

Cornwall and Isles of Scilly Health and Wellbeing Strategy 2020-2030

Stakeholder Engagement Document
July 2019



Introduction

The draft strategy outlines how the two Health and Wellbeing Boards (Cornwall and Isles of Scilly) will work together to improve the overall health and wellbeing of the residents across Cornwall and the Isles of Scilly and reduce health inequalities over the next 10 years.

Through this new Strategy, we're signaling an important shift to a more preventative approach, creating positive wellbeing and addressing the root causes of poor health – including things like poor housing and the environment – and not simply focusing on treating the symptoms.

How you can have your say

The Cornwall and Isles of Scilly Health and Well Being Boards would like to invite their stakeholders to comment on the outline Draft Cornwall and Isles of Scilly Joint Health and Wellbeing Strategy 2020-2030.

A consultation questionnaire is available on our website: www.cornwall.gov.uk//health-and-social-care/public-health-cornwall/

Direct link to questionnaire: <https://www.netigate.se/a/s.aspx?s=773439X190470801X83459>

Our engagement will run from 1 August 2019 until 25 September 2019.

The responses received during the consultation will be analysed and the Strategy will be updated by the board based on feedback received and further engagement with stakeholders. The updated Strategy will then go to the Health and Wellbeing Board on the 17th October for approval.

The Health and Wellbeing Boards

Health and Wellbeing Boards bring together councillors, the local authority's public health team, adult and children's services, the NHS (including local GPs), Healthwatch and the Community and Voluntary (VCS) sector.

There are two Boards which cover our area – one for the Isles of Scilly and one for Cornwall. Whilst they are separate geographically there is a clear relationship between the Islands and mainland.

Both Boards have a legal duty to promote the individual wellbeing of local residents. They also have a duty to develop a Joint Strategic Needs Assessment (JSNA) and a Health and Wellbeing Strategy to help focus efforts to address the needs of the population.

This is the first Joint Health and Wellbeing Strategy produced by the two Boards; reflective of a closer working relationship and the need for a shared vision for the future health of our populations. It is an important document as all Clinical Commissioning Groups, Local Authority's and the NHS Long Term Plan should take the Joint Health and Wellbeing Strategy into account.

Purpose of the Strategy

The draft Strategy outlines how the Boards will work together to improve the overall health and wellbeing of residents across Cornwall and the Isles of Scilly and reduce health inequalities over the next 10 years.

The purpose of the Strategy is to:

- Provide a context, vision and overall focus for improving the health and wellbeing of the population and reducing inequalities
- Identify shared priorities and outcomes for improving health and wellbeing and reducing inequalities based on our JSNA
- Support board members to embed targeted work within their own organisations and reflect these in their commissioning and delivery plans
- Work with and influence partner organisations to ensure a whole community approach towards improvement in the population health and wellbeing

The Strategy

Informed by a review of the Joint Strategic Needs Assessment and initial discussions with stakeholders, we have identified the following as the basis for our Strategy:

Our Vision

Everyone in Cornwall and the Isles of Scilly can enjoy good wellbeing and can grow, live, work and age equally well

Overarching Objectives

We are proposing four overarching objectives that we believe, with focus, have the potential to make the biggest and fastest improvements to health and wellbeing over the next ten years. However, the strategy is set within the knowledge that achieving these priorities relies on working with stakeholders and local communities, not just health and social care services to transform the health of our population.

Our four overarching objectives are:

- **Healthy communities** - We create healthy and sustainable places and communities to live, learn, work and age

- **Healthy Start** - Children are given the best start in life enabling them to equally reach their full potential
- **Healthy Bodies** - People feel enabled and motivated to actively manage their lifestyles and reduce risks to health
- **Healthy Minds** - People pay as much attention to their emotional and mental wellbeing as their physical health

Ambitions

We have outlined 12 key ambitions under each of the four objectives these are:

Healthy communities

- We enjoy an inclusive economy, that promotes skills development and access to good work for all.
- Everyone has access to a safe home, community assets and built environment that supports wellbeing.
- We live sustainably and value the health benefits of our natural environment.

The Strategy

Healthy Start

- All parents and families have access to the right information and support to thrive
- Our children are lifted out of poverty and protected from adverse childhood experiences.
- Every young person is equipped to be successful in the next stage of their life.

Healthy Bodies

- Everyone can enjoy a healthy lifestyle.
- People living with disabilities or long term conditions, and their carers, enjoy better wellbeing.
- We protect health through early detection of disease, screening and immunisation programmes.

Healthy Minds

- We can build good emotional and mental wellbeing at all ages

- We all take action to reduce our risk of developing, or support people to live well with dementia
- Loneliness and isolation is reduced through meaningful social contact at all life stages

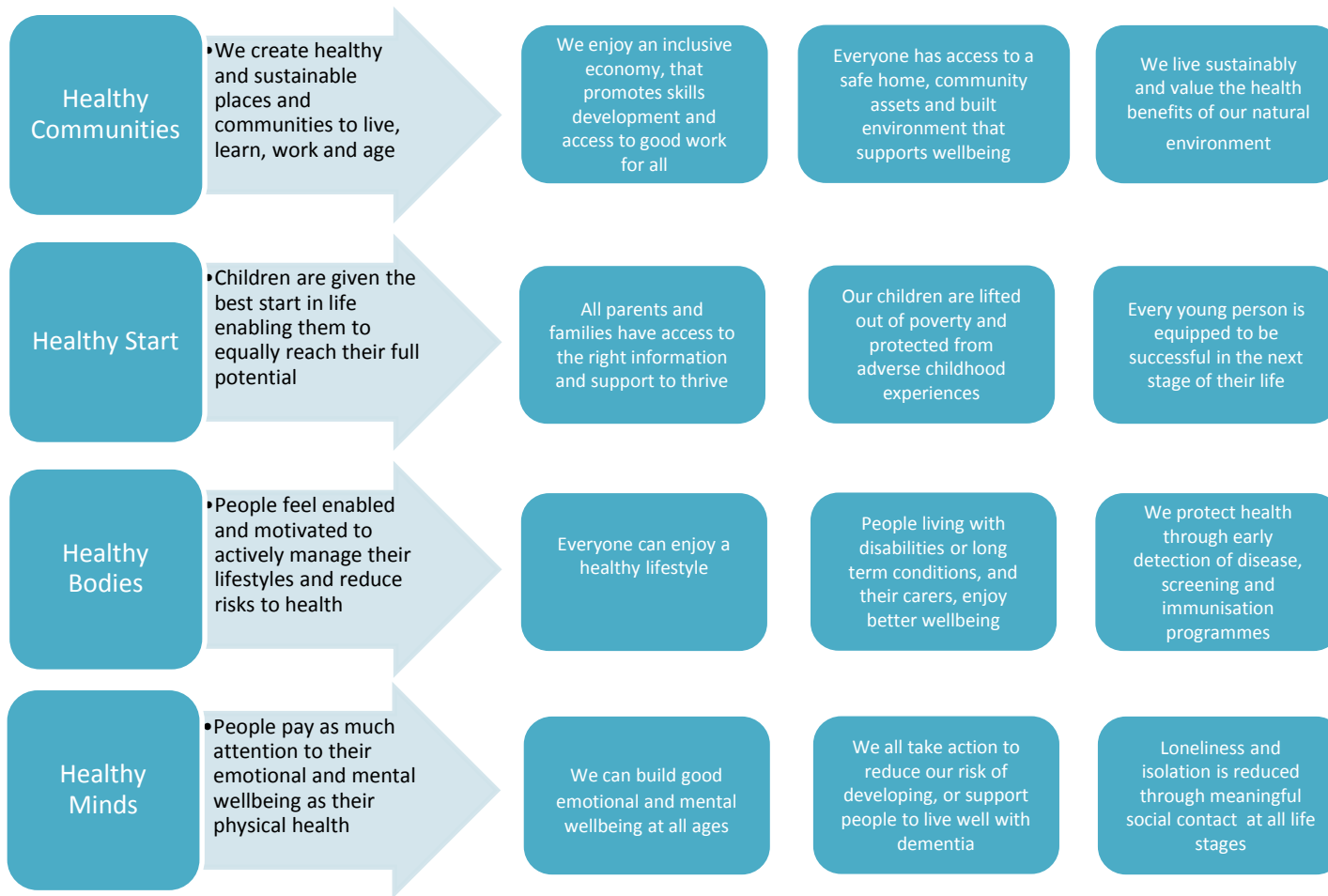
Guiding Principles

The Boards have also identified four principles which should underpin and guide how we will work together:

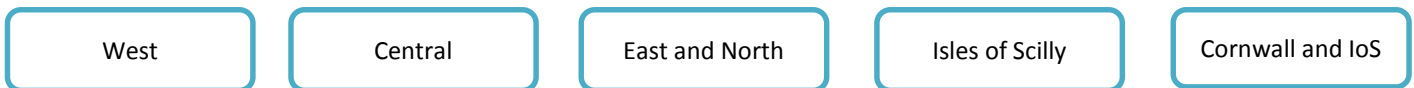
- Collective responsibility and understanding of the benefits of actively managing our health and wellbeing
- Investing in prevention to promote a more sustainable system
- Communities and systems working together to drive a healthier culture
- Promoting inclusion and recognising diversity

The following page provides a diagram which illustrates the outline for the Strategy.

Everyone in Cornwall and the Isles of Scilly can enjoy good wellbeing and can grow, live, work and age equally well



Delivery Plans



Next Steps

Following the engagement process the Strategy will identify some pan Cornwall and Isles of Scilly activities that the Boards commit to working towards collectively. This will be supported by a multi-agency delivery group to oversee and implement these activities and linking to the NHS Long Term Plan Prevention Plan.

We will also develop an outcomes framework which will help provides a transparent approach to monitoring and reporting progress in our collective efforts to achieve health and wellbeing. The outcomes framework will bring together a comprehensive set of indicators drawn from multiple data sources. These indicators will then help us track whether our combined efforts are improving the health and wellbeing of Cornwall and the Isles of Scilly over the 10 year period of the Strategy.

However, the Board recognises that Cornwall and the Isles of Scilly are not a homogenous community and so to achieve the outcomes the plan needs to strike a balance between targeting those high level cross-cutting issues and targeting specific issues in localities.

Phase 2 of the Strategy development will be to work to develop Local delivery plans (West, Mid, North and East and Isles of Scilly) which contribute towards achieving the outcomes of the Board. We will work with various partners and the public to develop these Plans to ensure there is a shared understanding of the work needed over the next 10 years in local areas to help improve population health.

It is expected that this work will commence from November following formal sign off of the overarching Health and Wellbeing Strategy.