

By: Andrew Scott-Clark, Director of Health Improvement (Public Health)
KCC

To: Shadow Health and Wellbeing Board

Subject: Kent Joint Health and Wellbeing Strategy

Classification: Unrestricted

1. Introduction

1.1 This paper outlines the process for developing and undertaking stakeholder engagement on the Draft Joint Health and Wellbeing Strategy and seeks approval for the approach and timeline

2. Draft Joint Health and Wellbeing Strategy Proposal

2.1 There is a statutory duty to engage and consult on the development of the Joint Health and Wellbeing Strategies. Nationally Local Authorities from around the country are beginning to publish drafts of local Joint Health and Wellbeing strategies for wider comment. It is obvious that what is being consulted upon is very high level broad strategic direction rather than the detailed plans of implementation, reflecting the Department of Health's stated high level focus for the joint health and wellbeing strategies.

2.2 The initial development of the Joint Health and Wellbeing Strategy has built on the Joint Strategic Needs Assessment. It also reflects discussions at previous Health and Wellbeing Board meetings, and other forums where strategic discussions particularly on health services are being held, for example the NHS Chairs and Chief Executive forum.

2.3 The following timeline outlines the suggested engagement programme:

- 18 July – discussion and agreement by the Kent SHWB on the stated outcomes and overall steer of the draft strategy.
- End July to end August – more detailed stakeholder engagement (CCGs, KCC, providers etc) on draft strategy.
- 19 September – Feedback on stakeholder engagement to Kent SHWB.
- September to November – wider public engagement on draft strategy.
- Mid November – sign off by Kent SHWB of the final version of the Kent Joint Health and Wellbeing Strategy.
- End 2012 – Publication of first Kent Joint Health and Wellbeing Strategy.

2.4 The proposed wider public engagement on the draft strategy would tie into parallel work taking place in the CCGs on the development of the 2013 – 2014 Annual Operating Plans,

2.5 We intend to consult on the four overarching outcomes as strategically the most important for the population of Kent. These are:

- Every child has the best start in life

- People are taking greater responsibilities for their health and wellbeing
- The quality of life for people with long term conditions is enhanced and they have access to good quality care and support
- People with mental health and dementia are supported to live well

2.6 These outcomes are supported by a number of key principles including:

- Community engagement
- Reducing health inequalities within and between communities
- Providing good quality and integrated care to people with long term conditions, including dementia, that prevents unnecessary hospital admissions
- Tackles the major causes of premature and preventable deaths of the key killers, including cardiovascular disease, cancers and respiratory disease.
- Is delivered in an environment which considers sustainability, the impact on the environment, and the need to reduce carbon footprints

2.7 For each of the themes we will outline the focus that we intend to given to deliver the outcome. For example within the first theme, every child has the best start in life we outline the focus on:

- Increasing breast feeding initiation
- Improving MMR take up
- The roll out of universal health visitor services
- Better use of community assets, e.g. Children's Centres to deliver integrated services for the more vulnerable families of our population
- Improve child and adolescent mental health services

2.8 Similarly for the other themes we will give more detail on where strategically the focus needs to be.

2.9 An Equalities Impact Assessment has also been produced to accompany the draft strategy.

3. Recommendation

The Shadow Health and Wellbeing Board is asked to approve the approach and agree for the Chairman of the Health and Wellbeing Board to sign off the draft strategy for publication ready for stakeholder engagement during August.

Andrew Scott-Clark
 Director of Health Improvement (Public Health) KCC
andrew.scott-clark@kent.gov.uk