

# **Health and Wellbeing**

## **Strategy**

**2020 – 2023**

## Introduction

We believe that everyone has the right to enjoy good health and wellbeing. Therefore, Brentwood Health and Wellbeing Board is committed to improving the health and wellbeing of borough residents and communities and reducing health inequalities by working towards three key priorities.

- Reducing the prevalence of adult and child obesity
- Reduce social isolation across the generations
- Improving our ability to Age Well
- Supporting everyone to Start Well

In addition to the key priorities it is deemed there are concurrent themes across all our actions and focus, these form the backbone of everything we aim to achieve through the strategy. These are.

- Mental Wellness
- Resilient Communities
- Connecting people
- Encouraging physical activity

The last strategy set out by the Health and Wellbeing Board in 2017 formed the base line from which this new strategy has evolved. It has the opportunity to grow and adapt to the changes in the importance of health and wellbeing to the residents of Brentwood. This strategy is key to making the ambition of the Health and Wellbeing Board a reality in addressing the impact on services on the wider determinates of health, reducing health inequalities and therefore improve the health experienced by the residents of Brentwood. The success in the strategy relies on continued involvement and contributions of the communities and partners who will help shape and drive this Strategy forward.

Working in partnership with Brentwood Borough Council, Essex County Council, Brentwood and Basildon Clinical Commissioning Group - CCG, Brentwood Council for Voluntary Services - CVS and other public, private and voluntary sector organisations, the Health and Wellbeing Board can collectively make a difference to the health and wellbeing of the people of Brentwood. Building on existing relationships and partnerships and developing new ones with stakeholders where relevant will only continue to strengthen the work we can do. In addition, through continued community engagement and the use of external data that the Board has gathered and developed we have a full understanding of the requirements and demands that we need to meet to have the greatest impact on change.

Brentwood Borough Council's 2020-2025 Corporate Strategy focuses on developing our communities, empowering residents to take pride in their neighbourhoods and details how to support, strengthen and sustain communities. We know that great things are happening within the borough within our communities and we want to harness these strengths and create a place in which we live that sees the residents healthier, happier, independent, and active.

Brentwood Borough Council is committed to investing in community facilities to support the growing population, including developing masterplans for investment into facilities, parks and green spaces that will deliver significant improvements for the use of all residents and visitors to the borough, and in turn actively encourage usage to promote health and wellbeing. In addition, enhance and develop new sustainable leisure facilities to increase participation in sport and physical activity by making it accessible for all.

In partnership with Brentwood Borough Council, and other partners, the Health and Wellbeing Board will encourage residents to live active, healthy, and fulfilling lives within the borough.

#### Children's Advisory Board

One of the proposed changes is that the Brentwood Children's Advisory Board will merge with the Brentwood Health and Wellbeing Board as there were a number of areas of duplication with both boards. As a result, both Terms of Reference have been reviewed and a new combined draft Terms of Reference have been drafted. The input from Virgin Care and Barnardos as part of the Essex Child and Family Wellbeing Service will provide valuable insight as part of the 'Start Well' workstream.

#### What we already know

An individual's health and wellbeing is often linked to other complex issues in their lives rather than based solely on physical activity and or nutrition. This therefore means that we cannot look at it as just an isolated problem but rather a whole system wide approach to the way we look at these factors. These are known as the wider determinates of health and include a multitude of factors that can influence our complete health and wellbeing.

We are very aware that social economic factors play a massive part in someone's health and wellbeing and have the highest value of influence. This in turn tells us as a Health and Wellbeing Board that this is an extremely important part, and we must play our part through positive influences through normal day to day services.

The priorities laid out within this strategy will be achieved when we recognise and understand that the wider determinants of health need to be influenced in order to achieve the maximum impact on health and wellbeing and a whole system approach to how we work is the most effective way forward.

In order to implement the strategy effectively we must understand the inequalities and challenges which exist within some areas of the borough to be able to focus our work to improve the health and wellbeing of the residents.



# Brentwood



Population

**76,575**



65+ population

**15,565**

**20%**  
Population



doing less  
than 30  
minutes of  
physical  
activity per  
day

Life expectancy within Brentwood

**81.4** **84.6**

BRENTWOOD

**54.4**

Obesity Levels

ESSEX

**63.3**

ENGLAND

**62.3**

Diabetes

**68.6**



BRENTWOOD

**76.7**

ESSEX

**78.0**

ENGLAND

Long Term Health  
Conditions

**15.6%**

of Brentwood  
population



Estimated prevalence  
of common Mental  
Health disorders in  
Brentwood

**8,178**



**9%**

of children considered to be in  
child poverty

**662**

children in receipt of  
free school meals

## Vision

The 3-year strategy will focus on the 3 key priorities, where the Health and Wellbeing Board and its partners can make the biggest impact to the lives of the people of Brentwood. These priorities are;

- Improving our ability to Age well
- Reducing the prevalence of adult and child obesity
- Reduce social isolation across generations
- Supporting Everyone to Start Well

Although the strategy is focused on these 3 main priorities, we recognise that running through these priorities there are also arching themes across all ages that the Board also supports:

- Mental wellness
- Resilient communities
- Connecting people
- Encouraging physical activity

The vision is to ensure that residents of the borough live long healthy, independent active lives. We acknowledge that whilst the priorities and themes are individually important in order to deliver on each priority contributions from all areas will be required for maximum impact.

The Health and Wellbeing Board Strategy aligns with a number of key strategies such as the Council's Corporate strategy "Brentwood 2025 where everyone matters, The Council's Local Development Plan and the Council's Leisure Strategy. It is also aligned with Public Health England, Sport England Essex County Council and Active Essex strategic ambitions.

We understand that in order to achieve a meaningful impact on the priorities and the wider health of the residents it cannot be done by just one agency, but instead multiple agencies and partners across sectors to achieve better health and wellbeing for all. By taking this approach across departments as an organisation and across external partners we will achieve better outcomes for our community.

The vision laid out is that of the next 3 years and that is to ensure that we continue to work in line with the priorities and the needs of our community as things develop and change. With this in mind we will work in shorter 1-year increments within that to evaluate and monitor the impact we make on the overall health and wellbeing of the residents. We understand that the actions that we make now in the short term will have an ability to influence the health and wellbeing in years from now, as the impact of our health in our younger years can determine our health and wellbeing in our later years. Therefore, we have a responsibility to ensure we work across all stages of life to ensure residents Start Well, Live Well and Age Well.

## Priorities for Brentwood

### **Improving our ability to Age Well**

The Borough of Brentwood has just over 20% of its population as 65 years and over. Many of those people are in expansive semi-rural locations within the borough and for many they regularly experience difficult and challenging times trying to access health care services. The focus is not just to improve the life expectancy but to ensure people enjoy a good quality of life in their older years and LiveWell.

We must all be supported to live and age well, and this means addressing the causes of poor health and embedding a culture of prevention in all that can be done through policies and services. All health and care services must fully recognise the impact of both physical and mental health in maintaining our wellbeing especially in our later years. Being in good health makes a big difference to how people are feeling overall, a complete feeling of wellbeing.

There are many things that contribute to ageing well, physical activity helps to keep people mobile and connected to their community and can reduce the risk of depression and dementia. Other good things to do include eating plenty of fruit and vegetables, getting enough sleep, giving up smoking, spending time with other people and taking care of feet and teeth.

#### **Current standing**

There are 15,561 people in Brentwood aged 65plus and 7,663 who are 75plus.

With a life expectancy of 81.4 in men and 84.6 in women

Yearly action plan with key target projects such as:

- Continue to facilitate and provide a variety of activities to keep people active and engaged; from walking football and 'knit and natter' sessions to lunch clubs
- Review of service need and work with partners to meet the needs and developing trends of those within the borough to remain and begin to age well.
- Ensure a variety of opportunities exist for residents to engage in consultations to determine provision of services delivered with partners across the borough
- Ensure the council is an active partner in Essex wide initiatives designed to support people to age well

### **Reducing the prevalence of adult and child obesity**

In England, over one third of children, two thirds of adult men and over half of adult women are overweight or obese. Their related illnesses cost NHS England £6.1 billion in 2014/15. The scale and cost of obesity has a wide-reaching impact on health and well-being, placing significant burden on families, the health and social care system, employers, and society.

High obesity rates throughout Brentwood and Essex, driving these down will improve quality of life. Increased PA has shown to positively improved mental health as well as driving down risk factors such as diabetes, strokes, heart attacks as well new merging data with increased risk of death from Covid-19.

## **Current standing within Brentwood**

- 54.4% of Brentwood are classed as obese this is in comparison to 63.3% in Essex and 62.3% in England.
- 18.3% of residents are doing less than 30 minutes of activity per week (Nov 19)

## **Yearly action plan with key target projects such as**

- Provision of play areas and maintenance of the public realm and green spaces. The Council's Play Strategy set out the 5year strategic improvement plan for good quality play provision.
- Provision of health facilities. Contract management and excellent working relationships with providers of facilities and users of our parks.
- Ensure the Council is an active partner in Essex-wide initiatives such as 'Tuck IN' healthy choices campaign, which works in partnership with small independent caterers offering takeaways to make small changes to promote healthier ingredients
- Ensure a variety of opportunities for physical health support is provided throughout the workplace.

## **Reducing social isolation across generations**

Increased isolation from society and lack of engagement with others can have a very significant impact in many areas of someone life, it is important for people to regularly engage in meaningful social interaction to maintain their brain health at all ages. Particular individuals or groups may be more vulnerable than others, depending on factors like physical and mental health, level of education, employment status, wealth, income, ethnicity, gender and age or life-stage.

In an aged population there is an association with higher incidence of strokes and heart disease, falls, depression and dementia, suicide specifically, it puts individuals at greater risk of cognitive decline (James et al, 2011) 64% see an increased chance of developing clinical dementia (Holwerda et al, 2012).

There has been an increase in social isolation with many young people who retreat inward throughout their informative years, engaging with other only through an electronic device or screen. This will have detrimental effect on social skills and the ability to form relationships with others.

Social isolation sees an increase in stress hormones and elicits unhealthy behaviours in many aspects of a person's life, they are more likely to need to see the GP, more likely to call out emergency services and in later life more likely to see an early admission to residential care, mostly worryingly of all there is an increase in the likelihood of mortality by 60% (Holt-Lunstad, 2015)

Reducing social isolation will contribute to improved overall health and wellbeing and to reduced health inequalities in communities.

## **The current standing**

- 10% of people aged 16 to 24 were "always or often" lonely
- 13% of Adults admit to feeling lonely all the time
- There are 1.2 million chronically lonely older people in the UK
- Disconnected communities could be costing the UK economy £32 billion every year.
- Loneliness can be as harmful to health as smoking 15 cigarettes a day

## **Yearly action plan with key target projects such as**

- Review of public transport and street design can promote social interactions that build social connectivity and expansion of the chat benches around the borough.
- Implement and support Interventions that build community based social networks and promote shared values and trust within the community
- Continue to work with initiatives such as United in kind across the borough and Essex to tackling loneliness and isolation through acts of kindness
- Ensure all part of the borough are reached by taking a community to them through “COMMUNITY CONNECT” a mobile facility used to get information and support out to the most vulnerable
- Continue to support and grow the current provision of services already established in the community which promote social inclusion and access for all.

### **Supporting everyone to Start Well**

Giving children the best start in life is a fundamental part of improving health and reducing health inequalities. What happens in pregnancy and early childhood impacts on physical and emotional health through into adulthood.

Enabling children to achieve their full potential and be physically and emotionally healthy provides the cornerstone for a healthy, productive childhood and adulthood fundamentally laying the foundations for a healthy life. Building resilience and establishing positive mental wellbeing can make it less likely that a child who has experienced risk factors has poorer outcomes as a result

#### The current standing

- In Essex in 2018/19, 68.5% of children achieved a good level of development at the end of reception
- Children in low income families in Essex in 2016 – 37,000
- Family homelessness in Essex in 2017/18 – 880
- Hospital admissions for mental health related illness under 18yr olds in Essex - 195

#### Yearly action plan with key target projects such as

- Continue to support parents in keeping children healthy and safe and reaching their full potential
- Continue to support families to protect children from serious disease, through screening and immunisation
- Ensure children are safeguarded and their welfare promoted
- Reduce childhood obesity by promoting healthy eating and physical activity
- Identify health and wellbeing issues early so support and early intervention can be provided

#### Additional focus areas

In addition to the main priorities there are 3 themes which interject with everything that the board will focus upon.

Mental Wellness – the impact of recent events will have a unprecedent effect on the mental wellness of many people, it is therefore important that we take note of this and place an importance on our approach to mental health in everything we set out to achieve though the strategy and the action associated to it. It is likely that we will see a demand on local services and support as people

come to terms with changes in their life and health. It is mental health that will be at the core of all actions and projects commissioned.

Resilient Communities – the action and spirit of the community is remarkable, and with the work carried out through the strategy we will look to build upon this and ensure that the community is strong in its action and care for one another. Collaboration with the community and the volunteers within it are instrumental in the delivery of the priorities laid out within the strategy to ensure the biggest impact on an individual's health and wellbeing is felt. The Health and Wellbeing board will have an active role in creating Health Impact Assessments, ensuring that housing projects, policies, and programs promote the best possible health and quality of life for residents to encourage and maintain a healthy lifestyle

Connecting people – the benefit of keeping people connected and making new connections is important across the generations and stages of life. Social and emotional connections that people make are within the wider determinants of health and therefore have a large impact on how we feel. Technology will play an ever-increasing part in how we communicate and connect in many ways, this therefore is essential in the development and delivery of the strategy and its outputs. There is great power in bringing people together.

Encourage physical activity - Getting people to be more active needs to be built in to all the Health and wellbeing board does, Inactivity is described by the Department of Health as a "silent killer". People are less active nowadays, partly because technology and revolution has made our lives easier. We all drive cars or take public transport. Machines wash our clothes. Entertainment is in front of a TV or computer screen. Fewer people are doing manual work, and most of the jobs people do now have involve little physical effort. Work, household chores, shopping and other necessary activities are far less demanding than for previous generations. People move around a lot less and burn off less energy than people used to. Research suggests that many adults spend more than 7 hours a day sitting down, at work, on transport or in their leisure time. People aged over 65 spend 10 hours or more each day sitting or lying down, making them the most sedentary age group.

#### Live well Campaign

The Livewell campaign is designed to engage communities, families, and individuals with the aim of providing information about all that is on offer in Brentwood and Essex to improve health and wellbeing. Health and wellbeing for Brentwood works within the framework of the Essex wide Livewell initiative. The framework is broken in to 6 sections covering all aspects of life across the generations.

Start well – Support to help you and your family live happy and healthier lives

Be well – How to get you more active and stay active at any age

Fell well – To help you achieve a state of mental wellbeing in which you can realise your potential and cope with the stresses of life

Stay well - Self-care tips and techniques and general lifestyle changes to help you live a long and healthy life

Eat well - Information and advice about weight loss and healthy weight management and how good nutrition can help.

Age well - To help you enjoy a better later life by protecting yourself from illness, dealing with long term conditions, keeping active, coping with loneliness and staying independent.

Health and Wellbeing Priorities					
Improving our ability to Age Well	Reducing the prevalence of adult and child obesity	Reducing social isolation across generations	Supporting everyone to start well		
Mental wellness, Resilient communities, Connecting People Encourage physical activity					
Start well	Be well	Feel Well	Stay well	Eat Well	Age well

### Monitoring

Progress of the strategy will be monitored and measured at both a local and county wide level, against the Essex Health and Wellbeing Strategy and Public health frameworks this will ensure that the health and wellbeing outcomes are effectively evaluated and provide evidence of impact across the borough in a numbers of different ways.

The Health and Wellbeing board priorities which aligns to the strategy and impact on a local level will also be responsible for monitoring the implementation of the strategy and the impact of initiatives on an annual basis. That therefore means that all health and wellbeing activity will be reported to the Health and wellbeing Board.

Throughout the timespan of the strategy we will continue to explore relationships and opportunities to work with partners to help us achieve the aims as set out in this strategy to improve the health and wellbeing of the borough of Brentwood.

An annual action plan will be drawn up and reviewed on a regular basis as part of the Health and Wellbeing board meetings and progress will be reported back to Brentwood Borough Council's Community and Health Committee (or relevant committee).