

Joint Local Health & Wellbeing Strategy Workshop – Notes

Tuesday 6th June 2023

This document offers an overview of the Joint Local Health & Wellbeing Strategy workshop and summarises key points and considerations discussed. The document also outlines the proposed next steps for the further development of the Joint Local Health & Wellbeing Strategy.

Presentations

The workshop consisted of presentations on:

- Lancashire and South Cumbria Integrated Care Strategy
- Blackpool Joint Strategic Needs Assessment, and
- Blackpool Place-Based Partnership Priorities

Key Questions

Participants were then divided into groups to work on the following key questions:

1. What is the overarching goal that we want to achieve with the Joint Local Health and Wellbeing Strategy?
2. What are the key priorities that we should focus on in the Joint Local Health and Wellbeing Strategy?
3. What needs to be the focus within each priority area?
4. Which group/board/forum will take ownership of driving improvement in each priority area?

Overarching goal of the strategy

Discussions about the overarching goal of the strategy, included considerations such as:

- Considering the current state of life in our communities and identify areas for improvement
- Improving overall health and healthy life expectancy
- Building hope and aspiration with the resident population
- Narrowing health inequalities gap
- Addressing wider determinants of health
- Aspire for improvements in employment, education, parental roles and school settings
- Emphasise a person centred approach and personalised care
- Fostering collaboration
- Recognising the impact of the foundational elements for success
- Stabilising the present situation to enhance future lives

Key priorities

Participants actively worked towards identifying key priorities to be addressed within the strategy. These priorities spanned across various areas, including:

- Housing
- Smoking (respiratory)
- The first 1001 days

- Starting well
- Living Well
- Childhood obesity
- Wider determinants of health
- Education, employment and training
- Drugs and alcohol
- Wellbeing (physical and mental)
- Year round economy, tackling seasonality and valuing core community

Focus within each priority area

It was recognised that each priority area required specific focuses in the short, medium and long term.

- **Short term action:** Immediate or near term action such as health interventions
- **Medium term action:** Addressing lifestyle choices and behaviours that contribute to health outcomes
- **Long term action:** Target the wider determinants of health (the social, economic and environmental factors that influence health outcomes)

The table below illustrates an example of short, medium, and long-term actions for several priority areas identified during the workshop.

Priority Area	Short Term	Medium Term	Long Term
Smoking	Targeting illegal tobacco	Education about the risks of smoking in schools	Increase levels of resilience within individual and communities
Alcohol	Implement interventions for first admission	Address lifestyle factors, including education and support for individuals with alcohol-related issues	Target prevention activity
Physical activity	Introduce health interventions through social prescribers	Physical activity programs in schools, after school activities and gyms	Address barriers to physical activity e.g. financial constraints, access to recreational space, perceptions etc.

Ownership of driving improvement in the strategy

Finally, considerations were given to determine which groups/boards/forums would take ownership of driving improvement in the strategy. Key points included:

- Assessing current enabling factors
- Establishing clear links to the ICS strategy
- Identifying treatable ill health related for each priority area and involving the NHS in addressing these issues
- Assessing the availability and quality of provision related to the priorities and addressing any gaps
- Engaging relevant statutory organisations in efforts to "grow our own" workforce

- Considering commitments for longer contracts, especially in the Voluntary, Community, Faith, and Social Enterprise (VCFSE) sector
- Clarifying the roles and responsibilities of each organisation in driving improvement within the strategy

Next steps post workshop

- **Identify and engage stakeholders:** Identify and engage stakeholders who have not yet been involved in the strategy development process to ensure a more comprehensive and inclusive approach.
- **Understand community perspectives:** It is important to gain a deep understanding of what is important to the local populations and how the strategy will be received, in order to ensure that the strategy is tailored to meet the community's specific needs.
- **Agree on priorities:** A consensus on the identified priorities within the strategy needs to be reached. This will require further discussions and inputs from relevant stakeholders to ensure that the chosen priorities align the community's needs.
- **Focus on key strategic priorities:** It is important to recognise that this is not about taking action on everything at once, but about setting a small number of key strategic priorities for action, that will make a real impact on people's lives.
- **Provide rationale for priority selection:** Rationale should be developed to explain why certain priorities have been chosen and address why certain priorities were not chosen. This will help to build a shared understanding among stakeholders.
- **Communicate the priorities:** Clear communication of the identified priorities is vital to ensure transparent and accountability.
- **Develop a framework for action:** Develop a clear framework that outlines short, medium, and long-term action for each identified priority.
- **Agree on collective resources:** It is necessary to agree on how resources will be allocated to support the identified priorities and actions.

Thank you

Thank you to all who participated in the workshop.

For further information and next steps contact: liz.petch@blackpool.gov.uk