

## **Maidstone Health and Wellbeing Board Update as at 30 October 2014**

### **Local health and wellbeing boards be tasked to report in November 2014 on how local populations are being engaged in discussions concerning the implementation of the Health and Wellbeing strategy in their local areas.**

Maidstone's Health and Wellbeing Board ensures effective local engagement on health and wellbeing issues, using existing engagement mechanisms where necessary and linking in to the county level engagement work where established. Our local approach seeks to enhance how partners communicate the Health and Wellbeing Strategy, engaging with residents, local businesses and staff. Our local engagement channels include;

**Social Media:** Promoting key messages on partner Facebook and Twitter pages.

**Websites:** Promoting key messages, consultations and commissioning opportunities through partner websites.

**Member engagement:** Provision of Borough Council member training and the relevant Overview and Scrutiny Committee.

**Communications:** Utilising Maidstone Borough Council's Borough Update magazine and Community Development newsletter.

**Engagement:** Utilising engagement initiatives with partners which demonstrate a commitment to the Health and Wellbeing agenda and promote local services. A range of methods have been used, including partnership engagement through meetings, promoting consultations, resident engagement through neighbourhood action planning, health checks, community health days, budget road shows and ward walks.

Maidstone Health and Wellbeing Board has engaged with the sub-group set up to deliver the Communications and Engagement programme supporting the Kent Joint Health and Wellbeing Strategy and JSNA Steering Group to look at opportunities for joint working with all Kent-based districts to ensure consistency and targeted messages.

### **Local health and wellbeing boards be required to ensure local plans demonstrate how the priorities, approaches and outcomes of the Kent Joint Health and Wellbeing Strategy will be implemented at local levels and report this assurance to the Kent Health and Wellbeing Board in November 2014.**

Maidstone's Health and Wellbeing group provides a forum in which the member bodies can work together to plan services and programmes in relation to the targets and objectives outlined under its remit in the Kent Joint Health and Wellbeing Strategy, Maidstone Community Strategy, Maidstone Borough Council's Community Development Strategy and Health Inequalities Action Plan.

The Maidstone Health and Wellbeing Board is co-chaired by the Borough Council's Chief Executive and Leader to maintain strategic leadership and influence to build on the priorities of the Kent Joint Health and Wellbeing Strategy, supporting initiatives which encourage Maidstone borough residents to take responsibility for their own health and support resilient communities through improved social connections within the community.

Our local board has used county’s Strategy as a set of core values and outcomes by which to design our sub-groups, embed consistency and support our local priorities and actions for improvement in which to understand the health and wellbeing needs of the local community.

The Maidstone Health and Wellbeing Board supports many of the outcomes of the Kent Joint Strategic Needs Assessment (JSNA), setting up three local sub-groups consisting of members from the public, private, voluntary and community sector.

| <b>Kent Joint HWB/JSNA outcomes</b>   | <b>Maidstone HWB sub-group</b>                            | <b>Sub-Group Actions</b>  |
|---|---|---|
| Every child has the best start in life  | <b>Children</b>   | <ul style="list-style-type: none"> <li>• Support to increase breastfeeding rates</li> <li>• Encourage access to health services for all</li> <li>• Promote healthy weight for children</li> <li>• Increase physical activity</li> </ul>   |
| Effective prevention of ill health by people taking greater responsibility for their health and wellbeing | <b>Social Justice</b><br><br><b>Employment and Skills</b> | <ul style="list-style-type: none"> <li>• Reduce risk taking behaviours (e.g. teenage pregnancy, young people’s sexual health, adult high risk drinking, smoking)</li> <li>• Promote opportunities to support people out of poverty</li> <li>• Increase proportion of young people (up to 24) in full time education or employment</li> <li>• Support business to have healthy workplaces</li> </ul> |
| People with mental health issues are supported to ‘live well’   | <b>Social Justice</b>                                     | <ul style="list-style-type: none"> <li>• Improve partnership work to support good mental health</li> <li>• Support training to all front line workers to effectively support their customers who are mentally ill or at risk of relapse or becoming unwell in a safe effective way.</li> </ul>  |
| People with dementia are assessed and treated   | <b>Social Justice</b>                                     | <ul style="list-style-type: none"> <li>• Support older people to live safe, independent</li> </ul>  |

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| earlier, and are supported to live well |  | and fulfilled lives<br>• Reduce social isolation |
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The sub-groups are supported by Kent Public Health, the local authority, businesses and local voluntary and community groups aimed at utilising existing organisations to support new opportunities to improve health and wellbeing locally and commissioning services in alignment with wider commissioning intentions. Opportunities with the Borough Council’s Planning, Housing and Economic Development teams will be sought, alongside key partners including social housing providers, Jobcentre Plus, Kent Police and Kent Fire and Rescue Service.