realised we were, all in the same boat and working towards the same goal."	Slide 10	Healthy Lifestyle Service, <i>Live Well Stay Well</i> Service Provider Report (2021/22))	
"I learned a lot at Spark, especially about sugary snacks and food labels - and my favourite part was winning the Kahoot quizzes!"	Slide 10	Healthy Lifestyle Service, <i>Live Well Stay Well</i> Service Provider Report (2021/22)	

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Only 27% of all Health Checks in 2021/22 were from the 40% of adults living in the more deprived areas	Slide 12	Internal service data for NHS Health Check programme. Data comes from GP records.	Each DQ is roughly 20% of our population. So DQ4/5 make up approximately 40% of our adults. and only 27% have had a NNSHC
1 in 5 residents in our most deprived areas are current smokers according to GP records	Slide 12	Data comes from GP records locally	
It is estimated that 1 in 8 men (12.2%) and nearly 1 in 5 women (19.7%) in Buckinghamshire have a common mental health disorder such as anxiety or depression	Slide 12	Buckinghamshire Council, <i>JSNA Mental Health and Wellbeing in Adults</i> . Available at <a href="https://www.healthandwellbeingbucks.org/s4s/api/FileManagement/GetFileContent?id=/69/">https://www.healthandwellbeingbucks.org/s4s/api/FileManagement/GetFileContent?id=/69/</a>	
People living in the most deprived parts of Buckinghamshire are more than twice as likely to have an emergency admission for mental health or self-harm	Slide 12	Buckinghamshire Council, <i>Director of Public Health Annual Report (2019/20)</i> . Available at <a href="https://www.healthandwellbeingbucks.org/resources/Councils/Buckinghamshire/public-health/DPHAR-2020-appendix.pdf">https://www.healthandwellbeingbucks.org/resources/Councils/Buckinghamshire/public-health/DPHAR-2020-appendix.pdf</a>	
61% (255,126) of adults aged 18 years in Buckinghamshire + are overweight or obese	Slide 12	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/profile/national-child-measurement-programme/data#page/1/gid/1938133368/pat/6/par/E12000008/ati/302/are/E06000060/yr/1/cid/4/tbm/1">https://fingertips.phe.org.uk/profile/national-child-measurement-programme/data#page/1/gid/1938133368/pat/6/par/E12000008/ati/302/are/E06000060/yr/1/cid/4/tbm/1</a>	
58.4% (244,251) of adults aged 18 years + in Buckinghamshire eat the recommended '5-a-day' portions of fruit and vegetables on a 'usual day'	Slide 12	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/fruit">https://fingertips.phe.org.uk/search/fruit</a>	
"I never know if I am doing it [checking blood pressure] correctly at home so it's good to have everything explained to me"	Slide 13	Know Your Numbers week, <i>Aylesbury Library (05/09/22 – 09/09/22)</i>	
"It was really good to get my blood pressure measured as I haven't been to the GP for a long time and I always forget to check up on my health unless it is urgent"	Slide 13	Know Your Numbers week, <i>High Wycombe Library (05/09/22 – 09/09/22)</i>	
"I was made to feel very comfortable and not judged when I was talking"	Slide 13	IAPT PEQ1 Feedback (01/04/2022 – 27/07/2022)	
"A good experience and a good service to recommend to others who are having problems"	Slide 13	IAPT PEQ1 Feedback (01/04/2022 – 27/07/2022)	
"We are constantly told to be healthy but aren't given the tools to be, able to achieve this, having the right tools to eat healthily is what I am missing and have never learnt"	Slide 13	Healthy Lifestyle Service, <i>Live Well Stay Well Service Provider Report (2021/22)</i>	
"If you have the knowledge of the benefits of a healthy lifestyle you are more likely to eat better and be active, knowledge is key"	Slide 13	Healthy Lifestyle Service, <i>Live Well Stay Well Service Provider Report (2021/22)</i>	

Reference	Location	Source	Further Comments
The older adult population in Buckinghamshire is growing: there is estimated to be an extra 20,426 people aged 65 and over in the next 10 years (a 19% increase)	Slide 15	Intermediate Care Facility Business Case: Buckinghamshire population demographics <a href="https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/localauthoritiesinenglandtable2">https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationprojections/datasets/localauthoritiesinenglandtable2</a>	
Nearly two thirds (61%) of life expectancy at age 65 is estimated to be in good health in Buckinghamshire	Slide 15	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/profile/healthy-ageing/data#page/1/gid/1938133280/pat/6/ati/402/are/E06000060/iid/90366/age/1/sex/1/cat/-1/ctp/-1/yr/3/cid/4/tbm/1">https://fingertips.phe.org.uk/profile/healthy-ageing/data#page/1/gid/1938133280/pat/6/ati/402/are/E06000060/iid/90366/age/1/sex/1/cat/-1/ctp/-1/yr/3/cid/4/tbm/1</a>	
Levels of loneliness rose more in Buckinghamshire than the national average during the COVID-19 pandemic. Nearly one quarter (24%) of adults felt lonely at least some of the time in 2021	Slide 15	Sport England (2022), <i>Active Lives Adult Data</i> . Available at <a href="https://activelives.sportengland.org/Home/AdultData">https://activelives.sportengland.org/Home/AdultData</a>	Bucks had a 36% / 6 percentage-point rise and England had a 13% / 3 percentage-point rise from Nov 2019 -> Nov 2020 (For often + sometimes lonely in adults as per active lives)
Just over half (57%) of those thought to have dementia in Buckinghamshire have been diagnosed – meaning they may not get the early help they need	Slide 15	Office for Health Improvement & Disparities (2022), <i>Fingertips Public Health Data</i> . Available at <a href="https://fingertips.phe.org.uk/search/dementia#page/4/gid/1/pat/6/par/E12000008/ati/402/are/E06000060/iid/92949/age/27/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/car-do-0">https://fingertips.phe.org.uk/search/dementia#page/4/gid/1/pat/6/par/E12000008/ati/402/are/E06000060/iid/92949/age/27/sex/4/cat/-1/ctp/-1/yr/1/cid/4/tbm/1/page-options/car-do-0</a>	
61% of people in England aged 55-74 are active with a decrease to 39% in those aged 75+ (2020/21)	Slide 15	<a href="https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2022-04/Active%20Lives%20Adult%20Survey%20November%2020-21%20Report.pdf?VersionId=nPU_v3jFjwG8o_xnv62FcKODeiVmRWCb">https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2022-04/Active%20Lives%20Adult%20Survey%20November%2020-21%20Report.pdf?VersionId=nPU_v3jFjwG8o_xnv62FcKODeiVmRWCb</a>	
13,975 adults aged 65 and over accessed leisure centres across Buckinghamshire during 2019/20 reducing significantly to 9,037 in 2021/22	Slide 15	Moving Communities Tool (2019/20) Available at <a href="#">Home - Moving Communities</a>	
“The Social Isolation Guide is a great document and will be really useful”	Slide 16	Citizens Advice Bucks	
“The library is such a great place and always seems to have wonderful events happening...”	Slide 16	Resident email feedback on High Wycombe Library, <i>date tbc</i>	
“I found the information very helpful. Everyone has been very understanding and polite. Made you feel quite at ease”	Slide 16	IAPT PEQ1 Feedback (01/04/2022 – 27/07/2022)	
“Extremely good experience with an empathetic interviewer who listened to me as well as informing me of decisions to be made”	Slide 16	IAPT PEQ1 Feedback (01/04/2022 – 27/07/2022)	
"It's only a mile walk from here to the sports hall. We walk past it all the time. I don't know if we are allowed to just wander in for a look. If they had a sign outside saying, 'do drop in', that might encourage us to go in"	Slide 16	Public Health, <i>Physical Activity Behavioural Insight Project</i> (July 2022)	
"I've seen so many people have new knees, new hips, and if keeping fit helps me to stay away from that scenario, that's why I'm doing it ... that's the only thing I'm interested in, just not seizing up like a lot of other people my age."	Slide 16	Public Health, <i>Physical Activity Behavioural Insight Project</i> (July 2022)	