

# Consultation on Health and Wellbeing Strategy 2017-2020 - summary of findings and implications

## 1. Background and purpose of report

The consultation on the Health and Wellbeing Strategy was conducted between 11th November and 23rd December. This involved an online survey, an engagement event at the Ideas Store coordinated by Health Watch and presentation at a range of stakeholder meetings. This report summarises the findings and implications.

## 2. Survey findings

The survey addressed each of the priority areas in the strategy:

1. Help communities lead change to improve health and wellbeing
2. Change the physical environment to make Tower Hamlets a healthier place
3. Improve the health of people who are unemployed and promote health at work
4. Help children have a healthy weight, eat healthily and do regular physical activity
5. Make sure services are joined up so they are easy to understand and access

For each priority it asked the following questions (rationale for priority and proposed outcomes were set out in text)

1. How important is this priority to you?
2. Do you agree these are the right outcomes to focus on?
3. What do you think we can do to deliver these outcomes?

Overall there were 112 responses to the survey - the detailed survey response is available on request. Overall, the majority of responses were from the public but there were also responses from health and social care and voluntary sector. There was a reasonable although not entirely representative spread of responses around age, geography, ethnicity, religion and sexual orientation. However, it should be noted that females were significantly overrepresented (61% of respondents).

The findings indicated strong agreement that the priorities were important or very important and that the outcomes set out in the document were the right ones.

**Table 1 Summary of responses for priorities and outcomes**

	Very important or important priority	Agree with all outcomes
Communities leading change	96%	79%
Healthy environments	99%	84%
Employment and health	95%	83%
Healthy weight in children	96%	90%
Integrated system	92%	78%

For all priorities, there was also a number of qualitative responses on the question around how we could deliver outcomes. Some of the main themes and ideas were as follows:

### **Communities leading change (109 comments)**

- Be inclusive and involve people with disabilities or mental health issues
- Involve a wide range of partners eg housing, health sector, enterprise
- Develop peer to peer, resident led approaches
- Understand resident perspectives on stronger neighbourhoods
- Develop outcomes with residents
- Address fast food, affordable healthy food, cooking skills, exercise and health literacy

### **Healthier place (104 comments)**

- Take more action on littering and antisocial behaviour
- Encourage healthier fast food options in the borough
- Make better use of school facilities out of hours
- Raise more awareness on air pollution
- Implement carbon capture approaches eg planting tall trees
- Involve residents in shaping green spaces
- Involve park rangers in promoting physical activity
- Develop more pedestrian only areas
- Improve traffic flow, reduce speed limits
- Encourage less car use and promote walking and cycling
- Involve local artists more in public art

### **Health and employment (45 comments)**

- Support unemployed people to lead health activities in neighbourhood
- Provide incentives for unemployed people to join gyms
- Use peer support to help people with mental health issues be employed
- Promote health screening at work
- Encourage employees to provide work experience for people with disabilities
- Encourage employees to incorporate wellbeing incentives
- Train and support staff in job centres more to work with people with health issues

### **Healthy weight and nutrition in children (54 comments)**

- Focus education programmes on parents - particularly health cooking skills
- Restrict licensing junk food/fast food outlets and deals targeted at children
- Use a range of approaches to promote healthy eating including story telling
- Promote walking and cycling to school
- Promote out of school activities encouraging healthy eating and physical activity
- Review cultural norms/barriers around healthy eating and physical activity
- Promote sports participation and use local role models
- Engage the Young Mayor in promoting health

### **Developing an integrated system (42 comments)**

- Co-locate services and support and take a one stop shop approach
- Develop a person outcome approach breaking down staff group barriers
- Improve access to clear, understandable information and advice
- Share systems across organisations eg referral forms, IT
- Take a joined up approach to commissioning
- See the voluntary sector as part of an integrated offer

In addition, there was a question asking whether respondents thought that there are other priorities the board should focus on. 54 people responded to this question and

the main themes were health and housing, older people, mental health, substance misuse, domestic violence, alcohol, smoking and GP access.

Finally, respondents were asked if they would like to be involved and for each priority there were around 20-30 people who were interested.

### **3. Engagement event findings**

An engagement event took place on Saturday 26 November 2016 at the Whitechapel Idea Store. Extensive event promotion was undertaken by a team of Healthwatch Tower Hamlets volunteers who went out to local community groups, schools, shopping areas, children's centres, GP Practices, faith groups and the markets. Stalls were based around the five priorities of the strategy. A total of 126 people registered at the event (108 adults and 18 children). Sixty seven people left their email contact details at the event so that they could stay involved and find out what impact that their involvement had.

Key messages were as follows:

1. The strong cross cutting issues running across all five priority areas were environmental factors such as the ability to spend time outside in green spaces exercising, socialising or relaxing and being able to breathe clean air. Parks are very highly valued community assets which cut across generations, ethnicities and culture. They present the potential to bring people together more frequently through providing more equipment, activities and events.
2. Another cross cutting theme was the strong identification of walking as the preferred method of exercising; linked to a desire to be outdoors, in green space, with friends, family, neighbours, other parents etc. There is potential to link people's desire to walk more to reducing car journeys, air pollution and reducing childhood obesity.
3. Both children and adults understand that a good diet and exercise are important to a healthy lifestyle. Education programmes need to move their focus to helping parents to develop the skills and tools to apply what they know e.g. sharing tips on getting children to eat vegetables or encouraging young people to make healthy food choices.
4. For people who not working need to keeping active physically, socially and through community involvement is important. Providing good links to social networks and volunteering opportunities in their neighbourhood is key.
5. People are aware that services change with the availability of funding and were keen to see that money is being spent in the best way to deliver local services. How we involve them in making sure this is happening may be a next step.

The detailed report is available on request

### **4. Stakeholder meetings**

The strategy was presented by public health and SPP officers at a number of stakeholder meetings including Health Watch, Tower Hamlets Housing Forum, Older Peoples Reference Group, Linkage Plus, Parent and Care Council, LGBT Forum,

Local Voices, Children and Families Board, Tower Hamlets Together, Community Options, a range of voluntary sector organisations, Tower Hamlets Clinical Commissioning Group and all Council Directorate Management Teams. The interim findings were also discussed at the Health and Wellbeing Board on the 13th December.

Overall, the feedback from these meetings reflected those of the survey and stakeholder event with support for the priorities. There were similar themes around building leadership in the community, mitigating impacts of fast food outlets, ensuring access to safe open spaces, reducing car use, focusing on family and intergenerational approaches, strengthening links between health and the housing sector and ensuring focus is maintained on specific groups (young people with mental health issues, older people, people with disabilities, women and employment)

## **5. Conclusions**

The findings of the consultation indicated strong support for the priorities identified in the draft strategy. The qualitative feedback provides a rich source of insights to help shape the action plans of the strategy and it is encouraging that for each priority there were at least twenty people (mainly local residents) who expressed an interest in being involved going forward. Based on these findings it is proposed that the strategy is formally endorsed in its current form.

## **6. Delivering the Strategy**

The approach to delivering the strategy was discussed at the Health and Wellbeing Board on the 13th December (see Appendix One). At this meeting it was agreed that each priority would have a number of Board Champions who, supported by officers, would lead discussion on plans, provide senior level leadership and champion and promote the priority outside the board. The high level dashboard was also presented and the key actions from these have also been integrated into the Strategic Plan. More detail on the approach is set out in the Appendix.

## **Delivering the Health and Wellbeing Strategy (discussion paper)**

***'We face lots of challenges, but we can't tackle them all at once. We want to drive change but if we spread ourselves too thinly we will not have as big an impact. Our focus, therefore, will be on a small list of high priority issues - where we know we face particular health challenges and where only by working together will we achieve the change we need for local people' (p9 Tower Hamlets Together, Health and Wellbeing Strategy 2017 Consultation Draft)***

1. Whilst the strategy consultation period is not quite complete, the purpose of this paper is to start thinking ahead to how we, as a Board, will take forward the change that we have outlined in the strategy.
2. The table overleaf sets out a simple dashboard covering the 15 actions of the strategy based on the 5 priorities (and the action around a shared outcomes framework). It is proposed that this is updated on an ongoing basis and is a standing agenda item at Board meetings. It would also be an option to put this on a public website (with hyperlinks to more detailed strategies)
3. The Board is asked to discuss the following issues:

### **Board champions**

One of the core principles of the new strategy is ownership of the priorities by the board. For this reason, the role of Board members in shaping the priorities of the strategy has been vital. In continuing, this engagement through the delivery of strategy it is proposed that a small group of Board Champions are allocated to each priority (the table overleaf sets out those who have been involved so far in these priorities)

The proposed roles of the Board Champions include:

- Leading discussion on plans, progress and review of priorities at the Board
- Providing senior level leadership, guidance and support to officers/staff who have lead responsibility for development and implementation of the 15 actions
- Championing and promoting the priority outside Board meeting

### **Focussing on and reviewing priorities from the Strategy at Board Meetings**

There are 6 board meetings a year. In order to provide adequate focus for the priorities, a possible approach could be to:

- Bring each priority to the Board three times through the year (covering a cycle of plans, mid year progress and review)
- Manage this by 2-3 priorities coming to each Board and the remaining priorities coming to the subsequent meetings
- Having an annual strategy review workshop to set actions and review priorities for the next year

### **Questions for Board**

1. Does the described role for the Board Champions sound right?
2. Should there be a principle that each Board member is a champion for at least one priority?
3. Does the approach to reviewing priorities at Board meetings sound right?
4. What are Board views on putting strategy updates on a public website?

**HEALTH AND WELLBEING STRATEGY - What will do in 2017?**  
**Proposed High Level Dashboard**

	<b>PROGRAMME OF ACTIVITY</b>	<b>PROGRESS</b>	<b>RAG</b>
<b>COMMUNITIES DRIVING CHANGE</b>			
<b>Board Champions: Dianne Barham, John Gillespie, Cllr Rachael Saunders</b>			
1	Implement a 'Health Creation' programme in communities		
2	Implement a 'Health creation' programme in organisations		
3	Connect the Board to residents through engagement events and social media		
<b>CREATING A HEALTHIER PLACE</b>			
<b>Board Champions: Cllr David Edgar, Cllr Hassell, Shazia Hussain</b>			
4	Improving physical environment action areas		
5	Integrate health impact assessment into planning and policy		
6	Increase awareness of and take action on air pollution		
<b>EMPLOYMENT AND HEALTH</b>			
<b>Board Champions: Cllr Whitelock Gibbs, Ian Basnett, Somen Banerjee, Jackie Sullivan</b>			
7	Better integrate health and employment services		
8	Sign up to London Healthy Workplace Charter and identify priority actions		
<b>CHILDRENS WEIGHT AND NUTRITION</b>			
<b>Board Champions: Cllr Rachael Saunders, Debbie Jones, Sam Everington</b>			
9	Identify and support health representatives on school governing bodies		
10	Provide better information to parents on how school support health and wellbeing		
11	Implement the 'Healthy Mile' programme in schools		
12	Engage with communities on healthy weight and nutrition in children		
<b>DEVELOPING AN INTEGRATED SYSTEM</b>			
<b>Board Champions: Cllr Whitelock Gibbs, Denise Radley, Simon Hall,</b>			
13	Develop a shared vision for an integrated system		
14	Develop a plan for a fully integrated system by 2020		
<b>AGREEING SHARED OUTCOMES</b>			
<b>Board Champions: Somen Banerjee</b>			
15	Develop a shared health and wellbeing outcomes framework with partners		