

Health and Wellbeing Strategy Consultation Engagement Activity Executive Summary

Introduction

The current Warrington Strategy for Wellbeing comes to an end in 2015 and work is underway with the Health and Wellbeing Board and Warrington Partnership to develop a refreshed Strategy. In order to gain an informed holistic view from our stakeholders, a consultation period took place, inviting comments on the consultation document which outlined the framework, suggested vision, themes and priorities for the new Strategy. A copy of the consultation document is attached as Appendix A.

What did we do - our engagement activity

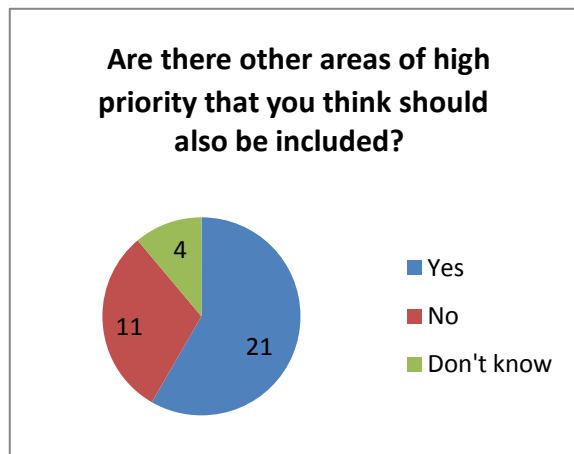
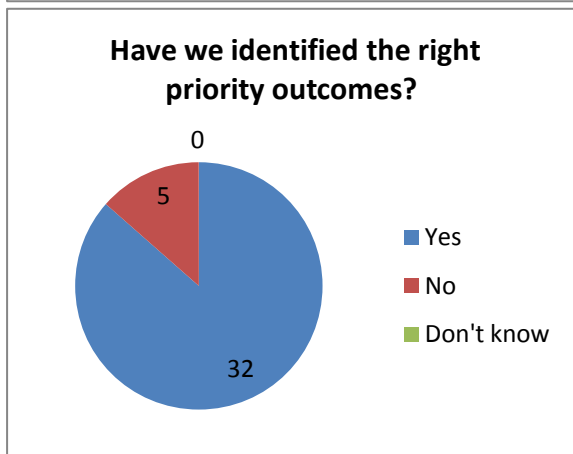
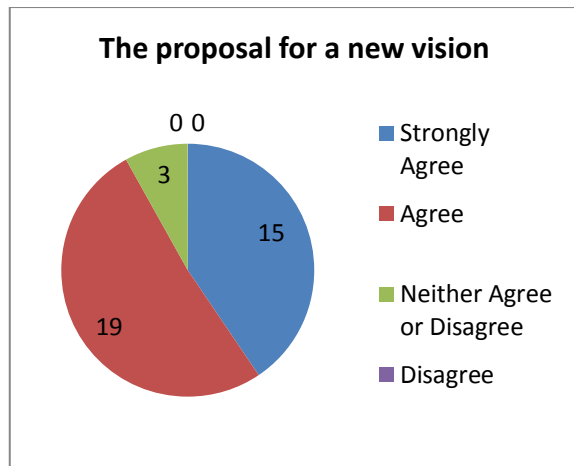
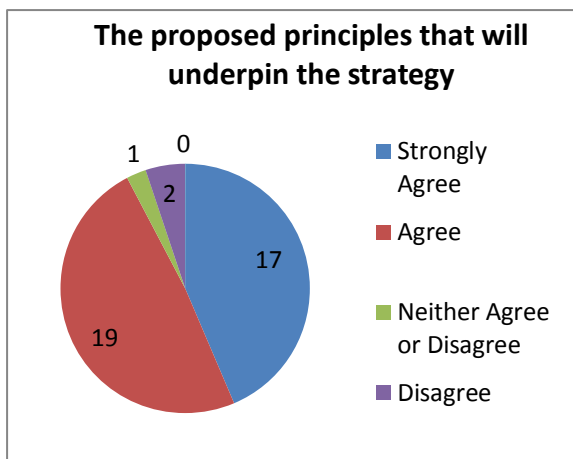
To engage with as wide an audience as possible, and gain the views and perspectives of key stakeholder groupings, various engagement activity took place between January and March 2015, which is outlined below:

What	When
Online Questionnaire launched	26 th January 2015
Document and questionnaire circulated to Joint Board members and key stakeholders	27 th January 2015
Consultation publicised on Warrington Together website and also hosted on Warrington Borough Council and Warrington CCG websites	28 th January 2015
Presentation to the South, West and Central Neighbourhood Boards	January and February 2015
Policy Committee attendance	February 2015
Warrington Health and Wellbeing Strategy Stakeholder Event	26 th February 2015

What our stakeholders told us

Out of 39 responses, 92% agreed or strongly agreed with the proposed principles which underpinned the strategy and the same percentage out of 37 responses agreed or strongly agreed with the proposed vision.

32 out of 37 respondents (86%) felt that the right priority outcomes had been identified and 58% felt there were other areas which should be included.



What have we learnt so far?

Whilst there was a strong response in favour of the themes and priorities which were outlined in the consultation document, there was also some very useful feedback on other areas. Listed below are the key themes which have emerged from the engagement activity:

Alcohol

Various responses made comment about the lack of reference to alcohol. There is a need for alcohol related harm, or rather the efforts towards reduction of such, to be a greater feature within the strategy across the themes. In addition to this, it was highlighted that alcohol harm is a cross cutting issue that effects most strategic partners and has significant detrimental effect on the health and wellbeing of residents. It is felt that it is especially important following the recent closure of the alcohol PAG, although improvements have been seen, it needs to remain a priority.

Community Safety

This theme was recognised in a number of ways, needing to be more heavily referenced in recognition there are a range of factors which have a great impact on

our wellbeing, regardless of age or lifestage, but also in relation to personal choices made at home and within the community.

Strengthening Communications and Community Engagement / Participation

It has been suggested that currently there is little joined up strategic messaging across organisational boundaries and there is very little cross organisation collaboration on delivery. In simple terms it is not uncommon that multiple organisations will be targeting information at the same people at the same time creating apathy and confusion in audiences. Therefore, there is a need to develop a stronger coherent message or narrative on the changes that are happening and will be happening in the future.

Communication does happen and happens well, but feedback has highlighted that there should be more and done in a unified way across services.

In Warrington we have good examples of where change is happening, and new models of delivery are working well, we need to build on this and now is the time for our social contract to change. Establishing a new relationship between Warrington and its residents – building connections, trust and preparedness for change. There is recognition this will take time and very different styles of working and consulting to those used before.

Managing Long Term Conditions

Recommendation has been made that as this is an outcome based document, more consideration could be made to the inclusion of more health specific outcomes including long term illness, diseases and disabilities. It was suggested that the strategy as a whole feels like it has been constructed with “well people” in mind and doesn’t fully identify the needs of the community or reflect the real issues surrounding health in Warrington and perhaps there were gaps in the proposed priority outcomes.

This theme could relate to various sections of the strategy and was identified in different ways as it could also include the desire for a better quality of life for people already living with Long Term Conditions, not just the treatment of the conditions.

Integration

It was felt the consultation document didn’t effectively communicate the major step change that is needed

It was widely recognised within the feedback that the style, language and accessibility of the strategy may not be suitable for the needs of all and may benefit from not being so ‘high level’.

Attached as Appendix B is a word cloud which gives a weighted visual representation of the key words which came from the feedback and questionnaire.

Recommendations

Due consideration should be given to the themes identified during the engagement period as the work on the Strategy refresh develops.

Appendix A



Warrington Health and Wellbeing Strategy

Refresh

January 2015

Consultation document

SUMMARY OUTCOME FRAMEWORK FOR CONSULTATION

Warrington Health and Wellbeing Strategy 2015-18

Our Vision for Warrington

Working together in Warrington for stronger neighbourhoods, healthier people, a prosperous economy and more equal communities.

Priority Outcomes

Working together

- Investing in integration
- Tackling inequalities
- Promoting prevention
- Providing care closer to home
- Strengthening community resilience and improving engagement
- Encouraging personal responsibility
- Delivering excellence for Warrington

Starting well

- More mothers choosing to breastfeed
- Less children living in relative poverty
- Improved educational outcomes for the most deprived pupils and children in care
- Improved lifestyle choices of children and young people
- Improved levels of emotional wellbeing in children and young people

Living well

- More residents with the skills to benefit from local economic prosperity
- Improved employment rates for all communities
- Reduced gap in life expectancy between our disadvantaged groups and communities and the rest of Warrington
- Reduced levels of domestic abuse
- Improved levels of emotional wellbeing

Ageing well

- Reduced levels of emergency hospital admissions of people aged over 65
- Improved support for people with dementia
- Reduced social isolation
- More older people living independently at home for as long as possible
- Improved quality of life for carers

A strong and resilient Warrington

- Maintain our strong economy and continue to attract new investment into key regeneration and infrastructure initiatives
- Improve community engagement and volunteering
- Increased participation in cultural, sporting and recreational activities
- Increased numbers of affordable homes
- Increased numbers of people using sustainable travel

We want your views...

The current Warrington Strategy for Wellbeing was published in 2012 and comes to an end in 2015. It has provided Warrington with its overarching plan for:

- Building safe, sustainable communities
- Ensuring the best start in life and transition to adulthood
- Living and working well
- Promoting wellbeing for older people

The Health and Wellbeing Board and the Warrington Partnership are now creating a new strategy for 2015 to 2018. We are starting the process of developing the new strategy with a series of consultations and discussions with our partners and wider stakeholders. This document sets out our proposals for this new Health and Wellbeing Strategy for Warrington and provides an opportunity for you to give your views on it (see Section 7 on how to respond).

1. What should the strategy look like?

The new Health and Wellbeing Strategy will define the vision and the priority outcomes that partners across Warrington, who work to deliver and support public services in Warrington, want to achieve in order to improve the health and wellbeing of Warrington residents.

The strategy will provide the basis for the work plans of the Warrington Health and Wellbeing Board, the Warrington Local Strategic Partnership, and their sub-groups.

It will also provide the framework for our joint commissioning intentions, and how we can work together to make the best use of the 'Warrington £', the collective budget for delivering public services in Warrington.

We want the future Health and Wellbeing Strategy to build on the partnerships' strengths and the [achievements from the current strategy](#). We want the strategy to help us to continue to focus our efforts on those areas where we can have the most impact on improving the health and wellbeing of Warrington's population.

3. Our Vision for Warrington

Our existing vision for Warrington is:

Warrington: A place where we can all be proud to live, work and do business.

A new strategy gives us an opportunity to update this. Focusing on the proposed priorities outlined in the document below, we are proposing a new vision for the Warrington Health and Wellbeing Strategy 2015-2018:

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Working together in Warrington for stronger neighbourhoods, healthier people, a prosperous economy and more equal communities.

4. Working together differently

In Warrington all partners agree that to tackle the complex and interlinked issues resident's face, we need to work differently. With reducing resources and increasing pressures on the health and wellbeing system, it is crucial we make better use of the Warrington £ - the collective public sector funding in Warrington. We are therefore proposing a number of principles that will help clearly focus how we will work together and shape our approach to transforming health and wellbeing in the borough.

These seven proposed principles are:

Investing in integration – Commissioning and delivering services that centre on the individual and integrate the work of partner agencies can feel more joined up from the perspective of the service user, and can deliver better outcomes and reduce the resources needed. This is particularly important for those people who have complex support needs that require a range of interventions and care packages. There are already plans in place for increasing the number of integrated services in Warrington and, where appropriate, it will be the preferred way of commissioning and delivering future services.

Tacking inequalities - Warrington has some stark inequalities between the most and least deprived households and communities. These inequalities including income, educational attainment, crime levels, housing etc. are major contributing factors to health and social problems in Warrington. Improving outcomes for the most deprived households and communities will be a key principle that will underpin delivery of the strategy.

Promoting prevention – Preventing the root causes of ill-health and promoting wellbeing will improve outcomes for residents and ultimately reduce the amount of the money that partners spend on support and treatment. We will commission and develop services that focus on preventing ill-health through early identification and supporting people to have healthy lifestyles and positive mental health.

Providing care closer to home - Enabling people to stay in their own homes rather than entering residential care, avoiding unnecessary attendances and stays in hospital and providing diagnostic and support services closer to home all offer benefits to the individuals concerned and reduce the need for high cost services. The strategy will promote new community based services and ones that help people and their families / carers to stay in their homes and within their local communities.

Strengthening community resilience and improving engagement - It is important that local people are involved in setting priorities, can influence how services are delivered and encouraged to give their views about improvements. Seeking residents' participation in the development of services will help create services that are responsive to the needs of the community. It also contributes to creating more cohesive and resilient communities, who

actively participate in looking after their own communities and support their neighbours, friends and family.

Encouraging personal responsibility – Most people are aware of the things that they can do to improve their health and wellbeing, such as stopping smoking, not drinking alcohol to excess, improving their skills levels, engaging in employment, maintaining positive relationships and more; yet many find it difficult to make the change to more positive lifestyles. It is important that the strategy puts in place support for people to take greater personal responsibility, stay active and make the positive choices that will make a real difference to their lives.

Delivering excellence for Warrington – as services we must do all we can to provide excellence across all that we deliver to ensure safe practices, positive outcomes for service users, and to support good financial planning and practice through minimising waste. This means reducing errors by getting it right first time through a highly skilled workforce, using intelligence and customer insights to support planning and performance monitoring, implementing high quality systems that work together and supporting good quality leadership throughout our organisations.

5. Our strategic and commissioning themes

At the core of our strategy is supporting the people of Warrington, and our principles set out above underpin this. In order to promote these principles we want to step away from a traditional service and single issue-led approach to commissioning and delivery, and focus on the holistic needs of people at the different stages of their life.

Wherever possible, we will plan, commission and deliver in a way that recognises and responds to the complexities of people's lives and the collective impact public services can have. Therefore we have included the 'working together' principles as a theme in its own right. This is important as it will inform and influence how we monitor progress in delivering the strategy once it is published.

Working together

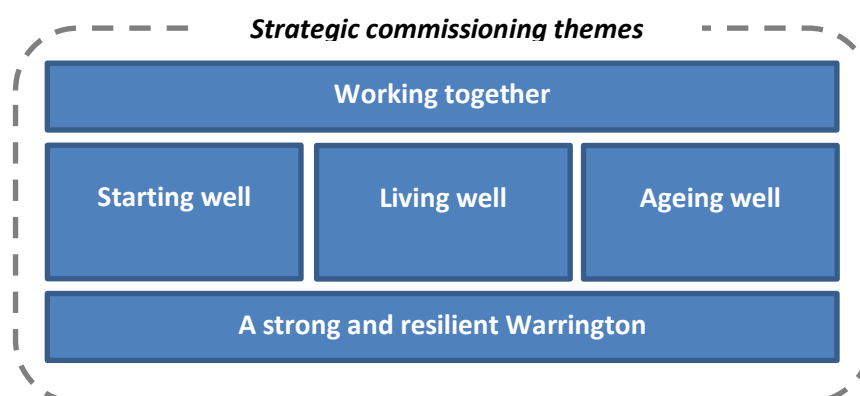
These principles will run throughout all that we do. But we also want to set out a series of *priority* outcomes for people at each stage of the lifecycle from birth to old age. These outcomes will focus on those areas in which we need to make significant improvements, we need to maintain improvements, we need to uphold our strong performance or where we need to protect and safeguard individuals or communities. Each priority outcome should demonstrate an impact or benefit beyond the immediate improvement to performance, either through the prevention of longer term outcomes, the potential cost savings of improving outcomes, or the significant impact on quality of life.

Starting well Living well Ageing well

We also want to emphasise the overall need for resilient communities and a strong supporting infrastructure that provides the best opportunities, accessibility and environment for wellbeing for all age groups. Therefore we are proposing a theme that recognises this important work, called 'a strong and resilient Warrington'.

A strong and resilient Warrington

The below diagram describes this potential framework, which would frame both the strategy and a new structure for joint commissioning.



6. Defining our priority outcomes

The priority outcomes that we are proposing for the strategy have been informed by our [Joint Strategic Needs Assessment \(JSNA\)](#) and other intelligence and needs assessments such as the community safety needs assessment and housing needs assessments.

Starting well

- Outcome 1: More mothers choosing to breastfeed**
- Outcome 2: Less children living in relative poverty**
- Outcome 3: Improved educational outcomes for the most deprived pupils and children in care**
- Outcome 4: Improved lifestyle choices of children and young people (substance misuse, healthy eating and exercise)**
- Outcome 5: Improved levels of emotional wellbeing in children and young people**

We want children and young person in Warrington to have a healthy, happy and safe childhood, to be able to make a successful transition to adulthood, and to have the opportunity to achieve their full potential in life. Overall, children and young people in Warrington thrive, however, there are some key concerns we need to address.

Breast feeding rates are consistently lower than the national average, and much lower in our deprived areas. The longer term benefits to babies who breastfeed are significant in terms of better health outcomes in particular, so this priority is a crucial preventative measure.

In our deprived areas 1 in 3 children are living in poverty, and those children who are eligible for the pupil premium (free school meals) do significantly worse at school. Similarly, children who are living in care have significantly poorer outcomes. Strong educational attainment is closely aligned to positive future life chances, and supporting people out of poverty in the longer term. The Children and Young People's Plan, supported by the newly formed Warrington Education Board and School Improvement Plan, all aim to improve educational attainment. In addition, the Skills Commission identified those skills areas which are most in need by Warrington businesses, and much work is ongoing to enable schools and businesses to work together more closely.

There are concerns over the lifestyle choices of some of our children and young people. Alcohol related admissions among those aged under 18 years, and admissions due to substance misuse for those aged 15 – 24 are both higher than the England average, especially in the most deprived areas of the borough. Regional survey work indicates that 15% of 14-17 year olds smoke, and excess weight is an ongoing concern, both of which have significant longer term implications. Through initiatives such as the Risky Behaviour programme and Change 4 Life programme, we must continue to take action.

It is estimated that, in Warrington, there are approximately 2,700 children and young people experiencing a diagnosable mental health problem, although data is limited. Warrington has similar levels of poor mental wellbeing compared to the national average, however we should not be complacent, with evidence of a decline in children reporting as having 'good' emotional health. Hospital admissions for 0 – 19 year olds as a result of self-harm are higher than the national average, in particular for children and young people who live in the 20% most deprived areas, with a rate 64% higher than the rest of Warrington.

Living well

- Outcome 1: More residents with the skills to benefit from local economic prosperity**
- Outcome 2: Improved employment rates for all communities**
- Outcome 3: Reduced gaps in life expectancy between our disadvantaged groups and communities and the rest of Warrington (Improved lifestyle choices)**
- Outcome 4: Reduced levels of domestic abuse**
- Outcome 5: Improved levels of emotional wellbeing**

We want everyone in Warrington to have the opportunity to improve their physical and mental wellbeing, live a healthier, longer life, to be safe, and to have access to the learning and employment opportunities that Warrington can offer.

Warrington has a strong economy, which is rated as one of the fastest growing in the country. Levels of unemployment are lower in Warrington than nationally and regionally. However, there are stark differences between the most deprived areas and the rest of Warrington, and not all residents are benefiting from our strong economic performance. There are strong links between income and social inequality, with poorer residents experiencing poorer outcomes across nearly all social issues.

There are significant inequalities in life expectancy within the borough, particularly for those who are living in deprivation, and those who are not. Average life expectancy for residents is improving, but improvement has slowed in recent years. The prevalence of multiple lifestyle risk factors is more common amongst deprived populations. Obesity is increasing locally and rates are very high amongst some population groups such as middle aged men. Unsafe drinking is an ongoing concern, and smoking rates are still considerably higher in the most deprived areas.

Lifestyle choices have a significant impact on the development of long term conditions such as diabetes, heart disease and cancer. Through targeted prevention activities, and using intelligence to identify those residents who are most at risk of future poor health, we want to reduce the prevalence of these diseases and make an impact on the gaps in life expectancy over the longer term.

Warrington is generally a safe place to be, however, there are some areas of concern. Of particular importance is domestic abuse, which can have serious consequences on the health and wellbeing of victims. It can cause isolation from family and friends; loss of income or work; homelessness; emotional/psychological effects such as anxiety, depression

or lowered sense of self-worth; poor health; physical injury or ongoing impairment, and at its most extreme - death. It can also impact on children. Witnessing domestic violence can cause cognitive, behavioural and emotional effects in children.

In Warrington one quarter of all adults report suffering from low levels of emotional wellbeing. Overall there is a higher rate for adults of working age, and in particular those who live in areas of deprivation. Poor emotional wellbeing can have a significant impact on a person's life chances, impacting on areas such as accessing employment opportunities. Improving emotional wellbeing can often be a key first step for people in improving other outcomes both for themselves and family members.

Ageing well

- Outcome 1: Reduced levels of emergency hospital admissions and readmissions of people aged over 65**
- Outcome 2: Improved support for people with dementia**
- Outcome 3: Reduced social isolation**
- Outcome 4: Increased numbers of older people living independently at home for as long as possible**
- Outcome 5: Improved quality of life for carers**

We want to support older people to remain active members of the community and to have as much independence and control over their lives as possible.

The population of older people in the Borough is increasing faster than the England rate, and predictions indicate an increase of 27.1% from the 2011 level by 2021. Because of this there is projected to be an increase in the numbers of people living with chronic diseases and dementia, which will put a significant strain on health and social care services, as well as on communities and families impacted by these diseases.

Quality of life as measured by healthy life expectancy is currently poorer for older people in Warrington compared with the average for England. And Warrington has a significantly higher rate of unplanned emergency admissions to hospital amongst the over 65s than the England average.

These things combined means we must prioritise and plan carefully our support for older people both now and in the future, and wherever possible support people to stay healthy for longer. We therefore have selected a number of priority outcomes that help us to focus our key activities around those issues that will most help us to support older people both now and in the future:

A strong and resilient Warrington

- Outcome 1: Maintain our strong economy and continue to attract new investment into key regeneration and infrastructure initiatives**
- Outcome 2: Improve community engagement and volunteering**
- Outcome 3: Increase participation in cultural, sporting and recreational activities**
- Outcome 4: Increase the numbers of affordable homes**
- Outcome 5: Increase numbers of people using sustainable travel (public transport, cycling, walking)**

We want to make sure that we work with local communities to ensure that people have a safe supportive place to live, can enjoy their surroundings and be engaged in local activities. To underpin the priority outcomes across all our themes, we need to ensure we have the right quality housing for our residents, and a strong transport infrastructure – not only to help residents to get around Warrington, but also to maintain and increase the high investment we have and are attracting into Warrington.

We must maintain our strong economy. We want to improve the living environment for everyone in Warrington and make sure that everyone benefits from the effects of Warrington's strong economic growth

Engaged and supportive communities can help each other, reduce social isolation, improve health and wellbeing and they can work with agencies to develop and deliver effective services. Many of our communities have high resilience, and our sense of place is strong, however some struggle more than other. In particular those communities which have high levels of poor social outcomes, need additional help to maintain strong support networks.

Our cultural, sporting and recreational offer is strong, particularly for a borough of our size. Through initiatives such as 'It's all Going on in Warrington' we have many things to be proud of, from our big events to our local community groups. But we're ambitious to do more, and a new Cultural Strategy and new Active Warrington strategy will set the direction for the future.

The number of households on Warrington's 'Choose a Home' waiting list has increased from just under 2,000 in 2002 to over 3,000 in 2013. Evidence suggests that living in poor housing can lead to an increased risk of cardiovascular and respiratory disease as well as to anxiety and depression. Problems such as damp, mould, excess cold and structural defects which increase the risk of an accident also present hazards to health.

Access to transport allows people to access health services and employment. Accessibility and affordability are reported as problems by young people and disabled people. Bus usage figures are declining, whilst some of our access routes to key employment sites are struggling to cope with vehicle levels at peak times. This is reflected in our pollution levels, with CO2 emissions in Warrington being higher than the north West Average with road traffic being the main contributor.

7. Consultation questions

Improving the health and wellbeing of Warrington's population is everyone's business. Everyone has a role to play and should have an opportunity to share their views on it.

This consultation is about helping to determine the priorities and the actions that will be taken to achieve these.

The questions we would like to hear your views on:

1. Do you agree with the principles that will underpin the strategy?
2. Do you agree with the proposal for a new vision?
3. Have we identified the right priority outcomes? Are there other areas of high priority that you think should also be included, and if so, why?
4. What role will you/your organisation play in achieving the outcomes set out in this consultation document?
5. As a resident what is it like being on the receiving end of Health and Local Authority services i.e. what do we do well, what should we do more of, and what can we do better at?
6. Are there any other comments that you would like to make?

How to respond

You can take part in a number of ways:

To view the consultation document and take part in our online questionnaire please visit www.warringtontogether.co.uk/haws

To request copies of the document, for further questions and to respond to the consultation by email or in writing please contact the Strategic Partnership Team as detailed below:

- Strategic Partnerships Team, New Town House, Buttermarket Street, Warrington WA1 2NH
- Email: warringtonpartnership@warrington.gov.uk
- [Telephone: 01925 443922](tel:01925443922)

All comments will be considered and will help us to shape our strategy over the coming weeks.

The deadline to make a response to the consultation is: **Friday 27th February 2015.**

Appendix B

