

Braintree District
Health and Wellbeing

prospectus

2015 - 2020



“ Through strong leadership, working in partnership with local agencies, with shared goals we will improve the health and wellbeing of the people of Braintree District. ”



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1 Foreword

In the Braintree District we are committed to improving the health and wellbeing of our residents, in doing so we are committed to reducing the health inequalities that exist across our district.

This new Health and Wellbeing Prospectus will be the key to ensure that priorities for health and wellbeing in our District are identified and driven forward.

Improving health and wellbeing is a shared responsibility between statutory and voluntary organisations and the residents of Braintree district themselves. The private sector and local businesses also have a key role to play. People have to expect to take some responsibility for their own health and wellbeing, but they also expect local agencies to play their part by providing services and information etc. to support them achieving their goals.

With high levels of life expectancy and low levels of deprivation, the health and wellbeing in the Braintree District is generally better than the national average. However, there are significant issues such as differences in life expectancy across the Braintree District, isolated pockets of deprivation, high numbers of households living in fuel poverty, more elderly people suffering from hip fractures and with higher than average obesity levels, there are some serious health & wellbeing issues to be addressed.

By looking forward and facing the public health challenge, the Health and Wellbeing panel and Braintree District Council, will endeavour to create more employment to stimulate a vibrant economy and create affordable and decent housing in the district to ensure all our residents have a decent place to live.

We are committed to ensuring that this prospectus is implemented in a way which ensures that the benefits of health and wellbeing are available to all residents of all ages throughout the Braintree District.



Cllr Peter Tattersley
Portfolio Holder for People

Chair of Braintree District Health
and Wellbeing Panel

2 Background

We all have one thing in common, we all want to stay healthy and feel good for as long as we can, this includes both our physical and mental health. With good health people are capable of growing, learning and enjoying life. It is not only the responsibility of local authorities and the local NHS, but everyone's personal responsibility to ensure that this can be achieved.

The World Health Organisation states ...
"Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity". This means that we need to tackle issues far beyond the traditional medical context of health. It is important to understand that improving health and wellbeing needs to take place across a wide range of identified health priorities and lifestyle factors, lobbying to improve health and social care services.

In addition, understanding and reducing health inequalities needs to be part of everything we do in the Braintree District.

The Braintree District Health and Wellbeing Panel will be the strategic partnership for the coordination, communication and commissioning of health improvement and wellbeing services for the local population.

"Health is a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity".

Some of the Panel's objectives are:

- To provide leadership for health and wellbeing within the district.
- To raise the profile and act as the voice for health and wellbeing.
- To deliver a real and sustained difference in the current public health issues affecting the district.
- To review the priorities for health improvement in the district on an annual basis.
- To bring together key partners to deliver a partnership approach to funding, activity coordination and delivery for all in the community.
- To bring together and align partners' existing priorities and targets within one joined up action plan for health and wellbeing within the District.
- To identify potential funding opportunities which would enable partners to develop joint projects and work streams throughout the Braintree District.
- To widen access to opportunities for residents to improved health and wellbeing.

The Panel will be responsible for identifying and agreeing priorities and providing the lead on the priority actions identified. Each member will be responsible for reporting back to their individual organisations.



3 Vision and Aims of the Prospectus

Vision and Principles

By putting Health and Wellbeing at the centre of everything we do, the Health and Wellbeing panel will work with partners to help improve the Health and Wellbeing of our communities as a whole. We will target areas of health inequalities so as to enable residents to lead happier, healthy and fulfilling lives

We want Braintree District to be a place where:

- the physical environment in which our residents live, will improve their health and wellbeing;
- children grow up to reach their full potential;
- older people feel valued and supported in their local communities;
- people have access to good employment and work opportunities;
- people stay healthy and enjoy life but have resilience to cope with life's changes
- people can expect to enjoy good health and social care, whatever their social or economic circumstances;

Principles have been identified that should underpin all health and wellbeing work in the Braintree District and be woven through the further implementation of this Prospectus:

- A commitment to a partnership approach to improving health and wellbeing in the district.
- A focus on prevention of ill health and early intervention.
- On-going and effective communication and engagement with partners and residents about health issues.
- A commitment to sustainability of all local health systems.

Aims of the Prospectus

The purpose of this Plan is to describe what the health and wellbeing issues are for the Braintree District, based on evidence collected from the Public Health England Health Profile. It will identify what can be done to address them and what outcomes are intended to be achieved.

The aims of this Prospectus are therefore to:

- Set out a vision for improving health and wellbeing across the Braintree District including, health and social care.
- Identify strategic themes and priority actions for improving health and wellbeing through an integrated partnership approach, in order to achieve a significant change in our residents overall health and wellbeing.

This Prospectus is an overarching document for the next five years, but the priority actions will be reviewed on an annual basis. In the Braintree District we realise that the delivery of improved health and wellbeing will need to be carried out by a range of organisations working in partnership. The Prospectus seeks to create a framework that will ensure that the Health and Wellbeing panel and partners work effectively towards a common vision.

The Panel has developed a Health and Wellbeing Programme under the "Livewell" banner and there are six strategic themes that will guide the work of the Panel and its partners in improving health and wellbeing across the district. The implementation of these plans will be reviewed and monitored by the Health and Wellbeing Panel.

In addition, in order to ensure that there is a clear focus for action, two priorities will be identified each year that relate to one or more of the five strategic "Livewell" themes. These two priority actions will contribute effectively to the desired outcomes of the Health and Wellbeing Programme

These priority actions will be reviewed each year and changed or added to as appropriate. In addition, specific delivery plans for the priority actions will be put in place and these too will be monitored by members of the Health and Wellbeing Panel on a regular basis.

4 Livewell - "Six Themes"

We have identified six themes that we will use to deliver the health and wellbeing programme:

startwell - Giving children the best start in life.

We will endeavour to help young families have the best start in life.

staywell - Clinical wellbeing, a state of health.

We will work together with the community and professionals to ensure our residents have access to the best clinical services.

feelwell - A state of mental wellbeing in which every individual realises his or her potential and can cope with the normal stresses of life.

We will improve the access to services that address mental wellbeing.

eatwell - Healthy eating means consuming the right type and quantity of food from all food groups in order to lead a healthy life.

We will raise awareness across the district about healthier eating.

bewell - People of all ages, shapes, sizes and abilities can benefit from being physically active.

We will encourage more people to undertake regular physical activity, which will in turn produce longer term health benefits

agewell - Plan now for the future, for a healthier retirement.

We will endeavour to encourage people to look at improving their health and wellbeing now, to be able to lead a better quality of life in the future. We will also encourage and provide opportunity for our elderly population to be more active during their retirement years.



livewell
startwell



livewell
staywell



livewell
feelwell



livewell
eatwell

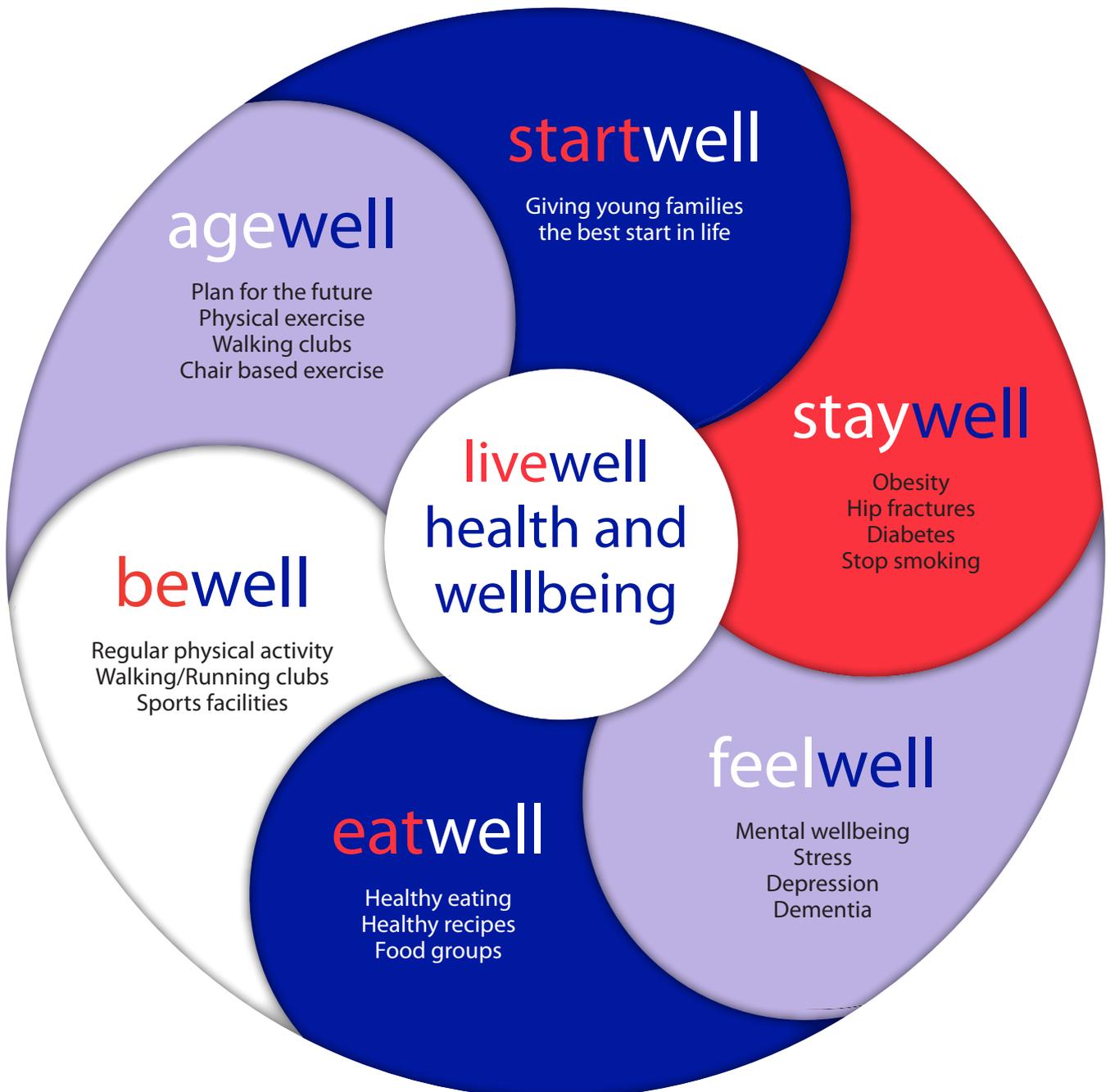


livewell
bewell



livewell
agewell

Health and Wellbeing in the Braintree District



5 Key Challenges

The Joint Strategic Needs Assessment for Essex is produced by “Essex Insight”. It provides a comprehensive picture of the current and future health and wellbeing needs of the District’s population and informs commissioning in order to achieve better outcomes and reduce inequalities.

The JSNA shows that health and wellbeing statistics for the Braintree District are generally better than the national average. There are still however areas that are of concern and need to be addressed:

- Having high levels of adult obesity, how do we encourage our residents to be physically more active?
- How do we encourage people to eat healthily?
- How do we attempt to make our ageing population aware of preventative measures in reducing falls by keeping fit and healthy in their later years?
- We need to try and understand what the health and social care implications are for an increasing ageing population in the district with long term conditions?
- How do we ensure all residents in our district are able to access the most appropriate services?
- How do we ensure early disease identification, intervention and management?
- We need to ensure people have access to accurate information on medical services in their locality
- How to stimulate the local economy to improve the levels of wealth in the district?
- How do we attempt to reduce the inequalities which exist within the district?
- How do we support older people with their housing needs, especially ensuring that everyone can adequately heat their home?



6 Taking Health and Wellbeing forward in the Braintree District



The Braintree District have established a local Health and Wellbeing Panel to work with partners to address the health evidence.

The Panel will be highlighting local health needs and priorities and exploring opportunities for aligning services and resources more effectively to promote good health. It can also help outline to local stakeholders the councils' existing public health contribution and potential capacity.

The successful delivery of the health and wellbeing programme will require the engagement of all partners. The results from actions delivered will be monitored through the Health and Wellbeing Panel, who will provide the strategic lead on the delivery of the priority actions identified.

Success will be measured by the delivery of the targets for each of the priorities, but longer term will be measured against improvements in the Public Health Profile Indicators identified for the Braintree District.

