



Making Middlesbrough healthier together

Middlesbrough Joint Health and Wellbeing Strategy **2013 - 2023**



Foreword

Middlesbrough's first Joint Health and Wellbeing Strategy sets out the long-term vision of the Middlesbrough Health and Wellbeing Board and how the Board, through collaborative working will respond to the priorities identified in the Joint Strategic Needs Assessment (JSNA).

In order to make a real tangible impact, the Board has agreed four themes to provide a strategic framework for how it will respond to the major health and wellbeing challenges it faces. In particular the Health and Wellbeing Board will focus on where it adds value to existing work across partner agencies and initiate step changes in the delivery of health and wellbeing services across the town.

At the heart of the strategy will be the needs and views of the local population, which is why we have carried out a range of consultations to ensure people's views have been fed into the planning process.

I look forward to working together to make Middlesbrough a healthier town.

Ray Mallon

Chair of Middlesbrough Health and Wellbeing Board





Middlesbrough Joint Health and Wellbeing Strategy



Vision

Improve the health and wellbeing of our local population and reduce health inequalities

Aims

Tackle the social causes of poor health

Ensure children and young people have the best health and wellbeing

Reducing preventable illness and early deaths

Ensure high quality, sustainable and joined up health, social care and wellbeing services

Priorities

- ▶ Ensuring healthy standard of living for all
- ▶ Create and develop healthy and sustainable places and communities
- ▶ Raise aspirations and educational attainment
- ▶ Creating fair employment and good work for all

- ▶ Invest in robust early help with a focus on the family
- ▶ Support emotional health and wellbeing of young people and their families
- ▶ Improve maternal health and early years health and wellbeing outcomes

- ▶ Multi-agency approach to improving lifestyle choices
- ▶ Increasing uptake of preventative and early intervention programmes
- ▶ Improving emotional health and wellbeing across the life course

- ▶ Reducing variation in the management of patients with long-term conditions
- ▶ Integrated health and social care services for people with long-term conditions
- ▶ Delivering the right care, at the right time, at the right place

Working better in partnership

Leadership and advocacy

Strategic focus on prevention and early help

Whole system approach

Targeted approach

Community engagement

Introduction

What is the Joint Health and Wellbeing Strategy?

The Middlesbrough Joint Health and Wellbeing Strategy provides the overarching vision and strategic framework for improving health and wellbeing and tackling health inequalities in Middlesbrough.

The strategy is underpinned by a number of national and local policies, strategies and action plans.

Priorities highlighted in the strategy will require long-term action at a population level to make a lasting and sustainable change to the health and wellbeing challenges in Middlesbrough. Other priorities need short term action, especially the need to integrate health and social care services.

Contributions from a whole range of stakeholders and the local community have helped shape the Middlesbrough Health and Wellbeing Strategy. A summary report setting out the consultation and engagement process and their findings can be found on the Middlesbrough Council website.



National policy context

Health and Social Care Act

The Health and Social Care Act 2012 places Health and Wellbeing Boards at the centre of planning to achieve better population health and wellbeing. Health and Wellbeing Boards have been given a number of core responsibilities including assessing the health and wellbeing needs of the local population through the Joint Strategic Needs Assessment (JSNA) and preparing a Joint Health and Wellbeing Strategy. The strengthened role of JSNAs and Joint Health and Wellbeing Strategies will enable local councillors, local Healthwatch, clinical commissioning groups, NHS commissioning board, Directors of Public Health, Adult and Children's, NHS providers, voluntary and community sector and partner agencies to work with their communities in leading a more effective and responsive local health and wellbeing system.

Liberating the NHS

In 2010 the coalition government published its proposal for restoring the NHS. The reforms include the abolition of primary care trusts and strategic health authorities and the creation of a national commissioning board, clinical commissioning groups, a national public health service – Public Health England - and transferring public health functions to local authorities. The Health and Social Care Act 2012, places local government and local communities at the heart of improving health and wellbeing for their populations through the local Health and Wellbeing Boards, Clinical Commissioning, local and national Healthwatch organisations, JSNA and the Joint Health and Wellbeing Strategy.

Healthy Lives, Healthy People - Public Health White Paper

The Public Health White Paper, Healthier Lives, Healthier People, sets out the Government's long-term vision for the future of public health in England by strengthening national and local public health action. The goal is to establish a public health service that improves health and wellbeing, reduces health inequality and ensures local populations are protected from harm to health. The transfer of public health from primary care trusts into local government provides opportunities to address the social causes of poor health and wellbeing and embed public health across local authority functions.



Marmot review - Fair Society, Healthy Lives

Sir Michael Marmot's review 'Fair Society, Healthy Lives', states that health inequalities arise from a complex interaction of many factors. These conditions in which people are born, grow, live, work and age with, such as housing, income, education, social isolation, disability – all of which are strongly affected by one's economic and social status. Tackling health inequalities requires systematic, targeted and joined up efforts to address the root causes, what the report refers to as the causes of the causes.

The Marmot review made the following six key policy objectives. The policy objectives have been used in developing the Middlesbrough Joint Health and Wellbeing Strategy:

- Give every child the best start in life
- Enable all children, young people and adults to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy a standard of living for all
- Create and develop healthy and sustainable places and communities
- Strengthen the role and impact of ill health prevention

Caring for our Future: Reforming Care and Support – Department of Health White Paper

'Caring for our Future: Reforming Care and Support', sets out the vision for a reformed care and support system.

This vision for reformed care has informed the Middlesbrough Joint Health and Wellbeing Strategy and will:

- focus on people's wellbeing and support them to stay independent for as long as possible
- introduce greater national consistency in access to care and support
- provide better information to help people make choices about their care
- give people more control over their care
- improve support for carers
- improve the quality of care and support
- improve integration of different services
- emphasise the need for services to safeguard adults who's circumstances make them vulnerable and protect them from avoidable harm

Children and Young People

There are three key documents that have informed the health issues for children and young people:

1. NHS and Public Health Outcomes Frameworks
2. Report of the children and young people's health outcomes forum, which is a review of the health needs of children and young people and makes a number of recommendations to enhance the NHS and Public Health Outcomes Framework - the key recommendations are:
 - time from first NHS presentation to diagnosis or start of treatment
 - integrated care - developing a new composite measure
 - effective transition from children's to adult services; and age-appropriate services - with particular reference to teenagers.
3. Children and Young People Needs Assessment

Middlesbrough Children and Young People's Plan has as its priority themes to:

- reduce the impact of poverty on children and young people
- safeguard our children and young people
- reduce the risk-taking behaviours of children and young people
- improve the health and emotional wellbeing of children and young people.





Local policy context

Developing the Joint Health and Wellbeing Strategy

It is recognised that the Joint Health and Wellbeing Strategy cannot cover all the factors that contribute to good health and wellbeing. In compiling this document, the Health and Wellbeing Board has sought to identify areas where it can add value and avoid duplication with actions covered in existing plans and strategies. A number of key local documents were used to create the evidence base for the strategy, which all contribute to improving health and wellbeing.

The strategy is intended to set the context and provide a strategic framework for other health and wellbeing plans across the different agencies. The Health and Wellbeing Board will work with all partners to align plans, policies and resources with the strategy, enabling joined up multi-agency action to tackle the key health challenges in Middlesbrough.

The different plans and strategies that support the Joint Health and Wellbeing Strategy are grouped under the themes of the JSNA.



Middlesbrough - The Current Health Picture

The Challenge

Middlesbrough includes more areas that are deprived than affluent. Deprivation creates different life changes and has effects on health and wellbeing. Differences in risks to health – such as those listed below – create corresponding differences in levels of avoidable illness and premature death.

- Social and economic conditions such as poverty, unemployment, poor housing, crime and lower educational attainment.
- Lifestyle and behaviour such as smoking, binge drinking, lack of physical activity and poor nutrition.
- Insufficient or inappropriate use of services such as screening, immunisation and early diagnosis programmes to prevent illness, or the reliance on emergency services and urgent care because of delays in seeking earlier diagnosis.

The health and wellbeing of the local population could be improved by better co-ordination between organisations whose services are aimed at preventing illness and reducing premature death, as well as those organisations whose services have an impact on the social causes.

Further details about the causes and consequences of poor health in Middlesbrough are included in the Joint Strategic Needs Assessment (JSNA) www.teesjsna.org.uk/middlesbrough



Life Expectancy

Pallister

74

75

Male

Park End

72

77

Female

Marlon

79

86

Nunthorpe

82

84

Photo Mick Garratt <http://www.geograph.org.uk/photo/28896>

The gradient of inequalities in health

Life expectancy reduces by 2 years for every mile from suburb to centre

Middlesbrough - The Current Health Picture

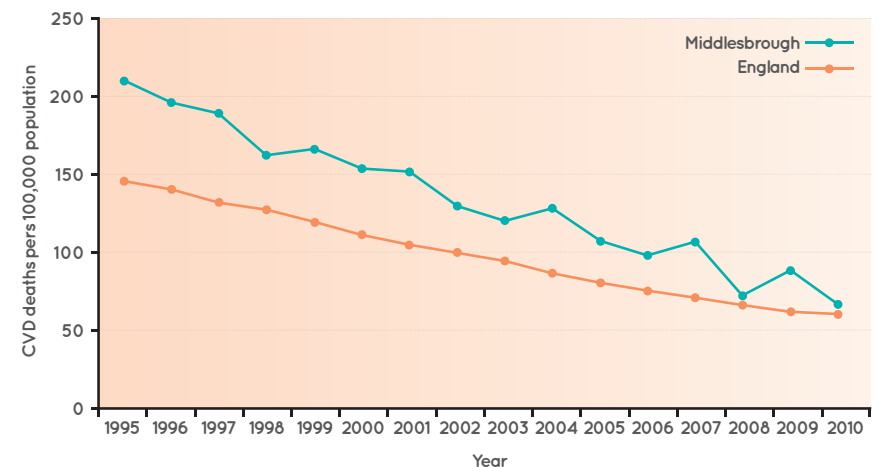
Some bad news – differences in life expectancy within Middlesbrough are getting worse

Life expectancy at birth in Middlesbrough is lower than the average for the North East and England. For the years 2006 to 2010, the life expectancy gap between the most deprived and least deprived electoral wards in Middlesbrough was 14.8 years for men and 11.3 years for women. This was worse when compared with 12.4 years for men and 9.5 years for women for the years 2001 to 2005. The starkness of inequality can be observed from the top of Ormesby Bank: for every mile travelled from Nunthorpe to Pallister, there is a two-year reduction in life expectancy.

Deaths from all circulatory disease, people aged under 75 years, Middlesbrough and England, 1995 to 2010

Some better news – the reduction in deaths from heart disease and stroke

There has been progress in reducing deaths from all circulatory diseases (mainly heart disease and stroke) in recent years in Middlesbrough than in England. From 1995 to 2010, the reduction in the death rate for Middlesbrough (66%) compares more favourably than England (56%) as depicted in the graph below.



The Vision

“To improve the health and wellbeing of our local population and reduce health inequalities”

The vision for the Middlesbrough Joint Health and Wellbeing Strategy is that by 2023, in Middlesbrough:

- more children and young people will lead healthier, safer lives and achieve their full potential
- fewer people will die prematurely from preventable causes
- more people will live longer and healthier lives
- people will receive the right services, at the right time, in the right place
- there will be fewer people experiencing social deprivation



Strategic Aims

Through consultation with key partners and reflecting on the findings of the Joint Strategic Needs Assessment, the Health and Wellbeing Board has identified four themes as the focus of the Joint Health and Wellbeing Strategy:

- 1 Tackle social causes of poor health and wellbeing**
- 2 Ensure children and young people have the best health and wellbeing**
- 3 Reduce preventable ill-health and early deaths**
- 4 Ensure high quality, sustainable and joined up health, social care and wellbeing services**

These themes will form the basis of the Board's annual work programme which will focus on implementing actions and ways of working, over and above existing activity under each of these themes.

The next section of the strategy will look at these themes in more detail including the current picture, strategic priorities for the Board to focus on, and high level outcomes.



Aim

Tackle social causes of poor health and wellbeing

- Ensure a healthy standard of living for all
- Raise aspirations and educational attainment
- Create and develop healthy and sustainable places and communities
- Create fair employment and good work for all

There is clear evidence that the environments in which people live (the economic, social and natural environments) have the greatest impact on achieving health and wellbeing.

The Joint Health and Wellbeing Strategy is underpinned by the Marmot principles, and seeks to improve health and wellbeing outcomes. The Health and Wellbeing Board will have a key role in ensuring these principles underpin the work of partner organisations to influence the wider determinants of health.

Current picture

What the JSNA tells us:

- There has been an increase in the risk to health and wellbeing due to the economic downturn and welfare reforms
- Levels of educational attainment are generally poor
- There are high benefit rates across the town
- Domestic violence remains a significant issue with reported levels double the national average
- The number of fuel-poor households is increasing and homes in disrepair are occupied by some of the most vulnerable households
- Worklessness remains a major challenge with unemployment rates above average
- There are high levels of youth unemployment

Priorities

- **Ensure a healthy standard of living for all**
- **Create and develop healthy and sustainable places and communities**
- **Raise aspirations and educational attainment**
- **Create fair employment and good work for all**



Aim

Ensure children and young people have the best health and wellbeing

There is increasing evidence to show investment in the early years of life (0-5) is highly effective in terms of future impact on health and wellbeing, from obesity and mental health, to educational achievement and economic status. Children and families need appropriate support and preventative services during pregnancy and early years to ensure all children have the best start in life.

Current picture

The current picture – what the JSNA tells us:

- Health outcomes for babies remain in the bottom quartile nationally – key indicators include smoking during pregnancy, low birth weight, breastfeeding
- Children’s oral health is very poor compared with the national average
- Chaotic and dysfunctional families are causing excessive pressure on health, social care and children’s services
- Childhood obesity rates more than double between reception and Year 6
- Teenage pregnancy rates are higher than regional and national averages
- Number of children living in unemployed / low income families is increasing
- Levels of educational attainment are generally poor, particularly around language and literacy
- Number of young people not in education, employment or training (NEET) is above average

Priorities

- Invest in robust early help with a focus on the family
- Support emotional health and wellbeing of young people and their families
- Improve maternal health and early years health and wellbeing outcomes



Aim

Reducing preventable illness and early deaths

Smoking, unhealthy nutrition, physical inactivity and alcohol consumption have a profound impact on the physical and mental health and wellbeing of people in Middlesbrough. In order to reduce illness and early deaths, we need to ensure people and communities are supported to take responsibility for their own health.

Taking action through prevention, education and improved health care will result in reduced costs for the health and social care system now and in the future.

Current picture

What the JSNA tells us:

- Cardio-vascular, cancer and respiratory disease are the largest contributors to premature death
- Emergency admission rates remain higher than the national average and mirror patterns of deprivation across the town
- There are a significant number of people with undiagnosed long-term conditions
- Uptake of screening programmes is lower for people from deprived areas across the town
- Smoking remains the single most preventable cause of premature deaths locally
- Adult obesity rates in Middlesbrough are higher than regional and national averages
- Substance misuse and alcohol related harm to individuals, families and communities are higher than regional and national averages
- Alcohol related hospital admissions are the fourth highest in the country

Priorities

- **Multi-agency approach to improve behavioural and lifestyle risk factors (physical activity, nutrition, alcohol, drugs, smoking and sexual health)**
- **Increase uptake of preventative and early intervention programmes, especially in high risk groups**
- **Improve emotional health and wellbeing across the life course**



Aim

Ensure high quality, sustainable and joined up health, social care and wellbeing services

It is anticipated that by 2030, in Middlesbrough there will be a significantly increased number of older people and an increase in the number of people living with long-term conditions. This will inevitably have an impact on local health and social care services. Addressing this will require well-integrated health and social care systems to provide effective and suitable treatment and support.

Current picture

What the JSNA tells us:

- There is increasing reliance on emergency and urgent care services
- High emergency admissions and attendances at Accident and Emergency, which mirror the pattern of deprivation across the town
- Variations in the quality outcomes framework indicators for management of patients with long-term conditions across GP practices in Middlesbrough
- 75% of people aged over 65 known to social care have a disability
- There are increasing numbers of people with long-term and mental health conditions associated with an ageing population
- There are gaps in the rehabilitation and recovery pathway for people with severe and complex conditions
- Chaotic and dysfunctional families are causing excessive pressure on health, social care and children's services
- People in vulnerable groups have poor health and wellbeing compared to the general population

Priorities

- **Reduce demand on emergency and urgent care services**
- **Deliver the right care, at the right time, in the right place – especially for people with long-term conditions**
- **Improve outcomes for people with long-term physical and mental health conditions**



The statutory role of the Health and Wellbeing Board

The Health and Wellbeing Board

Middlesbrough Health and Wellbeing Board is responsible for promoting integration and partnership working between the NHS, social care, public health and other local services. A number of key organisations are represented on the Board and its supporting Executive.

What the Board is responsible for

To ensure that the strategy is being implemented across the health and wellbeing system the Board will:

- oversee the production of a Joint Strategic Needs Assessment,
- develop and lead the implementation of the Joint Health and Wellbeing Strategy,
- develop an annual work programme for addressing the priorities identified in the Joint Health and Wellbeing Strategy,
- review commissioning intentions (and service plans) for adult social care, public health, children and young people's services, the clinical commissioning group and the NHS Commissioning Board to ensure alignment with the JSNA and the Joint Health and Wellbeing Strategy,
- seek assurance from commissioners and providers that NHS, public health, social care and related children's services are safe, high quality and delivering to a high standard,
- work with partners to align current and future strategies, plans, policies and resources, enabling joined up multi-agency action to improve health and wellbeing,
- influence partner agencies and strategic forums to ensure social causes of poor health and wellbeing are being addressed.

What the Health and Wellbeing Board will do to ensure this strategy is delivered



Edward Kunonga
Director of Public Health
Middlesbrough

Leadership and Advocacy

Make health and wellbeing everyone's business through cross-sector capacity building

Promote key health messages through strategic influence, advocacy and PR

Embed equality and equity in all policies

Strategic focus on prevention and early help

Encourage a resource shift towards early prevention and intervention

Family-centred approaches and interventions

Targeted Approach

Appropriate, systematic, coordinated and targeted interventions to improve the health and wellbeing of the poorest and disadvantaged groups fastest

Whole System Approach

Achieve the best outcomes for Middlesbrough in an efficient and sustainable way

Commission and deliver high quality, safe and integrated health and wellbeing services

Not commission or deliver services in a way which has an adverse impact on partner organisations without agreement

Strategic planning for future demands on health and wellbeing services

Community Engagement

Engage with local communities, patients, service users, carers and the public in commissioning and delivery of health and wellbeing services

Empowering and enabling communities and individuals to take responsibility for their own health and wellbeing



Implementing, Monitoring and Reviewing the Strategy

Middlesbrough Health and Wellbeing Board will ensure that the Strategy is effectively implemented by establishing appropriate governance mechanisms to deliver the strategy. This will include members of the Board championing and raising the profile of key issues such as avoidable costs, giving children the best start in life and teenage pregnancies.

It is important that the strategy remains outcomes-focussed and that these are appropriately measured to ensure progress is being made and we are starting to make a difference.

Progress against the strategic priorities will be monitored through key performance indicators and targets drawn from the national outcomes frameworks and, where applicable, locally determined indicators. Regular performance reports will be presented to the Health and Wellbeing Board. An annual work programme will be developed which will run alongside the strategy, identifying the key actions to be undertaken.

