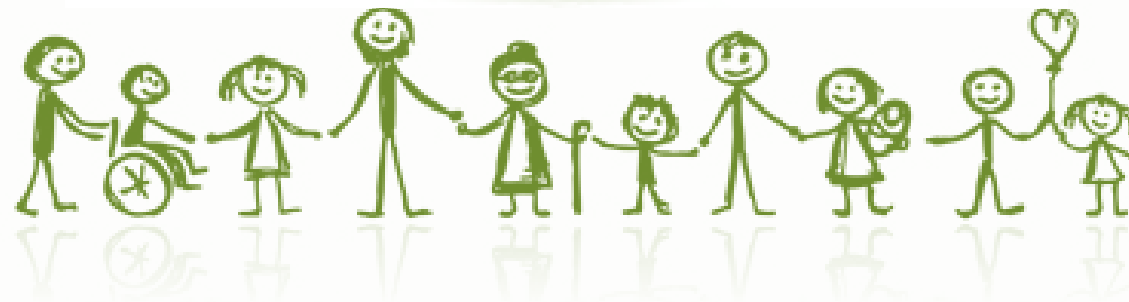


BASILDON & BRENTWOOD PUBLIC HEALTH PARTNERSHIP STRATEGIC PLAN



Basildon Council
BASILDON • BILLERICAY • WICKFORD



Introduction

The B&BPHP Group has the responsibility for the delivery of this strategic plan on behalf of the Brentwood Health and Wellbeing Board and the Basildon Health and Wellbeing Partnership. The partnership will ensure that all partner organisations support the delivery of pertinent services in line with this strategic plan. This group acknowledges the wider challenges around the improvement of health and wellbeing amongst the residents of Basildon and Brentwood, but have chosen to prioritise its focus on the following areas with very specific actions as detailed in the tables below:

1. **Ageing Well** – Ageing is more widely viewed as a positive concept and it's about ensuring that when we are older we have lives that have value, meaning and purpose, lives through which we can continue to contribute to our families, our communities and the wider economy. It comes with a wide range of challenges for which we continue to spend much time to prepare society. Although we cannot aspire to resolve all these challenges, we will aim to focus our attention on some core areas for improvement and to help the local residents to age well.
2. **Tackling Obesity and Improve Physical Health** – Obesity continues to pose a serious threat to health and wellbeing and is seen as an increasing burden on public services. Regular, physical activity is associated with increased life expectancy and reduced risk of coronary heart disease, stroke, diabetes, hypertension, obesity, and osteoporosis. As part of its commitment to improve health and wellbeing and to assist local residents in becoming more healthy and active, local partners will focus their efforts on a work programme that will promote more physical and recreational activities amongst local residents. We will make best use of local community assets and help to develop other low-cost/no-cost opportunities working collectively.
3. **Mental Health and Wellbeing** - The concept of mental health and wellbeing is not yet sufficiently reflected in the planning, development and everyday delivery of public services. Feelings of contentment, enjoyment, self-confidence, positive self-esteem and engagement with daily living are all a part of mental health and wellbeing. With the growing of number with dementia and mental health conditions, we must continue to work to support those in need and help build self-resilience to cope.

BASILDON & BRENTWOOD COMMUNITIES – HEALTH AND WELLBEING PRIORITIES and ACTIONS (2016-2018)

PRIORITIES	LOCAL OUTCOMES				
Ageing Well	1. People are enabled to live well, safely and independently, for as long as possible in their own homes	2. Older People and Carers are supported to care for themselves and others and have easy access to advice and support	3. Local residents enjoy positive activities and are physically and emotionally healthy	4. People positively support each other within their own communities	5. Local residents have more targeted Mental Health support (locality focus)
Physical Health & tackling obesity					
Mental Health & Wellbeing					
STRATEGIC APPROACH AND COLLECTIVE ACTIONS					
Achieve better from the use of collective resources	Maximise the use of community assets		Promote resilience and positive choices		
<p>Health, local government and community and voluntary sector services working in partnership with local residents to allow every individual to enjoy the best possible health and well-being that they can, to stay independent for as long as possible and to create strong resilient communities. We will map partnership resource against each of the priorities and explore how that resource might be used more efficiently and effectively. We will encourage, new partners to support the delivery of our objectives, for example we will encourage</p>	<p>We will work with local communities to identify and develop locality based assets that will enable them to help themselves and each other; ensuring they have the skills, support and resources to manage these assets on an on-going basis. Residents will be happy and proud to live in their communities and will be valued. They will be enabled to develop and access their own physical and recreational activities that promote healthy living.</p> <p><i>Optimised utilisation of local provision and use of community assets such as parks, community</i></p>		<p>We will provide a shared platform for information, advice and guidance (IAG) that enables residents to become more resilient and self-reliant; encouraging them to stop and think before they access public services. We will help residents to understand what they can do to help themselves, how they can help others and what options they have for accessing support when they need it. We will work alongside local communities to develop solutions which meet their needs. We will encourage individuals and families to make well informed choices which will lead to them becoming and</p>		

<p>businesses to boost their contribution through greater commitment to volunteering and mentoring. We will collaborate to better integrate and jointly commission services and support such as for emotional health and wellbeing.</p> <p><i>We will use a range of indicators to measure success, including outcomes delivered as a result of engagement with services and the experience of service users.</i></p>	<p><i>centres/schools and libraries will be an indication of success.</i></p>	<p>staying emotionally and physically more healthy.</p> <p><i>Success will be measured by people reporting a change in behaviour and choices as well indicators like number of attendances at accident and emergency, referrals to social care and increased use of local pharmacies.</i></p>
<p>Creating opportunities to promote physical and related recreational activities</p>	<p>Mental Health and Wellbeing</p>	<p>Other actions to tackle obesity</p>
<p>We have a shared commitment to assist local residents in becoming more healthy and active. Most people are not regularly active and we are aiming to take on the challenge to encourage more residents to be more active, more often.</p> <p>We will work to align local schemes under the local Active Essex programme.</p> <p>We will agree a Cycling Strategy for Essex and work on developing a real-time detailed mapping process with the intention of establishing a wide network of identifiable on and off-road cycle pathways</p>	<p>We will work with local communities, the voluntary sector and local government to provide hands-on opportunities to people with mental health issues to engage in meaningful activities within a community – centred approach including drop in services such as Brentwood’s Colour Me In drop in service.</p> <p>Initiatives will not only aim to improve the mental health and wellbeing of individuals living within the community but will continue to contribute positively to other aspects of individual’s health, which may include increased physical activity and increased rates of employment.</p> <p>We will build on existing local initiatives and will</p>	<p>We will continue to engage with local food businesses to encourage them to provide healthier food choices, helping to reduce salt, fats and sugar through the reduction of portion sizes, alterations to menus and promoting healthier choices. Promotion of this project will continue to be carried out through both councils webpage’s.</p> <p>Find new and improved methods with the use of technology and media streams to engage with local food businesses and with members of the public to encourage healthier eating schemes.</p> <p>We will work in partnership with schools to explore further opportunities to support them in projects focused on supporting actions to tackle obesity including Live Well Child.</p>

<p>right across the two boroughs.</p> <p>We will also explore further opportunities to promote more children to walk/cycle to school safely and increase their physical activity during school time and after school.</p> <p>We will build on existing schemes and seek further opportunities to help people age more healthily through improved physical fitness and building muscle strength.</p> <p><i>We will use a range of indicators to measure success, including the establishment of designated safe walking and cycling route; the number of schools reporting new schemes in place; the number of new schemes to promote physical health in people aged 50yrs and over.</i></p>	<p>explore further opportunities to promote support networks available within the local areas and to support people living within the community to gain better mental health and wellbeing.</p> <p><i>Success will be measured using a range of indicators including established activities, support groups and drop in sessions aimed at improving mental health and wellbeing; feedback from these sessions; levels of attendance.</i></p>	<p><i>Success will be measured using a range of indicators including the number of food businesses who have pledged to providing healthier food choices within the local area and these food businesses reporting a change in the way they prepare their foods; online data from Essex Weighs IN; Number of schools signing up to healthier schools initiative and (tbc.)</i></p>
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PROJECTS/ACTIONS	Priorities	Local Outcomes	LEAD	MILESTONES	PROGRESS	Resource (estimate)
<p>Mapping Community Assets to identify people living in social isolation: Basildon > Pitsea & Laindon Brentwood > <i>tba</i></p>	<p>Ageing Well Physical Health & tackling obesity Mental Health & Wellbeing</p>	1, 2,	<p>Basildon Mark Bramley Brentwood Mark Stanbury</p>	<p>June 2016 July/August 2016</p>	<p>Basildon Basildon have identified areas likely to have high levels of social isolation to be Pitsea & Laindon Brentwood Still to identify areas.</p>	£1K
<p>Brentwood's Cycling Furtherance Group</p> <p>Mapping of a cycling/walking network across the Borough whilst identifying gaps (e.g. connectivity, signage)</p>	<p>Physical Health & tackling obesity</p>	3	<p>Brentwood Mark Stanbury</p>	<p>Sept ember 2016</p>	<p>Brentwood The group is progressing well. Safe routes across the borough are currently being plotted onto a grid for the use of cyclists. The group are plotting both leisure routes and active travel routes with the hope of increasing physical activity across the borough. The group are also supporting the work of creating safer cycling routes to schools by mapping potential routes for cycle to school initiatives. Further proposals of the group are to use bike hubs, to enable people to hire bikes throughout the borough. Basildon Have started to map current cycle routes across the borough and are working closely with Essex County Council to make</p>	£11K

					improvements to current routes. Basildon are also looking into the possibilities up-scaling bike repair hubs such as the bike hub in Vange.	
<p>Create safe walking and cycling routes, starting with 3 schools across each district</p> <p>Working alongside schools to map of safe routes to schools and develop safe active travel to school groups.</p>	<p>Physical Health & tackling obesity</p>	3	<p>Basildon Mark Bramley Brentwood Mark Stanbury</p>	<p>July/August 2016 - identify possible areas and safe routes</p> <p>September 2016 - engage schools</p> <p>March 2017 - Pilot running</p>	<p>Basildon Currently researching into walking bus schemes and safe routes across the borough. An action plan has now been put together and Basildon aim to engage with schools in September. Brentwood</p>	£3K
<p>Further development of Green Gym initiative</p> <p>Green Gyms are outdoor sessions where participants are guided in practical activities such as planting trees. The emphasis of the project is very much on health and fitness - volunteers warm up and cool down in preparation for a range of light to vigorous activities to suit all abilities.</p>	<p>Mental Health & Wellbeing</p>	3,4,5	<p>Basildon Leah Douglas Brentwood Kim Anderson</p>	<p>October – March 2017 – potential to develop</p>	No update	
<p>Explore the opportunity to extend Outdoor Gyms</p>	<p>Physical Health & tackling</p>	3	<p>Basildon Paul Brace Brentwood</p>	<p>September-October 2016 -</p>	No update	

Outdoor fitness equipment that can be used by the community within park areas.	obesity		Kim Anderson	feasibility		
<p>Develop a joint Dementia Action Alliance for Basildon & Brentwood</p> <p>The Dementia Action Alliance is a movement aiming to bring about a society-wide response to dementia. It encourages and supports communities and organisations to take practical actions to enable people to live well with dementia and reduce the risk of costly crisis intervention.</p>	Ageing Well Mental Health & Wellbeing	1,2,4,5	Basildon & Brentwood Rhiannon Vigor	<p>July 2016- introduction of DAA at Brentwood Health & Wellbeing Board</p> <p>September 2016 - approval</p> <p>Potential January 2017 – Alliance set up</p>	Basildon & Brentwood Brentwood Health & Wellbeing Board has now agreed of a Joint Basildon & Brentwood Dementia Action Alliance (DAA) group. Rhiannon Vigor has met with Geoff Moore (Alzheimer’s Society) to discuss the next steps for creating a DAA. Rhiannon Vigor to write a report of need and to set up a meeting to introduce the project to key groups across both boroughs.	£1K
Use of Essex Connects as a key IAG portal to include linkage with key sites such as Borough Councils, NHS Choices, Active Essex.	Ageing Well Physical Health & tackling obesity Mental Health & Wellbeing	2	Basildon & Brentwood Rhiannon Vigor Basildon Alex Mclellan CVS Chris Evans & John Fry Active Essex Jason Fergus - ECC	March 2017	No update	
<p>Facilitate access to health and wellbeing information and advice through a branding process – Live Well</p> <p>Live Well was developed by Braintree District Council in 2014 to work with partners to</p>	Ageing Well Physical Health & tackling obesity Mental Health & Wellbeing	1,2,3,5	Basildon & Brentwood Rhiannon Vigor	September 2016 - explore potential to adopt LiveWell brand	Basildon & Brentwood Rhiannon Vigor to attend Live Well meeting at Braintree District Council in September to discuss the possibilities of adopting the Live Well brand.	

<p>improve health & wellbeing across the district using strong branding, designed to encourage residents to adopt healthy lifestyle behaviours.</p>						
<p>New actions to reduce fuel poverty</p> <p>A household is said to be in fuel poverty if their fuel costs are above average, and when having paid for fuel, they are left with an income below the official poverty line. The joint partnership group aim to create new action to support those living in fuel poverty.</p>	<p>Ageing Well Physical Health</p>	<p>1,2</p>	<p>Basildon Phil Easteal Rachel Glover Brentwood Heather Ziervogel CVS Chris Evans</p>	<p>September 2016 – evidence presented</p> <p>October 2016 – plan agreed</p>	<p>Basildon Rhiannon Vigor to meet with Chris Evans and Rachel Glover to discuss the Stay well this winter campaign in Basildon. Rhiannon Vigor to have discussions with Phil Easteal regarding options paper of fuel poverty. Brentwood Rhiannon Vigor to speak with Chris Evans about how is leading the Stay well this Winter initiative in Brentwood.</p>	<p>£2K</p>
<p>Explore the potential to roll out the Live Well Child initiative</p> <p>Livewell Child is a project currently within development at Braintree District Council. The initiative aims to halt the rise in childhood obesity and increase physical activity by working in partnership with schools, community groups, leisure providers and local businesses using the (EPODE model).</p>	<p>Physical Health & tackling obesity</p>	<p>3</p>	<p>Basildon Rhiannon Vigor ECC Laura Taylor-Green</p>	<p>March 2017</p>	<p>Basildon & Brentwood Rhiannon Vigor to attend Livewell Child workshop at Braintree District Council in September.</p>	

<p>Support wider Mental Health prevention strategy</p> <p>To contribute to the Essex Mental Health Prevention Strategy through improving;</p> <ul style="list-style-type: none"> • Access to Services • Supporting Community Assets • Access to voluntary employment/encampment opportunities • Promoting physical activity and good mental health. 	<p>Mental Health & Wellbeing</p>	<p>3,5</p>	<p>Basildon Ndunge Kivuitu Brentwood Lucy Gill</p>	<p>July/ August 2016 - Agree main priorities</p> <p>December 2016 - agree plan</p> <p>September 2017 – review plan</p>	<p>Basildon Rhiannon Vigor to meet with Ndunge Kivuitu to discuss and develop and action plan.</p> <p>Brentwood Lucy & Rhiannon have met to discuss Brentwood’s contribution to the Essex Mental Health Prevention Strategy. The Public Health England Community /Mental Health Toolkit is out in December which will show our key areas for focus, however, current data aligning with the Essex Health & Wellbeing Strategy, plus the Essex Mental Health Joint Strategic Needs Assessment (March 2016), we will be focussing on four overall main priorities listed within the actions/projects.</p>	<p>£3K</p>
<p>Fitness in mind</p> <p>The initiative is designed to promote, encourage and provide physical activity as an aid to mental wellbeing. The initiative is currently run from the Brentwood Leisure Centre. In order for this work to continue to improve health outcomes locally, the proposal of up-scaling the project across the borough.</p>	<p>Mental Health & Wellbeing</p>	<p>3,5</p>	<p>Basildon Paul Brace Brentwood Lucy Gill Fitness in Mind Wayne Banks (Brentwood Centre)</p>	<p>September 2016 – feasibility for Basildon</p> <p>March 2017 – feasibility of up-scaling across Brentwood</p>	<p>Basildon & Brentwood Rhiannon Vigor to meet with Fitness in Mind to discuss potential of working together to upscale the project in Brentwood and introduce in Basildon.</p>	

<p>The Great Outdoors Project</p> <p>A potential initiative for Basildon to improve health outcomes from using outdoors open spaces. This can be self-referred or GP referred.</p>	<p>Physical Health & tackling obesity</p>	<p>3</p>	<p>Basildon Paul Brace Healthy Living Solutions Sue Bayles</p>	<p>tbc</p>	<p>No update</p>	
<p>Action to prevent the risk of slips and falls in collaboration with the CCG (tbc)</p> <p>The Joint partnership aims to work together to create actions to prevent the risk of slips and falls.</p>	<p>Ageing Well</p>	<p>1, 3</p>	<p>Basildon Phil Eastal Paul Brace Brentwood CGG David Fazey</p>	<p>tbc</p>	<p>No update</p>	<p>£1K</p>
<p>Expand the Tuck IN scheme</p> <p>Tuck IN is a new Essex-wide campaign, working alongside takeaway businesses. It aims to reduce salt, sugar and saturated fat in foods and encourage positive lifestyle choices.</p>	<p>Physical Health & tackling obesity</p>	<p>4</p>	<p>Basildon Rachel Glover Brentwood Elaine Hanlon</p>	<p>March 2017</p>	<p>Basildon & Brentwood Both Basildon and Brentwood to aim to reach target of 50 food businesses signed up to the project by March 2017. To date: Basildon – 33 food businesses Brentwood – 14 food businesses</p>	
<p>Development of the Social Prescribing programme across Basildon and Brentwood</p> <p>Social prescribing is currently operating in two GP surgeries in Basildon. Social Prescribing links people with non-medical sources of support provided within the local community including; physical activity,</p>	<p>Ageing Well Physical Health & tackling obesity Mental Health & Wellbeing</p>	<p>2,3</p>	<p>CVS Chris Evans CCG Dave Fazey</p>	<p>On-going</p>	<p>Basildon Discussed they have crossed over 100 referrals, there has been 20-30 group referrals and volunteers have been supporting individuals journeys. He also mentioned 10 people have taken on volunteering work. Brentwood Rhiannon Vigor to discuss with Chris Evans intentions for Social</p>	<p>£1K</p>

social groups, education, creativity and support and advice.					Prescribing in Brentwood.	
<p>VARIOUS PHYSICAL ACTIVITY opportunities and planning to be explored in collaboration with Active Essex and partners (TBA)</p> <p>Potential Projects to be discussed</p> <ul style="list-style-type: none"> • Forever Young • Football Memories • Pop up events in the park • Using empty high street shops for table tennis during the school holidays 	<p>Physical Health & tackling obesity</p>	3	<p>Active Networks Basildon: Steve Mitchell Brentwood: Bob McIntock</p>	Continuous	<p>Basildon & Brentwood Rhiannon Vigor has met with Steve Mitchell to discuss potential physical activity projects that could be introduced across both boroughs. Rhiannon Vigor to meet with Steve Mitchell to create action plan for projects.</p>	£3K
<p>INCREASING UPTAKES OF VACCINATIONS Increasing MMR and Flu Vaccinations</p>	<p>Increasing vaccination uptake (Brentwood only)</p>		<p>Brentwood Mark Stanbury</p>	On-going	<p>Brentwood Signposting information has been placed upon the Brentwood Borough Council Website.</p>	