

Paper to: South Kent Coast Health and Wellbeing Board, 5th Feb 2013

Title: Proposal for the development of a South Kent Coast Health and Wellbeing Board Health and Wellbeing Strategy/Health Inequalities Action Plan

Recommendation: *For the SKC HWBB to approve the proposals and work plan as outlined in the following paper, with an update report at the April SKC HWBB meeting. Also for the proposals within this paper to be recommended to the County HWBB for consideration.*

Proposals:

- Proposal is to support the County wide plans (Joint Health and Wellbeing Strategy and Health Inequalities Action Plan 'Mind the Gap' 2012/15), using the relevant data and targets, by delivering a unique local plan that is relevant to local issues and needs.
- The draft plan will therefore be aligned with (but not duplicating) the Kent Joint Health and Wellbeing Strategy, 'Mind the Gap', SKC CCG Operating Plan, Joint Strategic Needs Assessment and both Shepway District Council and Dover District Council's Corporate Plans.
- Once drafted communication/engagement events will be organised.
- It is proposed the local Strategy will follow the model of Chris Bentley (the Christmas Tree model), summarised as:



- Each partner organisation then delivers relevant actions, either in their own right or jointly with others (right service, in the right place, at the right time).
- It is proposed the initial focus is of the overarching SKC Health and Wellbeing Strategy will tackle:
 - Access and Equality to Health Care
 - Empowering Local Communities
 - Supporting the creation of safe, healthy and prosperous environments
 - Giving Children the Best Start
 - Providing Integrated Services
- The SKC Health Inequalities Action Plan will form a critical element of this strategic overarching Health and Wellbeing Strategy, in turn contributing to the Kent wide strategies.
- Once drafted and agreed, the Strategy and Plan will be led by the proposed 'Wellbeing Group' (as shown on the structure plan), covering both Dover and Shepway. This group will align, support and enable implementation, overseen and directed by the SKC HWBB.
- It is proposed through these actions the key considerations for the SKC HWBB for 2013/15 are:
 - Teenage pregnancy
 - Smoking
 - Mental health
 - Exercise and NutritionWith cross-cutting themes of:
 - Poverty
 - Social Cohesion

Proposals for partner input:

- SKC CCG will initially focus on 'Access and Equity' – the proportionate delivery of a service to the whole population regardless of deprivation, ethnicity or any other area where there is potential vulnerability in poorer access. 'Industrialisation' – providing preventative and pro-active care systematically across the CCG practices patch to those able to benefit, a key contribution to narrowing the gap in life expectancy over time. 'Going the Extra Mile'- often requiring clinical staff to go further for complex cases regarding, for example, homelessness, travelling community, offenders, substance misuse and often requiring culture change, awareness raising, ownership, understanding, leadership and commitment.
- The District Council focus will be identifying and understanding the wider determinants of health impacting on and contributing to narrowing the gap in life expectancy over time, for example: licensing, environmental issues and enforcement, community safety, leisure, regeneration and the impacts of welfare reform on this agenda.
- The Voluntary and Community Sector focus will be to identify within the themes what is available, where and signposting, providing information from delivery partners on the ground.
- Kent County Council focus will be provided through the Kent Joint Health and Wellbeing Strategy (currently being drafted), and has been provided through 'Mind the Gap' with key objectives of:
 - Give every child the best start in life
 - Enable all children, young people & adults to maximise their capabilities and have control over their lives
 - Create fair employment and good work for all
 - Ensure a healthy standard of living for all
 - Create and develop healthy and sustainable places and communities
 - Strengthen the role and impact of ill health prevention.
- Timescales and detailed actions are proposed within the SKC HWBB Work Programme Action Plan.

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