



Plymouth's Health and Wellbeing Strategy

Plymouth's Shadow Health and Wellbeing Board brings together key organisations to promote the health and wellbeing of all the people of Plymouth and deliver three main statutory tasks.

- Undertake a Joint Strategic Needs Assessment (JSNA)and agree joint priorities
- Produce a Joint Health and Wellbeing Strategy (JHWS) using the evidence from the JSNA, and
- Promote integrated working between the NHS and Local Government (including the approval of commissioning plans to ensure alignment with the JSNA and JHWS

VISION

Happy Healthy Aspiring Communities

PURPOSE

*To promote the Health and Wellbeing of all people
in the City of Plymouth*

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The Board has developed a clear vision of what it wants to see for all the people of Plymouth, supported and framed by its own definition of health and wellbeing. The board's vision is to see "Happy Healthy Aspiring Communities" throughout Plymouth. By working toward this vision over the coming years the work of the board's will also underpin the Plymouth Plan.

The vision and purpose of the work of the board is for all, and so addressing inequalities will be both a necessity and a consequence of the board's work.

The partners on the board also recognise that that every individual will think of their own health and wellbeing in different ways. However the board is a publically accountable committee of the Local Authority and as such the partners on the board want to be clear about what they see as health and wellbeing. By doing so the board believes it will be able to help individuals, families and communities in Plymouth understand how the plans in the JHWS are linked to efforts to promote their health and wellbeing.

Our Vision

The partners on the board have already been working together as a development group for the last 18 months, and as part of this work have developed a vision that represents what the board is going to work together to achieve.

The vision is to see "**Happy Healthy Aspiring Communities**" throughout the City of Plymouth.

The board felt this was both respectful of the different communities that exist within the city, and yet that it was a vision for all its citizens. As such, at the heart of this vision, is the desire to address the inequalities that exist across the City of Plymouth.

The journey to achieve this vision stretches ahead of us and this Joint Health and Wellbeing Strategy describes our approach and the delivery plans over the coming years that we believe will deliver this vision.

Our Approach

Over the years many attempts have been taken to address the inequalities that exist across our city. Whilst these have seen some success, inequalities still persist. What this tells us is that we must work differently as a board of partners and leaders if we truly want to achieve our vision, which has at its heart the inequality agenda.

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We simply cannot go on doing what we have always done if we want to see different results for the people we serve.

As a result of this insight the board members have been working through a series of development workshops to change the way they think and work together as leaders.

We have thought about the health and social care system and considered why it is that previous attempts to collaborate effectively have not been as successful as we would have liked to have seen.

The results of that thinking have led to the development of 3 core strategic approaches that the board will oversee and hold each other accountable for as partners on a journey to the delivery of a common vision.

In addition the delivery plans of the Joint Health and Wellbeing Strategy will also need to evidence alignment with these core approaches in order to constantly ensure we are pulling resources toward prevention and hence the promotion of health and wellbeing.

In effect these 3 core strategic approaches will:

- Frame the way the board works as a group of partners
- Become key tests for the delivery plans that this Joint Health and Wellbeing Strategy encompass

Ensure shared ownership of the sustainability agenda

The first core strategic approach is to ensure that all partners on the board work together, with the public they serve, to take joint ownership of the sustainability agenda. This is a fundamentally different approach and will see individuals, families and communities being engaged in way not been done before.

This approach recognises that the solutions to how we will continue to provide high quality sustainable services on the backdrop of decreasing funds and the increasing service use are not going to be found by a small number of leaders, no matter how expert they are, in a darkroom somewhere. The solutions cannot be provided from on high.

We need to work differently with our public, whom we serve, and ask them how they think we should tackle the challenge of sustainability.

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This will be challenging for all. Leaders may feel their authority is undermined and the public may feel their leaders should know the answers. However if the latter were true then we would have tackled the very inequalities we are seeking to address.

The solutions lie in the dialogue we can create, with the public we serve. To frame these new dialogues leaders can provide the technical knowledge and the understanding of the way the health and social care system works, whilst the public can provide their insight of service use and thoughts on how to really meet their needs.

The two together can find the sustainable solutions we all want.

Ensure we develop and use systems and processes that make the best use of resources, every time

The second core strategic approach is to ensure that all partner organisations develop systems, processes and ways of working that make the best use of their collective and increasingly limited resources, every time. These are both monetary and human resources.

This approach asks the partners to find the synergies that exists between them on behalf of the public they serve, and to reduce the waste that is created by not doing so. So for example, some of the public sector partners could work together and share the administrative services that support their organisations or work on plans that deliver win-wins for each participating organisation and the public they serve.

Equally collaboration between a public sector partners and the community and a voluntary sector partner could create synergies and reduce wasteful duplication of time, effort and resources.

The essence to this approach is to focus on reducing waste and creating opportunities to release resources through collaborative advantage.

Move the focus of our work to the promotion of health and wellbeing

The third core strategic approach is to ensure partner organisations move the focus of their work away from “treating” the problems they face to preventing them occurring in the first place. As the adage goes, “prevention is better than cure”.

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What this means is that the partners will be asked to evidence how they are moving more and more resources into the prevention agenda over the course of the coming years.

So for partners on the board working in the health sector the challenge will be to spend less on treating illness and more on preventing illness, and thus there will be a need to focus on promoting health and wellbeing.

For other partners the same will apply. So for Police partners the challenge will be to prevent crime and when 70% is related to drug and alcohol misuse it is not hard to see where there are synergistic opportunities to work with health partners and create win-wins.

These 3 strategic approaches are themselves synergistic and add value to each other, such that working differently with the public we serve, will enable partners to make better use of their limited resources and these two together will allow them to release existing resources to deliver plans that promote health and wellbeing for all those they serve and move us closer to delivering our common vision.

What do we mean by Health and Wellbeing?

There are many definitions of “Health and Wellbeing”, some old, some new. Every individual also thinks differently about what this means for themselves.

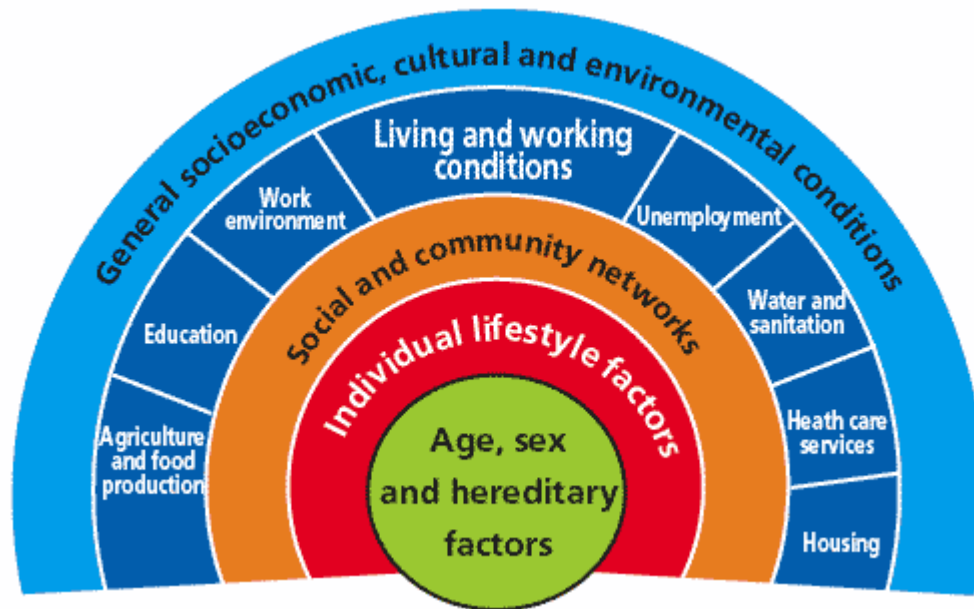
However the partners on the Plymouth Health and wellbeing Board felt it was important to be clear with the public they serve about what it is they felt represented true health and wellbeing.

This is so that the public , to whom the board is accountable, can better understand the board’s intent and hold the board to account if the delivery plans in this Joint Health and Wellbeing Strategy fail to promote health and wellbeing as defined in this way.

As well as providing a definition of health and wellbeing it is important to understand the factors that influence health outcomes, so that as we work to promote health and wellbeing through our Joint Health and Wellbeing Strategy’s delivery plans, we also address health determinants and the inherent inequalities that persist.



Factors that Influence Our Health Outcomes



Defining Health and wellbeing

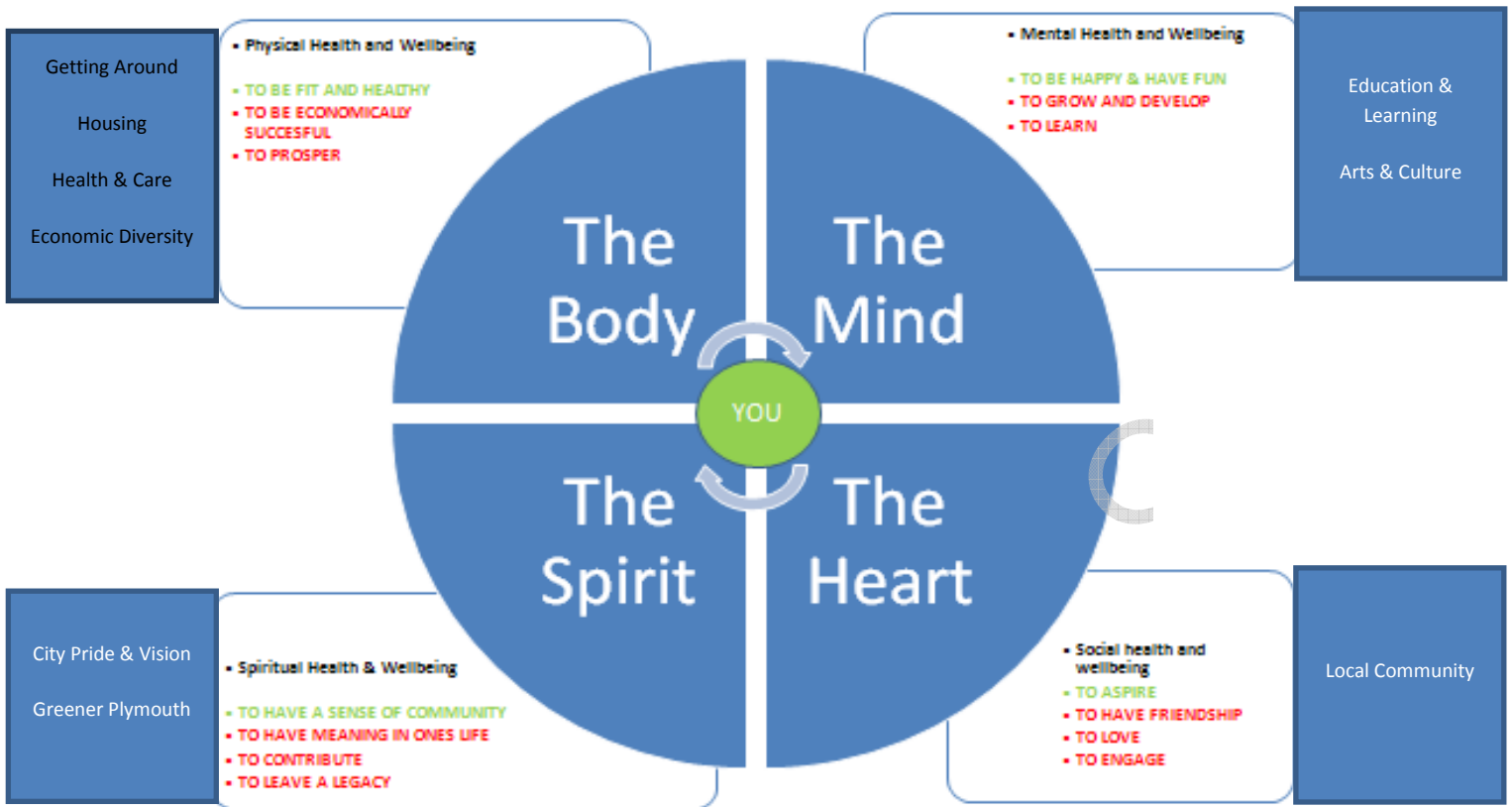
History, literature and religious texts have described over many, many years 4 basic “ingredients” to humankind and it is upon these that Plymouth’s Health and Wellbeing Board have built its definition of health and wellbeing.

Humankind’s four basic ingredients are:

- Our Body
- Our Mind
- Our Heart
- Our Spirit

The balance between these ingredients is central to an individual’s health and wellbeing and act as the four health and wellbeing cornerstones as illustrated in the following picture.





HAPPY HEALTHY ASPIRING COMMUNITIES

These four health and wellbeing cornerstones connect to the 4 natures present in all of us. Combined with our understanding of the needs of the individuals and communities we serve they will define the delivery plans of this Joint Health and Wellbeing Strategy and will form part of the Plymouth Plan.

In addition these four cornerstones frame the recommendations of the Marmott Report 2010 *Fair Society Healthy Lives* and our vision **Happy, Healthy, Aspiring Communities**.

Marmott Report Recommendations:

- Giving every child the best start in life
- Enabling all children, young people and adults to maximize their capabilities and have control over their lives
- Creating fair employment and good work for all
- Ensuring a healthy standard of living for all
- Creating and developing sustainable places and communities
- Strengthening the role and impact of ill-health prevention

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Our Engagement

For the partners at the Shadow Health and Wellbeing Board a healthy individual has a healthy mind, body, spirit and heart. It is only by addressing these four cornerstones that we can really create “Happy, Healthy, Aspiring Communities”.

Plymouth’s Shadow Health and Wellbeing Board will shortly launch a public consultation about how best to improve health and wellbeing across the City. We will not be consulting on the full strategy but want to talk to our City about health and wellbeing.

Do you agree with the Board’s definition of health and wellbeing?

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Do you know what things affect your health and wellbeing?

Do you have ideas that might improve health and wellbeing and what can you do differently?

We want to develop a deal between the Health and Wellbeing Board and the People of Plymouth, we want to talk about the things we can do but also what you can do and also recognise that some things are beyond control.

We will spend 12 weeks listening to health and social care professionals, community partners, service users, carers and the public before finalising plans in the summer. We think it's the right time to start a public debate about what we as individuals need to do, how communities can get involved and how local organisations can provide support for our vision.

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