

Blackpool Joint Local Health & Wellbeing Strategy (JLHWS) 2024–2028

Appendix 3b



Lancashire and South Cumbria
Integrated Care Board

Blackpool Council

Foreword

It has been some time since we last published a Health & Wellbeing Strategy for Blackpool and much has happened including a global pandemic. During Covid we saw our residents coming together and volunteering their time to ensure our vulnerable and elderly members of our communities were cared for. This support safeguarded the health and wellbeing of some of our isolated residents during what was a difficult time for all of us.

This Strategy has been written during a period of great change for the NHS. New Integrated Care Boards and Place Based Partnerships have been established, and they are key players in what we do and how we do it – so whilst they prioritise the quality of care and support to our residents, we will look beyond this and consider what is driving the levels of ill-health that we have in Blackpool so that we can interrupt the cycle of poverty and deprivation that many of our communities are unfortunately experiencing.

Many of our priorities remain as was published in our last Strategy; housing, early years and tackling addiction, however this strategy is much more specific and plays to the strengths and opportunities that we have in Blackpool.

It takes into account existing work and our strong, positive partnerships that we have in place, particularly between the statutory and voluntary sector. This Strategy takes the priorities very much beyond interventions and services that do to communities and considers what are the underlying causes of ill-health and health inequalities. We are not afraid to shout loudly about the unfair and unjust inequalities that exist between Blackpool and the rest of the country and I along with the Director of Public Health will continue to work with the Government to enable improvements in the health and wellbeing of all our residents.

This Strategy puts the challenge out as to what are those things that we can best do together to tackle the root causes of many of our ill health in Blackpool and what are our greatest opportunities to show we can make a demonstrable change for our residents and communities. Working together with all our partners including statutory, voluntary and smaller groups within the heart of our communities will ensure that this Strategy will tackle the root causes of inequalities and poor health and provide the opportunities our residents richly deserve.

We have therefore chosen only four priorities for this strategy which go beyond health care and think about those wider influences on health, wellbeing and social inclusion. We have many opportunities in Blackpool and we will bring statutory organisations and communities together in order to focus on making a difference to ensure fairness and equity of access are delivered.



Councillor Jo Farrell
*Chair of the Blackpool Health and Wellbeing Board
Cabinet Member for
Levelling Up – People*

Our vision for Blackpool is bold and ambitious:

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

Introduction

What is the aim of the Blackpool Joint Local Health and Wellbeing Strategy?

The Joint Local Health and Wellbeing Strategy sets out the Blackpool Health and Wellbeing Board's priorities to improve health and reduce health inequalities in Blackpool.

The main purpose of the Blackpool Health and Wellbeing Board is to oversee the system for local health commissioning and to lead on the strategic planning and co-ordination of NHS, public health, social care and related children's services.

What factors influence health?

An individual's health is influenced by various factors some of which they cannot control, such as age, sex and genetics. However, other factors, known as the wider determinants of health, can affect the likelihood of a person developing a disease or dying prematurely. Such determinants of health include:

- **Individual lifestyle factors:** e.g. diet, physical activity, and smoking
- **Social and community factors:** e.g. crime and unemployment
- **Living and working conditions:** e.g. housing
- **General socio-economic factors impacting on health:** e.g. poverty and income, economic issues, educational attainment

Whilst considerable progress has been made in recent years, Blackpool has significantly higher levels of harm associated with many of these factors.

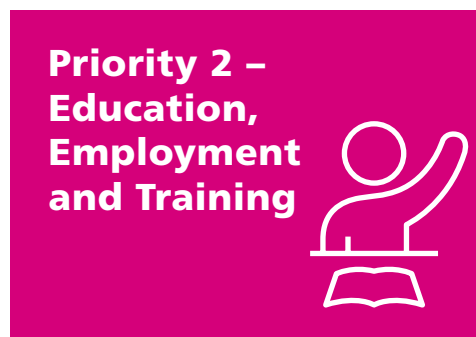
The Blackpool Joint Strategic Needs Assessment (JSNA) explores all of these factors in detail, focusing on how they influence the health of people living in Blackpool.



Introduction

Our priorities

Four priorities have been chosen, based on findings from the Blackpool Joint Strategic Needs Assessment and engagement with partner organisations:



This document sets out what the Health and Wellbeing Board will do under these four priority areas to improve the health and wellbeing of Blackpool’s population and reduce the disparity in health outcomes between Blackpool and England as a whole.

The Joint Local Health and Wellbeing Strategy is underpinned by existing strategies, policies and programmes and improvements in health outcomes will be dependent on implementing their collective recommendations and monitoring progress.

Progress on the Joint Local Health and Wellbeing Strategy priorities will be reviewed and reported annually to the Health and Wellbeing Board.

Updates on milestones and metrics will be published on the Blackpool Joint Strategic Needs Assessment website and made available to the public in order to demonstrate how the Health and Wellbeing Board is addressing identified health needs.

Priority 1 – Starting Well



The early years are critical in shaping health and wellbeing later in life. Improving outcomes for children, families and communities, as well as creating services that allow better access and provide positive experiences are essential. Giving every child the best start in life is crucial to reducing health inequalities across the course of their life.

We will...

- Ensure that new parents are informed and confident about; healthy approaches to nutrition, breastfeeding, smoking, vaping, alcohol use, safe sleep, oral health, physical activity, vaccination, safety, learning that takes place at home, emotional attachment and child development
- Guarantee that all pregnant women have access to a specialist in-house maternity treating tobacco dependence service offering both Nicotine Replacement Therapy (NRT) and behavioural support as part of standard care
- Help parents to develop positive relationships with their babies, to establish firm foundations and stable loving homes. Parents are supported to read, share stories and rhymes with their children, as an effective, easy and fun way of strengthening early secure attachments and supporting children's language development
- Ensure that children are supported during their early years, with a focus on speech, language and communication skills, so they are ready to start attending school. All of Blackpool's children will be nurtured, feel happy and excited about school and be ready to learn
- Enable children with special education needs and disabilities to have access to the right specialist support and services, which will mean they can make good progress and move into school as confidently as possible



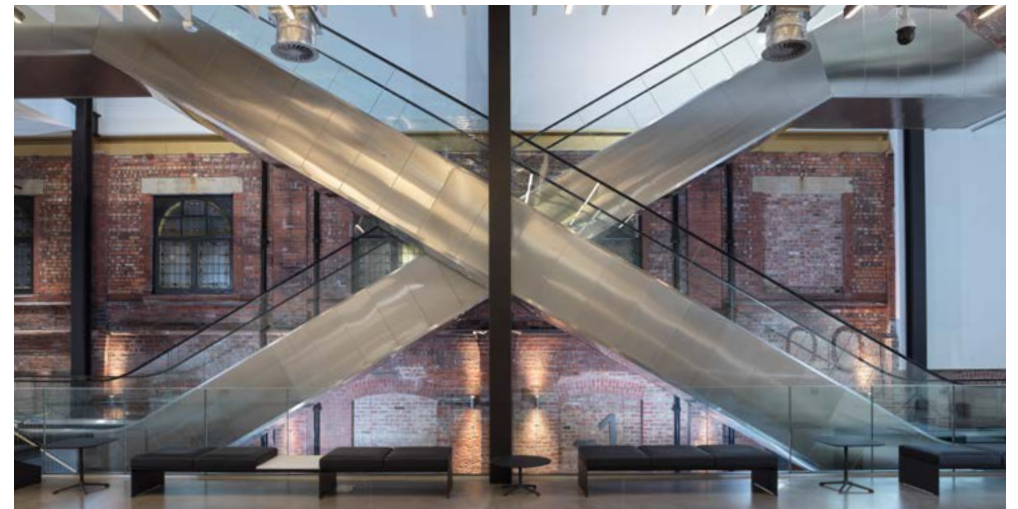
Priority 2 – Education, Employment and Training



Spending time not in employment, education or training (NEET) has been shown to have a detrimental effect on physical and mental health. This effect is greater when this occurs at a younger age or lasts for a longer period of time. Many people in Blackpool have traditionally been employed in industries related to tourism, with some of this work being seasonal. Equipping people with the skills they need for the future and working together to attract high quality jobs into the town is vital for long term health and wellbeing of the community.

We will...

- Help Blackpool's children and young people leave education with the qualifications and skills they need for employment, training, or further study. They will have developed the confidence, resilience and independence to be successful in their adult life
- Improve employment prospects for young people by making entry-level jobs more accessible and appealing
- Develop a joined-up approach to support those out of work and promote employment of local people through local supplier chains
- Emphasis on expanding employment support in drug and alcohol treatment services and secure buy-in from partners to enhance employment support in mental health teams
- Support more of our looked after children in Blackpool to be in school and have a meaningful educational career



Priority 3 – Living Well



Helping people lead healthy and fulfilling lives is a key priority. Working towards an environment where it is easier to make healthy choices is important, as is providing advice about healthy living, including eating a balanced diet, healthy weight, exercise, quitting smoking and drinking less alcohol. Where necessary specialist support services can help people, for example, to improve their mental health, quit smoking or address issues around drugs and alcohol.

We will...

- Influence system change by supporting the commissioning and sustainability of proven programmes
- Ensure an emphasis on the mental health and wellbeing of the workforce of Health and Wellbeing Board partners
- Work towards becoming a “trauma-informed town”, with organisations represented at the Health and Wellbeing Board taking a leading role
- Provide equity in support for all people who need help to tackle their tobacco addiction; including those with complex needs and circumstances e.g. drug and alcohol addictions, mental health and learning disability; and those isolated and unlikely to reach out for help (young males)
- Expand the Brief Intervention and Supportive Challenge training offer to all frontline health, social care and client facing staff to ensure they are confident in engaging with members of the public about smoking
- Use results of the 2024 Blackpool Suicide Audit to identify modifiable risk factors and determine opportunities for community-based interventions
- Ensure drug and alcohol treatment services better meet the needs of people experiencing multiple disadvantages including meeting their physical health needs. E.g. via support to stop smoking
- Support the Lighthouse alcohol service as it establishes itself and gains momentum
- Open the NHS Initial Response mental health triage service for people needing mental health support managed by Lancashire and South Cumbria NHS Foundation Trust and ensure it is evaluated
- Provide opportunities to increase the levels of participation in physical activity/sport in both adults and young people
- Lead system change to embed physical activity and the ‘move more’ concept in policies and procedures within public, private and third sector organisations



Priority 4 – Housing



An essential requirement of any strong and stable community is for its residents to have access to decent and secure homes. Poor housing has an adverse effect on an individual's physical and mental health, while children living in sub-standard housing are less likely to be able to perform well at school.

We will...

- Recognise the important role that good quality accommodation can play in the health of children, older adults and vulnerable people whilst also emphasising the consequences of poor housing on both mental and physical health
- Engage the health sector to improve their understanding of housing issues, how they can be mitigated and the associated impacts on health and wellbeing
- Lobby government to intervene in the poor quality private rented sector in order to improve living conditions and the overall well-being of tenants
- Work with government and other agencies to explore all opportunities for capital intervention to enable housing regeneration, in order to tackle the unbalanced housing market in Blackpool, which contributes to poor health outcomes
- Reduce fuel poverty and the number of cold households through schemes such as Cosy Homes in Lancashire (ChiL)
- Work with landlords to improve standards through the Decent Homes Pilot and any future licensing schemes
- Encourage the building of well-designed housing options for older people to help prevent excess need for residential care for housing related reasons



If you would like this information in another format or language, please contact us:

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Tel: **01253 476363**

Web: www.blackpool.gov.uk

For further information about the health of the population of Blackpool please visit the [Blackpool Joint Strategic Needs Assessment](#) website.