

Sefton

Health and Wellbeing
Strategy
2020-2025





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Foreword

“How are you? Are you well? Are you doing OK?”

We all talk about our health and how life is treating us. When our physical or mental health takes a turn for the worse it can make it harder to do the things that we care about.

‘Living Well in Sefton 2020-2025’ is our new Health and Wellbeing Strategy, and the vision we are working towards is that Sefton will be:

‘A confident and connected borough that offers the things we all need to start, live and age well, where everyone has a fair chance of a positive and healthier future’

‘Living Well in Sefton 2020-2025’ is more than words on a page. The messages in this new strategy are directed towards large scale, meaningful changes on the big issues which matter to people who live and work here. Our ambitions for better and more equal health and wellbeing span all the way from pregnancy and the start of life, to the close of our lives, and speak to everyone; not just health and care services. This is because we know that the most powerful changes come from creating more of the right conditions and opportunities for people’s health to thrive.

Sefton has a very active voluntary, community and faith sector, fantastic natural assets, and committed health and care services. Our challenge is to nurture each of these and to look for connections between them, so opportunities for better health and wellbeing are more than the sum of their parts, and accessible to everyone.

We will not be able to remove Sefton’s health and social inequalities altogether, however by signing up to ‘Living Well in Sefton 2020-25’ and its ambitions for health and wellbeing, we can create better opportunities for health. If we work together to deliver this strategy, we will see improved health and wellbeing for people Sefton in both the short and longer term.

Having the right strategy is only the first step. The important next step is how we deliver it and how we embed our commitment to eliminating health inequalities in everything we do. If we want to improve health and wellbeing and reduce health inequalities, every single sector, organisation and community has a role to play. Together we can really make a difference to health and wellbeing in Sefton.

A handwritten signature in black ink that reads 'Ian Moncur'.

Cllr Ian Moncur,
Chair of Sefton Health and Wellbeing Board



One Vision

A confident and connected borough that offers the things we all need to start, live and age well, where everyone has a fair chance of a positive and healthier future.

Seven Principles and ways of working

- 1 Ambitions are based on the Joint Strategic Needs Assessment, and shaped by our consultation and engagement activity
- 2 Recognition that health and life chances are significantly shaped by a wide range of factors
- 3 Public, private, and voluntary, community, and faith sectors will all work together to address these ambitions
- 4 Ambitions are high level, and informed by evidence and guidance wherever possible
- 5 Ambitions will improve health and wellbeing for everybody, but will focus on narrowing inequalities for those with greatest need
- 6 Prevention will be embedded in everything we do
- 7 Partners will work together to keep the most vulnerable members of our community safe

Ten Ambitions

Start well

- 1 Every child will achieve the best start in their first 1001 days
- 2 Education and training will enable every young person to unlock the door to more choices and opportunities
- 3 Every child and young person will have a successful transition to adulthood

Age well

- 7 Older people will stay active, connected and involved
- 8 As people grow older they will be provided with support tailored to their needs
- 9 Our communities and the built environment will meet the needs of people as they get older

Live well

- 4 Health, care and wellbeing services across Sefton will work together
- 5 Everyone will have a fulfilling role which can support their needs
- 6 The wider system will have a strong role in prevention and early intervention

All age

- 10 The places where we live will make it easy to be healthy and happy, with opportunities for better health and wellbeing on our doorstep

Making it happen

- The Health and Wellbeing Board will hold the health and social care system and wider partners to account
- A performance monitoring framework will provide assurance of impact and progress to the Health and Wellbeing Board
- The activity of the Health and Wellbeing Board will be reviewed regularly, ambitions updated, and progress will be shared with key stakeholders and Sefton residents

Introduction

What is the Health and Wellbeing Strategy?

The Health and Wellbeing Strategy (HWBS) is the overarching plan to improve the health and wellbeing of people in Sefton and to reduce health inequalities (differences in health between different communities or groups of people). We know that in Sefton, good health and wellbeing is not experienced equally across the borough, and too many people experience poor health.

The strategy is based on Sefton's needs and assets identified in the Sefton Joint Strategic Needs Assessment (JSNA)¹ and through public and stakeholder engagement. It takes account of the latest policy, guidance and evidence. The Health and Wellbeing Board (HWB) holds the Sefton health and care system, including wider partners, to account, by enabling collaboration and challenging progress on the key ambitions.

It is increasingly important that our Sefton health and care system, including wider partners, work together to meet the needs of our entire population. This means focusing on the areas of greatest need and ensuring we are doing the best we can with the resources available. We also need to increase our efforts on prevention, prioritise both physical and mental health, and create connections across the public, private and voluntary, community and faith (VCF) sectors to make lives better for people in Sefton.

How has the Health and Wellbeing Strategy been developed?

In 2019 we spoke to members of our local communities and other key stakeholders and asked what they thought the JSNA told us². From this we identified a number of key themes, aims and ambitions. We then carried out a series of focus groups to ensure we correctly captured everyone's views. Existing evidence, guidance and best practice from elsewhere, was merged with our local findings to inform the final structure and content of the strategy.

Key principles and ways of working

Our key principles and ways of working are outlined below: -

- Our ambitions are based on current and future needs as outlined in the Sefton Joint Strategic Needs Assessment and shaped by our consultation and engagement events. They focus on issues that affect large numbers of people, not just the health problems that people die from.
- We recognise that health and life chances are significantly shaped by a wide range of factors known as the determinants of health. These include where we live, how we socialise, what opportunities we have, and what services are in place to support us.³
- To achieve our ambitions, the public, private, and voluntary community and faith sectors will all work together, with the interests of our communities at the heart of what they do.
- The ambitions we outline in the strategy are high level, informed by evidence and guidance wherever possible. They use real-world experiences, and lessons from landmark reports such as Due North⁴ and Fair Society Healthy Lives⁵.
- Ambitions will improve health and wellbeing for everybody but will focus on narrowing inequalities for those with greatest need.
- We will embed prevention in everything we do. Prevention and early intervention is about enabling people to maintain the best health possible all the way through life.
- Partners will work together to keep the most vulnerable members of our community safe.

What is...

Health inequalities: Avoidable and unfair differences in health between different communities or groups of people.

Prevention: stopping something which may be harmful from happening.

Life chances – these are the opportunities we have to improve our quality of life.

Early intervention: Recognising difficulties faced by children, adults and families and tackling these issues early before they become more ingrained problems

Policy Context

The Health and Social Care Act (2012)⁶ requires local authorities to set up HWBs as a council committee, with some mandatory membership. Details of the Sefton HWB board can be found here⁷. The HWB can use its powers and duties to facilitate integrated commissioning and decision-making, which align with patterns of local health and health-related needs.

A recent review of HWBs by the Local Government Association clearly supports the continuing relevance and status of HWBs, JSNA and ‘Living Well in Sefton 2020-2025’ as essential and powerful drivers of population health improvement.⁸ This is supported by the NHS Long term Plan.

The NHS Long Term Plan stresses the importance of prevention, addressing health inequalities, recognising NHS organisations as ‘anchor institutions’ and emphasising greater collaboration and integration at a borough level through the new NHS model⁹. This is also referenced for Sefton in the recently published Sefton2gether Plan.¹⁰

We recognise the importance of economic growth to Sefton in helping to improve people’s health and wellbeing. The National Industrial Strategy¹¹ includes a ‘Grand Challenge’ to ensure that people can enjoy at least five extra healthy, independent years of life by 2035, while narrowing the gap between the experience of the richest and poorest. Technological innovation is presented as a key means of achieving this mission, for example improving digital skills and access.

The two-way relationship between good work and good health is also a central theme in the Liverpool City Region Local Industrial Strategy, which is currently in development.¹²

The Health and Wellbeing Strategy will be delivered through a number of local plans, strategies and boards including;

- Sefton2gether – Sefton’s NHS 5 Year Plan
- Children and Young Peoples Plan
- Early Help Strategy
- Emotional Health and Wellbeing Strategy
- All Age Carer Strategy (currently in development)
- Sefton Older Peoples Strategy
- The Integrated Commissioning Group work programme (currently in development)
- Children and Young Peoples Partnership Board
- Adults Forum
- Health Protection Forum
- Local Safeguarding Boards

Further details on these plans and strategies can be found here¹³

What is...

Integrated commissioning:

Working in partnership to identify need in our communities and ensuring there are services in place to meet those needs.

Anchor institutions:

these are large organisations like hospitals, local councils, and universities whose long-term sustainability is connected to the wellbeing of the populations they serve. These organisations can have a significant influence on the health and wellbeing of a local community.



Health in Sefton

The Four Pillars of Population Health

Our Health Behaviours and Lifestyles



11.1% of Sefton residents smoke, the lowest rate in the Liverpool City Region

Two thirds of Sefton residents meet the Chief Medical Officer's recommendations for physical activity



Sefton is amongst the 10% of English authorities with the highest rates of alcohol specific hospital admissions

Almost three quarters of adults in Sefton are overweight or obese



Priorities and practical solutions The Places and Communities We Live In, and With



1 in 5 Sefton residents live in the most deprived 10% of England

(approximately 88,000 residents).

1 in 25 Sefton residents live in the least deprived 10% of England (10,000 residents)

Life expectancy is 9 years lower for men and 8 years lower for women in the most deprived areas of Sefton than in the least deprived areas.

Sefton's most deprived populations also spend, on average, 18 years less in good health than those in the most affluent areas.



The Wider Determinants of Health



There are approximately 272 fast food outlets in Sefton, 1 for every 1,000 residents. Outlets tend to be concentrated amongst Sefton's most deprived communities.

Sefton has 27 Municipal Parks, 135 Other Parks and Greenspaces and 38 Outdoor Gyms.



Air pollution is thought to be responsible for 3.8% of Sefton's deaths

An Integrated Health and Care System

The increasing complexity of people's health calls for a more joined up, person-centred health care system.

An estimated 27% of Sefton residents have two or more chronic conditions and 17% have 3 or more chronic conditions.

Multimorbidity is projected to be highest in areas with an above average older person population and areas of high deprivation.



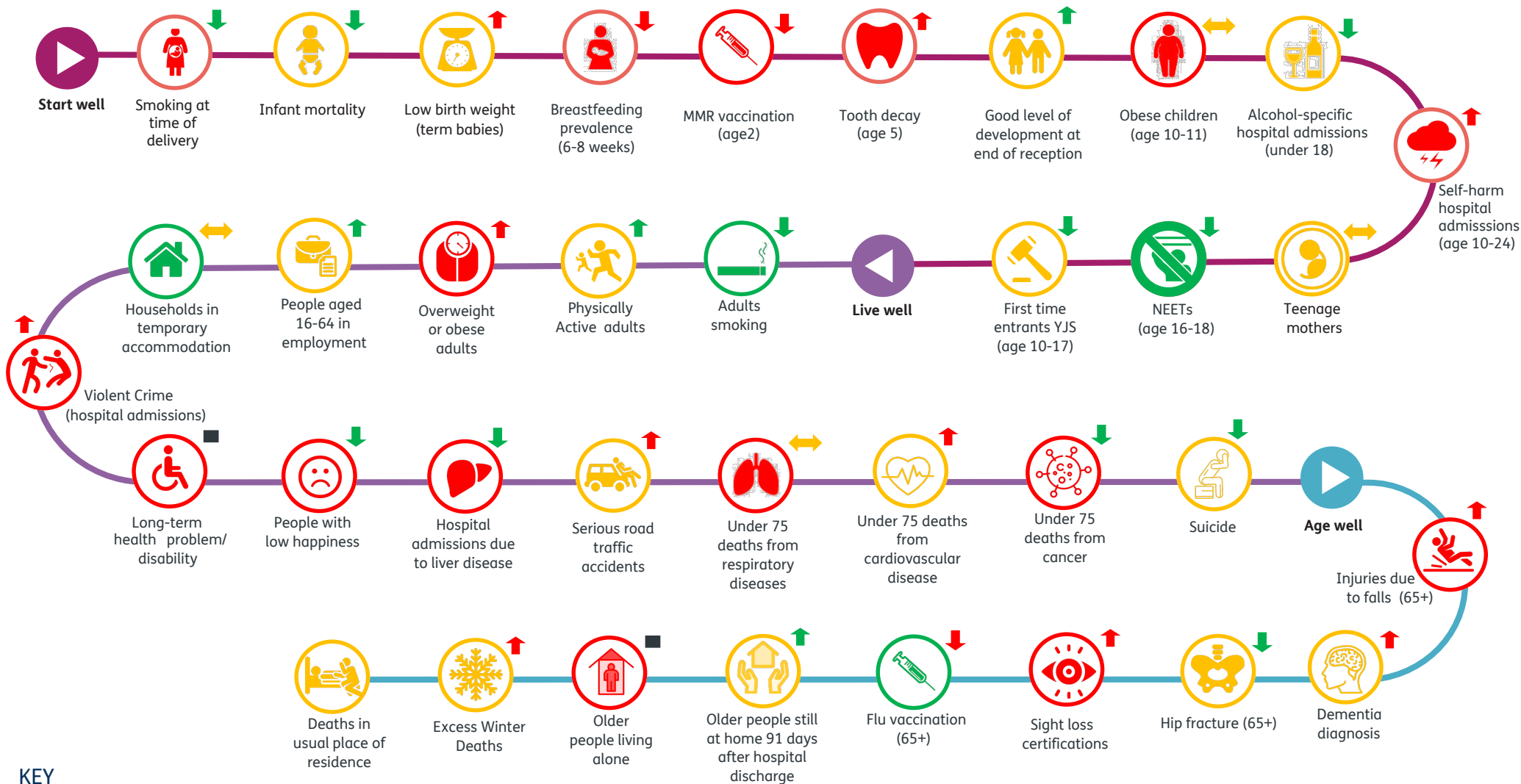
Sefton's Health & Wellbeing Across the Lifecourse

Current Population 275,396

53,000
Under 18s

157,531
18 - 64

64,032
65+



KEY

Statistical significance to England:

- Better
- No different
- Worse

Direction of travel:

- ↑↓ Improved since last period
- ↔ Similar to last period
- ↑↓ Worse than last period
- No comparator

Based on a template from Halton Public Health Intelligence Team and work produced by Centre for Public Health, Liverpool John Moores University. Icons made by Flaticon and available here: www.flaticon.com

Our ambitions across all ages

We need to focus on the factors, structures and conditions that shape our opportunities for good health throughout life. The way we do this is to take a life course approach, where the emphasis is on healthy ageing from before birth to the end of life, and on the range of interventions that support this. Our approach to a healthy life is as follows;

Start well

Where we lay the foundations for a healthy life, usually up to age 18, but includes children up to age 25 years for some children with additional needs.

Live well

Where we ensure people have every opportunity to live a healthy life

Age well

Where we consider the factors that help keep us healthy as we get older

All age

Where our ambitions for Sefton apply to all age groups



Start Well

Children's life chances and health risks are different, even from before birth. Levelling the playing field from birth to starting school and beyond is one of the best ways to improve population health and narrow the gap in health experienced between our most and least vulnerable communities. There are many times in our lives where the right support and opportunities can make big differences to life chances.

- In Sefton we are committed to having children and young people who are heard, happy, healthy and achieving.
- The first 1001 days are a unique window of opportunity to support each child to develop their language, thinking, emotional and social abilities as fully possible. These are the basic tools children need so they can get the most out of school and other areas of life.
- In the last year there were more than 300 babies born to women who smoke. In some Sefton communities, around one in six women smoke in pregnancy and many more babies and children do not grow up in smoke-free homes.
- Health and wellbeing in pregnancy can also be harmed by substance use, obesity, poor nutrition, poor mental health and indoor and outdoor air pollution.
- We need to improve health and wellbeing through things like the promotion of breastfeeding, increasing vaccination, preventing accidents, reducing exposure to air pollution and passive smoking, and improving access to healthy housing and healthy eating, including addressing the impact of food poverty.
- Good emotional wellbeing for children, parents and carers starts with feeling safe, secure and confident. When these core elements of wellbeing are shaky or missing altogether, making progress towards being ready for school at age 4 or 5 becomes an even bigger challenge. This might be due to the impact of mental health problems during pregnancy or in the first



year following the birth of a child, current or historic abuse or adverse childhood experiences, or threats to safety and security because of problems with money or housing.

- Universal advice and support for all is essential and helps parents, carers and children alike to grow in confidence during the crucial, pre-school years when their brains are developing very rapidly. Universal services, for example health visiting, are responsive to the needs of families, increasing and reducing support where required. This ensures that additional needs and vulnerabilities are spotted early, and children and families are provided with appropriate and timely support.
- For older children, transitions into primary, secondary school and into further education and training are key stepping stones. If these transitions are good, young people can more easily achieve their full potential. In Sefton, there is a gap in educational attainment between children from disadvantaged backgrounds and their more advantaged peers. Amongst older children in Sefton, poor mental wellbeing, bullying, loneliness, self-harm, time out of education, exposure to crime and access to mental health services are concerns. Differences in physical health, including obesity exist along lines of income and social deprivation.
- Some groups are also at greater risk of having worse health and wellbeing outcomes as children and young adults, for example individuals with learning or other disabilities, children from groups that may be at higher risk of exclusion, and children who identify as LGBT, or children who need to be cared for by others.

Our ambitions for Start Well are:

- Every child will achieve the best start in their first 1001 days
- Education and training will enable every young person to unlock the door to more choices and opportunities
- Every child and young person will have a successful transition to adulthood, including young carers, and children with special educational needs and disabilities for whom transition extends to 25 years.

Live Well

As adults our health related behaviours can become a more prominent concern for our long-term health. People living within the constraints of a low income, and other social disadvantages are more likely to develop chronic conditions such as obesity, diabetes, high blood pressure, or high cholesterol.

This group is also more likely to develop serious long-term, conditions like, serious mental health problems, cancer, heart disease, stroke or lung disease earlier in life (pre-retirement age) and develop more than one condition. In addition, the amount of ill-health and reduced quality of life due to issues like back pain problems, and chronic stress are all part of this picture. Mental wellbeing for middle-aged men is also a growing cause of concern.

- Challenges from poor quality or uncertain employment, debt, caring for children and/or older relatives and physical health problems increase the risk of poor mental wellbeing and mental health conditions.
- People with mental illness are more likely to have higher rates of poverty, homelessness, prison, social isolation and unemployment and their needs often tend to be more complex and urgent.
- Alcohol and drug use, smoking and gambling can negatively affect our own health, and the wellbeing of our family and friends. The consequences can be more serious for people living in poverty and with limited networks of support.
- People with few barriers to making healthy choices and changes can benefit from high quality self-care information and services, whereas people facing many more barriers and challenges need more hands-on support
- To make a difference, we need to work together across the public, private, and voluntary community and faith sector to embed prevention into wider strategies such as housing, the economy, the NHS, transport and the local environment, and placing communities at the heart of decision-making.
- Housing, inclusive economic growth, employment, adult learning and training opportunities, healthy high streets and workplaces and person-centred support for carers are key considerations for all, and this can sometimes be summarised as “somewhere to live, someone to love, and something to do’.

Our ambitions for Live Well are:

- Health, care and wellbeing services across the wider system will work together to support individuals, carers, families, and communities
- Everyone has a fulfilling role which can support their needs, with opportunities to contribute, learn and progress
- The wider system has a strong role in prevention, early intervention, health equity, and integrated care so that access and support is available where needed

What is...

Inclusive economic growth: increasing local wealth and ensuring it is distributed fairly across society and creates opportunities for all.

Healthy high streets: using high-streets as a way of supporting the health and wellbeing of local communities, for example through making sure that they are easy to navigate.

Healthy workplaces: Making work an environment that can support the health and wellbeing of employees, for example by making sure there is access to healthy food.

Health equity: ensuring that everyone has fair access to the support they need to keep healthy, by making sure that services meet the needs of all groups and communities.



We know that the proportion of the population that are aged over 65 is increasing in Sefton. We therefore need to consider how we can promote healthy and active ageing would locally.

Older people play an important role in our communities, often supporting others through caring roles, and actively engaging with groups and events. However, for some people, growing older brings about increasing dependency and social isolation, reflecting the broader picture of health inequalities experienced in Sefton.

- Getting older is associated with an increased risk of long-term health conditions. Many people will develop multiple health problems such as; stroke, dementia and mental health problems. They are also at increased risk from infections including influenza and pneumonia and problems with sight and hearing. These factors can contribute to a high rate of frailty and falls and the loss of independence that can result.
- As people get older there are wider factors that can pose a risk to health and wellbeing, these include; care arrangements, time in hospital, hazards at home, access to suitable transport, low income, and demanding caring roles. Loss and loneliness can have a dramatic effect on health, wellbeing and independence.
- Considerations for this age group include how the health, care and wellbeing services work together, and recognising the ongoing value of preventative care for example to minimise the risk of a serious fall, infection or complication from a long-term condition.



- The social, and built environment are also a key consideration. Affordable housing that is easy to keep warm, is age and disability friendly and in a good state of repair can improve health and well-being. This enables people to maintain their independence for as long as possible. These spaces should be co-designed to create disability and age friendly places that are safe and easy to navigate for all ages.
- Wherever possible, indoor and outdoor spaces should be co-designed with the needs of older people in mind. These spaces should be suitable for all ages to provide safe spaces which are easier to navigate and move around, allowing people to be active and socialise together.
- Getting around is important for all aspects of active ageing. Transport in Sefton must reflect the needs of older people and people with disabilities.
- Within Sefton we have a range of natural assets, including the coastline and forests, as well as parks and greenspaces. Supporting older people, as well as other age groups, to make use of these spaces maximises opportunities to be physically active and can help to strengthen our communities by fostering social interaction between people of all ages.

Our ambitions for Age Well are:

- Older people will stay active, connected and involved by being part of strong communities in which they are important.
- As people grow older, they will be provided with support, tailored to their needs which respects their dignity and individual preferences, including in relation to caring responsibilities.
- Our communities and the built environment will meet the needs of people as they get older, through age and disability friendly towns, communities, services, housing and transport.

All Age Ambitions

Some of our actions in Sefton will cross all age groups, because there are many factors that influence our health across the life course, such as our mental wellbeing. We know, for example, that many adult mental health problems can start in childhood and continue throughout life. This section sets-out actions that should be adopted across Sefton to address the priorities identified within this report.

We understand that places and communities have assets that are valued, and the wider system has a role in supporting this through enhancing our environment, such as promoting active and sustainable travel. By working together we can:

- Enable everyone to maximise their capabilities and control over their lives.
- Empower people through access to the right information and guidance, to allow them to make informed decisions across the whole life course
- Ensure a healthy standard of living, including healthy homes, streets, schools, workplaces and leisure time, therefore helping to make the healthy choices the easy choices.

Our All Age ambition is that:

- The places where we live will make it easy to be healthy and happy, support our physical and mental health, with opportunities for better health and wellbeing on our doorstep, where social connections are encouraged across all generations.

What is...

Life course approach:

Supporting people throughout their lives from birth until old age, with the understanding that people have different needs as they age.



How will we make this happen?

The HWB and its partners are responsible for delivering this strategy.
The HWB will do this by:

- Meeting regularly as a board and holding each other and wider partners to account
- Having a forward plan to ensure all elements of the strategy are progressed and reported on
- Reporting on progress in delivering against the key ambitions as outlined in the strategy
- Providing robust challenge and support to partners in relation to these key ambitions to ensure that all opportunities to improve health and wellbeing further and faster are maximised.
- Having a performance monitoring framework in place, drawn from the key national outcomes frameworks (NHS, Adult Social Care, Childrens, Public Health, Marmot) (REF14) which the HWB will scrutinise to ensure the strategy is delivering against the vision and ambitions.

- Reviewing progress on an annual basis and updating ambitions as required
- Utilising the work of Sefton Healthwatch to ensure the voice of Sefton residents remains central in delivering the ambitions of the strategy.

- Reporting to key stakeholders and residents of Sefton on a regular basis

Key actions the HWB will take: -

- It will hold the health and social care system and wider partners to account.
- There will be a performance monitoring framework which will provide assurance of impact and progress to the Health and Wellbeing Board
- The activity of the HWB will be reviewed regularly, ambitions updated, and progress will be shared with key stakeholders and Sefton residents



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