

# **Blackpool Health and Wellbeing Board Annual Report 2013-14**

**(Draft)**

## To be added

- Contents page
- Welcome and Foreword from Chair

## OVERVIEW

Blackpool's Health and Wellbeing Board's Annual report 2013/14 provides a summary of the work, achievements and progress of the Board in its first year of formal operation. The report reinforces the Board's key commitment to ensure that local people and wider stakeholders are involved and engaged in its work of the Board and enable the Board to evaluate its own performance and that members, both collectively and individually are fully contributing towards its success.

The Board has set out a clear vision to **make Blackpool a place where ALL people can live, long, happy and healthy lives**. During its first year of formal operation Blackpool Health and Wellbeing Board has made good progress in developing its substructure. It is this *operational substructure which acts as the engine, bringing the joint health and wellbeing strategy to life, developing a framework for performance* improving the Joint Strategic Needs Assessment, and developing actions plans to deliver the strategic priority of the Joint Health and Wellbeing Strategy and take a strategic lead on integrated commissioning arrangements. and improving connections and links with new and existing partners including the Health and Wellbeing Boards for Lancashire and Blackburn with Darwen, Blackpool's Fairness Commission, Lancashire Tobacco Alliance, Local Safeguarding Boards, Third Sector partners, NHS England and Public Health England Local Area Teams, and local communities. Now established the Board intends to formal partnership arrangements which show how work will be informed, influence and connected by those working across the health and wellbeing landscape and beyond to align, integrate and compliment key areas of work and that ensure engage with the public to which the Board is ultimately accountable

Furthermore, the emerging themes from the Board inaugural event which focus on

- Focus on early years and prevention
- Engage young people
- build on existing channels of communication
- Encourage shared ownership of the Joint Health and Wellbeing Strategy with all partners

have been used to inform the Boards current work plan and will build on this in improvement plan for next year. to improve communication, engage wider partners, focus on prevention and early intervention with young people and plan future events

Highlights of the year have included the, increased sharing and use of health and wellbeing data through the JSNA, work to tackle housing and issues of transience across the Town, development of action plans to move the joint health and wellbeing strategy forward and the Health and Wellbeing Peer Challenge

There are a number of smaller, innovative activities and campaigns underway across the Town funded through Public Health and Blackpool Clinical Commissioning Group, which aim to address the need outlined in the Joint Health and Wellbeing Strategy, demonstrating the depth of support and delivery of the Strategy.

In 2013/14, the achievements of the Health and Wellbeing Board have included:

<b>Activity</b>	<b>Result</b>	<b>The difference made</b>
<b>Signed the Local Government declaration on Tobacco Control</b>	The Council is committed to lead activities to reduce tobacco consumption	The harmful impacts of tobacco consumption in h more is being done to reduce smoking across the town
<b>Championed efforts and working to secure additional resources to tackle housing issues and transience in the Town</b>	The Council's Chief Executive established a Project Group to consider how the Council could directly intervene in Black pool's private rental market An outline proposal has been prepared and presented to the Board.	working towards achieving a more attractive place to live, fostering stronger and more resilient communities, economic sustainability and better mix of house and household types
<b>Developing actions plans to deliver the priorities of the Joint Health and Wellbeing Strategy</b>	A series of robust plans in place covering alcohol, Mental Health, Healthy Weight, Looked After Children	Care pathways in place for looked after children, expansion of mental health services, reductions in hospital admissions due to alcohol, increases in the number of local people getting involved in wellbeing projects ....
<b>Developed a robust performance framework for the JHWS</b>	We have a clearer understanding and oversight of key health challenges and whether what we are doing is making an impact to close the gap to reduce health inequalities	We will be better able to target the specific needs that people have and to provide challenge and influence the way in which we commission services
<b>Completed a Health and Wellbeing Peer Challenge</b>	To review how well we and our partners are delivering the health agenda	We now have a better understanding of our strengths and where and how we need to develop areas the process of developing an improvement plan for 2015 to build on what we have learnt

## Health and Wellbeing Boards

### What are they?

Health and Wellbeing Boards (HWBs) are statutory committees of local authorities, established as part of the coalition government's reforms of the NHS, set out in the Health and Social care Act 2012.

HWBs became formally constituted in April 2013; however a number of Boards were awarded early implementer status by the Department of Health in 2011, enabling them to operate in shadow form to test out their duties and develop in their roles. Over 130 HWBs are now in operation across England.

### What do they do?

HWBs are seen as the key mechanism for co-ordinating the new health system at a local level. They bring together major partners across the NHS, public health, adult social care and children's services as well as elected Members and representatives from Healthwatch to jointly plan how best to meet the health and social care needs of their local population, with joining up and integration of services a key factor.

HWBs have three statutory duties:

- Assess the needs of their local population through the Joint Strategic Needs Assessment (JSNA) process. **The JSNA provides a statement of the current and future health and wellbeing needs in a local area.**
- Produce a joint health and wellbeing strategy (JHWS) based on the findings of the JSNA. **The JHWS is the overarching health strategy for a local area and is used by HWBs to influence the commissioning of health, social care, public health and other community-based services.**
- Promote greater integration and partnership. **This means actively working with partners to encourage and influence arrangements for joint commissioning, integrated provision, and pooled budgets where appropriate.**

*"health and wellbeing boards..... will bring together everyone from NHS commissioning groups to adult social care specialists, children's trusts and public health professionals... to design local strategies for improving health and social care integration. Integration is really important for our vision of the NHS"*

## Blackpool Health and Wellbeing Board

*Blackpool HWB is widely recognised by partners as a significant and strategic partnership across the system. There is recognition that “the HWB put health and wellbeing on the agenda for Blackpool” (Blackpool Health and Wellbeing Peer Challenge Report, Mar 2014)*



Blackpool HWB was established in ‘shadow form’ in December 2011 and became a formal statutory committee of the council in May 2013. The Board builds on strong pre-existing partnerships between the NHS, Council and other public sector partners. It has 21 members spanning the Council, NHS Clinical Commissioning Group, Healthwatch, the two major health providers in the Town Blackpool Teaching Hospitals NHS Foundation Trust, Lancashire Care NHS Foundation Trust, NHS England, the Police, Fire Service and Voluntary, Community and Faith Sector.

### Membership:


- Cllr Simon Blackburn Leader (Chair) Blackpool Council
- Cllr Ivan Taylor Cabinet Member for Children's Services Blackpool Council
- Cllr Kath Rowson Cabinet Member for Adult Social Care Blackpool Council
- Cllr Eddie Collett Cabinet Member for Health and Wellbeing Blackpool Council
- Cllr Don Clapham Conservative Party Member Blackpool Council
- Sue Harrison Director of Children's Services Blackpool Council
- Delyth Curtis Director of Adult Services Blackpool Council
- Dr Arif Rajpura Director of Public Health Blackpool Council
- Dr Amanda Doyle Chief Clinical Officer Blackpool CCG
- Roy Fisher Chair Blackpool CCG
- David Bonson Chief Operating Officer Blackpool CCG
- Dr Leanne Rudnick GP Blackpool CCG
- Norma Rodgers Chair Healthwatch Blackpool
- Joan Rose Director Healthwatch Blackpool

- Gary Doherty Chief Executive Blackpool Teaching Hospital NHS Foundation Trust
- Ian Johnson Chair Blackpool Teaching Hospital NHS Foundation Trust
- Richard Bayly, Chief Superintendent, Lancashire Constabulary (Western and Northern Division)
- Jane Higgs Director of Operations and Delivery NHS England (Lancashire)
- Professor Heather Tierney-Moore Chief Executive Lancashire Care NHS Foundation Trust
- Richard Emmess, Chief Executive, Blackpool Wyre and Fylde Council for Voluntary Services
- Simon Bone, Community Protection Manager Lancashire Fire and Rescue

The Board's key focus is on improving outcomes and reducing inequalities through every stage in people's lives and to enable local commissioners to plan and commission integrated services that meet the needs of the whole community, in particular for the most vulnerable individuals and the groups with the worst health outcomes and its vision for the future health of Blackpool is bold and ambitious

***Together we will make Blackpool a place where ALL people can live, long, happy and healthy lives***

During shadow form the Board held a number of sessions to consider how by working together it could achieve better health outcomes for the town, focusing on what could be done to prevent poor health and reduce health inequalities and where how it could best 'intervene'. The Joint Health and Wellbeing Strategy (JHWS) identifies the areas which the Board can influence and effect most as a partnership to improve health outcomes. The JHWS is set against three themes **Healthy Lifestyles**, **Health and Social Care** and **Wider Determinants**, each theme consists of a number of priority areas. The JHWS outlines a process of thinking differently by setting a framework for future commissioning across health, social care and broader wellbeing services. It has been shaped through robust evidence from the JSNA and through consultation and engagement with local people and our partners.

Theme	Priority Area	Cross Cutting
Healthy Lifestyles	Tobacco Control	 Social Isolation
	Substance Misuse	
	Alcohol	
	Obesity/Healthy Weight	
	Physical Activity	
	Sexual Health	
Health and Social Care	Early Years and Family Support	
	Mental Health	
	Long Term Conditions and Disabilities	
	Dementia	
	Frail Elderly	
	Carers and Young Carers	
	Disease Prevention and Early Detection	
	Safeguarding and Domestic Abuse	
Wider Determinants	Economy/Employment/Workforce	
	Education & Aspirations	
	Housing and Transience	
	Environment	
	Transport	



	Crime and Anti-Social Behaviour	
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The JHWS also sets out the cross cutting themes that underpin its delivery.

- Safeguard and protect the most vulnerable
- Integrate services
- Prevention, Early Intervention and Self care
- Increase/Improve Choice and Control

The JHWS was ratified in March 2013.

## Governance Arrangements

The Board is currently supported in its work by three subgroups illustrated in the figure below:

- Strategic Commissioning Group
- JSNA Strategic Group
- Better Care Fund Programme Board

**The Strategic Commissioning Group** is the advisory group to the Board and chaired by the Assistant Chief Executive/Director of Adult Services. Membership includes senior officers from the Council, Blackpool CCG, the major hospital trust and NHS England (Lancashire). The group provides strategic leadership by overseeing commissioning arrangements across the NHS, Public Health, Social Care and Children's Services and is responsible for the implementation and performance management of the Joint Health and Wellbeing Strategy.

**The JSNA Strategic Group** chaired by the Director of Public Health provides leadership of the JSNA process, supported by a technical working group they are responsible for the ongoing development of the JSNA on behalf of the Board and work with commissioners to ensure the JSNA becomes an essential part of the commissioning cycle.

**Better Care Fund Programme Board.** Health and Wellbeing Boards are responsible for approving Better Care Fund plans for their local areas and overseeing spend against the plans, Blackpool HWB established the programme board chaired by the Director of Integration and Transformation at Blackpool CCG to co-ordinate, develop and implement arrangements for Better Care in Blackpool.

## Health Overview Scrutiny Committee

To build on existing local arrangements and meet legislative requirements, the Chairman of Blackpool Health and Wellbeing Board attend the Health Scrutiny Committee on a bi-monthly basis to present the minutes of Board meetings and to raise and discuss areas of mutual interest or responsibility for which action is required and notably on - on-going development of the JSNA, patient safety and quality, understanding communities and tackling health inequalities.

## Local Safeguarding Boards

Working through the strategy, the Board will ensure that agencies work together to safeguard and protect the most vulnerable, and to be assured that adequate arrangements are in place for adults and children's links have been made with the Local Safeguarding Boards in Blackpool through the shared membership of the Directors of Adult Services and Children's Services and Cabinet Member for Adult Social Care and Children's Services. The annual reports are presented to the Health and Wellbeing Board by the respective Directors.

### Launch of Blackpool Health and Wellbeing Board

Blackpool Health and Wellbeing Board held its inaugural event on Wednesday 16 October at De Vere's Village Hotel, facilitated by Liam Hughes Independent Chair of Oldham Health and Wellbeing Board and Associate of the Local Government Association (LGA), the event provided the opportunity for partners across the public, private and third sector to meet with Board members - some for the first time. More than 80 delegates attended

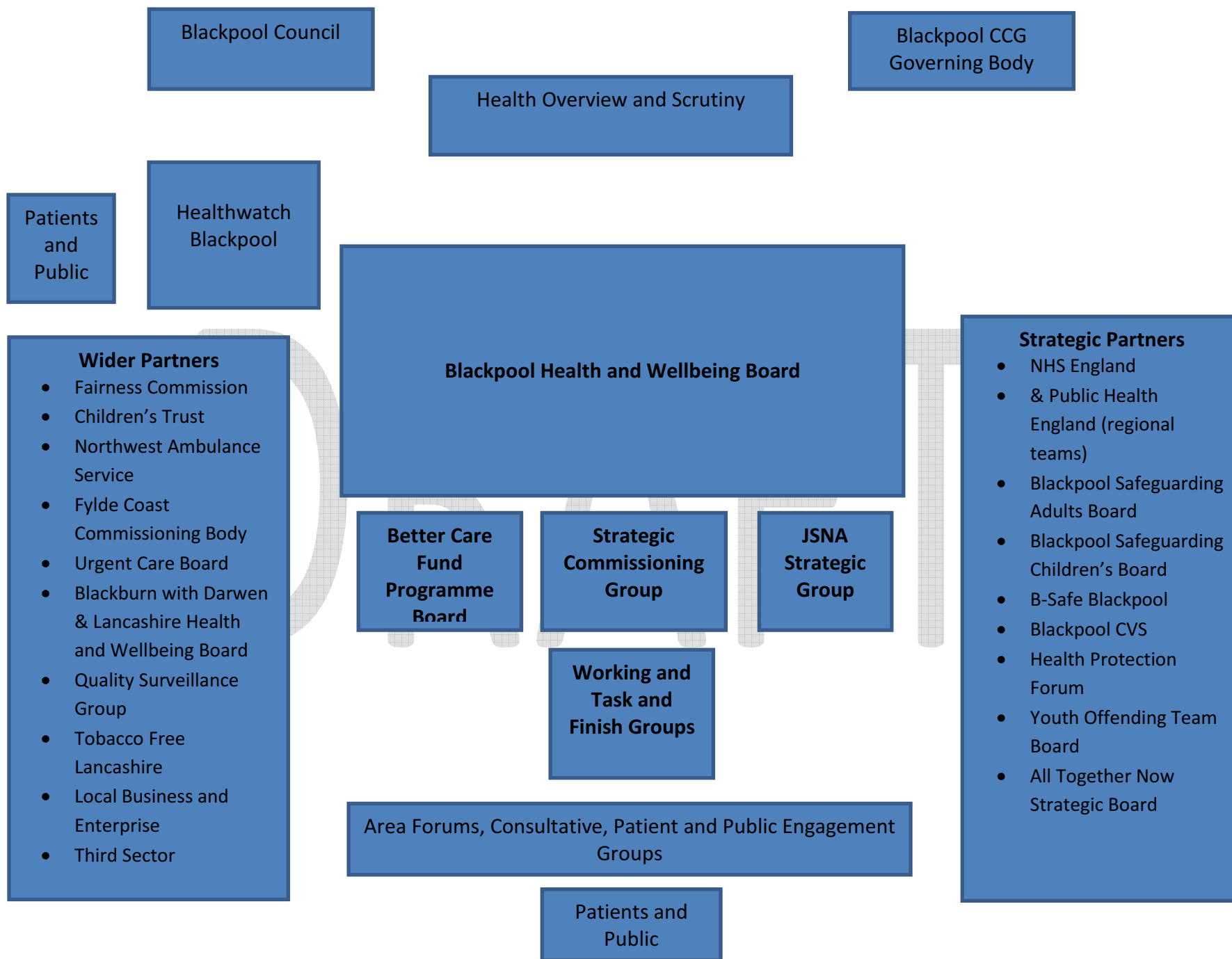


including Blackpool Council and NHS staff, representatives from Wyre Borough Council, Blackpool Sixth Form College and the Federation of Small Businesses; third sector representatives included infrastructure, faith, support/user and advocacy groups with regional representation from NHS England and Public Health. The event was split into two sessions; the first half featured three short presentations setting the national and local context of the new health system, the role, activities and priorities of Blackpool Health and Wellbeing Board and an overview of the Joint Health and Wellbeing Strategy. The second half was opened up to the floor and consisted of a group activity (covering three discussion areas), facilitated by Board members. Key themes emerging focus on

- Focus on early years and prevention
- Engage young people
- build on existing channels of communication
- Encourage shared ownership of the Joint Health and Wellbeing Strategy with all partners

The board has used feedback in its current work plan and will build on this in improvement plan for 2014-15 to improve communication, engage wider partners, focus on prevention and early intervention with young people and plan future events.





## Our areas of work 2013-14

It has been a challenging yet productive year for the Board, with a substantial and ever growing agenda. Our work programme for the year has focussed on our transition from Shadow to formal operation by ensuring that we establish robust and effective systems and structures to continue to operate effectively to fulfil our formal statutory responsibilities and to engage and involve partners and local communities in all aspects of our work. The following section provides examples of the work of the Health and Wellbeing Board and its sub-groups and wider partners over the last year.

### Joint Strategic Needs Assessment

Over the course of the year we have sought opportunities to raise awareness of and engage local partners and commissioners in the JSNA process. Led by the JSNA Strategic Group we:

- Have a comprehensive work plan in place to extend intelligence and take forward areas for development which include improving intelligence about community assets, strengthening links with Healthwatch Blackpool and building local intelligence about the community's own perceptions of their health and wellbeing needs.
- Are currently undertaking a refresh of each of the core chapters that comprise the JSNA remains fit for purpose a refresh is currently underway.
- Are currently producing a short film to raise partner and public awareness of the JSNA and explain how the JSNA is used to inform decision making and to improve health outcomes for the population of Blackpool.
- Have started work to prepare our Pharmaceutical Needs Assessment

#### JSNA Commissioners Event

Led by the Public Health Team, commissioners across the council were invited to an awareness raising event in December 2013 to extend the learning around Blackpool JSNA; explain how it is used to inform commissioning decisions (providing examples from Children's Services and Sexual Health) and to generate some initial ideas about the way that the JSNA might be delivered in the future. The workshop consisted of a number presentations to provide contextual information, followed by small group discussions that looked, at the JSNA current process and secondly, at the JSNA process in 2014 and beyond. One of the emerging themes placed emphasis on the need to engage the voluntary sector and members of the public in the development of the JSNA. With focus given to upskilling organisations so that they can confidently contribute with more done on how the evidence supplied by patient groups, members of the public and voluntary and community sector organisations is used. In terms of where efforts and resources should be directed in the future, asset mapping was one area to strengthen over the coming year. Going forward more work will needed to be done to establish mechanisms to fully embed the JSNA in the commissioning process and encourage commissioners to use the JSNA as their first port of call for information on the health and social care needs of the local population. Key priority areas emerging from the event for further development included Social Isolation, Dementia and Care Homes.

## Pharmaceutical Needs Assessment

On 1<sup>st</sup> April 2013, statutory responsibility for publishing and updating a statement of the need for pharmaceutical services passed to Health and Wellbeing Boards. This statement of need is referred to as a Pharmaceutical Needs Assessment (PNA). Health and Wellbeing Boards must ensure PNA's for their local area are updated and published by April 2015.

PNA's have a number of purposes:

- Used by the NHS to make decisions on applications to open new pharmacies.
- Can support Health and Wellbeing Boards to work with providers to target services where they are needed and limit duplication
- Inform interested parties of the pharmaceutical needs in a local area and enable work to plan, develop and deliver pharmaceutical services for the population.
- Inform the commissioning decisions of local authorities, and the NHS including Clinical Commissioning Groups.

In November 2013, a pan-Lancashire working group to lead on the development and production of Pharmaceutical Needs Assessments for the three Health and Wellbeing Boards across the localities of Lancashire, Blackpool and Blackburn with Darwen. The key aim of the plan is to have robust and fit for purpose PNA's in place by April 2015. The group are currently planning more events to include a public consultation exercise in September 2014.

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## Joint Health and Wellbeing Strategy

### Thematic Debates and Action Plans

Thematic debates have proven to be a useful and effective mechanism to explore in more detail the key issues against our agreed strategic priorities. Held during public meetings, these debates provide greater clarity and perspectives as well insight into partner contributions and the additional leverage the Board can provide. Led by the appropriate lead organisation the Board have been able to sense of the key issues, apply appropriate challenge, identify work already underway and associated costs and resources and crucially highlight gaps in provision. This has led to the development of specific action plans to address these gaps and demonstrate added value, expected outcomes and the timescales for achieving them. The relevant lead organisation(s) report regularly on progress of action plans via the Strategic Commissioning Group against an agreed schedule and is held to account for the intended outcomes.

Thematic debates held to date include:

- Housing and Health
- Looked After Children
- End of Life and Palliative Care
- Mental Health and Wellbeing
- Alcohol
- Healthy Weight
- Cancer
- Sexual Health

The associated action/delivery plans developed and approved by the Board following thematic debate include Alcohol, Mental Health, Sexual Health and Healthy Weight.

#### **Housing & Health – Market Rental Project**

Housing is a key strategic priority set out in the JHWS. The Board recognises that access to good quality housing and improved housing conditions are a key building block in dealing with poor health outcomes, poverty and an array of poor socio economic indicators. Blackpool suffers from a unique set of challenges in relation to its housing market which include large numbers of privately rented properties and a high turnover of people with 7,000 moving in and out of Blackpool each year. The discussion also brought to light the effects of housing supply on mental illness due to the density of accommodation and physical illness due to issues of poor housing such as dampness and coldness. The Council, where appropriate is exerting controls to reduce the over supply of guesthouses and houses in multiple occupation which includes implementing robust planning controls and the selective licensing of landlords. In addition large scale housing redevelopments are underway. The Board recognises that housing is not just an issue for the Council and has held extended discussions on how to address these issues to impact positively on health and wellbeing. To this end the Board is championing efforts and working to secure additional resources to implement a housing project that will accelerate how Blackpool tackles one of its core underlying problems through active partnership between public and private sector organisations. This approach will serve to complement accelerate the impact public sector intervention can have.

## **Mental Health**

The Mental Health Action plan has been produced in line with the objectives set out in the Department of Health's No Health Without Mental Health cross-government strategy using the life course approach themes **Starting Well, Developing Well, Living Well, Working Well, Ageing Well**. The Plan is designed to provide co-ordinated action across partner organisations to achieve parity of esteem between physical and mental health. The plan aims to ensure that mental health is 'everybody's business' and embedded throughout services in Blackpool.

### **Strategic Objectives**

- Fewer people will experience stigma and discrimination
- More people will have good mental health
- More people with mental health problems will recover
- More people with mental health problems will have good physical health
- More people will have a positive experience of care and support
- Fewer people will suffer avoidable harm.

### **Achievements**

- ASIST and SafeTALK training is now available to all frontline workers
- Social inclusion officer post is now based at the Wellness Service. The purpose of this role is to ensure that those who are socially isolated into meaningful activities and promote inclusion
- Employment development officer is now in place encouraging employability through positive group work.
- Dementia Champions training and dementia friend's awareness sessions is being rolled out
- Care Home Let's Respect toolkit has been rolled out and a number of residential care homes have been trained

## **Alcohol Strategy and Action plan**

The Alcohol strategy and action plan was approved by the Board in April 2013. The Vision is that by 2016 Blackpool will be a safer, healthier, and enjoyable place to live, work and visit free of excess alcohol harm. The key aim of the strategy is to reduce alcohol related mortality and increase Black pool's average life expectancy,

### **Achievements to date:**

- Pathway completed to Decrease incidence of learning difficulties amongst young people and ensuring appropriate care to those with FASD
- 'Every Contact Counts' training is being delivered to key staff so that more staff can confidently ask people about their drinking, listen, and refer to the appropriate service
- Alternative entertainment venues being considered through Fairness Commission.
- Commissioning services to deliver IBA as a routine element of care in the community and hospital and rolling out a programme of training
- Developed and embedded new referral tool to improve referrals to most appropriate service and associated services such as Mental Health.
- Improved information recording and sharing to improve patient treatment.
- Young people's non –formal education scheme commissioned.
- Increased the number of people successfully stopping drinking alcohol at high risk levels through dependency through our inpatient detox programme



### Other key achievements include

- Established a Healthy Weight Steering Group to lead our Healthy Weight Strategy
- Better Tomorrow Campaign with the Acute Trust is in development and work is progressing to achieve Healthy Workplace and Health Catering Award status
- Drafted guidelines developed for vending machine content which is currently out for consultation.
- Pilot weight management service is underway for very obese teenagers.
- Blackpool has achieved Baby Friendly Accreditation
- Health in schools engagement officer has been appointed to post.
- Designed a framework of PSHE and PSHE programme to promote good sexual health in schools
- Developed follow-on support for young people with moderate learning disabilities entering into college from special schools with the Buzz bus attending college regularly and the transition post is now trained to advise and works closely with the Wish team
- Reviewed access to the pharmacy EHC scheme and rolling out training to ensure comprehensive availability of free EHC in all suitable pharmacies
- Established a pilot programme to support people living with HIV into secure employment

### Integration and Partnership working

- Endorsed the Commissioning Strategy and Operating Plan for Blackpool Clinical Commissioning Group,
- Received regular updates on the work plans of the Strategic Commissioning Group, particularly in relation to the Better Care Fund and established the Better Care Fund Programme Board to take forward the locality plan for Blackpool, approved by the Board in February 2014 (further detailed provided on page 13)
- Supported Blackpool's Winterbourne View Stocktake return and agreed to support progress on the Joint Improvement Programme and routinely receive updates from the regional Quality Surveillance Group and Adult Social Care on progress. Health and Wellbeing Boards have a pivotal local leadership role in ensuring patient quality and standard of care and in an ideal position to increase accountability in the health and care system.
- Explicitly supporting the work undertaken on End of Life and Palliative Care strengthening links with Fylde Coast Strategic End of Life Group
- Discussed current issues around adult safeguarding and partnership working around management of people's conditions and prevention
- Has made a commitment to mobilise the work of Healthwatch and working collaboratively on areas of mutual interest and responsibility this includes the on-going development and awareness raising of the JSNA (Joint Strategic Needs Assessment) and Better Care Fund
- Developing protocols to formalise working arrangements with Health Overview and Scrutiny Committee and aligning the strategic priorities with their work plan
- Ensured that Board members were kept up to date on their role around key new pieces of legislation, including the Care Bill, Children and Families Act, Disabled Children's Charter and new protocols around support for people with special educational needs, through regular updates and briefings

- Examined how improvement programmes can influence how commissioners and providers deliver a better service for the people of Salford.
- Received updates, work plans and annual reports from the other members including Healthwatch Blackpool and All Together Now Strategic Group to better co-ordinate of the work of the Board with partners
- Received separate presentations on the role and structure of Public Health England and NICE to develop understanding and knowledge of the key stakeholders and organisations within which the Board has links

### **Better Care in Blackpool**

The £3.8bn Better Care Fund (BCF) is described as “single pooled budget for health and social care services to work more closely together in local areas, based on a plan agreed between the NHS and local authorities”. This means that CCGs and local authorities must work together to develop plans to integrate health and social care services against specific national conditions. Health and Wellbeing Boards are responsible for approving plans and be assured that plans adequately address the stipulated conditions before being put forward for ministerial sign off in April 2014. The fund officially comes into effect in 2015/16.

The Better Care Fund presents a significant challenge and opportunity to transform the way in which health and social care services are delivered and in leading the integration agenda the Health and Wellbeing Board has set up a cross-organisational Programme Board to develop and implement the locality plan for Blackpool. Through this process the Health and Wellbeing Board is proactively engaging with the public and health and social care commissioners and providers. For example, public listening events led by Blackpool CCG and Healthwatch Blackpool are underway and feedback gleaned to date indicates that initial plans have been largely well received. The locality plan will mean wider integration of services and development of new ways of working with GPs, pharmacies and community services delivering benefits across Blackpool and the Fylde Coast. Professional leadership across health, social care and the VCSF will be required to ensure the system is fully effective and integrated.

The Better Care Fund Programme Board is charged with the agreement, co-ordination and development of the locality plan for Blackpool and the design and implementation of all aspects of the model as described within it, which involves the creation of neighbourhood hubs wrapped around clusters of GP practises. The programme board will identify and oversee five workstreams established to develop and implement the model. The Board will focus on how policies and outcomes for which the BCF project is responsible are to be achieved.

In February 2014 a Visioning Session was held attended by health and social care commissioners and providers across the Council, NHS and Voluntary Sector. The session was used to:

- Build on the introductory work undertaken by the Strategic Commissioning Group
- Update on the Better Care Fund Plan to be submitted by 14<sup>th</sup> February 2014
- Discuss and interpret the community mapping work undertaken by Public Health as part of Better Care Fund planning
- Understand the community and voluntary sector capacity and how this could be built into our Better Care Fund planning
- Identify how the Better Care Fund Plan can be taken forward

### Learning and development, the Board has:

- Held its first inward looking session facilitated by the NHS Leadership Academy members to explore and consider a number of issues including purpose and function; roles and responsibilities and readiness for April 2013.
- Developed a schedule of on-going learning and development via system improvement offer from LGA
- Undertaken the LGA Self-Assessment Framework for Health and Wellbeing Boards. This has shown that whilst the Board is 'Young' in status there are areas in which it is working at an established level - specifically in the articulation and delivery of its vision and leadership. The intention is that through discussion and by agreement to be taken forward a future development session a suite of actions will be incorporated into the work plan so that at the next review the Board will be confidently operating at an established level across all dimensions of the Framework and moving towards mature status.
- Undertaken a skills audit was undertaken to identify the influence, knowledge and skills of Board members and to identify any additional skills requirements. The findings indicated that whilst the skills and expertise around the table are substantial there is a requirement to understand how each member organisation operates.
- Undertaken Health and Wellbeing Peer Challenge

#### Health and Wellbeing Peer Challenge

In March 2014, Blackpool Council and the Health and Wellbeing Board took part in the Local Government Associations Health and Wellbeing Peer challenge. This involved a 4 day visit by a team of health and social care experts from across the country to look at how well the council and Health and Wellbeing Board are meeting their new statutory responsibilities and to review what progress has been made locally and what more needs to be done. This is a new national programme developed as part of the LGA System Improvement Offer for Health and Wellbeing Boards and Blackpool was one of a series of national pilots. The challenge covers four main areas:

1. Is there a clear and appropriate approach to improving the health and wellbeing of local residents?
2. Is the Health and Well-being Board at the heart of an effective governance system? Does leadership work well across the local system?
3. How effective are the key relationships? Is good use being made of the available energies, commitment and skills across the local health and well-being system?
4. Are there effective arrangements for evaluating impacts and for underpinning accountability of the public?

The peer team comprised of the Chief Executive of Sefton Council, Deputy Leader - Bolton Council, Director of Public Health - North Somerset Council, CCG lay member - North East Essex CCG and the Programme Manager for Children and Families - Public Health England. During the visit, the team interviewed a cross-section of staff within the Council as well as Elected Members and representatives of partner organisations, especially those represented on the Health and Wellbeing Board. The team's purpose was to act 'critical friends', enabling an open and honest exchange to drive improvements and to help Blackpool Council through the Health and Wellbeing Board recognise and celebrate its strengths as much as identifying areas to explore. The team will feed back their conclusions and recommendations on the final day and follow this up with written report that the Council will have the opportunity to consider and respond to. The findings will be used to help the council and the health and wellbeing board focus on key issues to take their agenda forward and to identify where improvements need to be made.

### **Governance – the Health and Wellbeing Board has:**

- Put in place its operating arrangements for 2013/14, including agreeing a formal Terms of Reference and membership list for 2013/14, as well as those for the Strategic Commissioning Group
- Undertaken further Equality Impact Analysis of the JHWS following the outcome of consultation on the draft and aligned the key objectives to the equality objectives of Blackpool Council.
- Undertaking a mapping exercise to align the JHWS with the plans and strategies of member organisations of the Board to create a comprehensive picture of how they contribute towards its delivery
- Considered, commented on the Adult Social Care Commissioning plan to strengthen alignment with the five key priority areas set out within it
- Developed and published a Communications and Engagement Strategy and branding for the Board, which includes the design of a logo used on all Board materials and dedicated web pages for the Board and its work
- Devised management framework to oversee performance and progress of the JHWS bringing together national data sets, local targets and associated actions plans
- Met on 11 occasions throughout the year, including one development/strategy setting event in March 2013, and 10 business meetings held in public.
- Developing arrangements for improved engagement with the voluntary and community sector through Blackpool CVS and patients, service users and citizens by Health Watch Blackpool

The activities detailed above show the significant progress we have made in the Board's first year of formal operation.

We have learnt a considerable amount over the past twelve months since our formation as a Shadow Board and have worked together to better understand the breadth and depth of the health challenges we face as a town and this has by no means been an easy task. But through the production of our first Joint Health and Wellbeing Strategy we have taken our first bold and ambitious step towards developing a fresh approach to address them. We recognise that many of our health issues are chronic, complex and compounded by wider social and economic factors, as result we have built on our existing local partnerships by widening membership so that our agenda is informed and influenced by those working across wider determinants which have a direct impact on health outcomes which include the police, fire service and third sector.

The refresh of our Joint Strategic Needs Assessment, which involves work to better align data and intelligence, will provide more contributions from the VCFS and communities and a better understanding of health and wellbeing needs of the population and will be used to plan services, allocate resources and programmes across the partnership to ensure these are successful.

The Board has endorsed its plans for Better Care and created an union of commissioners and providers, aimed at improving the care for the elderly and most vulnerable in the Town.

We have developed our initial Joint Health and Wellbeing Strategy, outlined our key priorities of and whilst this is a substantial agenda with the commitment and dedication all members, has meant that it has been able to consider a huge amount of business. We have developed a work plan with the support of our sub-groups, and of partnership activity around the wider determinants of health and wellbeing such as housing are all channelling effort and resources into the areas of most need within the local population.

Wider projects to deliver the Joint Health and Wellbeing Strategy through the CCG, Council and Public Health and the VCFS are all are starting to make a real difference to the way that wellbeing and health services are delivered.

We are very fortunate to have a good history of partnership working across the Council, NHS, VCFS and wider partners; the Health and Wellbeing Board is the ideal catalyst to build on the strength, team spirit and purpose that existed prior to its formation which can drive forward a new systems wide approach to improving health outcomes and reducing health inequalities for the people of Blackpool. We welcome peer challenge as an opportunity to take stock and recognize what has been achieved thus far and to focus on areas to build upon in taking our agenda forward.



### **The Board as a partnership**

A key feature of the HWB has been to create an effective partnership structure that can provide shared leadership to improve health and wellbeing that reaches across all relevant organisations. A strong element of this work has been to develop relationships between individual leaders as well as organisations including a number of newly formed organisations. Here Board members have offered their own assessment of the Board's performance as a partnership, their own or member organisations contribution to the Board agenda and ways in which the Board role can be strengthened over the coming year.

### **Reflections to be included.**

DRAFT

## Future areas of work

- Refine the priorities within the Joint Health and Wellbeing working with more focus and precision
- Review the commissioning plans of the Clinical Commissioning Group and Adults social Care for 2015 onwards
- Expand connectivity with schools and better engage children and young people
- Work with LSCB to scrutinise action plans where there are Safeguarding implications for children and young people
- Continue our programme of learning and development
- Take forward the learning of the health and wellbeing peer challenge
- Develop a business/improvement plan for 2015/15
- Formalise working relationship with Health Scrutiny and Healthwatch
- Support implementation of Better Care Fund and work towards greater integrated strategic planning and commissioning across NHS, public health, social care, related children's and other services
- Expand partnership streams in delivery of the Joint Health and Wellbeing Strategy
- Continue to review the impact of actions plans delivering JHWS priorities and measure performance
- Finalise refresh of the JSNA and agree a programme of health and other needs assessments
- Plan a second stakeholder event in 2015

## Wider projects delivering the Joint Health and Wellbeing Strategy

### What's Your Number Campaign

Blackpool CCG launched their "What's Your Number?" campaign to encourage men and women aged between 40 – 60 to contact their GP practice and have their blood pressure checked. With the premise that if people know the dangers, they can make simple changes to prevent heart disease or stroke. High blood pressure is one of Blackpool's biggest silent killers. But it is preventable. We do not know exactly what causes high blood pressure, but for most people it is usually a combination of lifestyle factors. People are at higher risk if they:

- Don't eat enough fruit and vegetables
- Eat too much salt
- Are not active enough
- Are overweight
- Drink too much alcohol

**(NHS) Health Checks** aim to help prevent heart disease, stroke, diabetes, kidney disease and certain types of dementia. Everyone between the ages of 40 and 74, who has not already been diagnosed with one of these conditions or have certain risk factors, will be invited (once every five years) to have a check to assess their risk of heart disease, stroke, kidney disease and diabetes and will be given support and advice to help them reduce or manage that risk.

### Mental Health.

'ASIST' training across public and community sectors. ASIST is Applied Suicide Intervention Skills Training and provides practical training for caregivers seeking to prevent the immediate risk of suicide. The emphasis is on teaching suicide first-aid to help a person at risk stay safe and seek further help as needed.

### Free school breakfast scheme.

All Blackpool primary school children are entitled to free breakfast and milk under a scheme to improve the health and well-being of the town's young residents.

In excess of 11,000 breakfasts have been delivered daily in 33 schools. The impact of the scheme on the health, wellbeing and educational engagement of pupils has been evaluated by a team of developmental psychologists, health psychologists, nutritionists and statisticians from Northumbria University.

- Overall children who attended breakfast consumed significantly more healthy items for breakfast than non-attendees
- 70 per cent of children taking part in the research attended free breakfasts
- The scheme has the potential to reduce inequalities in the nutritional quality of children's diets
- Parents and staff suggested there is a definite need for the scheme
- Universal element of the scheme prevents stigma
- Children feel happier and more alert
- There are potential benefits for punctuality and classroom performance

### Healthy Urban Planning

Aims to refocus urban planners on the implications of their work for human health and well-being. Poor housing, poverty, stress, pollution, and lack of access to jobs, goods and services all impact upon health.

**Altogether Now – a Legacy for Blackpool** was launched in 2010 in response to the Government directive to NHS organisations to work more closely with professional sports clubs in the challenge to improve health.

The all-age, all-sport, all-inclusive programme is aimed at improving the health and wellbeing of people in our seaside town irrespective of age, race, gender or ability through increased physical activity and targeted health messages.

**Altogether Now** is a partnership between Blackpool Football Club and the NHS in Blackpool (the Clinical Commissioning Group and Blackpool Teaching Hospitals Trust), supported by Blackpool Council. It is centred around tackling a Tangerine Target. There are four Tangerine Targets:

- Physical Activity
- Lifestyle
- Childhood Health
- Mental Health and Wellbeing

These are the key areas in which reforms have to be made if the health of people in Blackpool is to improve. Each Tangerine Target has a high profile Health Ambassador from the world of sport. The Tangerine Targets are underpinned by the eight key health priorities for Blackpool:

- Cancer
- Sexual health
- Childhood obesity
- Heart disease/stroke
- Alcohol abuse
- Substance misuse
- Smoking
- Mental health

The Blackpool players are Health Champions for each of these priorities supporting health messages and campaigns.