

Sefton Council 

NHS

**South Sefton Clinical Commissioning Group
Southport and Formby Clinical Commissioning Group**

Sefton's Health and Wellbeing Strategy 2013 - 2018 (Summary Document)



October 2012

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Foreword

Sefton's Health and Wellbeing Strategy for 2013 – 2018 outlines the top priorities for improving the health and wellbeing of all people living in the Sefton. This strategy has been developed through the Shadow Health and Wellbeing Board, the range of partnership groups that exist within the borough and with the communities of Sefton. Sefton's Shadow Health and Wellbeing Board brings together those who buy services across the NHS, public health, social care and children's services, plus elected councillors and service user representatives, to jointly consider local needs and plan the right services for the population of Sefton. This is a new approach, and the strategy, sets out the priorities for commissioners to purchase not only health and social care services, but other services such as housing, environment and the economy. In addition there is a recognition that the financial challenges facing the public services of Sefton need to be tackled in partnership if we are to successfully improve outcomes for local people.

During the last nine months extensive consultation has taken place with local people and you have told us what your priorities are. We have also listened to local stakeholders, clinicians, the voluntary, community and faith sector, hospital trusts and providers of a wide range of services. The inclusive consultation included events, using the inclusive planning for real process, a telephone survey, meetings, focus groups and workshops. Methods were adapted to ensure inclusivity of people who experience barriers to accessing services such as children, young people and people with disabilities. Further views were gathered through an online questionnaire. The information gathered has been used to inform the strategic priorities and objectives within the Draft Strategy. It is important that we continue to listen and I look forward to hearing your views on these.



Councillor Ian Moncur
Chair of Sefton Shadow Health and Wellbeing Board

Section One: Summary of Strategic Objectives

The Shadow Health and Wellbeing Board for Sefton has defined the following strategic objectives for Health and Wellbeing in Sefton. These have been developed through both understanding the needs of the population and what the public, community organisations and groups, commissioners and providers of services told us during the consultation and engagement process.

The strategic objectives for Health and Wellbeing in Sefton are:

- Ensure all children have a positive start in life
- Support people early to prevent and treat avoidable illnesses and reduce inequalities in health
- Support older people and those with long term conditions and disabilities to remain independent and in their own homes
- Promote positive mental health and wellbeing
- Seek to address the wider social, environmental and economic issues that contribute to poor health and wellbeing
- Build capacity and resilience to empower and strengthen communities

In seeking to address the objectives set out above, and to ensure that our work and that of our wider partners is holistic and consistent (both in delivery and commissioning), the following set of principles have been adopted by the Shadow Health and Wellbeing Board:

We will....

- build on the many assets and resources that are available, including social value
- enable early intervention and prevention through robust arrangements for identifying those with needs, and predicting those whose needs may emerge due to changes in national policy such as the Welfare Reform and the Troubled Families programme

- address health inequalities and equity of access to narrow the gap between different neighbourhoods and communities
- secure value for money and consistency in the quality of care and support
- tackle the wider determinants that contribute to ill health
- demonstrate integrated health and social care service solutions, including the wider contribution the Council and partners can make
- deliver discernible improvements to the agreed defined outcomes in this Strategy
- make good use of existing strategic partnerships to address complex health and social care issues
- use the authority of the Health and Wellbeing Board to enable and encourage partners to work together

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Section Two: Vision and Priorities for Health and Wellbeing

During the last year the Council, partners and community organisations have been working together to develop a Vision for the Borough. Our vision is:

Together we are Sefton – a great place to be!

We will work as one Sefton for the benefit of local people, businesses and visitors

Underpinning the draft Vision is our draft promise as agencies commissioning and delivering services in Sefton, to improve the health and wellbeing of everyone.

Our Draft Promise

As commissioners and providers of services we will:

- put people at the heart of what we do
- listen, value and respect each other's views
- develop a culture of challenge, ownership, innovation and improvement
- be ambassadors for Sefton
- be responsive and efficient
- be clear about what we can and cannot do

As leaders we will:

- give direction
- be honest
- show confidence
- be bold
- be visible
- communicate
- inspire
- be accountable
- value People

We will work in partnership with the public, partners, providers, businesses, visitors to enable us all to:

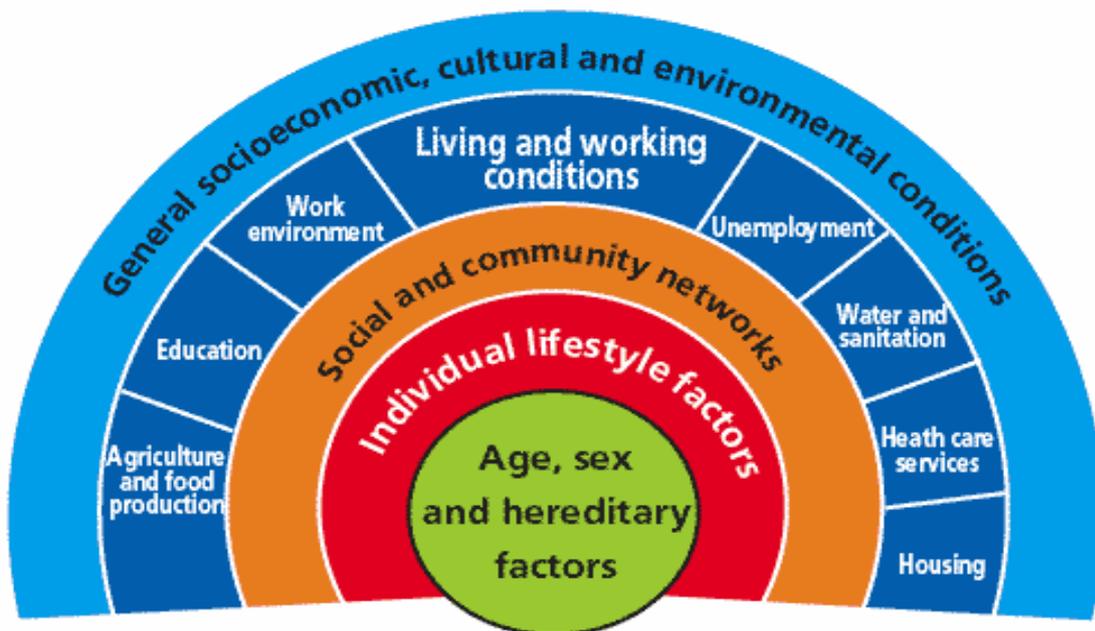
- be responsible – everyone to take ownership of their lives
- respect each other
- have pride in the Borough
- get involved and have a say about the services that are delivered and the places in which we live and work
- challenge each other and question what we all do

This vision and promise sets out how we as collective agencies want to work with each other, and with our communities, to make Sefton a great place to be.

Setting strategic priorities for health and wellbeing

The factors which influence health and wellbeing outcomes and health inequalities are well documented, the latest findings of which can be found in the Marmot Report, 'Fair Society, Healthy Lives', February 2010. The health and wellbeing of Sefton's residents is affected by where they live, their environment, economic circumstances, social and family support, interaction with the local community, lifestyle choices that are made, community safety and access to appropriate services.

And as illustrated below, commissioners will need to think about the wider determinants of health in commissioning not only those traditionally defined as health and wellbeing services, but all services in the Borough.



Making a difference to the health and wellbeing of the population is the responsibility and business of all. Action is required at the individual, family, community and service level to improve health outcomes and life chances.

We have defined the following broad criteria which have been used to determine the draft strategic objectives for health and wellbeing within the Strategy:

- These are agreed to be the most important from both evidence and what our communities have told us
- They require a multi-agency response
- They address the wider determinants of health
- They will deliver the most benefit to the health and wellbeing of the population
- They will impact upon health inequalities
- They will have a positive preventative effect through promoting early and timely intervention, making every contact count

Strategic Priorities for Health and Wellbeing in Sefton

The following draft strategic priorities are not in any rank order. They have been developed through both understanding the analysis of need and the feedback from our communities through the extensive consultation and engagement. These draft priorities are for the borough of Sefton, and through partnership working seek to deliver:

- healthy and well supported communities
- access to opportunities for all
- attractive and sustainable place and communities
- empowered and supported residents

Within each overarching strategic priority there are many objectives and actions that need to be taken by different organisations and partnerships to ensure that outcomes for the population of Sefton are improved and health inequalities are reduced. The Strategy identifies the specific strategic objectives which we believe will improve health and wellbeing and reduce health inequalities. Partners will commission and deliver services which focus on the above priorities. The Shadow Health and Wellbeing Board will focus its attention on the commissioning and delivering of services against its strategic objectives where the Board believes it can make a difference.

Section Three: Conclusion and Next Steps

The nature of the health and wellbeing issues referred to in the strategy can only be addressed through well coordinated, collaborative action. Action is required at the level of the individual taking responsibility for his or her health and wellbeing to the best of their ability through to jointly commissioned services providing a “whole system” response to complex health and social care needs. Alongside its focus on health inequalities the strategy also highlights the importance of ensuring that the wider determinants of health, and the cause of ill health, are taken into account when commissioning services. The five steps to wellbeing and the recognition of the social value that commissioned services can bring are crucial to promoting and maintaining the health and wellbeing of young and older people alike. It is appropriate that this is recognised and reflected in commissioning intentions.

The Shadow Health and Wellbeing Board will seek to hold commissioners to account on the extent to which the strategic objectives for Health and Wellbeing defined within this summary of the strategy are reflected in commissioning plans, and performance managed as appropriate. What we need to be able to do is judge whether commissioners are commissioning the right things, and where they are not be bold enough to decommission, stop or commission new things.

The Shadow Health and Wellbeing Board are seeking your views on the draft strategy, the vision, promise and priorities. A wide range of events are taking place over the coming months and if you want to get involved telephone June McGill on 0151 934 4080 or email her at June.Mcgill@sefton.gov.uk

The results of this further consultation will inform the development of the Health and Wellbeing Strategy for Sefton to be adopted in April 2013.

Copies of this Summary are available in large print and other formats on request. To request this service, please call 0151 934 3840

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