

Bournemouth and Poole

Health

&

Wellbeing

Strategy 2013-2016



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## INTRODUCTION

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This is the first Joint Health and Wellbeing Strategy for Bournemouth and Poole. It has been produced by the newly formed Bournemouth and Poole Health and Wellbeing Board which brings together local Councillors, Doctors and patient and public representatives to improve the health and wellbeing of local people.

This strategy sets out the key priorities which the Board will pursue over the next three years. It is based on a detailed analysis of health needs in Bournemouth and Poole (the Joint Strategic Needs Analysis – JSNA) and also the assets which our local community offers to help promote good health. The strategy has been drawn up in the light of input from many local organisations and staff teams who joined in the conversations that we held in Autumn 2012 on the draft framework, which helped us determine the top priorities for the Board to make a difference.

We expect to develop the strategy over the coming years as goals are achieved and circumstances change but this will give a focus for the Board to ensure that we make real strides in improving health and wellbeing in Bournemouth and Poole.

Councillor Nicola Greene



Councillor Peter Adams

Joint Chairs  
Bournemouth and Poole Health and Wellbeing Board

## OUR PURPOSE

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Our purpose is to improve health and wellbeing and reduce health inequalities for residents in Bournemouth and Poole. We will do this by focussing on three themes:

- Reducing inequalities
- Promoting healthy lifestyles and preventing ill health
- Working together to deliver early intervention, high quality care and better value



## PRINCIPLES

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These are the principles which underpin our strategy:

- We recognise the enormous contribution that the local community makes to health and well-being in Bournemouth and Poole and we will build solutions that use and develop this asset
- We want to develop a sustainable health and care system based on early intervention and prevention
- We will focus on those actions where by working together we can make the biggest difference to those in the greatest need
- We will centre our services around the needs of people and what works best in order to deliver cost effective services that encourage people to take responsibility for their own health
- We will co-ordinate our actions with those of neighbouring local authority areas, particularly Dorset, where appropriate, but remain focused on delivering services in localities based on local needs
- We will be clear about who is responsible for delivering which programme and how we will monitor progress. We will specifically look for opportunities to improve the way we work together

## HOW WE DEVELOPED THIS STRATEGY

The Health and Wellbeing Board is committed to an inclusive approach to developing and implementing this strategy. In May 2012, over 100 representatives of community and voluntary groups, service user, carer and patient groups, LINKs, local providers, local partnerships and local authorities attended an event to:

- Gain a better understanding of the role of the Bournemouth and Poole Health and Wellbeing Board
- Develop a shared understanding of the health and wellbeing challenges, opportunities and the emerging priorities for Bournemouth and Poole

Following this event and drawing on the **Joint Strategic Needs Assessment**, we prepared a draft Framework for the strategy which set out proposed priorities, explaining why they were priorities, what was already working well, what we want to improve, how we would take this forward and key tasks for the Health and Wellbeing Board. This Framework formed the basis for discussion with local groups and forums at over 30 meetings held throughout autumn 2012.

Key issues that emerged from these discussions included:

- The need for early intervention to prevent ill-health and additional demand on services later in life
- The impact of poor housing, financial problems and social isolation on physical and mental health

- The need for better joint working between general practice, community health, social care and the voluntary and community sector
- The need to focus on a manageable set of priorities that the Health and Wellbeing Board can realistically achieve
- Recognising that other forums exist to drive some of the work forward and the Health and Wellbeing Board should concentrate on those areas where it can make the biggest difference

Following these local discussions, the Health and Wellbeing Board has drawn up a list of wider priorities, where we wish to see improvement. This is shown in Figure 1 on page 6. Section 2 of this strategy discusses the priorities within each theme; current work underway to address these priorities within Bournemouth and Poole and the major change programmes the Board will focus on over the next few years. These are shown in Figure 2 on page 15. In drawing up this short list of major change programmes, the Health and Wellbeing Board has concentrated on those priorities where it is uniquely placed to add value and drive change. Local measures to assess our progress will be identified as the programmes are developed.



**FIGURE 1: OUR WIDER PRIORITIES**



## LOCAL HEALTH NEEDS

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The **Joint Strategic Needs Assessment** provides a detailed analysis of our local community and its needs. It is a web-based resource, accessible from [www.bournemouth.gov.uk](http://www.bournemouth.gov.uk) and [www.poole.gov.uk/storyofpoole](http://www.poole.gov.uk/storyofpoole)

The Joint Strategic Needs Assessment summary highlights the following issues that have influenced the Health and Wellbeing Strategy:

### Demographic Change

- Bournemouth and Poole has a growing population totalling 331,100 in 2011. The population growth is driven by national and international migration, particularly to Bournemouth. The population in both towns is aging. Since 2007, there has been an increase in the birth rate and births now exceed deaths, reversing the previous trend.
- Bournemouth has a large student population with some of the health problems common in this age group.
- Poole is a popular retirement destination and a high proportion of people over 65.
- Although life expectancy in Poole is significantly longer for both men and women than the England average, in Bournemouth, life expectancy for women is around the England average and significantly lower than the England average for men.
- Nonetheless, life expectancy is increasing in both boroughs and an increase in the number of people with more than one long-term condition is expected.

### Inequalities in Health

- There is a continuing gap in life expectancy between the most and least deprived neighbourhoods. High housing costs, low wages, the impact of the economic downturn and changes in welfare benefits are likely to increase poverty levels.
- About a fifth of children in these areas live in poverty. Evidence shows that investment in early intervention services for children aged 0-5 can improve outcomes for children living in poverty.
- Some groups, including people from black and minority ethnic (BME) and lesbian, gay, bisexual and trans people (LGBT), have difficulties accessing health or care services because of language barriers and perceptions that their needs will not be sensitively met.

### Lifestyle Causes of Ill-health

- Obesity is a concern across all population groups and is expected to increase, causing further ill-health, unless positive action is taken.
- The death rate from smoking related diseases is now significantly below the national average and there have been continuing falls in the number of deaths, under the age of 75, from heart disease, stroke and cancer. There is still scope for improving life expectancy in the most deprived areas, by tackling the causes of heart disease, stroke and cancer.
- Alcohol misuse contributes to significant levels of poor physical and mental health, particularly in Bournemouth, where deaths related to alcohol are higher than the national average. The conurbation has also seen a rising trend in the number of alcohol related hospital admissions.

- One in four people will experience poor mental health during their lifetime. Many of the risk factors for poor mental health are linked with wider issues of health, such as housing, education, employment opportunities, income and social isolation. Mental health problems can disproportionately impact on certain groups such as BME, LGBT and the Armed Forces. Admission rates for serious mental illness varies across the conurbation, with a number of hotspots in Bournemouth.

**The need to work together to deliver effective, quality care**

- Both boroughs, particularly Poole, have a higher than average number of older residents and the numbers are expected to increase significantly over the next five years. Concern has been expressed about older people who are socially isolated and lonely. Locally, older people make much more use of hospital services compared to elsewhere in England.
- It is estimated that about 5,250 people in Bournemouth and Poole have dementia. This is expected to increase to 6,000 by 2020. Around 80% of care home residents have dementia or severe memory problems.
- It is estimated that 1 in 3 people over 65 will develop dementia although many will often be undiagnosed. Appropriate support services, signposting and lifestyle

guidance can help to maintain quality of life in the community for as long as possible.

- There is a significant risk that the prevalence of long-term physical and mental illness will increase among older people if lifestyle factors (such as diet, smoking, alcohol abuse and isolation) are not tackled. Pressures on budgets are likely to restrict resources for health and social care. It is important to continue to shift resources from hospitals to community care and adopt an holistic approach which takes into account all aspects of individuals' needs – psychological, physical and social.
- There are also increasing numbers of children who have complex disabilities, both physical and mental and they too require integrated services that meet their individual needs and those of their families.
- Approximately 10% of the population in Bournemouth and Poole provide unpaid care to someone who is ill, frail or disabled. Of these, about 22% do caring tasks for more than 50 hours per week.





## REDUCING INEQUALITIES

### Our wider priorities

- Early intervention and support for pre-school children to avoid ill-health and poor outcomes in later years
- Working with troubled families with complex needs
- Tackling poverty and worklessness
- Developing more affordable housing
- Tackling domestic abuse
- Tackling crime and anti-social behaviour
- Priority neighbourhoods of greatest need

### Current work to tackle these priorities

- **The Early Years Outcomes Duty** provides a framework for improving support for young children and a high proportion of early years settings have good or outstanding ratings. The two **Children's Trusts** have a key role in overseeing these improvements.
- Government's Troubled Families initiative hopes to turn around the lives of families where there is poor school attendance, crime or anti-social behaviour or worklessness. It is being implemented in both boroughs, and good results are already being achieved.
- There are a range of approaches to tackling poverty and worklessness – including projects that support people to find and sustain employment, develop self esteem and skills for work, financial inclusion projects, active local Citizens Advice Bureaux, Coastal Credit Union and affordable warmth initiatives.
- Increasing the availability of affordable housing is a priority for both boroughs and there are a number of strategies that structure this work.

- **The Bournemouth and Poole Domestic Abuse Strategic Group** has produced a Domestic Abuse Strategy, which drives work to tackle domestic abuse and it in turn reports to the Community Safety Partnerships.
- **Community Safety Partnerships** in both Council areas co-ordinate a wide range of projects to tackle crime and anti-social behaviour.
- In Poole, the **Bourne Estate Neighbourhood Management Project** is co-ordinating a range of work with local people to improve life on the estate. This group reports to the **Poole Partnership**, a body which brings partners together to improve the quality of life for the people in Poole.
- The **West Howe and Boscombe Regeneration Partnership Boards** can also point to a number of achievements and are working hard to address a range of issues affecting the areas.
- Both Bournemouth and Poole councils are signatories to the Dorset Armed Forces Covenant which has been developed to ensure that serving armed forces personnel, veterans and their families are not disadvantaged in accessing public services.
- Dorset Fire and Rescue Service deliver effective interventions around youth offending and fire setting and run successful education programmes to promote health and wellbeing. This includes being a lead partner for the **Safe and Independent Living scheme** to improve the safety of older people at home.
- The Voluntary and Community sector across Bournemouth and Poole offer a variety of ways to enable local people to address their needs individually or collectively. For example, in the form of self help groups.

## Major Change Programmes

Our major programmes under this theme are:

- To develop a cross agency understanding of the causes of health inequalities and how to tackle them, initially focused on priority neighbourhoods.

A key responsibility for the Health & Wellbeing Board is to reduce health inequalities. This requires a shared understanding of local patterns of inequality and the factors that affect these patterns. In the first year the Board will focus on the lessons learned from existing partnership working in priority neighbourhoods. This should also help to involve GP localities in this work.

- Early intervention and support for pre-school children and their families to avoid ill-health and poor outcomes in later years

Evidence suggests that supporting families with pre-school children and developing the skills of parents and children are the most effective ways of improving health outcomes in childhood and later life and tackling health inequality.

From April 2013, responsibility for commissioning services for 0-5s transferred to the **NHS Commissioning Board** and then in 2015 to local authorities. The Health & Wellbeing Board will have an important role to play in ensuring that commissioning arrangements work effectively for young children and their families in this time of change.



## PROMOTING HEALTHY LIFESTYLES AND PREVENTING ILL HEALTH

### Our wider priorities

- Developing a holistic approach to supporting lifestyle changes (stopping smoking, drug and alcohol misuse, eating more healthily and taking more exercise)
- Reducing the harm caused by drugs and alcohol
- Tackling isolation and improving mental wellbeing
- Health protection

### Current work to tackle these priorities

- Most of the statutory services to date have focused on specific lifestyle changes such as Smokestop services. There is also a wide range of private and community run 'healthy living' activities in the area.
- Both Bournemouth and Poole are implementing Alcohol Harm Reduction Strategies, with clear action plans and these link into the two **Drug and Alcohol Action Teams (DAATs)**.
- There is a multi-agency five year mental health commissioning strategy for Bournemouth, Poole and Dorset (One in Four). The strategy is being implemented through 5 major transformation programmes but it is recognised that the work on promoting mental wellbeing needs to involve wider partnerships.
- Health protection is a major responsibility for Public Health and the Health and Wellbeing Board will seek assurance that good arrangements are in place. This is a largely operational issue that falls primarily to the new joint **Public Health Governance Board** which is being established across Bournemouth, Dorset and Poole.

### Major Change Programmes

Our major programmes under this theme are:

- Developing a holistic approach to supporting lifestyle changes (stopping smoking, drug and alcohol misuse, eating more healthily and taking more exercise)

It is clear that lifestyle has a major impact on health outcomes and addressing this is a core responsibility for the Health & Wellbeing Board. Although there is a wide range of different statutory, community and private services available to help people make lifestyle changes, access is often limited by price, they lack co-ordination and are not widely monitored to look at the wider impact on health. Initial work has been undertaken to consider the establishment of a hub, which could guide people referred from the **NHS Healthcheck** programme for adults into the most appropriate activities to help them make lifestyle changes, and to monitor the impact those activities are having. The Health & Wellbeing Board will play a major role in driving this work across Bournemouth and Poole, building on the existing services and facilities that are available across the community.

- Tackling isolation and promoting mental wellbeing

One of the key concerns to emerge from the discussions on the Strategy Framework was about social isolation and the general mental wellbeing of local people. There are concerns that the climate of economic hardship and welfare reforms may increase the risk of poor mental health.

There is a major strategy for improving mental health, particularly mental health services and the Health & Wellbeing Board is well placed to lead the response. Mental health is an area which can be improved by building on local assets, particularly in the voluntary and community sector.

The Board recognises that it needs to reach agreement with the two **Drug and Alcohol Action Teams (DAATs)** and the **Dorset Alcohol Misuse Strategy Group** on how they will unite work programmes.



## WORKING BETTER TOGETHER TO DELIVER EARLY INTERVENTION, HIGH QUALITY CARE AND BETTER VALUE

### Our wider priorities

- Improving services for children and young people with emotional and mental health problems
- Working together for children with special educational needs, disabilities and acute medical needs
- Working together to provide integrated health and social care for people with long-term conditions, particularly dementia
- Working together to improve mental health services
- Working together to improve services for adults with learning disabilities
- Supporting carers of all ages
- Safeguarding children and vulnerable adults from abuse and harm

### Current work to tackle these priorities

- **Dorset, Bournemouth and Poole Mental Health and Emotional Wellbeing Commissioning Group** (Children and Young People) monitors the pan-Dorset Mental Health and Emotional Wellbeing Strategy and Implementation Plan

- Work is underway on the Joint Long Term Conditions Strategy and action plan. This is being led by the Dorset Long Term Conditions Clinical Commissioning Programme
- Work is underway on the Dementia Improvement Plan for Dorset, Bournemouth and Poole, which will build on a number of initiatives that are already in motion to improve services
- Partners are implementing a five year commissioning strategy for adult mental health services. There are 5 major transformation programmes underway
- The Big Plan, a Bournemouth and Poole strategy to improve services for people with a learning disability, has just been published
- **The Bournemouth and Poole Safeguarding Adults Board** revised its Multi agency Safeguarding Adults Policy and Procedure in 2011 and has a joint training and a joint communication strategy
- **The Local Safeguarding Children Board** has produced pan Dorset Safeguarding policies, procedures and training programmes. It reports to and receives strong support from the **Children's Trusts**
- Commissioners from the two boroughs and the **Carers Commissioning Board** have worked with local voluntary organisations and the **Carers Reference Group** to develop a **Local Carers' Charter** and a wide range of practical initiatives to improve services and support to carers

## Major change programmes

Our major programmes under this theme are:

- Working together for children with special educational needs, disabilities and acute medical needs

There is concern about the effectiveness of integrated processes for children with Special Educational Needs (SEN) and disabilities in Bournemouth and Poole, compared with other areas. A new statutory framework is being introduced in 2014 which will require major changes in the local patterns of working and addressing this is a top priority for the Children's Trusts. The Health & Wellbeing Board is in an ideal position to provide a strategic framework across the conurbation.

- Working together to provide integrated health and social care for people with long-term conditions, particularly dementia

Bournemouth and Poole have a large and rising frail elderly population. Discussions are underway about applying a Total Place approach (looking at the "whole area" to identify and avoid duplication between organisations) to reviewing what services are needed and how these could be provided to develop effective cross agency working. This would build on work already in hand to improve services for people with long-term conditions and dementia.



**FIGURE 2: BOURNEMOUTH AND POOLE HEALTH AND WELLBEING BOARD**

**MAJOR CHANGE PROGRAMMES**

	<b>Reducing inequalities</b>	<b>Promoting healthy life styles and preventing ill health</b>	<b>Working together to deliver early intervention, high quality care and better value</b>
<b>MAJOR CHANGE PROGRAMMES PRIORITIES</b>	Developing a cross agency understanding on the causes of health inequalities and how to tackle them, initially through partnership work in priority neighbourhoods	Developing a holistic approach to supporting lifestyle changes (stopping smoking, drug and alcohol misuse, eating more healthily and taking more exercise)	Working together for children with special educational needs, disabilities and acute medical needs
	Early intervention and support for preschool children and their families to avoid ill-health and poor outcomes in later years	Improving mental wellbeing	Working together to provide integrated health and social care for people with long-term conditions, including dementia
<b>OTHER ACCOUNTABLE BODIES</b>	Neighbourhood Management/Regeneration Partnership Boards, Bournemouth 2026 Poole Partnership Community Safety Partnerships Children's Trusts	Public Health Board Drug and Alcohol Action Teams Alcohol Strategy Group	Children's Trust Boards Strategic Exec Commissioning Group for Children Clinical Commissioning Programmes for Long-term conditions and mental health Learning Disability Partnership Boards Local Safeguarding Boards for Children and Adults

## **GLOSSARY OF TERMS**

### **Bournemouth 2026 Trust**

Works with the voluntary and community sector, public sector and private sector organisations on their visions for Bournemouth's future.

### **The Bournemouth and Poole Domestic Abuse Strategic Group**

Cross Bournemouth and Poole strategic group which aims to reduce the harm caused by domestic and sexual abuse through the focused delivery of a clear strategy and action plan.

### **Bourne Estate Management Project**

A partnership working to deliver sustained improvements in the quality of life and life chances of individuals and families experiencing problems on Bourne Estate. This includes Improved health & well being, higher educational attainment, increased family income through employment and/or financial support & advice, tackling domestic violence, creating a stronger community and improving the image of the estate.

### **Carers Commissioning Board**

Group comprising Carers representatives and officers from Bournemouth Borough Council the Borough of Poole and Bournemouth Poole and Dorset NHS which oversees the implementation of the Joint Carers Commissioning Strategy.

### **Carers Reference Group**

Group which supports the work of the Carers Commissioning Board through bringing together a larger group of carers to consult and advise on initiatives and proposals

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Group comprising Carers representatives and officers from Bournemouth Borough Council the Borough of Poole and Bournemouth Poole and Dorset NHS which oversees the implementation of the Joint Carers Commissioning Strategy.

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consult and advise on initiatives and proposals

### **Community Safety Partnerships**

The Safer Poole Partnership and Bournemouth Community Safety Partnership bring parties together to tackle crime and anti-social behaviour and promote safer communities.

### **Dorset Alcohol Misuse Strategy Group**

A multi-agency partnership group comprising of senior officers that aims to tackle alcohol misuse.

### **Dorset, Bournemouth and Poole Mental Health and Emotional Wellbeing Commissioning Group**

Bournemouth and Poole have separate MHEWB groups. These multi-agency groups lead on the commissioning and planning of services which improve the emotional and mental health of child, young people and families. They report to the Children Trust Boards and to the Pan Dorset Mental Health and Emotional Well Being Group.

### **Dorset Clinical Commissioning Group**

The drivers of the new, clinically-led commissioning system introduced by the Health and Social Care Act. Dorset CCG is comprised of GP practices that will, from April 2013, be responsible for designing local health services in England. They will do this by commissioning or buying health and care services, working with patients and healthcare professionals and in partnership with local communities and local authorities.

### **Drug and Alcohol Action Teams (DAATs)**

Drug & Alcohol Action Teams (DAATs) bring together representatives of all the local agencies involved in tackling the misuse of drugs and alcohol.

### **The Early Years Outcomes Duty**

Statutory duty for local authorities, working with their Children's Trusts and other partners, to improve the outcomes of all young children and reduce inequalities between them through providing integrated early childhood services.



## **GLOSSARY OF TERMS CONTINUED**

### **Joint Strategic Needs Analysis**

A comprehensive analysis of health and wellbeing needs in Bournemouth and Poole.

### **Learning Disability Partnership Boards**

The role of the Bournemouth and Poole Learning Disability Partnership Boards is to improve the lives of people with learning disabilities by promoting their independence, choice, rights, inclusion and access to services.

### **Local Carers' Charter**

A document produced by local carers and officers of the Borough of Poole, Bournemouth Council and Bournemouth Poole and Dorset NHS which summarises the objectives of the Carers Commissioning Strategy and how this translates into services and standards that carers should expect to receive.

### **Local Safeguarding Adults Board**

A multi-agency board, established to improve practice which protects and safeguards adults in vulnerable circumstances.

### **Local Safeguarding Board for Children**

A multi-agency Board established by the Children Act 2004 established to safeguard and promote the welfare of children in Bournemouth & Poole.

### **NHS Commissioning Board**

An executive public body which will oversee the planning, delivery and day-to-day operation of the NHS from 1 April 2013 as set out in the Health & Social Care Social Act 2012. They will play a key role in the Government's vision to modernise the health service with the key aim of securing the best possible health outcomes for patients by prioritising them in decisions.

### **NHS Healthcheck programme**

The NHS Health Check programme invites everyone between the ages of 40 and 74 to have a check to assess their risk of heart disease, stroke, kidney disease and diabetes and offers key advice and support.

### **The Pan Dorset Aiming High for Disabled Children Forum**

An on-line website forum specifically for parents of disabled children who can share their thoughts concerns and information about services and news.

### **Poole Partnership**

Brings together public, private and voluntary sector organisations to achieve a step change to the quality of life for people who live, work or study in the area.

### **Public Health Governance Board**

A group of council elected members from Bournemouth Borough Council, Dorset County Council, and Borough of Poole who will oversee the public health function across the three authorities.

### **Safe and Independent Living scheme (SAIL)**

An initiative to improve the safety of older vulnerable people in their homes. SAIL Partner agencies offer to undertake a questionnaire form with clients that they encounter, allowing clients to identify which services, support or information they would like to access.

### **Strategic Exec Commissioning Group for Children**

This is a new group which is being set up as a result of the pan Dorset Children's Health Commissioning Review. It will be a Director level multi-agency group and will ensure that key cross-cutting joint commissioning priorities are addressed.

### **The West Howe and Boscombe Regeneration Partnership**

The Boscombe and West Howe Regeneration Partnerships bring together partners to work together to improve the areas of Boscombe and West Howe where there is a high level of poverty and deprivation.

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Strategy 2013-2016



Dorset Clinical Commissioning Group

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