



Health and Wellbeing Strategy 2017 – 2022

Contents	Page
Foreword	3
Introduction	4
National Context	4
Essex Context	5
Links into Corporate Plan 2016 – 2019	5
Health Background	7
Brentwood Health Priorities	8
Basildon and Brentwood Partnership Strategic Plan	9

Foreword

We believe that everyone has the right to enjoy good health and wellbeing. Therefore, we are committed to promoting the health and wellbeing of Brentwood's communities to enable this to happen.

This new Health and Wellbeing Strategy for Brentwood will provide a clear strategic direction for the Council and its partners to address a number of key health and wellbeing priorities across the Borough.

Although many of our residents in Brentwood live healthy and active lives, good health and wellbeing is not shared amongst all our residents. The most recent Brentwood Joint Strategic Needs Assessment (JSNA) from 2016, reported that although Brentwood has no areas of distinct inequality, there are pockets within the Borough with higher levels of child poverty and long-term unemployment than others, indicating potential health inequalities.

We understand that to reduce these health inequalities there must be focus not only on health but on the wider determinations which affect health and wellbeing to make a difference.

We believe that, working in partnership to produce joined up solutions will maximise resources and ensures the best outcomes. We are therefore committed to working in partnership with Essex County Council, Basildon and Brentwood Clinical Commission Group, Brentwood CVS, other public, private and voluntary sector organisations to focus our collective energies in increasing the opportunities for adults and children to enjoy healthy, safe and active lives.

Councillor Louise McKinlay

Leader of the Council

Councillor Chris Hossack

Chair of Community, Health and Housing Committee

Councillor Olivia Sanders

Chair of Health and Wellbeing Board

Phil Ruck

Head of Paid Service

Introduction

This is the third Joint Health and Wellbeing Strategy for Brentwood Borough. It has been produced by Brentwood Health and Wellbeing Board which brings together health, the voluntary and community sector and a wide range of both County and Borough Council services.

This strategy sets out the key priorities which the Board will pursue over the next five years. It is based on a detailed analysis of the health needs in Brentwood from The Joint Strategic Needs Analysis (JSNA) 2016 and The Public Health England Health Profile 2017.

We expect to develop the strategy over the coming years as goals are achieved and circumstances change, this will help focus the Board to ensure that we make progressive changes in improving health and wellbeing in Brentwood.

Context

National Context

The Marmot Review in 2010 'Fair Society, Healthy Lives' proposed evidence-based strategies for reducing health inequalities including addressing the social determinants of health. It concluded that a good start in life, a decent home, good nutrition, a quality education, sufficient income, healthy habits, a safe neighbourhood, a sense of community and citizenship are the fundamentals for improving quality of life and reducing health inequalities.

The Government's response was the White Paper 'Healthy Lives, Healthy People – A Strategy for Public Health in England' (2010). As well as taking the Marmot proposals forward, this identified the need for local communities to be at the heart of public health by focusing on the needs of local populations.

This approach was established in the Health and Social Care Act 2012, it was a fundamental change in the way in which public health, health services and social care are delivered.

The national policy and statutory changes which were introduced by the Health and Social Care Act 2012 have provided opportunities for closer working between health organisations and Brentwood Borough Council has positioned itself clearly in this arena.

Essex Context

Essex County Council are responsible for Public Health across 12 Districts, including Brentwood. Essex has some of the most affluent and most deprived areas in the country, with further pockets of disadvantaged communities that are difficult to identify.

As the Upper-tier local authority, the statutory duty with regards to health and wellbeing rests with Essex County Council. However as identified in the King's Fund report "The district council contribution to public health: a time of challenge and opportunity" (2015), our local authority functions can have a direct impact on the health and wellbeing of our residents, highlighting a level of responsibility within our Council.

Therefore, Essex County Council have identified a need to work in closer connection with local Districts, prompting us to revise our previous Health and Wellbeing Strategy to feed into the revised Essex Health and Wellbeing Strategy in 2018. This will ensure a greater focus on local need.

Links to Corporate Plan 2016 – 2019

As a Borough Council, our everyday service delivery contributes to the Health and wellbeing of our residents. The wider determinants of health are also known as the social determinants of health and have been described as 'the causes of the causes'. They are the social, economic and environmental conditions that influence the health of individuals and populations. Income, employment, education, housing quality, overcrowding and crime are powerfully associated with both physical and mental health.

The corporate plan highlights the Council's commitment of putting into place our plans to ensure the future wellbeing of our community with a three-year vision for Brentwood providing a framework for the delivery of services.

The Priorities identified in our Public Health Partnership Strategic Plan are linked to the vision of our Corporate Plan.

Our vision;

Environment and Housing Management

- Manage our housing stock to recognise the limited resources available and the importance of supporting those in greatest need
- Enable communities to take a more active role in delivering a cleaner and safer environment
- Encourage residents to work with us to take responsibility for the environment, and improve the cleanliness of our streets

- Focus on reducing waste of all sorts by promoting either re-use or recycling
- Develop a leisure strategy to provide strong and sustainable leisure facilities for residents and visitors
- Develop effective partnership arrangements with key agencies to deliver services

Community and Health –

- Encourage thriving and engaged communities
- Make Brentwood a Borough where people feel safe, healthy and supported
- Provide effective representation of local people’s views and needs for improved and accessible health services
- Support businesses, safe-guard public safety and enhance standards locally
- Work with partners to reduce anti-social behaviour and ensure that Brentwood is a safe place to live

Economic Development –

- Develop conditions for job creation and help people back into work
- Promote a mixed economy, maximising focusing on both retail and other commercial opportunities
- Work with other Essex local authorities to promote Essex for shared economic gain
- Consider how Council assets can be utilised to promote sustainable development in the Borough
- Support economic growth and sustainable development

Planning and Licencing –

- Broaden the range of housing in the Borough to meet the needs of our population now and in the future
- Provide advice, support and enforcement to ensure that Brentwood is a safe place to live
- Set planning policy that supports sustainable development
- Represent the views of Brentwood's residents and businesses on key South-East issues
- Implement a planning framework to guide and enable infrastructure delivery

Transformation -

- Provide more modern and effective customer services
- Work with local authority partners for greater devolution of power and funding from central government, to enhance opportunities for growth and prosperity across Essex

- Develop new ways of working for the Council, improving service delivery and reducing costs and unnecessary bureaucracy
- Actively implement the Welfare Reform agenda
- Explore alternative methods of service delivery, including shared services and outsourcing

Health Background

The health of people in Brentwood is generally better than the England average. However, whilst life expectancy for both men and women is higher than the England average, patterns of deprivation show that life expectancy is 8.7 years lower for men and 7.4 years lower for women in the most deprived areas of Brentwood than in the least deprived areas.

Brentwood is the second smallest district in Essex in terms of total population numbers, accounting for 5.2% of the total population in Essex. It has a slightly higher proportion of over 65's compared to the county and a 17% increase is expected between 2015 and 2025 equating to 2,600 more people. This ageing population will put greater demand on local health, social care services and housing needs.

A recent Sport England "Active People Survey" showed only 44% of adults are active once a week with only 27% of adults living in Brentwood achieving 3 x 30 active minutes a week. It is recommended that adults should be active for at least 150 minutes a week to maintain a healthy lifestyle.

Elevated levels of inactivity as well as other poor lifestyle habits are a key contributing factor to weight gain. The latest Health profile report shows over 65% of adults living in Brentwood are either overweight or obese, putting residents at higher risk of developing cardiovascular disease, diabetes and some cancers.

Furthermore, over recent years mental health and wellbeing has become an area of focus within Brentwood. It is estimated that roughly 7,209 Brentwood residents aged 18-64 are living with a mental health problem. Although the proportion of people with a mental health problem in Brentwood is better than the national average, it is believed that mental health problems are often underreported.

In addition to this, a large proportion of older people diagnosed with mental health problems are related to dementia.

Brentwood Health Priorities

Following the most recent release of the Joint Strategic Needs Assessment (JSNA) 2016, the Brentwood Health and Wellbeing Board agreed to focus on areas where the biggest influence could be exerted whilst making a tangible difference with measurable outcomes.

Additionally, with the new Public Health Improvement Practitioner post working across both Basildon and Brentwood, the Board felt it was important to work closer together in partnership, later developing a joint Basildon and Brentwood Public Health Partnership Group involving key members from each of the boroughs health and wellbeing Boards to work in partnership on joint health proprieties and hold joint

responsibility for the delivery of the strategic plan on behalf of the Brentwood Health and Wellbeing Board and the Basildon Health and Wellbeing Partnership. The priority focus areas agreed are;

- **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.

Actions

- Reduce levels of social isolation through increasing activity and strengthening connections within the community.
- Working with partners to promote winter warmth message to prevent ill health during winter months.
- Supporting the over 50's to increase levels of physical activity through a range of activities.
- **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.

Action

- To work in partnership with schools to explore further opportunities to support them in taking actions tackling child obesity
- To work with partners to establish opportunities for residents to become more physically active
- To explore further opportunities to increase levels of active travel, working in partnership with schools and businesses to consider new initiatives.
- Support local food business in providing healthier alternatives for customers
- **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.

Actions

- To contribute to the Essex Mental Health Prevention Strategy through improving; Access to Services, Supporting Community Assets, Access to voluntary employment/encampment opportunities and Promoting physical activity and good mental health.
- To support local schools and businesses to support pupils and employee mental health and wellbeing
- To support residents living with dementia to live well.

Basildon and Brentwood Partnership Strategic Plan

The Brentwood Health priorities, objectives and actions are addressed in the document 'Basildon and Brentwood Public Health Partnership Strategic Plan 2016-2018.

The strategic plan forms the basis of work in progress and will be addressed in full at each Brentwood Health and Wellbeing Meeting.